

World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047)

Coimbatore - 641 046, Tamil Nadu, India

Program	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	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	Program Outcomes (POs)					
On succe	On successful completion of the M. A. TOURISM & TRAVEL MANAGEMENT					
program	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		a w	H	ours	Maximum Marks			
Code	Title of the Course	Credits	Theory	Practical	CIA	ESE	Total	
	1	FIRSTSE			1			
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	
	S	ECOND SI	EMESTEI	<u>R</u>				
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	1		6		50	50	100	
23D	Course - IX Hospitality Management	4	6		50	50	100	
2EA			6		50	50	100	
	Total						500	
		THIRD SE						
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	

Course - XVI Field Visit	4	-	100		100
Total	24				600
FO	URTH S	EMESTER			1
Course - XVII E-Tourism	4	50	50	100	
Course - XVIII Human Resources Management	4	4	50	50	100
Course - XIX Tourism Policy, Planning and Development in India	4	4	50	50	100
Course - XX Ethical Codes for Tourism	4	4	50	50	100
Course - XXI Elective - IV	4	4	50	50	100
47V Course - XXII Project and Viva Voce		10	50	100	150
Total	26				650
Grand Total	90				2250
0	NLINE (COURSES	I		
	Field VisitTotalTotalFOCourse - XVIIE-TourismCourse - XVIIIHuman ResourcesManagementCourse - XIXTourism Policy, Planning and Development in IndiaCourse - XXEthical Codes for TourismCourse - XXIEthical Codes for TourismCourse - XXIEthical Codes for TourismCourse - XXIElective - IVCourse - XXIIProject and Viva VoceTotalGrand Total	Field VisitImage: constraint of the sector of t	Field VisitImage: constraint of the sector of t	Field VisitImage: constraint of the sector of t	Field Visit Image: constraint of the sector of

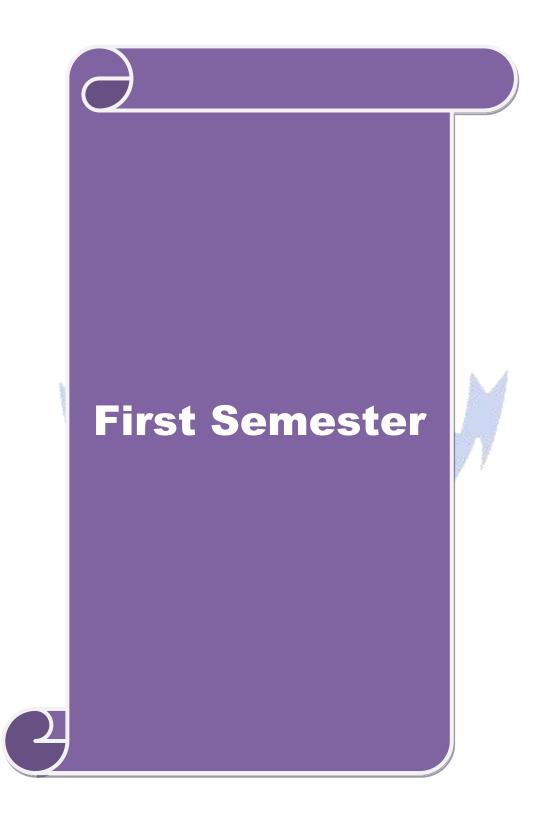
* In the core subjects, no. of papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

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



Course code	13A	PRINCIPLES OF TOURISM	L	Т	Р	С		
Core		CORE –I	4			4		
Pre-requisite		Understand Basic Tourism Concepts	-	Syllabus2020-Version21				
Course Object	tives:							
The main object	ctives of thi	s course are to:						
1. Know t	he basic co	ncepts and importance of tourism						
		s types of tourism						
3. Familia	rize the var	ious organization's role on the tourism development						
E	0-4							
Expected Cour		nes: etion of the course, student will be able to:						
	Ĩ				V	<u>- 1</u>		
		c concepts of tourism				<u>1</u>		
-		pes of tourism				<u>52</u>		
-		types of tourism and it role				3		
		bus impacts of tourism				[4		
	nd various	leading tourism organizations' role on the promotion	of		K	5		
tourism	or K2 II	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6	Croot	to			
KI - Kellieliiu	ei, K 2 - Ul	iderstand, K5 - Appry, K4 - Anaryze, K5 - Evaluate,	K 0 –	Clea	le			
Unit:1		Basics of Tourism		14	5 hou	ire		
	finition M	eaning, and Characteristics; Types of Tourism; T	ourists					
		ls in Tourism- Ecotourism, Adventure Tourism, Ru		-	-			
		of Tourism and their Linkages.			, 1			
			1					
Unit:2	A A	Evolution of Travel			5 hou			
		nd Tourism Through the Ages - Purposes for Trave						
		ts, Transports, Highways, Etc.; Factors Responsible	for Th	e Gro	owth	of		
Mass Tourism	- Spas, Org	anized Travels, Paid Holidays Etc.; The Grand Tour.						
Unit:3		Measurement of Tourism		20) hou			
	The Trave	l; Deterrents of Tourism; Measurement of Tourism;	Need					
		sm Statistics; TSA-Tourism Satellite Accounts-Meth						
• -		sm Traffic in India.				,		
Unit:4		Impacts of Tourism		20) hou	irs		
	ırism - Soc	cio-Economic - Positive and Negative; Tourism Exp	enditu					
		nd Employment; Manila Declaration; STD- Sus						
		The World's Peace Industry. Touch Less Trave						
COVID-19 Imp	pacts.							
TT • / P	-			4.4				
Unit:5Tourism Organisation and Association13 hoursTourism Organizations – Objectives and Functions; WTO, IATA, PATA, WTTC, ICAO,								
		TDC. Role of UNWTO during the Pandemic Period.	wiit	., IC	AU,			
Unit:6				በኅ	2 hou	re		
	e online co	ominars – webinars		04	- 1100	115		
Expert lecture	s, onnie se							

		Total Lecture hours	90 hours
Bo	ook(s) for S	tudy	
1	Tourism, P	rinciples, Practices, Philosophies- Goeldner, C., & Ritchie, J.R. New Jerse	ey: John Wiley.
2	Tourism Pr	inciples and Practices- Swain, S.K. & Mishra, J.M. New Delhi: OUP	
Bo	ook(s) for F	leference	
1	The SAGE Publication	Handbook of Tourism Studies- Jamal, T., & Robinson, M. (Eds.). United	Kingdom: Sage
Re	elated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://cbs	academic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/X/In	ntroduction%20t
	<u>o%20Tou</u>	<u>rism%20ii.pdf</u>	

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

Mappi	Mapping with Programme Outcomes									
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	Μ	Μ	S	S	S	S	Μ	S	S
CO2	S	M	S	S	М	S	S	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	М	S	M	S	М	S	S	S	L	М
CO5	L	S	S	M	S	М	S	L	S	S
		0		10100	"hours		1 - 7	1	1.2	

Cou	rse code	13B	CULTURAL HERITAGE OF INDIA	L	Т	Р	С
Core	e		CORE-II	4			4
Pre	e-requisite		Basic Information About Indian Culture and	Sylla		2020)-
	-		Heritage	Versi	on	21	
	rse Object						
The	v		s course are to:				
1.			be familiar with historical and cultural background of		ì.		
2.			logical order based various civilizations emerged in In	ndia			
3.	3. Learn and visualize various dynasty's and rulers of early India						
Exp	ected Cou	rse Outcon	nes:				
			etion of the course, student will be able to:				
1	Rememb	er the inter-	relationship between culture and heritage of India]	K1
2			s civilizations and its contribution to human civilization	on in Ir	ndia]	K2
3	Understa	nd various l	kingships and dynasties of India]	K3
4			rulers and their contributions to culture art and archite	cture c	over		K4
•		d of years	allers and men control allers to cantale at and a cinte	etare d			
5	-		nter-collaborative art and cultural history of India]	K5
K1	- Rememb	er; K2 - Ui	nd <mark>ersta</mark> nd; K3 - Apply; K4 - An alyze; <mark>K5</mark> - Evaluate;	K6 – (Creat	e	
		_					
Un	it:1		Introduction to Indian Culture		1	5 ho	urs
			n Culture - Meaning and Constituents; Salient Feature				
			Importance of Indian Cultural Heritage for Touris	sm; Ou	utline	of	The
H18	storical Evo	olution of Ir	ndian Culture.	1			
		12-2					
	<u>it:2</u>	C II	Legacy of Different Dynasties- I			2 <u>0 ho</u> .	
			appa, Vedic and Sangam period; The contribution Heritage; The Mauryan Contributions to Culture - Ar				
Jaim			Themage, The Mauryan Contributions to Culture - Ar		AICIII	leciu	10.
Un	it:3	1	Legacy of Different Dynasties - II		2	20 ho	urs
		Indo-Gree	ks, Sungas and Satavahanas; The Cultural Herita	ge of	Gup	ta's	and
Hars	sha's; Anci	ent Centres	of Learning; The Contributions of Chandellas and other	her Ki	ngdo	ms.	
Un	it:4		Legacy of Different Dynasties - III		2	20 ho	ours
			halukyas, Pallavas, Pandiyas, Rastrakutas, the Ch	olas a	nd P	andi	yas,
Na	yaks, Hoys	alas and Vi	jayanagar Kingdoms to Cultural Heritage.				
	it:5		Legacy of Different Dynasties - IV			<u>3 ho</u>	
	The Contributions of the Delhi Sultanate and the Mughals; Indo-Islamic culture; The Importance						
of	of Bhakti Movement; The Contributions of West to Indian Cultural Heritage.						
	••• •	[1		-		
	<u>it:6</u>	a ar ¹	eningers makingers		0	2 ho	urs
Ex	pert lecture	es, online se	minars – webinars				
			Total Lecture hours		Q	0 ho	urs
Po	ok(s) for S	tudy	Four Decture nours		,	0 110	
D0	UN(S) 101 3	iuuy					

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

Book(s) for Reference

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

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]1https://nios.ac.in/media/documents/SecICHCour/English/CH.02.pdf

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

Mappi	Mapping with Programme Outcomes											
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO1	Μ	S	S	M 🥢	S	М	S	S	S	S		
CO2	S	Μ	S	S	S	S	S	S	S	S		
CO3	S	S	S	L	S	S	Μ	S	S	L		
CO4	S	Μ	S	S	S	S	S	L	S	S		
CO5	S	М	S	S	М	S	S	S	М	S		
			12		3.6	CYA						



	13C	TOURISM RESOURCES OF INDIA	L	Т	Р	С
Core		CORE–III	4			4
Pre-requisite		Knowledge about Major and Minor Tourism	Sylla		202	0-
-	•	Recourses of India	Versi	ion	21	
Course Object		is course are to:				
		sources of India and their tourism potentiality.				
		about Historical and Archaeological Attractions in No	orth Inc	lia		
3. Inculcate v	arious othe	er tourism attractions of India				
Expected Cou	rse Outcon	nes:				
		etion of the course, student will be able to:				
1 Remember	er the origin	n of India's unique tourism importance			K	1
2 Obtain in	formation of	on archeological, historical and cultural tourism attrac	ctions i	n	K	3
North Ind						
		ural tourism attractions of India			K	
		ties and their contributions to the cultural tourism of l	India		K	
_		man-made and natural attractions in India			K	2
K1 - Rememb	er; K2 - U i	nderstand; K3 - Apply; K4 - Analyze <mark>; K5 -</mark> Evaluate;	K6 – (Creat	e	
				cieu		
Unit-1		Tourism Resources in India	4			re
Unit:1		Tourism Resources in India		15	5 hou	
Tourism Res		Concept, Types - Natural and Manmade, An	d Cha	15 aracte	5 hou eristic	cs;
Tourism Res Classification	and Locat	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West	d Cha tern, N	15 aracte	5 hou eristic ern a	cs; nd
Tourism Res Classification	and Locat ia – A Tou	Concept, Types - Natural and Manmade, An	d Cha tern, N	15 aracte	5 hou eristic ern a	cs; nd
Tourism Res Classification Southern; Indi	and Locat ia – A Tou	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West	d Cha tern, N	15 aracte	5 hou eristic ern a	cs; nd
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Tourism Res Classification Southern; Indi Resources of I Unit:2	and Locat ia – A Tou india.	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West arist Paradise; Important Tourism Circuits; Unique Fe	d Cha tern, N eatures	15 aracter forthe of T	5 hou eristic ern a ouris	cs; nd sm
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Tourism Res Classification Southern; Indi Resources of I Unit:2 Archaeologica Museums – T Galleries In In Forts And Pa Ajanta And El Unit:3 Natural Touris and Potentiali Houses. Touri Forests, Sund Northern, Sou	and Locat ia – A Tou india. Il Sites In Types Of M ndia; Histo laces; Wor lora. Sm Resource ity of Islan sm Importa erbans; Na thern, East	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West wist Paradise; Important Tourism Circuits; Unique Fe Tourism Resources of Northern India North India And Other Parts Of India; A Case Stue Museums; Functions Of Museums; Museums In Indorical Monuments And Their Types – Region wise; rld Heritage Sites In India; Hampi; Taj Mahal, Kl Physical Tourism Resources of India ces - Beaches in East and West Coast; Goa, Juhu; To nds; Back Waters, Rivers and Lakes; Snake Boat ance of Forests and Deserts; Botanical Garden; Bio- S ational Parks And Wild Life Sanctuaries; Water Fal ern, And Western India; Tourism Promotional Fairs a	d Cha tern, N eatures dy Of dia; Im Impor hajurah ourism t Race. Spheres Ils; Hil and Fes	15 aracte forthe of T 15 Indus aporta tant to Te 20 Importa tival s; Ma Il Sta stival 20	5 hou eristic ern a ouris 5 hou s Site ant A Pilla emple 0 hou ortan d Bo ngro ations s.	rs ce ce ce ce ce ce ce ce ce ce ce ce ce
Tourism Res Classification Southern; Indi Resources of I Unit:2 Archaeologica Museums – T Galleries In In Forts And Pa Ajanta And El Unit:3 Natural Touris and Potentiali Houses. Touri Forests, Sund Northern, Sou Unit:4 Cultural Touris	and Locat ia – A Tou india. Il Sites In Types Of M ndia; Histo laces; Wor lora. Sm Resource ity of Islan sm Importa erbans; Na thern, East	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West wist Paradise; Important Tourism Circuits; Unique For Tourism Resources of Northern India North India And Other Parts Of India; A Case Stud Museums; Functions Of Museums; Museums In Indo prical Monuments And Their Types – Region wise; rld Heritage Sites In India; Hampi; Taj Mahal, Kl Physical Tourism Resources of India ces - Beaches in East and West Coast; Goa, Juhu; To nds; Back Waters, Rivers and Lakes; Snake Boat ance of Forests and Deserts; Botanical Garden; Bio- S ational Parks And Wild Life Sanctuaries; Water Fal ern, And Western India; Tourism Promotional Fairs a Cultural Tourism Resources of India	d Cha tern, N eatures dy Of dia; Im Impor hajurah ourism t Race. Spheres Ils; Hil and Fes	15 aracter forthe of T 15 Indust aporta- tant no Te 20 Importa- tant s; Ma Il Sta stivals ativals	5 hou eristic ern a: ouris 5 hou s Site ant A Pilla emple 0 hou ortan d Bo ations s.	urs irs ce ce ce ce cat ve s - irs ce ce cat ve s - irs
Tourism Res Classification Southern; Indi Resources of I Unit:2 Archaeologica Museums – T Galleries In In Forts And Pa Ajanta And El Unit:3 Natural Touris and Potentiali Houses. Touri Forests, Sund Northern, Sou Unit:4 Cultural Touris of Temple Arc	and Locat ia – A Tou india. I Sites In Cypes Of M ndia; Histo laces; Wor lora. Sm Resource ity of Islan sm Importa erbans; Na thern, East m Resource chitecture	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West wist Paradise; Important Tourism Circuits; Unique Fe Tourism Resources of Northern India North India And Other Parts Of India; A Case Stue Museums; Functions Of Museums; Museums In Indo prical Monuments And Their Types – Region wise; rld Heritage Sites In India; Hampi; Taj Mahal, Kl Physical Tourism Resources of India ces - Beaches in East and West Coast; Goa, Juhu; To nds; Back Waters, Rivers and Lakes; Snake Boat ance of Forests and Deserts; Botanical Garden; Bio- S ational Parks And Wild Life Sanctuaries; Water Fal ern, And Western India; Tourism Promotional Fairs a	d Cha tern, N eatures dy Of dia; Im Impor hajurah ourism t Race. Spheres Ils; Hill and Fes	15 aracte forthe of T 15 Indus porta- tant no Te 20 Impe , An s; Ma Il Sta stivals duri F al Te	5 hou eristic ern a: ouris 5 hou s Site ant A Pilla emple 0 hou ortan d Bo ngro ations s.	rs ce ce ce ce ce ce ce ce ce ce ce ce ce
Tourism Res Classification Southern; Indi Resources of I Unit:2 Archaeologica Museums – T Galleries In In Forts And Pa Ajanta And El Unit:3 Natural Touris and Potentiali Houses. Touri Forests, Sund Northern, Sou Unit:4 Cultural Touris of Temple Arc	and Locat ia – A Tou india. Il Sites In Types Of M ndia; Histo laces; Wor lora. Sm Resource ity of Islan sm Importa erbans; Na thern, East m Resource chitecture – of Hindu T	Concept, Types - Natural and Manmade, An tion of Tourism Resources of India - Eastern, West trist Paradise; Important Tourism Circuits; Unique Fe Tourism Resources of Northern India North India And Other Parts Of India; A Case Stud Museums; Functions Of Museums; Museums In Indo orical Monuments And Their Types – Region wise; rld Heritage Sites In India; Hampi; Taj Mahal, Kl Physical Tourism Resources of India ces - Beaches in East and West Coast; Goa, Juhu; To nds; Back Waters, Rivers and Lakes; Snake Boat ance of Forests and Deserts; Botanical Garden; Bio- S ational Parks And Wild Life Sanctuaries; Water Fal ern, And Western India; Tourism Promotional Fairs a Cultural Tourism Resources of India	d Cha tern, N eatures dy Of dia; Im Impor hajurah ourism t Race. Spheres Ils; Hill and Fes	15 aracte forthe of T 15 Indus porta- tant no Te 20 Impe , An s; Ma Il Sta stivals duri F al Te	5 hou eristic ern a: ouris 5 hou s Site ant A Pilla emple 0 hou ortan d Bo ngro ations s.	rs ce ce ce ce ce ce ce ce ce ce ce ce ce

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

1

Expert lectures, online seminars – webinars

Total Lecture hours

90 hours

2 hours

Book(s) for Study

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

L A

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

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

1 <u>https://swayam.gov.in/nd2_cec19_mg28/preview</u>

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	М	S	S	S	М	S	S	S	М	S		
CO2	S	S	S	S	S	L	S	S	M	S		
CO3	S	S	S	М	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	М	S	М		
			1. A.	- 0, -	Contractory of the	1111-27	Sec. 3					

Cou	rse code	13D	TOURISM GEOGRAPHY	L	Т	Р	С
Core	<u>,</u>		CORE –IV	4			4
Pre	-requisite)	Understanding the Relationship Between Geography and Tourism	Sylla Versi		2020 21	0-
Cou	rse Objec	tives:	O L V				
			s course are to:				
			cations of geography to tourism.				
			ncepts of map reading and various time calculation te	chniqu	les		
3.	Understan	id the IAIA	Traffic conference and Aviation Geography				
Exp	ected Cou	rse Outcon	nec•				
			etion of the course, student will be able to:				
1		Ĩ	ading and geographical distributions			K	1
2		1	ical geography of the World			K	
3			national Time calculation			K	
4			tion geography and IATA traffic conferences			K	
5			erging tourism movements around the World			K	
			nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (Treat		
					Jieur	•	
Uni	it:1		Introduction to Global Geography		1	5 h o	ours
Me	aning and	Types of	Geography; Maps and Its Uses; Maps - Circuits an	d Tou	ism	Cent	ers;
Geo	ographical	Compone	nts of Tourism; Importance of Geography in T				
Geo	ographical	Regions - I	Hemisphere, Continents.	2			
T T 1					1		
Uni		Political G	Physical Geography the World eography – Major Continents of The World - Ameri			15 ho	
			rism Importance of Weather and Climate.	ica, As	1a, P	usua	ana,
		1					
Uni		4	Time Zones			20 ho	
			es; International Dateline; Time Zones; Calculation	on of	Tim	e; G	MT
Var	riation and	Their Rele	vance and Importance in Travel and Tourism Sector.				
		1					
Uni			Aviation Geography and Its Uses			20 ho	
	U		Its Uses; IATA Traffic Conference Areas, Sub Area and Airline Codes.	s and i	Sub	Regi	ons;
1/1/							
Un	it·5		Natural Calamities Affecting Travel		1	8 h o	nirs
		Factors Af	fecting Global and Regional Tourism Movements; Na	atural (
			Weather and Climate in Tourism Sector; Emerging				
Τοι	arist Move	ments.					
.			1				
Uni		online	minora Wahinora		()2 ho	ours
	bert lecture	s, onine se	eminars – webinars				
			Total Lecture hours		(00 ho	ours
Ro	ok(s) for S	l Study					
DUC	UI (S) IUI (S)	nuuy					

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.
Bo	ook(s) for Reference
1	The Geography of Tourism and Recreation - Environment, Place and Space-Hall, M., & Page, S.J. London: Routledge.
Re	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Geograph y.pdf
Co	ourse 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	М	S	S	S	S	S	S	
CO2	Μ	S	S	S	S	S	Μ	S	S	S	
CO3	S	S	S	S	S	S	M	S	S	L	
CO4	S	S	L	S	М	M	S	S	S	S	
CO5	S	S	S	М	S	S	S	M	S	S	
			~ 11	14	2				1		

Course code	IEA	PRINCIPLES OF MANAGEMENT	L	Т	Р	С
Elective		GROUP -A ELECTIVE PAPER-I (PAPER-V)	4			4
Pre-requisite		Elementary Understanding on Tourism Management and Administration	Sylla Versi		202 21	0-
Course Object						
The main object	ctives of thi	is course are to:				
2. Able to	recollect th	ementary management concept necessary for tourism he various theories and functions of Management is managerial skills required to manager	admini	strati	on.	
Expected Cou	rse Outcor	nes:				
-		etion of the course, student will be able to:				
		ous schools of management thoughts			K	1
		functions of management			K	3
		ess of Management			K	4
		between various functions of the management			K	5
		ledge about accounting and financial management			K	2
		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	e	
Unit:1		Theories of Management		15	5 hou	rs
		Importance, Levels, Management Skills; Developme	ent of N	/Iana	geme	ent
Thought; Con	tributio <mark>ns (</mark>	Of Henry Fayol And FW Taylor.	Å.			
Unit:2		Functions of Management	-2	15	5 hou	re
	Manageme	ent; Planning- Importance, Types, Process, MBO;	Organi			
and Structure.			0		5	1
	1 1 3					
Unit:3	G. 00 D	Staffing, Directing and Controlling) hou	
	Methods a	Recruitment and Selection; Directing; Communication and Techniques. Pre And Post Covid-19 Impact on R				
		THE REAL PROPERTY AND A DECIMAL OF A DECIMALO OF A DECIMALO OF A DECIMAL OF A DECIMAL OF A DECIMAL OF A DECIM				
Unit:4		Motivation and Leadership		20) hou	rs
Motivation-Imp	portance an	d Theories; Leadership – Theories, Styles and Qualiti	es.			
Unit:5		Accounting and Financial Management	aat Daa		8 hou	
		bose, And Concepts; Journal Ledger and Trial Baland Sheet; Travel Agency Accounting-Uses and Use				
		Ianagement-Objectives and Functions.	15 01	11000	Juni	115
,						
Unit:6				02	2 hou	rs
Expert lecture	s, online se	eminars – webinars				
					. 1	
) hou	rs
Book(s) for S		Total Lecture hours		~		

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 <u>https://www.tutorialspoint.com/management_principles/management_principles_tutorial.p</u> <u>df</u>

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

Mappi	Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10			
CO1	S	S	S	М	S	S	S	S	Μ	S			
CO2	S	S	S	S	S	S	S	S	S	S			
CO3	S	S	М	S	М	S	S	S	М	S			
CO4	S	S	S	S	S	S	М	S	S	S			
CO5	S	S	S	S	S	S	S	S	М	S			
			22	100			37						



Course code	IEA	MICE	L	Т	Р	С
Elective		GROUP –B ELECTIVE-I (PAPER-V)	4			4
Pre-requisite		Basic Understanding of MICE Industry	Sylla Vers		202 21	0-
Course Object	tives:		v ers.		41	
 Understan Analyse the 	d and tap the various c	s course are to: ne emerging market potentiality of the MICE. components in MICE sations role on MICE tourism development in India				
Expected Cou						
		etion of the course, student will be able to:				
		structure the MICE industry				12
		E industry types and characteristics				3
		us originations role on MICE development in India			_	[4
-		of travel agencies and tour operators in the field of M	ICE			5
		modern technology in MICE development		~		(1
KI - Rememt	ber; K 2 - Ui	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K0 –	Creat	te	
and Roles – A Functions, Str Unit:2 MICE Market of Meeting M	Associate, C ructure and t- Associati anagement ency in Mar	IICE; Introduction to Professional Meeting Planning- Corporate, Independent, TA's And TO's; Convention Funding Sources. MICE - Types and Characteristics on and Corporate Meeting, Its Characteristics and D – Permeating, During the Meeting and Post Meeting nagement of Conferences, Pre-And-Post Conference ance.	Visito	or Bu 15 ces; 1 iques	5 hou Proce	s – Irs ess ple
Unit:3		MICE in Indian Context		20) hou	rc
Conference V Room Lay-O	uts, F & B ing and De	ncept, Facility Check-In and Check-Out Procedur Planning for Conference- Convention Manager, Intervelopment; Introduction to Conference Facilities i	er-Rela	equire ted V	emen √enu	its; es,
Unit:4		Trade Shows and Exhibitions		21) hou	ire
Trade Shows Making Proc	ess- Contra ller; Develo	itions - Types of Shows, Benefits of Exhibitions, Pact Negotiations – Principles, Negotiation with Hoppment of Events Sales and Marketing Plan. Impac	otels, A	ant D Airlin	ecisi les a	on nd
Unit:5	Co	ontemporary Technology used in MICE		18	3 hou	irs
Latest Meet	ing Techr	ologies; Video Conferencing and Information luding Information Communication Technology A		nmur	nicati	on

	CE; Human Resource Requirement for Conferences; Incentive	Tour and Special
Re	quirements for its Organization.	
Ur	it:6	02 hours
	pert lectures, online seminars – webinars	
	Total Lecture hours	90 hours
Bo	ok(s) for Study	
1	The Complete Book of International Meeting- International Society of M	eeting Planner,
	Arizona: Todd Publishing.	
2	Managing Conventions and Group Business- Hoyle, L.H., & Jones, Educ	ational Institute of
	AM & MA.	
Bo	ok(s) for Reference	
1	Meeting, Conventions and Expositions- Montogmery, R.J. New York: VI	NR.
De	lated Online Contents MOOC SWAVAM NETEL Websites at a	
	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
I	https://www.slideshare.net/Bhavana2016/components-of-mice-industry	
~		<u>`</u>
Co	urse Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.con	n)

Mappi	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	М	S	S	S	S	S	Μ	S	S	S			
CO3	S	S	S	М	S	S	S	S	S	S			
CO4	S	S	S	S	S	S	S	S	S	М			
CO5	S	S	S	S	S	S	S	S	S	S			
		1	Sec.			3	0	1					

OSSLILINGOU EDUCATE TO EL

Cou	rse code	IEA	CULTURAL TOURISM	L	Т	Р	С
Elect	tive		GROUP -C ELECTIVE- I (PAPER-V)	4			4
Dro	-requisite		Familiarize the Interrelationship between	Sylla		202)-
	-		Culture and Tourism	Versi	on	21	
	rse Object						
The	main objec	ctives of thi	s course are to:				
			portance of cultural tourism of India				
			ess of the Indian cultural aspects of tourism				
3	3. Familia	rize the role	e of motivation in promotion of tourism				
Fyn	ected Cou	rse Outcor	noç•				
			etion of the course, student will be able to:				
1		-	relation ship between culture and tourism			K	.1
2			on the various festivals celebrated across the India				2
3						K	
	-		impacts of tourism				
4			vational concept of tourism				3
5			al aspect of tourism in India		<u> </u>		4
KI	- Rememt	ber; $\mathbf{K2} - \mathbf{U}$	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (Creat	e	
TT	•4 . 1				1.5	. 1	
Uni		Interroleti	Culture and Tourism onship; Social and Cultural Disparities; Cultural	Data		hou	
	irism.	Interretati	onship, social and Cultural Disparties, Cultural	Deter	.1111112	unts	01
100	*****			-			
Un	it:2		Tourism and Moral Conduct	8	15	hou	rs
Τοι	arism and	Moral Co	nduct; Role of Women to Tourism; Tourism and	Cultur	ral C	hang	ge;
Eff	ects on Cu	lture; Touri	s <mark>m and Material Fo</mark> rm of Culture and Nonmaterial Fo	rms of	f Cult	ture.	
Uni			Tourism Festivals of India	• .		hou	
			ia; Their Organization and Impact Assessment of To				
	arimala.	i, interreta	tionship; Pilgrimage Tourism Case Studies- P	alam,	1110	upau	iy,
Dau	ai iiiaia.		Construction of the				
Un	:+.1		Ethnic Tourism		20	hou	100
		m Concept	Positive and Negative Impact; History- Its Use and N	Aisuse			
		III Concept	Toshive and regative impact, mistory its ose and it	115450	III 1	Julis	
Un	:+.5		Promotion of Tourism		10	hou	
		es and Moti	vation in Promotion of Tourism; Spatial Planning for	· Cultu			
	0		minants; Visitor Management at Indian Cultural Site				
			Ausicians, And Dancers	,			
	it:6				02	hou	rs
Exp	pert lecture	es, online se	minars – webinars				
			Total Lecture hours		90	hou	rs
	ok(s) for S	, e			<u> </u>		
			dia: Museums, Monuments & Arts: Theory and Practice	- Gupta	a, S.P	'., Ne	W
	Denn: Indi	aprasula IVI	useum of Art and Archaeology & D.K. Printworld.				

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

Book(s) for Reference

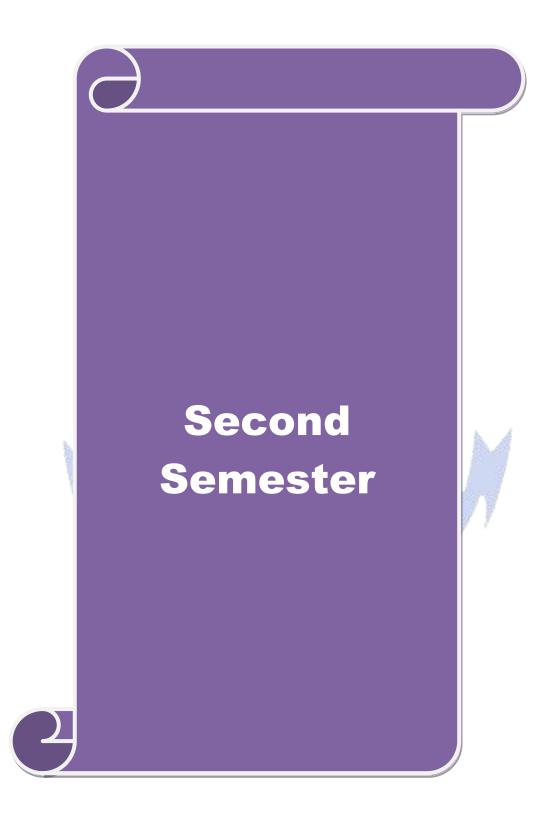
1 Cultural Tourism in India- Gupta, SP, Lal, K, Bhattacharya, M., DK Print.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]1https://swayam.gov.in/nd2_aic19_as04/preview

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

Mappi	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	М				
CO2	S	Μ	S	S	S	S	М	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	М				
			14		1	100	53							





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Course code	23A	TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS	L	Т	Р	С
Core		CORE-VI	4			4
		Information on Travel Agency and Tour	-	abus	202	-
Pre-requisite		Operator Functions	·	sion	21	
Course Object	ives:					
		s course are to:				
-	1.1 • • •	N 6. 1 1				
	-	icance of travel agency and tour operation business				
		nds and practices in the tourism and travel trade secto	r			
3. Develop a	dequate kn	owledge and skills applicable to travel industry				
Expected Cour	rse Outcor	nec•				
-		ion of the course, student will be able to:				
		ravel agency business in the world			K1	
		prence between tour operator and travel agents			K2	
		different types of travel agents and tour operators			K3	
U		age for FIT, GIT and FAM tour			K4	
	ous busines	ss opportunities in travel and tour sector			K5	
5 Find varie		s <mark>s opp</mark> ortunities in travel and tour sector derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; l	K6 – C	reate	K5	
5 Find varie		e <mark>s opp</mark> ortunities in travel and tour sector derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I	K6 – C	reate	К5	
5 Find varie K1 - Remembe Unit:1	r; K2 - Uno				15 h	our
5 Find vario K1 - Remembe Unit:1 Travel Agency Express; Types	r; K2 - Uno - Meanin	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency.		ons, A	15 h	ours
5 Find vario K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2	r; K2 - Uno - Meanin of Travel A	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency	tributi	ons, A	15 h Amer 15 h	ours ricar ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S	r; K2 - Uno - Meanin of Travel A	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa	tributi	ons, A	15 h Amer 15 h	ours ricar ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S	r; K2 - Uno - Meanin of Travel A	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency	tributi	ons, A	15 h Amer 15 h	ours ricar ours
5 Find vario K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency;	r; K2 - Uno - Meanin of Travel A	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels.	tributi	ons, A	15 h Amer 15 h	ours ricar ours ns of
5 Find vario K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3	r; K2 - Uno - Meanin of Travel A fet Up A Tr Sources o	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators	tributi tributi	ons, A s; Fun	15 h Amer 15 h action 20 h	ours ricar ours ns or
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator-	r; K2 - Uno - Meanin of Travel A Sources o Meaning a	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A	tributi rtment	ons, A s; Fun Opera	15 h Amer 15 h action 20 h tor F	ours ricar ours ns o ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of Te	r; K2 - Uno - Meanin of Travel A Sources o Meaning a our Operato	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Type	tribution tribution rtment Tour of pes of	ons, A s; Fun Opera Tour 1	15 h Amer 15 h action 20 h tor F Pack	ours ricar ours ours Firm ages
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of To - Product Ories	r; K2 - Uno - Meanin of Travel A Sources o Meaning a our Operato nted, Adve	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A or Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and	tribution tribution rtment Tour of pes of	ons, A s; Fun Opera Tour 1	15 h Amer 15 h action 20 h tor F Pack	ours ricar ours ours Firm ages
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of Te	r; K2 - Uno - Meanin of Travel A Sources o Meaning a our Operato nted, Adve	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A or Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and	tribution tribution rtment Tour of pes of	ons, A s; Fun Opera Tour 1	15 h Amer 15 h action 20 h tor F Pack	ours ricar ours ours Firm
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of Te - Product Ories Impact on The '	r; K2 - Uno - Meanin of Travel A Sources o Meaning a our Operato nted, Adve	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency Ig, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A or Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and	tribution tribution rtment Tour of pes of	ons, A s; Fun Opera Tour I erits- (15 h Amer 15 h action 20 h tor F Pack	ours ricar ours ns o ours firm ages d-19
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of To - Product Ories Impact on The ' Unit:4	r; K2 - Uno - Meanin of Travel J det Up A Tr Sources o Meaning a pur Operato nted, Adve Travel Indu	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and astry.	tributi tributi rtment Tour (pes of Deme	ons, A s; Fun Opera Tour I erits- (15 h Amer 15 h action 20 h tor F Pack Covi	ours ricar ours ns o: ours d-19 ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of To - Product Orier Impact on The ' Unit:4 Tourist Guide;	r; K2 - Uno - Meanin of Travel A det Up A Travel A Sources o Meaning a our Operato nted, Advect Travel Indu	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and astry. Tourist Guides and their Role	tributi tributi rtment Tour (pes of Deme	ons, A s; Fun Opera Tour I erits- (15 h Amer 15 h action 20 h tor F Pack Covi	ours ricar ours ns o: ours d-19 ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of To - Product Orier Impact on The ' Unit:4 Tourist Guide;	r; K2 - Uno - Meanin of Travel A det Up A Travel A Sources o Meaning a our Operato nted, Advect Travel Indu	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and astry. Tourist Guides and their Role ualities; Functions; Training and Income; Travel Fo	tributi tributi rtment Tour (pes of Deme	ons, A s; Fun Opera Tour I erits- (15 h Amer 15 h action 20 h tor F Pack Covi	ours ricar ours ns o: ours d-19 ours
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of Te - Product Orien Impact on The ' Unit:4 Tourist Guide; VISA and Its T	r; K2 - Uno - Meanin of Travel A det Up A Travel A Sources o Meaning a our Operato nted, Advect Travel Indu	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and astry. Tourist Guides and their Role ualities; Functions; Training and Income; Travel Fo	tributi tributi rtment Tour (pes of Deme	ons, A s; Fun Opera Tour I erits- (ies -	15 h Amer 15 h action 20 h tor F Pack Covi	ours ricar ours ns o Firm ages d-19 ours port
5 Find varie K1 - Remembe Unit:1 Travel Agency Express; Types Unit:2 Procedures to S Travel Agency; Unit:3 Tour Operator- Functions of To - Product Orier Impact on The ' Unit:4 Tourist Guide; VISA and Its T Unit:5	r; K2 - Uno - Meanin of Travel J det Up A Travel J det Up A Travel J Sources of Meaning a bur Operato nted, Adve Travel Indu Types; Qu ypes, Healt Promoting	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Introduction to Travel Agency ag, Origin and Development; Thomas Cook's Con Agency. Structure of Travel Agency ravel Agency; Organization of Travel Agency - Depa f Income; Distribution Channels. Tour Operators and Types; Regulations and Procedures to Set Up A for Firm; Preparation of Tour Itinerary; FIT, GIT; Typenture Oriented, Special Interest Tour - Merits and astry. Tourist Guides and their Role ualities; Functions; Training and Income; Travel For th and Currency Formalities.	tribution rtment Tour of pes of Deme	ons, A s; Fun Opera Tour 1 erits- (ies -	15 h Amer 15 h action 20 h Covi 20 h Pack Covi	ours ricar ours ns o ours d-19 ours port

Un	it:6	Contemporary Issues	2 hours
Exp	pert lecture	s, online seminars – webinars	
		7	
		Total Lecture hours	90 hours
Bo	ok(s) for S	tudy	
1	Managen	nent of Travel Agency and Tour Operation- Chand. M., New Delhi: A	nmol.
2	Tourist G	uide and Tour Operation: Planning & Organising- Jagmohan Negi, N	lew Delhi:
	Kanishka	Publishers.	
Bo	ok(s) for R	leference	
1	The Busi	ness of Travel Agency and Tour Operations Management- Bhatia, A	A.K., New Delhi:
	Sterling H	Publishers (P) Ltd.	
Re	lated Onlin	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://ww	w.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pd	<u>df</u>
	-	3 / 12 A	
Co	urse Desig	ned By: Mr. K. CHANDRAN (md@emperortraveline.com) AND	Mr. J. DEEPAK
	-	15@gmail.com)	
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Mappi	ng with	Progr <mark>an</mark>	nme Out	comes	-	1000	100	_		
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	М	S	S	S	S
CO2	S	S	S	S	М	S	М	S	S	S
CO3	S	S	M	S	S	S	S	S	S	S
CO4	М	S	S	S	S	S	S	S	S	L
CO5	S	S	S	S	S	S	S	S	S	M
					LIGSOF	Charling and	and the			

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

ALL THE TO PASSAGE

Course code	23B	TRANSPORTS FOR T	OURISM	L	Т	P	С
Core		CORE-VII		4			4
Pre-requisite		Fundamental Information a Transport Syster		·	abus sion	202 21	20-
Course Object	ives:						
The main objec	tives of thi	course are to:					
1. Remember	the origin	and development of transport systemeters	em				
	-	oout various modes of transportati					
	-	famous tourist train and its role of	-	ments			
			1				
Expected Cour	se Outcon	es:					
On the successf	ul complet	on of the course, student will be a	ble to:				
1 Understar	d the gene	is of transpo <mark>rt system or</mark> igin and i	ts development			K1	
2 Able to di	stinguish b	etween different types transport sy	stems and its roles	5		K2	,
3 Familiariz	the vario	i <mark>s luxuries</mark> tourist trains and its rol	le and contribution	to		K3	
national to			24				
4 Find diffe	rent types	f Airline and terminologies	1 20			K4	
		er transport system and its types	E.			K5	
K1 - Remember	r; K2 - <mark>Unc</mark>	e <mark>rs</mark> tand; K3 - A pply; K4 - Analyz	e; <mark>K5 - E</mark> valuate; l	K6 – C	reate		
	4						
	A			42			
Unit:1	aning: Mo	Introduction to Transport Sy		orte. I		5 ho	
Transports -Me	ourism. Ef	es of Travel; Means of Transport ect of Covid-19 On Transport Sec	s; Types of Transp		mport	ance	e of
Transports -Me Transports in T Handle This Pa	ourism. Ef	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation.	s; Types of Transp		mport)verco	ance me a	e of and
Transports -Me Transports in T Handle This Pa Unit:2	ourism. Efindemic Sit	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport	s; Types of Transp etor- Tricks and Tip	ps to O	mport overco	ance ome a 5 ho	e of and urs
Transports -Me Transports in T Handle This Pa Unit:2	ourism. Eff ndemic Situ ort - The I	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car	s; Types of Transp etor- Tricks and Tip	ps to O	mport overco	ance ome a 5 ho	e of and urs
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour	ourism. Eff ndemic Situ ort - The I	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car	s; Types of Transp etor- Tricks and Tip	ps to O	mport overco 1 /ehicl	sance ome a 5 ho es, I	e of and urs Etc.
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3	ourism. Eff ndemic Sitt ort - The I ism Import	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways	s; Types of Transpoter - Tricks and Tip	ps to O	mport overco 1: /ehicl	5 ho es, 1	e of and urs Etc. urs
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev	ourism. Eff ndemic Sitt ort - The I ism Import	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste	s; Types of Transpoter Tricks and Tiper	ps to O ation V Euro F	mport overco 1 /ehicl 20 Rail, A	5 ho es, F	e of and urs Etc. urs rak;
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism In	s; Types of Transpoter - Tricks and Tip r, Coaches, Recrea ems- British Rail, portance - Palace	es to O ation V Euro F on W	mport overco 1: /ehicl 20 Rail, A	ance me : 5 ho es, I 0 ho Amtri , Rc	e of and urs Etc. urs vak;
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra	ourism. Eff ndemic Sitt ort - The l ism Import relopment of s and its (uins, World	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, 7	s; Types of Transpoter of Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata	es to O ation V Euro F on W	mport overco 1: /ehicl 20 Rail, A	ance me : 5 ho es, I 0 ho Amtri , Rc	e of and urs Etc. urs vak;
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra	ourism. Eff ndemic Sitt ort - The l ism Import relopment of s and its (uins, World	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism In	s; Types of Transpoter of Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata	es to O ation V Euro F on W	mport overco 1: /ehicl 20 Rail, A	ance me : 5 ho es, I 0 ho Amtri , Rc	e of and urs Etc. urs vak;
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa	ourism. Eff ndemic Sitt ort - The l ism Import relopment of s and its (uins, World	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, T sm Promotion - Promotional Fares	s; Types of Transpotor- Tricks and Tip etor- Tricks and Tip r, Coaches, Recrea ems- British Rail, portance - Palace Taj Express, Shata s, INDRAIL Pass.	es to O ation V Euro F on W	mport overco 15 /ehicl 20 Rail, A /heels uperfa	ance me : 5 ho es, I 0 ho Amtr , Rc ast E	e of and urs Etc. vyal tc.;
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (uins, World ys In Touri	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, 7 sm Promotion - Promotional Fares Water Transports System	s; Types of Transpotor-Tricks and Tip etor-Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata s, INDRAIL Pass.	Euro F on W bdi, St	mport overco 1 /ehicl 2 Rail, A /heels uperfa 2	5 ho es, F 0 ho a st E	e of and urs Etc. vak; vyal tc.; urs
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa Unit:4 Water Transpo	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (vins, World ys In Touri rts - Line	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, T sm Promotion - Promotional Fares Water Transports System s and Cruises, Queen Mary -I	s; Types of Transport of Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata s, INDRAIL Pass.	Euro F on W bdi, St	mport overco 1 /ehicl 2 Rail, A /heels uperfa 2	5 ho es, F 0 ho a st E	e of and urs Etc. vyal tc.; urs
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa Unit:4 Water Transpo	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (vins, World ys In Touri rts - Line	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, 7 sm Promotion - Promotional Fares Water Transports System	s; Types of Transport of Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata s, INDRAIL Pass.	Euro F on W bdi, St	mport overco 1 /ehicl 2 Rail, A /heels uperfa 2	5 ho es, F 0 ho a st E	e of and urs Etc. vak; vyal tc.; urs
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa Unit:4 Water Transpo Hydrofoils, Etc	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (vins, World ys In Touri rts - Line	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, 7 sm Promotion - Promotional Fares Water Transports System s and Cruises, Queen Mary -I Potentialities and Activities of Wa	s; Types of Transport of Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata s, INDRAIL Pass.	Euro F on W bdi, St	mport overco 1: /ehicl 20 Rail, 7 /heels uperfa 20 Hove	5 ho es, H D ho Amtri , Rc ast E D ho ercra	e of and urs Etc. vak; vyal tc.; fts,
Transports -Me Transports in T Handle This Pa Unit:2 Surface Transp And Their Tour Unit:3 Origin and Dev Indian Railway Orient, Toy Tra Role Of Railwa Unit:4 Water Transpo Hydrofoils, Etc Unit:5	ourism. Eff ndemic Situ ort - The I ism Import relopment of s and its (vins, World ys In Touri rts - Line ; Tourism	es of Travel; Means of Transport ect of Covid-19 On Transport Sec ation. Surface Transport Development of Automobiles, Car ance. Railways f Railways; Major Railway Syste Operations; Trains of Tourism Im Heritage Trains, Trams, Metro, T sm Promotion - Promotional Fares Water Transports System s and Cruises, Queen Mary -I	s; Types of Transpotor-Tricks and Tip r, Coaches, Recrea ems- British Rail, aportance - Palace Taj Express, Shata s, INDRAIL Pass.	Euro F on W bdi, Su	mport overco 1 /ehicl 20 Rail, A /heels uperfa 20 Hove	5 ho es, I 0 ho Amtri , Rc ast E 0 ho ercra 8 ho	e of and urs Etc. vyal tc.; fts, urs

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

Un	it:6	Contemporary Issues	2 hours
Exp	pert lectures	, online seminars – webinars	
		Total Lecture hours	90 hours
Boo	ok(s) for St	udy	
1	Tourism, 7	Fransport and Travel Management- Dileep, M.R., Routledge	
2	Transport	and Tourism: Global Perspectives-Page, S., Pearson	
Boo	ok(s) for Re	ference	
1	Tourism	and Transport: Modes, Networks and Flows- David, T.D.	, Channel View
	Publication	ns	
Rel	ated Onlin	e Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://swa	ayam.gov.in/nd2_cec19_mg26/preview	
	1		

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

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	М	S	S	S	S
CO3	S	S	М	S	S	S	S	М	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	М	S	S	S	S	S	S	S	М
			20	1 N		1	192	1		
*S-Stror	ng; M-Me	edium; L	-Low	and the second second	6	- A	SY /			
				Wigar.		a fulles				

Dissilation 1 Oucare to 6.0

Course code	23C	TOURISM PRODUCTS OF TAMIL NADU	L	Т	Р	С
Core		CORE-VIII	4			4
Pre-requisite		Knowledge of Tourism Destination of Tamil	Sylla	abus	202	20-
r re-requisite		Nadu	Vers	sion	21	
Course Object	ives:					
The main object	tives of th	is course are to:				
1. Study the	vast touris	m resources of Tamil Nadu				
2. Enable the	students t	o understand the nature and importance of regional to	urism	poter	ntiali	ty.
3. Identify an	nd manage	emerging tourist destinations in Tamilnadu				
Expected Cour	rse Outco	mes:				
On the successf	ful comple	tion of the course, student will be able to:				
1 Understar	nd the phys	sical geography of Tamil Nadu			K1	
2 Familiariz	ze various	tourism products in Tamil Nadu			K2	
3 Distinguis	sh betweer	n m <mark>anmade and natural tourism attracti</mark> ons in Tamil N	adu		K3	
4 Internaliz	e the role	o <mark>f department</mark> of tourism, Govt. of TN for tourism pro	motio	n	K4	
5 Understar	nd the rea	c <mark>ent stra</mark> tegies announced by the TN govt. for th	e tou	rism	K5	
promotion	1.	S D D MARTINE G				
K1 - Remembe	r; K2 - <mark>Un</mark>	de <mark>rst</mark> and; K3 - Apply; K4 - Analyze; <mark>K5 - E</mark> valuate; l	K6 - (Create	¢	
			4			
Unit:1	Δ ,	Tamil Nadu- An Overview	4	15	5 ho	urs
Geographical I	Locations	of Tamil Nadu; Race, Language and Rulers of Ta	mil N	Vadu;	Soc	cio-
		ou <mark>rces – Historical Monuments; A</mark> rchitectural	F			-
-		ria <mark>ngle –Tanjore, Gangaikondacholapu</mark> ram And Da	rasura	m; M	[adu	rai;
Chidambaram;	Srirangam	; Palaces, Forts; Museums; Galleries, Etc				
		23.				
Unit:2		Pilgrim C enters of Tamil Nadu			5 ho	
U	-	es-Divyadesams; Padal Petra Sthalas; Arupadaive	U		Ŭ	0
-		Temples; Sri Rangam; Amman Shrines; Maha	ımaha	m; 1	Vago	ore;
Velankanni; Ba	silica; Asl	nrams; Auroville, Mutts.				
Unit:3	Ν	Vatural Tourism Centers of Tamil Nadu		20) ho	urs
Notural Touris	m Centre	s- Beaches- Marina;Kovalam; Kanyakumari Beac	ch-Su			
Natural Touris		•				
	nan & Nic	obar Islands; Pitchavaram; Muttukadu; Rivers; Jog F	alls ,	Hoge	naki	
Setting; Andam		obar Islands; Pitchavaram; Muttukadu; Rivers; Jog F aikanal; Yercaud; Valparai; Topslip; Tourism Promo		-		
Setting; Andam Hill Stations- (Doty, Koda	-	tion F	estiva	als A	nd
Setting; Andam Hill Stations- C Flower Festiva	Doty, Koda ls In Hi	aikanal; Yercaud; Valparai; Topslip; Tourism Promo	tion F Idlife	Sanc	als A tuari	nd es-
Setting; Andam Hill Stations- C Flower Festiva	Doty, Koda ls In Hi	aikanal; Yercaud; Valparai; Topslip; Tourism Promo Il Stations; Zoological And Biological Garden; Wi	tion F Idlife	Sanc	als A tuari	nd es-
Setting; Andam Hill Stations- C Flower Festiva	Doty, Koda ls In Hil umalai; Th	aikanal; Yercaud; Valparai; Topslip; Tourism Promo Il Stations; Zoological And Biological Garden; Wi	tion F Idlife	Sestiva Sanc aneta	als A tuari	and es-
Setting; Andam Hill Stations- C Flower Festiva Vandalur, Mud Unit:4	Doty, Koda ls In Hil umalai; Th	aikanal; Yercaud; Valparai; Topslip; Tourism Promo Il Stations; Zoological And Biological Garden; Wi neme Parks- Athisayam; Black Thunder; Kiskhinta; B	tion F ldlife irla Pl	Sestiva Sanc aneta 20	als <i>A</i> tuar rium) ho	and es- a.
Setting; Andam Hill Stations- C Flower Festiva Vandalur, Mud Unit:4 Tourism Potem Thekkady, Top	Doty, Koda ls In Hil umalai; Th T tiality In Slip, Va	aikanal; Yercaud; Valparai; Topslip; Tourism Promo Il Stations; Zoological And Biological Garden; Wi neme Parks- Athisayam; Black Thunder; Kiskhinta; B Fourism Potentialities in Western Ghats	tion F Idlife irla Pl Stations; Ret	Sestiva Sanc aneta 2(ns- N reat I	als <i>A</i> tuar rium) ho Auni Hous	und urs urs nar, ses;

Vedan	tri Mahai	rishi Ash	ram; Eco	o, Adven	ture, Wi	ldlife Aı	nd Rural	Tourism	Activit	ies; Trekk	cin
Flora A	And Fauna	a.									
Unit:5		Rol	e of Tar	nil Nadı	ı Gover	nment fø	or Touri	sm		18 ho	0111
Unit.5		Ku			romotio			5111		10 II	Ju
The R	ole of De	enartmen	t of To				Tourism	Promo	tion To	urism Tra	aff
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Unit:6				Conten	nporary	Issues				2 ho	oui
Expert	lectures,	online se	minars -	- webina	rs						
	,										
						Tota	al Lectu	re hours		90 ho	oui
Book(s	s) for Stu	dy							-1		
	ourism in	•	adu: Gro	wth and	Develop	ment, Pi	llai, S.S.	, MJP Pı	ıblisher.		
2 In	ternet Sou	urces		an alle	1.12	- See	Con.				
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Book(s	s) for Ref	erence	the state	1.	aire	167	12				
1 In	dia- Lone	ly Planet	Publica	tion	ارمعا	1		120			
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Relate	d Online	Content	s [MOO	C. SWA	YAM,	NPTEL.	Websit	es etc.]			
	tp://www								20.pdf		
Course	Designed	d By: Dr.	R. SEE	THALA	KSHMI	(seethap	rof@gm	ail.com)	17		
		1.0	1	1		-	1	1917	1		
Mapp	oing with	Program	nme Ou	tcomes		1 Sainter		£ /			Γ
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	1
CO1	S	S	S	S	S	S	S	S	S	S	1
CO2	М	S	S	S	S	S	S	S	S	S	1
CO3	S	S	М	S	S	S	S	М	S	М	1
CO4	S	S	S	S	S	М	S	S	S	S	1
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*S-Strong; M-Medium; L-Low

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Course code	23D	HOSPITALITY MANAGEMENT	L	Т	Р	С
Core		CORE-IX	4			4
		Awareness about Hotels and Other	Syll	abus	202	20-
Pre-requisite		Accommodation Units	Ver	sion	21	
Course Object	ives:		•			
The main objec						
		o know the basic operations of hotel sectors				
 Know the Understand 	-	a phase of the hospitality industry				
3. Understand		s chains				
Expected Cour	se Outcon	nes:				
-		ion of the course, student will be able to:				
	1	n and development of the hotel			K1	
2 Understar	d the inter	national hotel chains and types			K2	2
		ndary and supplementary accommodation			K3	;
		operations and organizational structure in the hotel b	ousines	S	K4	+
		edge about Leading multinational hotel chains in Indi			K5	j
		derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I		reate		
Unit:1		Fundamentals of Accommodation Sector		1	5 ho	urs
Accommodation	n – Me <mark>anin</mark>	ng, Origin and Development; Importance of Accom	nodati	on Se	ctors	s in
200.0		acteristics of Hospitality Sector.				
		a half and a second	1			
Unit:2	NA	Hotels and Its Types		1	5 ho	urs
Hotels-Meaning	g and Ty	pes; International Hotels; Gradation; Classification;	on; H	otel	Cha	ins;
Heritage Hotels	; Motels ar	nd Its Types; Emerging Ecotel.				
Unit:3	Seco	ondary and Supplementary Accommodation		20) ho	urs
Secondary and	Suppleme	ntary Accommodation; International Youth Hostels;	Emerg	ence o	of Ti	ime
Shares; PGA.						
Unit:4		Hotel Operations		20) ho	urs
Hotel Operatio	ns and Or	rganization; Front Office; Rooms; Food and Beve	erages	Servi	ce	and
		s- American, Europe; Continental; Housekeeping	g; Me	enus-C	Chine	ese,
Continental, Inc	lian.					
Unit:5		Multinational Hotel Chains in India		19	3 ho	urs
	ational He	otel Chains in India; Ashok Group; Trends in Acco	mmod			
•		India To the Sector; HRD Needs in Hospitality;				
		uired for The Sector.		, art		
Unit:6		Contemporary Issues		2	2 ho	urs
				-		

	Total Lecture hours 90 hours
Bo	ok(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.
Bo	ok(s) for Reference
1	Introduction to Hospitality Management-John R. Walker, Pearson.
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://swayam.gov.in/nd2_cec19_mg30/preview
Co	urse Designed By: Prof. RAJESH KUMAR (bhmdirector@amceducation.in)

Mappi	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	М	S	M	S	S	S			
CO4	S	S	М	S	S	S	S	S	S	S			
CO5	S	S	М	S	S	S	S	L	S	М			
		1.3		1			11	191	1				

Course code	2EA	COMMUNICATION SKILLS FOR TOURISM	L	Т	Р	C
Elective		GROUP-A ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Basic Communication Forms	Sylla Vers	abus sion	202 21	20-
Course Object	ives:					
2. Emphasize	nmunicati e on impro	on skill for better public relations and interpretation ab ving oral and written communication skills through ex	perier	ntial t	raini	ing
3. Gain the c	omprenens	sive understanding of the business and professorial con-	mmun	102110	n sk	1115
Expected Cour	se Outcor	nes:				
-		ion of the course, student will be able to:				
1 Gain the f	undamenta	als and meanings of communication skills			K1	L
2 Familiariz	the basic	structure of the grammar for leaning effective comm	unicati	ion	K3	3
3 Understan	d the key	tips and tricks of public speaking skills			K4	ł
4 Form the	sentence a	nd structure creations			K5	;
5 Know the	importanc	e verbal and non verbal communication			K2	2
K1 - Remember	r; K2 - Un	derstand; K3 - Apply; K4 - Analyze <mark>; K5</mark> - Evaluate; K	X6 – C	reate	•	
	-					
Unit:1		Communication			5 ho	
		cation, Meaning, Process, Types; Need for Communic				
		Principles of Effective Communication; Relevance	8			tion
for Tourism; Ru	iles for Eff	ective Listening; Listening to The Speech of The Fore	agn To	ourist	s.	
Unit:2		Communication Skills for Hotel Staffs		2) ho	
	Dronunci	ation for Effective Speaking; Communication Sk	ille I			
		nmunication Skills Required for The Staff of Trave				
		Product Publicity – Presentation Technique; Descr				
Attractions.	100115111		ioing	the i		19111
Unit:3		Public Speaking Skills		1:	5 ho	urs
Public Speaking	g Skills; R	eporting Skills; Role of Body Language, Dress, Gest	ures,	Mann	ers	and
Overall Confide	ence; Non-	Verbal Communication; Ethical and Legal Guidelines	s; Tab	le Eti	quet	tes;
Role of Culture	in The Pro	ocess of Communication.				
Unit:4		Paragraph Writing Skills				
	roph Writi	ng, Paragraph as A Unit of Meaning; The Sentences a	nd Th		0 ho	
-	-	endence; Use of Sentences Connectors.			igraj	<u>- 11</u>
	a meruep	endence, Use of Sentences Connectors.				
Unit:5		Written Communication		18	8 ho	urs
	tten Comr	nunication; Types of Letters, Lay Out of a Letter, Wi	iting .			
		Narrative Techniques; Writing Sales Letter; Comm	-			
	ration of	Promotional Materials- Brochures, Advertisements	Etc.;	; Wri	ting	, to
Various Media.						

Un	it:6	Contemporary Issues	2 hours
Ex	pert lecture	s, online seminars – webinars	
		Total Lecture hours	90 hours
Bo	ok(s) for S	tudy	
1	Commun	ication 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
	_		
Bo	ok(s) for R	eference	
1	Interperso	onal Skills for Travel and Tourism- Jon & Lisa Burton - Longman Gr	oup Ltd
2	Effective	Communication and Public Speaking- Mandal S.K. Mumbai: Jaico.	
Re	lated Onlin	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://sw	/ayam.gov.in/nd2_nou19_hs09/preview	
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Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

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Mappi	ng with	Progr <mark>an</mark>	ım <mark>e</mark> Out	comes		1				
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	М	S	S	S	S	S	L	S	S	S
CO3	S	S	S	М	S	S	S	S	S	М
CO4	S	S	S	S	S	S	S	GL	S	S
CO5	S	S	S	S	S	S	S	S	S	S
		1	Sec.			8	13	1		

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

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	2EA	TRAVEL AND TOURISM INDUSTRY 4.0	L	Т	Р	С
Elective		GROUP-B ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Interest to Learn the Technological Innovations	Sylla Versi		2020 21)-
Course Object						
The main objec	tives of thi	s course are to:				
1. Understan	d the techr	nological innovations in travel and tourism industry				
		ware of the technological applications in travel and tou	urism o	delive	erabl	es
3. Understan	id the signi	ficance of technology				
Expected Cour	rse Autcor	nas				
		etion of the course, student will be able to:				
	1	nologies and its uses in travel and tourism industry			K	1
		rk for virtual tourism			K	
		e of technological application in travel and tourism in	dustrv		K	
		eness of various technologies in decision making proc			K	
-		he fair construction methods			K	
Ş		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (Creat		U
	<u>, 112</u> 01			Cicui	.0	
Unit:1		Tourism and Technology		10) hou	rs
	o Touri <mark>sm</mark>	and Technology- Use of Technology in Travel and	Touris			
		e of Technology in the Present Scenario- Limitations			• •	
Technology.			4			
	<u>.</u>	Contrates pares				
Unit:2						
	-	E-Commerce			2 hou	
E-Commerce		k – Traditional Vs E-Business Applications Major		gories	s of	E-
E-Commerce Commerce – 1	B2C, B2B,	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & '		gories	s of	E-
E-Commerce Commerce – 1	B2C, B2B,	k – Traditional Vs E-Business Applications Major		gories	s of	E-
E-Commerce Commerce – 1	B2C, B2B,	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & '		gories m In	s of	E- 'y-
E-Commerce Commerce – 1 Advantages & Unit:3 CRS (Comput	B2C, B2B, Disadvant erized Reso	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle	Touris	gories m In 15 Struc	s of dustr 5 hou cture	E- y- rs of
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S	B2C, B2B, Disadvant erized Rese ystems in	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems)	Touris	gories m In 15 Struc nction	s of dustr dustr 5 hou cture	E- ry- rs of of
E-Commerce Commerce – 1 Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha	B2C, B2B, Disadvant erized Rese ystems in racteristics	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe	Touris	gories m In 15 Struc nction	s of dustr dustr 5 hou cture	E- ry- rs of of
E-Commerce Commerce – 1 Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha	B2C, B2B, Disadvant erized Rese ystems in racteristics	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems)	Touris	gories m In 15 Struc nction	s of dustr dustr 5 hou cture	E- ry- rs of of
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo	B2C, B2B, Disadvant erized Rese ystems in racteristics	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing).	Touris	gories m In 15 Struc Struc S. Im	s of dustr dustr 5 hou cture ning pact	E- y- rs of of of
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements	Touris es and - Fur er GDS	gories m In 15 Struc action 5. Im 13	s of dustr dustr b hou cture hing pact b hou	E- y- of of of rs
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological	B2C, B2B, Disadvant erized Reso ystems in racteristics opment on advancen	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements ments in Travel and Tourism - Smart Tourism Vi	Touris es and - Fur er GDS	gories m In 15 Struc action 5. Im 13 art p	s of dustr dustr b hou cture ning pact b hou hone	E- y- rs of of of rs -
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog	Touris es and - Fur er GDS	gories m In 15 Struc action 5. Im 13 art p	s of dustr dustr b hou cture ning pact b hou hone	E- y- rs of of of rs -
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) s of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements ments in Travel and Tourism - Smart Tourism Vi	Touris es and - Fur er GDS	gories m In 15 Struc action 5. Im 13 art p	s of dustr dustr b hou cture ning pact b hou hone	E- y- rs of of of rs -
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and (VR), Augmer	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics.	Touris es and - Fur er GDS ia Sma gy, Vir	gories m In 15 Struc nction 5. Im 13 art p tual	s of dustr b hou cture hing pact b hou hone Reali	E- y- of of of rs - ty rs
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and T (VR), Augmer Unit:5 Case Studies –	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality Touch less	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics. Case Studies s travel / Safety & Security measures on Pandemic -	Touris es and - Fur or GDS ia Sma gy, Vir - Acce	gories m In 15 Struc nction S. Im 13 art p tual 8 ess M	s of dustr dustr 5 hou cture ning pact bone Reali 8 hou	E- y- ry- of of of rs - ty rs YC,
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and (VR), Augmer Unit:5 Case Studies – Tag my Lagoor	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality Touch less	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics.	Touris es and - Fur or GDS ia Sma gy, Vir - Acce	gories m In 15 Struc nction S. Im 13 art p tual 8 ess M	s of dustr dustr 5 hou cture ning pact bone Reali 8 hou	E- y- ry- of of of rs - ty rs YC,
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and T (VR), Augmer Unit:5 Case Studies –	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality Touch less	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics. Case Studies s travel / Safety & Security measures on Pandemic -	Touris es and - Fur or GDS ia Sma gy, Vir - Acce	gories m In 15 Struc nction S. Im 13 art p tual 8 ess M	s of dustr dustr 5 hou cture ning pact bone Reali 8 hou	E- y- ry- of of of rs - ty rs YC,
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and (VR), Augmen Unit:5 Case Studies – Tag my Lagoon etc.	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality Touch less	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics. Case Studies s travel / Safety & Security measures on Pandemic - tudies of online travel portal- Make My Trip- Yatra-	Touris es and - Fur or GDS ia Sma gy, Vir - Acce	sories m In 15 Struc action 5. Im 13 art p tual sss M ibo-	s of dustr dustr 5 hou cture ning pact 8 hou hone Reali 8 hou y NY Expe	E- y- of of of rs - ty rs YC, edia
E-Commerce Commerce – Advantages & Unit:3 CRS (Comput Reservation S GDS and Cha internet develo Unit:4 Technological Meaning and (VR), Augmer Unit:5 Case Studies – Tag my Lagoon etc.	B2C, B2B, Disadvant erized Rese ystems in racteristics opment on advancen Description nted Reality Touch less n – Case s	k – Traditional Vs E-Business Applications Major , C2B and C2C- Role of E-Commerce in Travel & ' ages on Travel E-platforms. CRS and GDS ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and othe GDS formation (e-ticketing). Technological Advancements nents in Travel and Tourism - Smart Tourism Vi n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics. Case Studies s travel / Safety & Security measures on Pandemic -	Touris es and - Fur or GDS ia Sma gy, Vir - Acce	sories m In 15 Struc action 5. Im 13 art p tual sss M ibo-	s of dustr dustr 5 hou cture ning pact bone Reali 8 hou	E- y- of of of rs - ty rs YC, edia

		Total Lecture hours	60 hours
В	ook(s) for S	tudy	
1	Travel Inf	ormation Manual – IATA	
2	E-comme	rce & Information Technology in Hospitality & Tourism- Zongo	qing Zhou, Cengage
	Learning.		
Be	ook(s) for H	leference	
1	Handbook	of Research on Smart Technology Applications in the Tourism Indu	ustry- Evrim Çeltek,
	IGI Global	Publishers	
2	IATA, Fou	ndation Course Textbook, 5.9 Edition, Montreal.	
R	elated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1		ww.iborn.net/blog/tourism-technology-how-tech-has-changed-way-	wo travol
1	nups://w	ww.iborn.net/blog/tourisin-technology-now-tech-has-changed-way-	-we-llavel

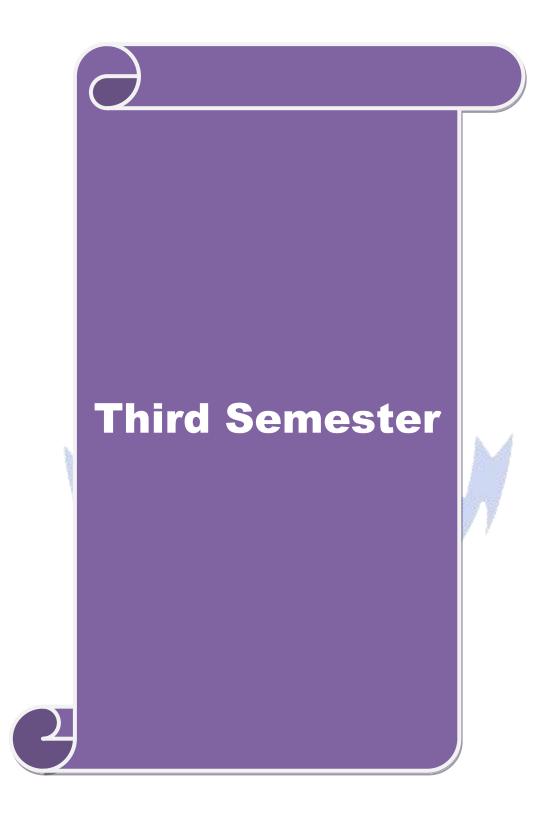
Course Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) AND Prof. RAJESH KUMAR (bhmdirector@amceducation.in)

Mappi	ng with	Progran	nme Out	tcomes	1		28			
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	M	S	S	S	S
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Course code	2EA	TOUR GUIDING AND INTERPRETATION	L	Т	Р	С
Elective		GROUP-C ELECTIVE-II (PAPER-X)	4			4
Pre-requisite		Meaning of Tour Guiding	Sylla Vers		20 -2)20 1
Course Object	tives:					
destination 2. Understan	n in-depth ns to the tou d the struct	knowledge about the profession of tour guiding an		escrib	ing	the
Expected Cou	rse Outcor	nec•				
-		ion of the course, student will be able to:				
	1	structure of the Indian society and its culture			K1	
		c skills required to the guides			K2	
		e of Indian culture into practical manner for promotion	touri	sm	K3	
4 Analysis	the women	role on the tourism business			K4	
5 Create the	e interrelati	onship between various cultural aspects of India			K6	
					110	
K1 - Remembe Unit:1 Tour Guiding- (er; K2 - Une Concept, Pre	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles	ur Gu	15 uides	5 ho Code	urs e of
K1 - Remembe Unit:1 Tour Guiding- (er; K2 - Une Concept, Pre nal Hygiene	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles	ur Gu	15 uides	5 ho Code	urs e of
K1 - Remember Unit:1 Tour Guiding- C Conduct; Perso	er; K2 - Une Concept, Pre nal Hygiene	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles	ur Gu	15 uides Tour	5 ho Code	urs of
K1 - Remember Unit:1 Tour Guiding- C Conduct; Perso Developing Tou: Unit:2	er; K2 - Une Concept, Pre nal Hygiene r Guiding Sk	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles kills.	ur Gu s of	15 uides Tour 15	5 ho Code Gu 5 ho	urs of ide
K1 - Remember Unit:1 Tour Guiding- C Conduct; Perso Developing Tour Unit:2 Communication Communication	r; K2 - Un Concept, Pre nal Hygiend r Guiding Sk n for Tou n; Speaking	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles kills. Skills Required for Tour Guides –I	ur Gu s of Ro tary	15 Juides (Tour 15 adblo Comp	5 ho Gu 5 ho cks	urs otide urs ir
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K1 - Remember Unit:1 Tour Guiding- C Conduct; Perso Developing Tour Unit:2 Communication and Contents-N Pausing; Linkin Unit:3 Visitor Interpr Popular Unders Creative Inter	r; K2 - Un Concept, Pre nal Hygiend r Guiding Sk n for Tou n; Speaking Microphone ng Commer retation-Con standing of pretation;	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 Basic concept of Tour Guiding esent Status; Role and Responsibilities of Tour Guide- Tou e and Grooming Checklist for Tour Guides; Principles cills. Skills Required for Tour Guides –I ur Guiding; Language, Posture and Presentation; g Faults-Body Language for Speaking; Tour Comment e Technique; Sense of Humour; Timing and Indicatio ntary with what to be seen.	ur Gu s of Ro tary ons; 2 erpre -Con re Ir	15 Juides (Tour 15 adblo Comp Apolo 20 Etation	5 ho Code Gu 5 ho cks posit gy) ho Sh ive	urs of ide: urs in ion and urs fill; and
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Un	it:5	Guides-Training and Development	18 hours
Ma	naging Relationsh	ip with Different Stakeholders at Tourist Destination- Tour G	uide as Brand
An	bassador- Trainin	g and Skill Development Programs.	
Un	it:6	Contemporary Issues	2 hours
Ex	pert lectures, onlir	ne seminars – webinars	
		Total Lecture hours	90 hours
Bo	ok(s) for Study		
1		Training Manual & Professional Approach of Guiding in Tou	rism-Kumar,
	-	Independent Pub	
2		Ir Guide: The Essential Training Manual for Tour Managers an	d Tour Guides
	Manning, N., &	Ramirez, K., Nick Manning Publishing.	
Bo	ok(s) for Referen	ce	
1	Handbook of To	ur Guides-Chowdhary, N., Matrix Publications	
		and the second sec	
Re	ated Online Con	tents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1		onet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/N	4030302/ET/15
	260402319.37_1		
	urse Designed By:		

Mappi	ng with I	Program	nme Out	comes			1			
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	М	S	S	S	S	SS	S	S	S	S
CO2	S	S	S	S	S	L	S	S	S	М
CO3	S	S	S	S	S	S	S	М	S	S
CO4	S	S	S	L	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	L



Course code	33A	SUSTAINABLE TOURISM DEVELOPMENT	L	Т	Р	С
Core		CORE –XI	4			4
Pre-requisite		Understanding on Sustainability	Sylla Versi		2020 21)-
Course Object						
The main objec	tives of thi	s course are to:				
	-	d importance of sustainability				
		of sustainability in tourism ces adopted for ensuring sustainability				
J. Know the	best practic	ces adopted for ensuring sustainability				
Expected Cou	rse Outcon	nes:				
		etion of the course, student will be able to:				
1 Describe	e the conce	pts of sustainability			K	1
2 Associat	e the conce	epts of sustain <mark>ability in to</mark> urism			K	2
3 Act sust	ainably in a	all service delivery			K	3
4 Measure	the impact	t of sustainable concepts			K	5
		ategies to ensure sustainability			K	6
K1 - Rememb	er; K2 - U1	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	; K6 –	Creat	e	
			·			
Unit:1		Sustainability-An Introduction		4.0) 1	
Social, Econo	mic, Ēn <mark>vir</mark> o	t- Background, Concept and Definition; Dimensions onmental; Stockholm Conference 1972; Brundtland obal Warming and Sustainable Development.		istain		y-
Social, Econo Rio Declaratio Unit:2 Sustainable To	mic, En <mark>vir</mark> on 1992; Gl ourism- Me	t- Background, Concept and Definition; Dimensions onmental; Stockholm Conference 1972; Brundtland lobal Warming and Sustainable Development. Sustainable Tourism eaning, Definition, Global Significance of Sustainable	Comm	istain ission 18 ism; 4	abilit n 198 B hou Agen	y- 7; rs da
Social, Econo Rio Declaratio Unit:2 Sustainable To - 21 For Trave	mic, En <mark>vire</mark> on 1992; Gl ourism- Me el and Tou	t- Background, Concept and Definition; Dimensions onmental; Stockholm Conference 1972; Brundtland lobal Warming and Sustainable Development. Sustainable Tourism	Comm	istain ission 18 ism; 4	abilit n 198 B hou Agen	y- 7; rs da
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	Total Lecture hours 90 hours
B	pok(s) for Study
1	Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca
2	Ecotourism - Fennell, D.A. New York: Routledge Publication
B	bok(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
R	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.researchgate.net/publication/236108688_Sustainable_Tourism_Development/l
	<u>ink/00b7d515ff82fce0b8000000/download</u>
	ant like little
C	ourse Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

Mappi	ng with	Progran	n <mark>me O</mark> ut	tcomes	100	SX3	184	ts.		
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	Μ	S	S	S	S	S	M	S	S
CO2	Μ	M	S	S	S	S	S	S	Μ	S
CO3	S	S	S	М	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	М	S	М	S	S	S	S	S
		A ST					13	1	1	

ASL COMP

Course code	33B	AIR FARES AND TICKETING	L	Т	Р	С
Core		CORE- XII	4			4
Pre-requisite		Understanding about Air Tickets	Sylla Versi		202 21	0-
Course Object						
The main objec	tives of thi	s course are to:				
	nd about air					
		components of air ticketing				
3. Learn abo	out other air	travel documents				
Expected Cour	rse Outcon	nes:				
		etion of the course, student will be able to:				
1 Describe	the role of	f IATA in air travel			K	[1
2 Identify	the airline	and airport codes			K	3
-		onents of airfare			K	2
	1	itation of airfare			K	2
	1	rel documents			K	(4
5		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (Creat	e	
	,					
Unit:1	-	IATA Traffic Conference		18	8 hou	irs
Division of W	orld by IA	TA Traffic Conference Areas, Sub Areas, Sub Regior	ıs; Ma	jor A	irlin	es,
And Major A	Airports of	The World; Airport Authority of India; Open S	Sky Pe	olicy	: Tii	ne
		iations; Concept of Standard Time; And Day Lig				
		ime; Flying Time and Ground Time.	sin ba	wing	1 111	ic,
Calculation of		ine, Hying Time and Ground Time.	1			
Unit:2	NA	Codes of Airline, Airport and City		18	8 hou	irs
		G (ABC); Important Airlines and Airport of World;				-
	-	oort Code; Coding and Decoding of Country, City, A	irport	and A	Airlii	ıe;
Minimum Cor	inecting Ti	me.				
Unit:3		Components of Airfare		17	/ hou	irs
	ng and Ty	pes; Manual and Machine; Vouchers; Basic Elem	ents o			
		perations Cost; Classes of Journey; Familiarization				
		eage Allowance; Currency Regulation; NUC Con				
Payment.	LAUG MIN	cuge Thiowanee, currency regulation, rece con	verbior	,	oue	01
J.						
Unit:4		Baggage			8 hou	
0		te Point; Circle Trip Minimum (CTM); Backhaul				
		Indirect Travel; Mixed Class Journey; Special Fares;		-		
		h Issuance of Ticket with Itineraries- One Way, Re e; Baggage Rules.	sturn,	CIICI	e II	ıp,
WIIXed Cluss D						
Unit:5		Travel Documents		17	' hou	irs
Familiarizatio	n with Tra	avel Information Manual; Documentation- Passpo	rt, VI	SA a	and	Its
Types; Curren	ncy, Custor	n and Health Regulations; Cards Useful for Expense	ses of	Pass	enge	r's
		Its Types; ATC- Air Travel Card, UATP- Universa	l Air 7	Γrave	el Pla	ın;
BSP- Billing a	nd Settlem	ent Plan.				

U	nit:6	Contemporary Issues	2 hours
Ех	pert lecture	s, online seminars – webinars	
		Total Lecture hours	90 hours
Bo	ook(s) for S	tudy	
1	OAG		
2	Air travel T	icketing and Fare construction- Negi, J. New Delhi: Kanishka.	
	•		
Bo	ook(s) for R	eference	
1	Airline Ope	erations and Management- Cook, G. N., & Billig, B. G., London: Rou	tledge.
2	IATA Trai	ning Manual.	
Re	elated Onlin	e Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www	v.yourtravelbiz.com/docs/fta-travel-101-airfare.pdf	
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		A ANTERIA DES A	
Co	ourse Design	ed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com)	

Mappi	ng with	Progran	n <mark>me O</mark> ut	tcomes	1220	N/A	18	34.		
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CO3	S	S	S	S	S	S	S	S	S	S
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METHODOLOGY	L	Т	Р	С
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Research		16	5 hou	irs
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Characteristics of a Good Sa				
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s. Methodology-P.C. Tripathi, New Delhi: Sultan Chand and Sons.
Reference
n Methodology- Panneerselvam, R. New Delhi: PHI Learning Pvt. Ltd
for Management- Levin R., and Rubin, D. New Delhi: Pearson India.
line Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
www.ddegjust.ac.in/studymaterial/mba/cp-206.pdf

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

Page 43 of 71

	33D	WORLD TOURISM PANORAMA	L	Т	Р	С
Core		CORE-XIV	4			4
Pre-requisite		Idea About World Countries	Sylla Versi		202 21	0-
Course Object						
The main object	ctives of thi	s course are to:				
	-	ism resources				
		pare international tour itineraries				
3. Enhance d		diowiedge				
Expected Cou	rse Outcon	nes:				
		etion of the course, student will be able to:				
1 Describe	e the world	tourism destinations			K	.1
2 Classify	different to	ourism resources			K	2
3 Group d	estinations	continent wise			K	2
4 Acquire	destination	ı knowledge			K	2
5 Prepare	resources-b	pased itineraries			K	3
K1 - Rememb	oer; K2 - Ur	n <mark>derstan</mark> d; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	te	
Unit:1	1 117 117	Attractions of Australia			<u>B hou</u>	
		ncluding the Contemporary; Antarctica As a Tourisi			-	
		Important Tourism Centres Of Australia – Sydney				
Opera House;	Beaches-			. •		1
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Great Barriers	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ean Road; Kakadu National Reserve.	d Mag	netic	Islar	nd;
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Unit:2	; Great Oce	ean Road; Kakadu National Reserve. Attractions of North and South America		18	3 hou	Irs
Unit:2 Popular Tour	; Great Oce	ean Road; Kakadu National Reserve. Attractions of North and South America tions of North America And South America-Times	s Squa	18 re; N	3 hou Tation	rs nal
Unit:2 Popular Tour Mall; Memor	; Great Oce ism Attract ial Parks;	ean Road; Kakadu National Reserve. Attractions of North and South America tions of North America And South America-Times Disney World Magic Kingdom; Disney Land; Th	s Squatheatre	18 re; N Holl	<mark>B hou</mark> lation ywoo	n <mark>rs</mark> nal
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National Park; Other National Parks- Awash, Omo, Mago, Gambella; Rift Valley; The Blue Nile Falls; Nile Cruise; Victoria Falls; Rock-Hewn Church of Lalibela - 8th Wonder of World; Cape Town; Kilimanjaro; Zanzibar.

	i t:6	Contemporary Issues	2 hours						
Exp	ert lecture	es, online seminars – webinars							
		Total Lecture hours	90 hours						
Boo	ok(s) for S	tudy							
	Lonely Planet Travel guides: Great Journeys; Asia Book; Australia; USA; Thailand; South America; New discover Rome, London.								
	New disco	ver Rome, London.							
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Boo	ok(s) for H	Reference							
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1 Cou	ated Onli https://w	New discover Rome, London. ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] ww.lonelyplanet.com/best-in-travel/countries med By: Mr. K. CHANDRAN (md@emperortraveline.com) & N							
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Mappi	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	Μ	S	S	S	S	S	S	S		
CO3	М	S	S	S	S	S	S	S	S	S		
CO4	S	S	S	М	S	S	S	S	S	М		
CO5	М	S	S	S	S	S	S	S	S	М		

Course code	3EA	TOURISM MARKETING	L	Т	Р	С
Elective		GROUP-A ELECTIVE – III (PAPER-XV)	4			4
Pre-requisite)	Basics of Marketing Concepts	Sylla Vers		202 21	0-
Course Object	tives:					
The main object	ctives of thi	s course are to:				
1. Familiariz	ze the mark	eting concepts				
		apply marketing functions in tourism sector				
		pecific marketing strategies				
Expected Cou						
	-	etion of the course, student will be able to:				
	I	tance of marketing for tourism and allied sectors				[1
	bout marke				K	12
3 Design	new tourism	n products			K	6
4 Develop	o successful	publicity campaigns			K	6
5 Evaluate	e the succes	s of marketing strategies			K	(4
K1 - Rememb	oer; K2 - U	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	te	
Unit:1		Introduction to Marketing			8 hou	
•	· · · ·	ourism Marketing; Importance of Tourism Marke	0	The	Tour	ist
Product; Salie	ent Features	of The Tourism Marketing; Market Research Techni	que.			
Unit:2		Market Segmentation		10	ba	
	Market_ N	Iarket Segmentation-Important Bases, Tourism Mar	·ketino		<u>B hou</u>	
		Place, And Promotion and Expanded Marketing Mix				.Ľ.
10411 5 110	auer, Thee,	Theo, The Followin and Expanded Marketing Mix	101 50			
Unit:3		New Product Development		18	3 hou	irs
Product Desig	gning, Bran	ding and Packaging; New Product Development; Produc	roduct	Life	Cyc	le;
Pricing – Det	termining I	Factors and Objectives; Distribution Systems- Elect	ronic	Dist	ributi	on
System.		Shine and Shine				
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Unit:4	ortiging In	Advertising	Fourier		7 hou	
	-	nportance; Selection of Media; Message; Strategy; 7 Relations; PR Techniques in Tourism.	lourisi	II Pu	DIICI	ly-
I dollerty Mee						
Unit:5		Promotion		17	7 hou	irs
	ion- Techn	iques of Sales Promotion; Tools of Sales Promoti	ion; N	Iarke	ting	of
Indian Touris	m – God's	Own Country, Incredible India, Discover India; Atl	hithi I	Devo	Bhav	va;
Visit India Ye	ear.					
TIME						· · · · ·
Unit:6	l 	Contemporary Issues		4	2 hou	ITS
Expert lecture	s, omne se	eminars – webinars				
		Total Lecture hours		90) hou	irs
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Book(s) for S		haudhary, M. New Delhi: Oxford University Press				
	iai ketilig- C	naudiary, 191. 1909 Denn. Oxford Oniversity 11685				

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

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

Mappi	Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	S	S	М	S	S	S	S	Μ	S	S	
CO2	S	S	M	S	S	S	S	S	S	S	
CO3	S	S	S	S	S	S	S	Μ	S	S	
CO4	S	S	S	S	S	М	S	S	S	S	
CO5	Μ	S	S	М	S	S	S	L	S	S	
			101	1							

Course code	3EA	ADVENTURE TOURISM IN INDIA	L	Т	Р	С
Elective		GROUP-B ELECTIVE – III (PAPER-XV)	4			4
Pre-requisite	:	Meaning and Types of Adventure Activities	Sylla Versi		202 21	0-
Course Object						
The main object	ctives of thi	s course are to:				
	ut adventur					
-		ased tourism itineraries				
3. Understan	d the types	of adventure activity				
Expected Cou	rse Outcor	nes				
A		etion of the course, student will be able to:				
		enture tourism			K	.1
		tourism activities			K	2
		ential adventure tourism destinations			K	2
		-based itineraries			K	3
1		prospects of adventure tourism				2
	6	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat		
	- 7 -					
Unit:1		Introduction to Adventure Tourism		18	3 hou	rs
		aning, Types; Tourism Resources Required for Adve	nture 7	Touri	sm;	
Potentiality Fo	or Adve <mark>ntu</mark>	re Tourism Activities In India.	4			
11			-	10)]	
Unit:2	venture Spo	Air Based Adventure Activities orts – Gliding, Paragliding, Parachute Jump, Ballooni	ng Ki		8 hou	
All Dased Ad	venture spo	Sits - Onomig, Faragnonig, Farachute Jump, Banoon	ng, Ki		suva	
Unit:3		Water Based Adventure Activities		18	3 hou	rs
		e, Kay <mark>aking, Boating, River</mark> Rafting, Rowing, Island	ds- Sc	uba	Divir	ıg,
		4 D.				
Unit:4	derenteren	Land Based Adventure Activities	• ~ II:		hou	
		Desert Camel Safaris, Elephant Safaris, Oasis, Skatin Climbing, Mountaineering, Ice Skiing.	ng, Hir	nalay	/an C	ar
Unit:5		Future Prospects of Adventure Tourism			/ hou	rs
		ks of India And Their Tourism Importance; Natural V f Adventure Tourism In India.	World]	Herit	age	
Unit:6		Contemporary Issues		2	2 hou	rs
	s, online se	eminars – webinars				
				•		
		Total Lecture hours		9() hou	rs
Book(s) for S		Sports- Jagmohan Negi, New Delhi: Kanishka Publishers.				
		lf Buckley, CAB Publishing				
	i ourisiii- Ka	an Buckley, CAB I ublishing				
1						

Bo	ook(s) for Reference
1	Special Interest Tourism: Concepts, Contexts and Cases - Agarwal, S., Busby, G., & Huang, R. London: CABI
	·
Re	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.researchgate.net/publication/328412858_The_Significance_of_Adventure_To
	urism/link/5bcc32c7a6fdcc03c798c96a/download
C	

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

Mappi	Mapping with Programme Outcomes											
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
CO1	S	S	S	S	S	S	S	S	Μ	М		
CO2	S	S	Μ	S	S	S	S	S	Μ	S		
CO3	S	S	М	S 🧹	S	S	S	S	S	S		
CO4	М	S	S	S	S	S	S	Μ	S	S		
CO5	М	S	S	S	S	S	S	Μ	S	S		
			4		1		32					



Course code	3EA	ECOTOURISM	L	Т	Р	С
Elective		GROUP-C ELECTIVE-III (PAPER-XV)	4			4
Pre-requisite	:	Awareness About Nature and Conservation	Sylla Vers		2020 21)-
Course Object						
The main object	ctives of thi	s course are to:				
		ept of ecotourism				
		y of ecotourism				
3. Understan	nd the bene	fits of ecotourism				
Expected Cou	rse Autcor	nec•				
*		etion of the course, student will be able to:				
	Ĩ	tance of environment			K	1
		ance between environment and tourism			K	2
		pt of ecotourism and its benefits			K	
		ts of ecotourism on environment and stakeholders			K	
		ity of ecotourism in the present scenario			K	
-		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	e	
	,					
Unit:1		Environment- An Introduction		17	' hou	rs
		n, Concepts, Types- Living and Nonliving; E	Ecosys	tems	Туре	es,
Unit:2	E.	nvironment Pollution and Global Warming	3	15	/ hou	rc
		with Special Reference to Tourism; Types of Po	llutant			
		Pollution- Green House Effect; Ozone Depletion;				
Acid Rain Etc						_
Unit:3	an aanta - (Ecotourism			hou	
Developments	s and Tren	Objectives of Ecotourism; Characteristics of Ec ds Of Ecotourism; Ecotourism Planning and Develourism Year of 2002.				
Unit:4		Restricted Areas		17	/ hou	rs
Unit:4 Ecotourism R	lesources a	Restricted Areas and Activities in India; National Parks, Wild Life	Sanctu		<mark>/ hou</mark> , Tig	
Ecotourism R				aries	, Tig	
Ecotourism R Reserves, Bio		and Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser		aries yster	, Tig n.	er
Ecotourism R Reserves, Bio Unit:5	sphere Res	and Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning	t Ecos	aries yster 2(, Tig n.) hou	er rs
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism	sphere Res Planning	and Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning and Development Strategies; Eco-Tourism Strateg	t Ecos gies w	vith	, Tig n.) hou Spec:	er rs
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism Reference to 1	sphere Res Planning Environme	and Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning	t Ecos gies w luct D	aries yster 20 vith evelo	, Tig n.) hou Spec: opme	rs al al
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism Reference to D Marketing an	sphere Res Planning Environme d Promotio	Ind Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning and Development Strategies; Eco-Tourism Strategintal Protection (Environmental Impact Analysis) Proc	gies w luct D	aries yster 20 vith evelo	, Tig n.) hou Spec: opme	rs al al
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism Reference to D Marketing an International D Unit:6	sphere Res Planning Environmen d Promotic Eco- Touris	Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning and Development Strategies; Eco-Tourism Strateg ntal Protection (Environmental Impact Analysis) Proc on, Infrastructure Development; Eco-Tourism Organ on Society, UNDP, Eco-Tourism Organization in Indi Contemporary Issues	gies w luct D	vith ns; –	, Tig n.) hou Spec: opme	rs al nt, O,
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism Reference to D Marketing an International D Unit:6	sphere Res Planning Environmen d Promotic Eco- Touris	Ind Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning and Development Strategies; Eco-Tourism Strategintal Protection (Environmental Impact Analysis) Procon, Infrastructure Development; Eco-Tourism Organism Society, UNDP, Eco-Tourism Organization in Indi	gies w luct D	vith ns; –	, Tig n.) hou Spect opme WT	rs al nt, O,
Ecotourism R Reserves, Bio Unit:5 Eco-Tourism Reference to D Marketing an International D Unit:6	sphere Res Planning Environmen d Promotic Eco- Touris	Activities in India; National Parks, Wild Life erves, Wet Lands, Mangroves, Coral Reefs and Deser Ecotourism Planning and Development Strategies; Eco-Tourism Strateg ntal Protection (Environmental Impact Analysis) Proc on, Infrastructure Development; Eco-Tourism Organ on Society, UNDP, Eco-Tourism Organization in Indi Contemporary Issues	gies w luct D	vith 20 vith evelo ns; –	, Tig n.) hou Spect opme WT	rs al nt, O, rs

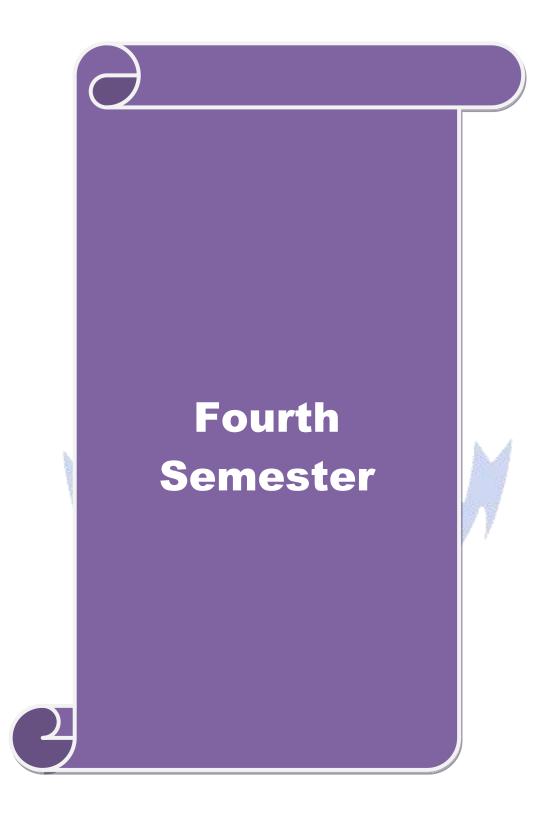
Bo	ook(s) for Study
1	Ecotourism Policy and Planning- Fennel, D. A., USA: CABI Publishing
2	The Encyclopedia of Ecotourism- Weaver, D., London: CABI Publication
Bo	ok(s) for Reference
1	Environmental impacts of Ecotourism- Ralf Buckley, London: CABI.
2	Ecotourism and Sustainable Development: Who Owns Paradise? - Honey. Washington, DC: Island Press.
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.researchgate.net/publication/261641090_The_Concept_of_Ecotourism_Evolut ion_and_Trends/link/5990a541458515b87b4ac28e/download

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

Mappi	Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	S	Μ	М	М	S	S	S	Μ	Μ	S	
CO2	S	S	S	M	S	S	S	S	Μ	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	
		1		1.1.1.	-	100	1.58				

Cour	rse code	37A	FIELD VISIT	Т	Р	С
Core			CORE – XVI		4	4
Pre	-requisite	:	Interest to Travel Sylla Vers		202 21	0-
Cour	rse Object	tives:	· · · · · ·			
The 1	main objec	ctives of thi	s course are to:			
1. 2. 3.	Firsthand	-	e about destination eparation skills			
Expe	ected Cou	rse Outcor	nes:			
On	the succes	sful comple	etion of the course, student will be able to:			
1	Develop	itinerary			K	[1
2	Anayse	the destinat	ion through SWOC		K	(4
3	Develop	stakeholde	er's relation		K	3
4	Assemb	le the comp	oonents of tourism effectively		K	6
5	Prepare	package to	urs		K	3
K1	- Rememb	er; K2 - U	n <mark>dersta</mark> nd; K3 - Apply; K4 - An al <mark>yze; K</mark> 5 - Evaluate; K6 –	Crea	te	





Course code	43A	E-TOURISM	L	Т	Р	С		
Core		CORE –XVII	4			4		
Pre-requisite		Interest to Learn the Sync Between	Sylla	bus	2020)-		
-		Technology and Tourism	Vers	ion	21			
Course Object								
5		is course are to:						
	out e-touris							
		ssity of e-tourism						
5. Understar	id the adva	ntages of e-tourism						
Expected Cou	rse Outcoi	nes:						
On the succes	sful comple	etion of the course, student will be able to:						
1 Know th	ne meaning	of e-tourism			K	1		
2 Associate the technology to present form of tourism								
		e of e-marketing			K	2		
4 Learn th	Learn the travel related software							
5 Learn th	e software	used in hotels			K	1		
K1 - Rememb	er; K2 - U	n <mark>dersta</mark> nd; K3 - Apply; K4 - An al <mark>yze; K5</mark> - Evaluate;	K6 –	Creat	te			
	_				3 hou			
Unit:1 Introduction To E-Tourism								
		Role of Internet b Designing; Tourism Websites; Email; Regulate ng IT For Competitive Advantage.	ory Fr		<mark>2 hou</mark> Wor			
Unit:3		E-Commerce		12	2 hou	rs		
E-Commerce	; Starting E	E-Business; E-Marketing of Tourism Products.						
TT. •4 . 4		CIDC		10	. 1			
Unit:4	Calil	CRS leo; Sabre; Amadeus; Apollo; Fantasia; And Var	ious E		2 hou			
Ticketing.	G Gain	teo, Subre, Annadeus, Apono, Fantasia, And Var	1005 1	uncu	ion,			
Unit:5	~	CRS in Hospitality) hou			
Hotels; Usag	e of CRS	mputer in Airlines; Contribution of SITA To Airli In Hotel Industry; Operational Usage Through ncy – Videotex System, Services; Computer in Railw	Chain	-				
Unit:6		Contemporary Issues		-	2 hou	re		
	s, online se	eminars – webinars		4	2 nou	13		
	.,							
		Total Lecture hours		6) hou	rs		
Book(s) for S	tudy							
1 Tourism In	formation T	echnology- Sheldon, P. CABI.				-		
2 Information	n Technolog	y 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)

Mappi	Mapping with Programme Outcomes													
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10				
CO1	S	S	М	S	S	М	S	М	S	S				
CO2	М	S	S	S	S	S	S	М	S	S				
CO3	S	S	S	M	М	S	М	S	S	S				
CO4	S	S	M	S	S	S	S	S	S	S				
CO5	S	М	S	S	S	S	S	L	Μ	S				
			4				32							



Course code	43B	HUMAN RESOURCES MANAGEMENT	L	Т	Р	С
Core		CORE – XVIII	4			4
Pre-requisite	:	Concepts of HRM	Sylla Versi		202 21	0-
Course Object						
The main object	ctives of thi	s course are to:				
		ions of HRM				
	need of H					
3. Understa	nd the HR p	lanning				
Expected Cou	rse Outcor	nes•				
		etion of the course, student will be able to:				
	-	ctions of HRM			K	<u>X1</u>
2 Classify	recruitmen	t methods			K	<u>K2</u>
-		ce of training			K	<u>X1</u>
		ts of workforce			K	<u> </u>
		strategies for managing human resources				6
	4	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (Creat		
	- 7 -					
Unit:1		HRM-An Introduction		13	3 hou	irs
Human Reso	ources Ma	nagement-Functions, Objectives; HRP-Human Re	esource	e Pla	annir	ıg-
Objectives; N	eed for <mark>HR</mark>	P on Tourism; Job Analysis.				
				10		
Unit:2	and Salacti	Selection and Recruitment on: Sources and Methods of Recruitment; E-Recr	uitmon		2 hou	
9	20 Brock 200	rviews; Induction and Placement.	unnen	ii, 50	siecu	OII
	<u>sts und mee</u>					
Unit:3		Training and Career Development		12	2 hou	irs
Training- Me	thods; Per	formance Appraisal; Career Development; Purpos	ses and	d Ty	pes	of
Transfers; Ty	pes and Imp	portance of Promotions.				
		Collicare on a SUME				
Unit:4		Employee Benefits		12	2 hou	irs
Compensation	n to employ	ees; Remuneration; Pay components; Incentives; Ber	efits.			
Unit:5		Morale and Conflict		(har	
	lorale: Gr	ievances; Managing Conflicts; Disciplinary Pr	.00688.) hou llecti	
1 •		re; Trade Unions.	000000,	Co	neeu	
6 6,		,				
Unit:6		Contemporary Issues		2	2 hou	irs
Expert lecture	es, online se	minars – webinars				
					<u> </u>	
		Total Lecture hours		6) hou	irs
Book(s) for S		and Human Dasourass Datasm V. D. & Cristanse D. B.	NI	Dell	<u></u> т.	to
1 Personnel M McGraw H	•	and Human Resources- Ratnam, V. R., & Srivatsava, B.K	L., INEW	Dein	и. 1a	ia
		/ Delhi: TMH				

1	bok(s) for Reference Managing Human Resources: Productivity, Quality of Work Life, Profits- Wayne F. Cascio – Tata Mcgraw Hill
	alatad Onling Contants IMCOC' SWAVAM NPTFI Wahsitas atc I
1	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] <u>file:///C:/Users/ADMIN/Downloads/Human_Resource_Management_Practice_Tourism_an</u> <u>d_Hot.pdf</u>

Mappi	Mapping with Programme Outcomes												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10			
CO1	S	S	M	S	М	М	Μ	S	S	S			
CO2	М	S	S	S	S	S	S	S	S	S			
CO3	S	S	S	S	М	S	M	S	S	S			
CO4	М	S	М	М	М	S	S	S	S	S			
CO5	S	S	S	М	М	S	S	S	L	S			
					in the	100	1.1	2					

	43C	TOURISM POLICY, PLANNING AND DEVELOPMENT IN INDIA	L	Т	Р	С
Core		CORE-XIX	4			4
Pre-requisite		Basic Understanding on The Importance of Policy and Planning	Sylla Versi		2020 21)-
Course Object						
The main object	ctives of thi	s course are to:				
2. Know the	meaning of	ing and importance of policy f tourism policy				
3. Understan	d the signif	ficance of planning and development				
Expected Cou	rsa Autcor	nac				
-		etion of the course, student will be able to:				
		of tourism policy			K	1
		ves and strategies of tourism policy			K	
		nning process of tourism			K	
		ble tourism planning strategies		K		
		ary planning			K	
		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; l	K6 – (Creat		
				ereu		
Unit:1		Tourism Policy		12	2 hou	rs
Tourism Polic	cy-Concept	and Importance; Tourism Policy Making Bodies-WTC	D, Go	vt. O	f Indi	a;
Sargeant Com	mittee Rep	ort and L.K. Jha. Committee Report.	8			
	A 40					
		The proster and a first and a	1			
Unit:2		National Tourism Policy			2 hou	
Objectives an		s of Various Tourism Policies and Plans; Tourism Poli	•	India	a-198	2;
Objectives an National Tou			•	India	a-198	2;
Objectives an		s of Various Tourism Policies and Plans; Tourism Poli	•	India	a-198	2;
Objectives an National Tou 1992.		s of Various Tourism Policies and Plans; Tourism Poli v 2002; Perspective Plan Of 1988; National Action	•	India of T	a-198 'ouris	2; m
Objectives an National Tou 1992. Unit:3	rism Policy	s of Various Tourism Policies and Plans; Tourism Poli v 2002; Perspective Plan Of 1988; National Action Tourism Planning	Plan	India of T	a-198 'ouris 2 hou	2; m rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech	ning- Con	s of Various Tourism Policies and Plans; Tourism Poli v 2002; Perspective Plan Of 1988; National Action	Plan	India of T 12 m P	a-198 'ouris 2 hou lannii	2; m rs ng
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech	ning- Con	s of Various Tourism Policies and Plans; Tourism Poli 2002; Perspective Plan Of 1988; National Action Tourism Planning Icept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer	Plan	India of T 12 m Pl-Influ	a-198 'ouris 2 hou lannii	2; m rs ng ng
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela	ning- Con ning- Con niques of 7 nable Touri ted Issues I	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning Cept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A	Plan Ourisintres	India of T 12 m Pl -Influ 12	a-198 ouris 2 hou lannin lencin 2 hou	2; m rs ng ng rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela	ning- Con ning- Con niques of 7 nable Touri ted Issues I	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning Comparison Planning Comparison Plan Formulation; Planning for Tourism Certism Development. Budgetary Allocations	Plan Ourisintres	India of T 12 m Pl -Influ 12	a-198 ouris 2 hou lannin lencin 2 hou	2; m rs ng ng rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela	ning- Con ning- Con niques of 7 nable Touri ted Issues I	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning Cept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A	Plan Ourisintres	India of T 12 m P -Influ 12 trateg	a-198 ouris 2 hou lannin lencin 2 hou	2; m ng ng or
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Rela Tourism Secto Unit:5 Tourism Dev	ning- Com ning- Com nable Touri ted Issues I prs; Industr	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning acept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits.	Plan Fourist	India of T 12 m Pl Influ 12 trateg	a-198 ouris 2 hou lannin encin gies f	2; m rs ng ng rs or rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Rela Tourism Secto	ning- Com ning- Com nable Touri ted Issues I prs; Industr	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning Courism Plan Formulation; Planning for Tourism Cer Tourism Plan Formulation; Planning for Tourism Cer Section Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits. New Product Development	Plan Fourist	India of T 12 m Pl Influ 12 trateg	a-198 ouris 2 hou lannin encin gies f	2; m rs ng ng rs or rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Rela Tourism Secto Unit:5 Tourism Dev	ning- Com ning- Com nable Touri ted Issues I prs; Industr	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning Courism Plan Formulation; Planning for Tourism Cer Tourism Plan Formulation; Planning for Tourism Cer Section Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits. New Product Development	Plan Fourist	India of T 12 m Pl Influ 12 trateg 10 Builo	a-198 ouris 2 hou lannin encin gies f	2; m rs ng ng rs or of
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Secto Unit:5 Tourism Dev Destination.	rism Policy nning- Com naiques of 7 nable Touri ted Issues I ors; Industr elopment-	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning acept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits. New Product Development Product Life Cycle; Launching A New Product; In	Plan Fourist	India of T 12 m Pl Influ 12 trateg 10 Builo	a-198 ouris 2 hou lannin lencin 2 hou gies f 0 hou ling	2; m rs ng ng rs or of
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Secto Unit:5 Tourism Dev Destination.	rism Policy nning- Com naiques of 7 nable Touri ted Issues I ors; Industr elopment-	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning acept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits. New Product Development Product Life Cycle; Launching A New Product; In Contemporary Issues	Plan Fourist	India of T 12 m Pl -Influ 12 trateg 10 Builo	a-198 ouris 2 hou lannin lencin 2 hou gies f 0 hou ling	2; m ng ng rs or s or rs
Objectives an National Tou 1992. Unit:3 Tourism Plan Process- Tech Factor; Sustai Unit:4 Tourism Rela Tourism Rela Tourism Secto Unit:5 Tourism Dev Destination.	rism Policy nning- Com naiques of 7 nable Touri ted Issues I ors; Industr elopment-	s of Various Tourism Policies and Plans; Tourism Policy 2002; Perspective Plan Of 1988; National Action Tourism Planning acept, Objectives, Types; Tourism Master Plan; T Tourism Plan Formulation; Planning for Tourism Cer ism Development. Budgetary Allocations In Five-Year Plans In India- Allocations, Objectives A y and Export Status; Tourism Circuits. New Product Development Product Life Cycle; Launching A New Product; In Contemporary Issues eminars – webinars	Plan Fourist	India of T 12 m Pl -Influ 12 trateg 10 Builo	a-198 ouris 2 hou lannin lencin 2 hou gies f 9 hou ling 2 hou	2; m ng ng rs or rs of rs

2 Budgetary reports, National Tourism Policy reports.

Book(s) for Reference

Tourism Planning: Basic, Concepts and Cases- Gunn, C. New York: Routledge. 1

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] 1 http://tourism.gov.in/tourism-policy

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

Mappi	ng with	Progran	ıme Out	comes						
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	М	S	S	S	S	S	S
CO2	Μ	S	S	М	S	М	S	S	S	S
CO3	М	S	S	М	М	M	S	S	S	S
CO4	S	S	S	М	М	S	Μ	S	S	S
CO5	М	S	S	S	S	S	L	S	S	M
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	43D	ETHICAL CODES FOR TOURISM	L	Т	Р	С
Core		CORE-XX	4			4
Pre-requisite	9	Basic Idea About Ethics and Its Necessity	Sylla Vers		202 21	0-
Course Objec						
The main object	ctives of thi	s course are to:				
	U	nd importance of ethics				
		of ethics in tourism				
5. Know the	auvantages	being ethical				
Expected Cou	rse Outcon	nes:				
		etion of the course, student will be able to:				
1 Know a	nd describe	the importance of ethics in tourism			K	1
2 Know t	he ethical g	uidelines effectively			K	2
3 Formula	ate the ethic	al norms			K	6
4 Underst	and the glo	bal code of ethics			K	2
5 Assess guidelin		national and international organizations in framing eth	nical		K	5
K1 - Rememb	oer; K2 - Ui	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	; K6 –	Creat	e	
Unit:1	· •	Ethics-An Introduction rtance, Types and Uses; Professional Ethics- Soc	· 1 D		2 hou	
Obligation a	nd Ethical					
Industry-Soci Crimes Being	al Evils an	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism So d Against Tourist.	o of t	he T Frau	ouris ds a	sm nd
Industry-Soci Crimes Being Unit:2	al Evils an Committed	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism Se d Against Tourist. Global Code of Ethics for Tourism	o of t ectors;	he T Frau 12	ouris ds a 2 hou	nd nd
Industry-Soci Crimes Being Unit:2 The Role of V	al Evils an Committed WTO In Reg cles; Ethica	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism Se d Against Tourist. Global Code of Ethics for Tourism gulating Ethical Norms- Global Codes of Ethics for T l and Social Responsibility of Tourists, Travel Ager	o of t ectors;	he T Frau <u>12</u> n -Pr	ouris ds a 2 hou eamt	nd nd rs
Industry-Soci Crimes Being Unit:2 The Role of V and Ten Artio And Accomm	al Evils an Committed WTO In Reg cles; Ethica	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism Se d Against Tourist. Global Code of Ethics for Tourism gulating Ethical Norms- Global Codes of Ethics for T 1 and Social Responsibility of Tourists, Travel Agen ctor.	o of t ectors;	he T Frau 12 n -Pr ur Op	ouris ds a 2 hou eamt berate	nd nd rs ole or,
Industry-Soci Crimes Being Unit:2 The Role of V and Ten Artic And Accomm Unit:3	al Evils an Committed WTO In Reg cles; Ethica nodation Sec	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism Se d Against Tourist. Global Code of Ethics for Tourism gulating Ethical Norms- Global Codes of Ethics for T 1 and Social Responsibility of Tourists, Travel Agen ctor. Tourist Rights	o of t ectors; Fourisints, To	he T Frau 12 n -Pr ur Op 12	ouris ds a 2 hou eamb berate 2 hou	rs ole or, rs
Industry-Soci Crimes Being Unit:2 The Role of V and Ten Artio And Accomm Unit:3 Tourist Right Health; Safe	al Evils an committee WTO In Reg cles; Ethica nodation Sec s - Article 2 ty and Se on and Ce	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism Se d Against Tourist. Global Code of Ethics for Tourism gulating Ethical Norms- Global Codes of Ethics for T 1 and Social Responsibility of Tourists, Travel Agen ctor.	o of t ectors; Fourisr nts, To , Depar anila	he T Frau 12 n -Pr ur Op 12 rture; Decla	ouris ds a 2 hou eamb berate 2 hou Pub aratic	rs ole or, rs lic on;
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Industry-Soci Crimes Being Unit:2 The Role of V and Ten Artic And Accomm Unit:3 Tourist Right Health; Safe Standardizatic Responsible T Unit:4 Remedial Me Travel and T Helsinki 1976 Unit:5 Necessity of 1	al Evils an committee WTO In Reg cles; Ethica nodation Sec s - Article 2 ty and Se on and Ce Fourism. asures and 1 fourism Ind fourism In	Concerns of Tourism Business; Present Scenario d Economic Offences Taking Place in Tourism So d Against Tourist. Global Code of Ethics for Tourism gulating Ethical Norms- Global Codes of Ethics for T 1 and Social Responsibility of Tourists, Travel Ager ctor. Tourist Rights 2 And 8 Of WTO Global Code of Ethics- Entry, Stay, curity; Satisfaction; Tourists Bill of Rights- M ertification for Tourism Sustainability-ISO 14000 Conventions and Acts Protection Against the Maladies- Conventions, And dustry- Warsaw 1924; Chicago 1944; Brussels 19 r Protection Act 1986. Conservation Agencies Tourism Resources Like Cultural Heritages, Nature a orking for The Conservation of Tourism Resources	o of t ectors; Tourisr nts, Tourisr nts, Tourisr nts, Tourisr , Depar anila ; Sust Their F 061; A and Ot	he T Frau 12 n -Pr ur Op 12 rture; Decla ainab 12 Relev thens 10 her T	Souris Souris Souris Souris Souris Souris Souris Souris	rs nd rs ole or, rs lic on; nd rs in 4; rs sm

	Total Lecture hours	60 hours
Bo	pok(s) for Study	
1	WTO global code of tourism.	
2	Codes of Ethics in Tourism: Practice, Theory, Synthesis- David, A. F., & David, M., Publications	Channel View
Bo	bok(s) for Reference	
1	Tourism Ethics-David, A. F., Channel View Publications	
Re	elated 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)

Mappi	Mapping with Program <mark>me Outcomes</mark>													
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	М	S	M	Μ	S				
CO3	М	S	M	S	L	S	S	S	Μ	S				
CO4	S	S	S	S	М	S	S	S	S	L				
CO5	М	S	S	S	S	S	S	S	M	М				
				- Pr - P. 2	· ()			1	- 3					

Course code	4EA	ENTREPRENEURSHIP DEVELOPMENT IN TOURISM	L	Т	Р	С
Elective	<u> </u>	GROUP-A ELECTIVE – IV (PAPER-XXI)	4			4
Pre-requisite	•	Meaning of Entrepreneurship	Sylla Versi		2020 21)-
Course Objec	tives:			-		
The main obje	ctives of thi	s course are to:				
1. Develop	entrepreneu	rial interest within the learners				
	• •	trepreneurial ventures				
3. Develop	tourism ven	tures				
Expected Cou	urso Outcor	nos				
		etion of the course, student will be able to:				
		nificant inputs of entrepreneurship			K	1
	0	ed process of entrepreneurial venture			K	
	the market				K	
	tourism ver				K	
-		nanagement functions			K	4
		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat		
	- , -		-			
Unit:1		Entrepreneur – An Introduction		12	2 hou	rs
Unit:2 Business Idea Analysis of C		Business Ideas Methods of Business Ideas Generation; Identification	n of Oj		2 hou unitie	
Anarysis or C	pportunitie	5.				
Unit:3		Feasibility Study			2 hou	
Tourism Serv	vices Life lucts and Se	lew Destination and Tourism Services Developmen Cycle; Financial Feasibility for Developing and I ervices; Sources of Finance; Financial Assistance an ns.	Launch	ning	a Ne	W
Unit:4		Setting Up a Travel Agency		_12	2 hou	rs
Location and	s to be Co	bilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or		el Ag	ency	or
Location and Hotel; Points	s to be Co	bilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or ism Sector.		el Ag Cho	ency	or of
Location and Hotel; Points Technology f Unit:5 Establishing Becoming an	to be Co or the Touri a Tourism Entreprene	bilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or	Hotel; n, Etc	el Ag Cho 10	ency bice) hou bpe f	or of rs or
Location and Hotel; Points Technology f Unit:5 Establishing Becoming an	to be Co or the Touri a Tourism Entreprene	 bilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or ism Sector. Establishing a Tourism Enterprise Enterprise- Steps, Procedures, License, Registratio eur in Tourism; Role of Govt. Agencies and Finance 	Hotel; n, Etc	el Ag Cho 1(5. Sco stitut	ency bice) hou bpe f	or of rs or in
Location and Hotel; Points Technology f Unit:5 Establishing Becoming an Promotion of Unit:6	s to be Co or the Touri a Tourism Entreprene Entreprene	bilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or ism Sector. Establishing a Tourism Enterprise Enterprise- Steps, Procedures, License, Registratio eur in Tourism; Role of Govt. Agencies and Finandur in Tourism- SSI. DIC, TIDCO, TFCI.	Hotel; n, Etc	el Ag Cho 1(5. Sco stitut	ency bice) hou bpe f ions	or of rs or in
Location and Hotel; Points Technology f Unit:5 Establishing Becoming an Promotion of Unit:6	s to be Co or the Touri a Tourism Entreprene Entreprene	ibilities- Factors for the Selection of Site for Setting a onsidered for the Building of Travel Agency or ism Sector. Establishing a Tourism Enterprise Enterprise- Steps, Procedures, License, Registratio eur in Tourism; Role of Govt. Agencies and Financur in Tourism- SSI. DIC, TIDCO, TFCI. Contemporary Issues	Hotel; n, Etc	el Age Cho 1(S. Sco stitut	ency bice) hou bpe f ions	or of rs or in rs

D	pok(s) for Study
1	Entrepreneurship Development- Vasant Desai, New Delhi: Himalaya Publishing
2	Innovation & Entrepreneurship- Drucker, P.F., New York: Harper & Row.
Be	ook(s) for Reference
1	Entrepreneurship- Kuratko, D.F. & Hodgets, R.M. New York: Harcourt College Publishers
D.	Vistad (Unling Contants INICICY' SWAVAVANI NPTET Wahsitas ato I
R	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] 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)

Mappi	Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10			
CO1	S	S	М	S	М	M	Μ	М	S	S			
CO2	S	S	,M	S	S	S	S	S	S	S			
CO3	S	S	S	S	S	M	S	S	Μ	S			
CO4	S	S	M	S	S	S	S	S	Μ	S			
CO5	S	S	S	S	S	S	S	S	L	S			
	8. A	35		11/1		1.52	1-00		2.00				

	4EA	TOURISM RESEARCH METHODS	L	Т	Р	С
Elective		GROUP-B ELECTIVE – IV (PAPER-XXI)	4			4
Pre-requisite		5	Sylla	bus	202)-
-		Its Need	Versi	ion	21	
Course Object		· · · · · · · · · · · · · · · · · · ·				
Ū.		s course are to:				
	-	ortance of tourism research				
		f carrying out tourism research				
3. Aware of	research te	conniques				
Expected Cou	rse Outcor	nes:				
		etion of the course, student will be able to:				
1 Describe	e the meani	ing of research			K	1
		ed of tourism research			K	2
3 Apply a	dvanced tec	chniques in tourism research			K	3
		tive and quantitative techniques			K	2
		sources for making report			K	
-		nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; 1	K6 – (Creat		
	 , II			creat	•	
Unit:1		Introduction to Research		12	hou	rs
Introduction t	o Resea <mark>rch</mark>	- Nature, Scope, And Purposes of Tourism Research	n: Rese	earch	Ethi	cs
	Historical D	Developments and The Current Debates in Tourism R			teps	
and Values; H			Resear	ch; S	-	in
and Values; H	cess; Ov <mark>erv</mark>	Developments and The Current Debates in Tourism R	Resear	ch; S	-	in
and Values; F Research Proc Researchers In	cess; Ov <mark>erv</mark>	Developments and The Current Debates in Tourism R view of Research Design; Specific Problems Encoun	Resear	ch; S by T	ouris	in m
and Values; H Research Proc Researchers In Unit:2	cess; Overv 1 India.	Developments and The Current Debates in Tourism R view of Research Design; Specific Problems Encoun Research Problem	Researd	ch; S by T 12	ouris	in m rs
and Values; F Research Proc Researchers In Unit:2 Identifying R	cess; Overv n India. esearch Pr	Developments and The Current Debates in Tourism R view of Research Design; Specific Problems Encoun Research Problem oblems; Management Problems and Their Translation	Researce itered	ch; S by T <u>12</u> to Re	ouris hou	in m rs ch
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and Values; H Research Proc Researchers In Unit:2 Identifying R Problems; Rey Information; S Unit:3 Quantitative T Correlation an Parametric an Techniques in Data Analysis Unit:4 Qualitative Techo Observation; Projective Tech	cess; Overv n India. esearch Proview of Lite Surveys and Fechniques; d Non-Par Decision S echniques; Ethnograp	Developments and The Current Debates in Tourism R view of Research Design; Specific Problems Encour Research Problem oblems; Management Problems and Their Translative erature; Sources of Secondary Data for Tourism; Tour d Sampling; Questionnaire Design and Execution. Quantitative Techniques ; Measures of Central Tendency and Dispersion; Time ion Analysis; Normal Distribution Statistical Testin, ametric Techniques; Multivariate Analytical Technique Support; PERT-CPM; Introduction to Game Theory; U Qualitative Techniques Case Study Method; Experimentation; Depth Interventic Fieldwork; Preparing Field Notes; Focus G Content Analysis; Historical Analysis in Qualitative Translation;	Researd Intered Ion intrism M Reserved Intered Ion intrism M Reserved Intered Intered Ion intribution Researd Intered Ion intribution Intered Ion	ch; S by T 12 to Re Manag 12 es Ar Hypo Quan Softv 12 Part Tecl n.	houris hou esear geme hou halys these titati ware hou	in m rs ch ant rs is; es; ve in rs nt le;
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Ex	xpert lectures, online seminars – webinars	
	Total Lecture hours	60 hours
Be	ook(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., Ri Wood, R.C. UK: ITBP.	iley, M., Wilkie,E. &
Be	ook(s) for Reference	
1	Travel, Tourism and Hospitality Research: A Handbook for Managers and R J.R.B. and Goeldner, C.R., UK: Wiley.	Researchers - Ritchie,
R	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	file:///C:/Users/ADMIN/Downloads/RESEARCH_METHODS_IN_TO	<u>URISM.pdf</u>
	A SPICE WERE	
Co	ourse Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)	

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Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	М	S	М	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	М	S	M	S
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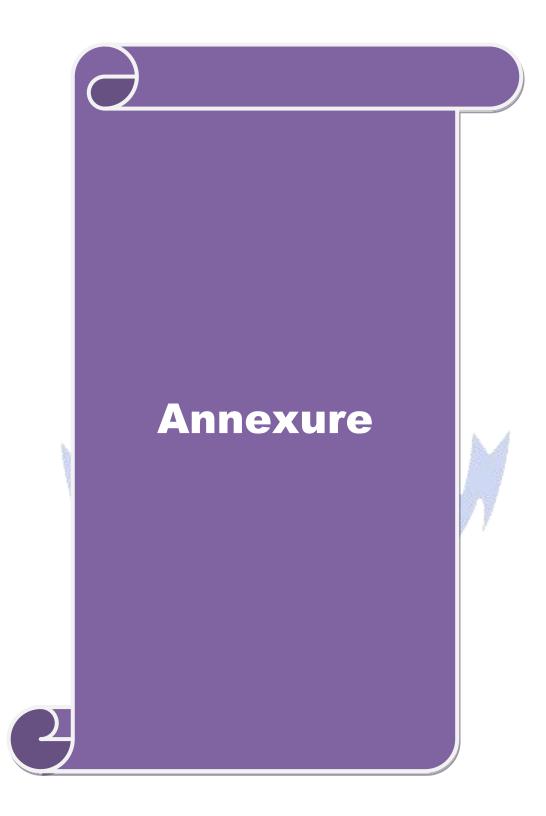
	4EA	EMERGING ISSUES IN TOURISM	L	Т	Р	С	
Elective		GROUP-C ELECTIVE-IV (PAPER-XXI)	4			4	
Pre-requisite		Follow-up of issues related to tourism	yllab 'ersio		s 2020- 21		
Course Object							
The main object	ctives of thi	s course are to:					
1. Understan	d the issues	s related to tourism sector					
•	-	experienced by tourism sector					
3. Exercise	plan to over	rcome the issues					
Europeted Cour	maa Austaam	nogi					
On the succes		etion of the course, student will be able to:					
	1	issues and its effect in tourism sector			K	1	
		or the issues			K		
•		A 4 4 5 4 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6			K		
11.7		n addressing the problem					
		alyse various solutions			K		
-	a suitable s				K	6	
KI - Rememb	er; K2 - Ui	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6	6 – C	reate	e		
Unit:1		Ongoing Trands in Tourism Sector		12	hou	MG	
	and Pract	Ongoing Trends in Tourism Sector ices in Tourism Traffic in India; Emerging New Forms	s of 7				
		ricultural and Rural Tourism; Adventure Tourism; Wild					
		isiness Travel; The Declining Market for Cultural Touri					
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Bo	ok(s) for Study
1	Lonely Planet News letter
2	Global Tourism: Challenges and Development-Thakur, M., Omega Publications.
Bo	ook(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.
Re	lated 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=5DB8FDBDA2668F525
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Co	ourse Designed By: A.SURESH BABU (sureshbabu1510@gmail.com)
	dise Designed Dy. A.Soncon Dribe (successodd 1910@ginan.com)

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	Μ	S	S	М	M	M	S	S	М
CO2	S	Μ	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	М	S	S	S	S	S
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Cou	rse code	47A	PROJECT AND VIVA VOCE L	Т	Р	С			
Core			CORE- XXII		6	6			
Pre	-requisite		Understanding on Research Methods Syllabus Version						
Cou	rse Object	tives:	· · ·						
The 1	main objec	ctives of thi	s course are to:						
1. 2. 3.		he issues w	ing scenario ith suitable solutions						
Expe	ected Cou	rse Outcor	nes:						
On	the succes	sful comple	etion of the course, student will be able to:						
1	Underst	and the me	hods of doing research		K	2			
2	Describe	e the existin	ig problem		K	.1			
3	Analyse	the proble	n		K	3			
4	Correlat	e policy wi	th the issues		K	[4			
5	Design a	a solution			K	6			
K1	- Rememb	oer; K2 - U	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 –	Crea	te				





M. A. TOURISM & TRAVEL MANAGEMENT

Syllabus (With effect from 2020-21 & onwards)

Program Code:

200



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.