File Ref.No.5333/GA - IV - B1/2012/CU

UNIVERSITY OF CALICUT

Abstract

General and Academic IV- Faculty of Humanities- Revised Scheme and Syllabus of Bachelor of Travel and Tourism Management Honours Programme -in tune with the Modified CUFYUGP Regulations 2024, with effect from 2025 Admission onwards - Approved-By exercising the powers of the Academic Council-Implemented- Orders Issued

G & A - IV - B

U.O.No. 12966/2025/Admn Dated, Calicut University.P.O, 15.09.2025

Read:-1.U.O.No. 3103/2024/Admn dated 22.02.2024.
2.U.O.No. 9394/2024/Admn dated 15.06.2024
3.U.O.No. 10062/2024/Admn dated 26.06.2024.
4.U.O.No. 11950/2024/Admn dated 02.08.2024.
5.Minutes of the combined meeting of the Board of Studies in Travel and Tourism SB, Hotel Management SB and Catering Science and Hotel Management SB held on 24.08.2025 (Item No 2 and Item No 5)
6. Remarks of the Dean, Faculty of Humanities dated 30.08.2025.
7. Remarks of the Dean , Faculty of Commerce and Management Studies dated 01.09.2025.
8. Orders of the Vice Chancellor in the file of even No and dated 09.09.2025.
9. UO No 12780/2025/Admn dated 10.09.2025

ORDER

1. The Regulations of the Calicut University Four Year UG Programmes (CUFYUGP Regulations 2024) for Affiliated Colleges, were implemented with effect from 2024 admission onwards, vide paper read as (1) above.
2. The scheme and syllabus of the Bachelor of Travel and Tourism Management Honours programme in tune with CUFYUGP Regulations 2024 has been implemented with effect from 2024 Admission onwards, vide paper read as (2) above and the same were corrected vide paper read as (4) above.
3. The Regulations of the Calicut University Four Year UG Programmes (CUFYUGP Regulations 2024) for Affiliated Colleges, were modified, vide paper read as (3) above.
4. Accordingly, the combined meeting of the Board of Studies in Travel and Tourism SB, Hotel Management SB and Catering Science and Hotel Management SB held on 24.08.2025, vide paper read as (5) above, has approved the revised Scheme and Syllabus of Bachelor of Travel and Tourism Management Honours programme (BTTM Honours) including new groups of Minor Courses , w e f 2025 admission onwards.
5. The Dean, Faculty of Humanities vide paper read as (6) above, and the Dean , Faculty of Commerce and Management Studies vide paper read as (7) above has approved the minutes of the combined meeting of the Board of Studies in Travel and Tourism SB, Hotel Management SB and Catering Science and Hotel Management SB held on 24.08.2025.
6. Considering the urgency, the Vice Chancellor has approved the minutes of the combined meeting of the Board of Studies in Travel and Tourism SB, Hotel Management SB and Catering Science and Hotel Management SB held on 24.08.2025 and accorded sanction to implement the revised Scheme and Syllabus of the Bachelor of Travel and Tourism Management Honours programme in tune with Modified CUFYUGP Regulations 2024 with effect from 2025 Admission onwards, by exercising the powers of the Academic Council conferred under section 10.13 of the

Calicut University Act 1975.

7. The Revised Scheme and Syllabus of the Bachelor of Travel and Tourism Management Honours programme including new groups of Minor Courses, in tune with the Modified CUFYUGP Regulations 2024 are implemented with effect from 2025 Admission onwards.
8. Orders are issued accordingly. (Syllabus appended)
9. UO read (9) above stands cancelled.

Ajayakumar T.K

Assistant Registrar

To

1.The Principals of all Affiliated Colleges 2. DR, CDOE
Copy to: PS to VC/PA to PVC/ PA to Registrar/PA to CE/JCE I/JCE II/JCE VIII/DoA/EX and EG Sections/GA I F/CHMK Library/Information Centres, Suvega/SF/DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

Bachelor of Travel and Tourism Management -

BTTM HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS & MODEL QUESTION PAPERS

w.e.f. 2025 admission onwards

(CUFYUGP Regulations 2024)

Bachelor of Travel and Tourism Management -

BTTM HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS

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Acknowledgement

The core of academic reforms is the restructuring of the learning process in a more insightful manner, taking into account the appropriateness of the content, the use of effective pedagogical practices, and preparing learners for meaningful academic progression. Tourism, as an academic discipline centered on one's own life experiences, has enormous potential for encouraging critical thinking and developing an academic community that is highly sensitive to the lives of various segments of society and wise enough to suggest the most appropriate means of addressing significant socio-cultural and development issues. As an academic discipline rooted in various contexts, the Board of Studies was eager to initiate an alternative and meaningful paradigm by bringing the content closer to local communities and their issues and to break the academic peripheries by sharing the concerns of related disciplines for making the curriculum more dynamic and interdisciplinary by nature.

I express profound gratitude to the Honourable Vice-Chancellor, Pro-Vice Chancellor, Registrar, Members of the Syndicate, and Academic Council, for their sincere co-operation and guidance for completion of this work. I place on record my wholehearted gratitude to the members of Travel and Tourism Board of Studies and subject experts for their whole-hearted efforts and active participation in the syllabus revision process. I also appreciate the efforts of members of University Academic Section and other staff. I also place on record my gratitude to all academicians and other stakeholders who gave valuable suggestions in this regard.

Sanoop Kumar P V
Chairman
Board of Studies
Travel and Tourism Management
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Introduction

Calicut University's Bachelor of Tourism and Travel Management (BTTM) is an eight-semester undergraduate program that prepares students for managerial and entrepreneurial roles in tourism industry. This student-centered curriculum focuses on interdisciplinary learning and skill development to improve employability. By providing a variety of courses such as majors, minors, electives, multidisciplinary, and skill enhancement, the program allows students to tailor their education to their interests and career objectives. The BTTM program emphasizes holistic development in accordance with international standards. It offers a three-year general degree, a four-year honours degree, and a four-year honours degree with research, preparing graduates for specialized roles in travel and tourism, as well as research.

This Program mainly includes

1) Major Courses
2) Minor Courses
3) Elective Course
4) Multidisciplinary Courses
5) Skill Enhancement Courses
6) Internship
7) Project

This curriculum is proudly submitted before the stakeholders and the academic community so as to enable them to cultivate an interest in Travel and Tourism Management and deepen their knowledge and make them conscious and functionally committed to the society and its changing scenario.

Board of Studies Members and External Subject Experts

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External Subject Experts

Dr. Binoy T A
Associate Professor
Department of Tourism Studies
Central University of Kerala

Dr. Divya Das
Assistant Professor,
Department of Travel &Tourism,
Pazhassiraja College, Pulpally

PROGRAMME OUTCOMES (PO):

At the end of the graduate programme at Calicut University, a student would:

PO1	Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2	Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3	Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4	Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.
PO5	Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO6	Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.
PO7	Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

PROGRAMME SPECIFIC OUTCOMES (PSO):

At the end of the BTTM Honours programme at Calicut University, a student would:

PSO1	Demonstrate a profound understanding of tourism principles, practices, and theories, recalling key concepts and theories in tourism management.
PSO2	Apply effective communication strategies and leadership principles to collaborate with diverse stakeholders in the tourism industry.
PSO3	Evaluate professional skills essential for success in diverse tourism careers, critically assessing their own competencies and identifying areas for improvement.
PSO4	Create innovative digital strategies and design technological solutions to enhance tourism experiences and operations.
PSO5	Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions.
PSO6	Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures.

MINIMUM CREDIT REQUIREMENTS OF THE DIFFERENT PATHWAYS IN THE THREE-YEAR PROGRAMME IN CUFYUGP

Sl. No.	Academic Pathway	Major	Minor/ Other Disciplines	Foundation Courses AEC: 4 MDC: 3 SEC: 3 VAC: 3	Intern-ship	Total Credits	Example
		Each course has 4 credits		Each course has 3 credits			
1	Single Major (A)	68 (17 courses)	24 (6 courses)	39 (13 courses)	2	133	Major: Tourism + six courses in different disciplines in different combinations
2	Major (A) with Multiple Disciplines (B, C)	68 (17 courses)	12 + 12 (3 + 3 = 6 courses)	39 (13 courses)	2	133	Major: Tourism + Hotel Management and Hospitality Administration
3	Major (A) with Minor (B)	68 (17 courses)	24 (6 courses)	39 (13 courses)	2	133	Major: Tourism Minor: Hospitality Management
Exit with UG Degree / Proceed to Fourth Year with 133 Credits							

B.T.T.M HONOURS PROGRAMME

COURSE STRUCTURE FOR PATHWAYS 1 – 3

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	TTM1CJ 101	Core Course 1 in Major – Introduction to Tourism	60	4	4	30	70	100
		Minor Course 1	60	4	4	30	70	100
		Minor Course 2	60	4	4	30	70	100
	ENG1FA 101(1B)	Ability Enhancement Course 1– English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 1 – Other than Major	45	3	3	25	50	75
		Total		**22**	**21**			**525**
2	TTM2CJ 101	Core Course 2 in Major – Tourism Principles , Practices and Theories	60	4	4	30	70	100
		Minor Course 3	60	4	4	30	70	100
		Minor Course 4	60	4	4	30	70	100
	ENG2FA 103(1B)	Ability Enhancement Course 3– English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 2 – Other than Major	45	3	3	25	50	75
		Total		**22**	**21**			**525**
3	TTM3CJ 201	Core Course 3 in Major – Hospitality Management	60	4	4	30	70	100
	TTM3CJ 202	Core Course 4 in Major – Tourism in Kerala and FAM Trip	75	5	4	30	70	100
		Minor Course 5	60	4	4	30	70	100
		Minor Course 6	60	4	4	30	70	100
		Multi-Disciplinary Course 3 – Kerala Knowledge System	45	3	3	25	50	75
	ENG3FV 108(1B)	Value-Added Course 1 – English	45	3	3	25	50	75

		Total		**23**	**22**			**550**
4	TTM4CJ 203	Core Course 5 in Major – Airline and Airport Management	75	5	4	30	70	100
	TTM4CJ 204	Core Course 6 in Major – Travel Agency and Tour Operation Management	60	4	4	30	70	100
	TTM4CJ 205	Core Course 7 in Major – International Destinations – IATA Area I	60	4	4	30	70	100
	ENG4FV 109(1B)	Value-Added Course 2 – English	45	3	3	25	50	75
		Value-Added Course 3 – Additional Language	45	3	3	25	50	75
	ENG4FS 111(1B)	Skill Enhancement Course 1 – English	60	4	3	25	50	75
		Total		**23**	**21**			**525**
5	TTM5CJ 301	Core Course 8 in Major – Tourism Products and Resources of India	60	4	4	30	70	100
	TTM5CJ 302	Core Course 9 in Major – Transport Operations Management	60	4	4	30	70	100
	TTM5CJ 303	Core Course 10 in Major –International Destinations – IATA Area II	60	4	4	30	70	100
		Elective Course 1 in Major	60	4	4	30	70	100
		Elective Course 2 in Major	60	4	4	30	70	100
		Skill Enhancement Course 2 – Including Major	45	3	3	25	50	75
		Total		**23**	**23**			**575**
6	TTM6CJ 304	Core Course 11 in Major – Tour Packaging and Study Tour	75	5	4	30	70	100
	TTM6CJ 305	Core Course 12 in Major- Business Communication and Soft Skills	60	4	4	30	70	100
	TTM6CJ 306	Core Course 13 in Major – International Destinations – IATA Area III	60	4	4	30	70	100
		Elective Course 3 in Major	60	4	4	30	70	100
		Elective Course 4 in Major	60	4	4	30	70	100
	TTM6FS 113	Skill Enhancement Course 3 – Hospitality Sales and Marketing	45	3	3	25	50	75

	TTM6CJ 349	Internship in Major (Credit for internship to be awarded only at the end of Semester 6)	60		*2	50	-	50
		Total		**24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**
7	TTM7CJ 401	Core Course 14 in Major – Human Resource Management and Organizational Behavior	75	5	4	30	70	100
	TTM7CJ 402	Core Course 15 in Major – Logistics and Air Cargo Management	75	5	4	30	70	100
	TTM7CJ 403	Core Course 16 in Major – Destination Management	75	5	4	30	70	100
	TTM7CJ 404	Core Course 17 in Major – Tourism Planning, Policy and Legislation	75	5	4	30	70	100
	TTM7CJ 405	Core Course 18 in Major – Tourism and Sustainability	75	5	4	30	70	100
		Total		**25**	**20**			**500**
8	TTM8CJ 406	Core Course 19 in Major – Heritage Tourism Management	75	5	4	30	70	100
	TTM8CJ 407	Core Course 20 in Major – Wildlife Tourism Management	60	4	4	30	70	100
	TTM8CJ 408	Core Course 21 in Major – Research Methodology	60	4	4	30	70	100
	OR (instead of Core Courses 19 to 21 in Major)							
	TTM8CJ 449	Project (in Honours programme)	360**	13**	12	90	210	300
	OR (instead of Core Courses 19 to 21 in Major)							
	TTM8CJ 499	Research Project (in Honours with Research programme)	360**	13**	12	90	210	300
	OR (instead of Core Courses 19 to 21 in Major)							
	TTM8CJ 469	Industry Training with Training Report	360***	13***	12	90	210	300
		Elective Course 5 in Major / Minor Course 7	60	4	4	30	70	100
		Elective Course 6 in Major / Minor Course 8	60	4	4	30	70	100

		Elective Course 7 in Major / Minor Course 9 / Major Course in any Other Discipline	60	4	4	30	70	100
	OR (instead of Elective Course 7 in Major, in the case of Honours with Research Programme)							
	TTM8CJ 489	Research Methodology in Tourism	60	4	4	30	70	100
		Total		**25**	**24**			**600**
Total Credits for Four Years					**177**			**4425**

*An internship of 2 credits is included in the sixth semester. To earn these credits, students should undergo a minimum of **three months (3 months)** of training at any point within the first six semesters. This training can be completed either continuously over three months or split into 3 shorter durations (of one month each) as per convenience.

** The teacher should have 13hr/week of engagement, the hours corresponding to the three core courses) in the guidance of the project(s) in Honours Programme and Honours with Research Programme, while each student should have 24hr/week of engagement in the project work. The hours are given based on the student's engagement.

*** Travel and Tourism Management students will have the option to pursue Industry Training with a Training Report instead of a Research Project. The teacher should have 13hr/week of engagement, the hours corresponding to the three core courses) in the guidance and regular monitoring of the industry training in Honours Programme, while each student should have 24hr/week of engagement in the training. The hours are given based on the student's engagement. This approach allows students to gain practical experience through a minimum of three to a maximum of six months of industry training, culminating in a comprehensive report. Evaluation of this report and training will be conducted through a Project VIVA VOCE, ensuring assessment of their learning and practical application. Training can be provided at national or international industry centers approved by department council.

CREDIT DISTRIBUTION FOR PATHWAYS 1 – 3

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor

Semester	Major Courses	Minor Courses/ Electives	General Foundation Courses	Internship/ Project	Total
1	4	4 + 4	3 + 3 + 3	-	21
2	4	4 + 4	3 + 3 + 3	-	21
3	4 + 4	4 + 4	3 + 3	-	22
4	4 + 4 + 4	-	3 + 3 + 3	-	21
5	4 + 4 + 4 + 4 + 4	-	3	-	23
6	4 + 4 + 4 + 4 + 4	-	3	2	25
Total for Three Years	**68**	**24**	**39**	**2**	**133**
7	4 + 4 + 4 + 4 + 4	-	-	-	20
8	4 + 4 + 4	4 + 4 + 4	-	12*	24
* instead of three Major courses					
Total for Four Years	**88 + 12 = 100**	**36**	**39**	**2**	**177**

DISTRIBUTION OF MAJOR COURSES IN TRAVEL AND TOURISM MANAGEMENT

FOR PATHWAYS 1 – 3

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor

Semester	Course Code	Course Title	Hours/ Week	Credits
1	TTM1CJ 101	Core Course 1 in Major – Introduction to Tourism	4	4
2	TTM2CJ 101	Core Course 2 in Major – Tourism Principles , Practices and Theories	4	4
3	TTM3CJ 201	Core Course 3 in Major – Hospitality Management	4	4
	TTM3CJ 202	Core Course 4 in Major – Tourism in Kerala and FAM Trip	5	4
4	TTM4CJ 203	Core Course 5 in Major – Airline and Airport Management	5	4
	TTM4CJ 204	Core Course 6 in Major – Travel Agency and Tour Operation Management	4	4
	TTM4CJ 205	Core Course 7 in Major – International Destinations – IATA Area I	4	4
5	TTM5CJ 301	Core Course 8 in Major – Tourism Products and Resources of India	4	4
	TTM5CJ 302	Core Course 9 in Major – Transport Operations Management	4	4
	TTM5CJ 303	Core Course 10 in Major – International Destinations – IATA Area II	4	4
		Elective Course 1 in Major	4	4
		Elective Course 2 in Major	4	4
6	TTM6CJ 304	Core Course 11 in Major – Tour Packaging and Study Tour	5	4
	TTM6CJ 305	Core Course 12 in Major–Business Communication and Soft Skills	4	4
	TTM6CJ 306	Core Course 13 in Major – International Destinations – IATA Area III	4	4

		Elective Course 3 in Major	4	4
		Elective Course 4 in Major	4	4
	TTM6CJ 349	Internship in Major	-	2
Total for the Three Years				**70**
7	TTM7CJ 401	Core Course 14 in Major – Human Resource Management and Organizational Behavior	5	4
	TTM7CJ 402	Core Course 15 in Major – Logistics and Air Cargo Management	5	4
	TTM7CJ 403	Core Course 16 in Major – Destination Management	5	4
	TTM7CJ 404	Core Course 17 in Major – Tourism Planning, Policy and Legislation	5	4
	TTM7CJ 405	Core Course 18 in Major – Tourism and Sustainability	5	4
8	TTM8CJ 406	Core Course 19 in Major – Heritage Tourism Management	5	4
	TTM8CJ 407	Core Course 20 in Major – Wildlife Tourism Management	4	4
	TTM8CJ 408	Core Course 21 in Major – Research Methodology	4	4
	OR (instead of Core Courses 19- 21 in Major)			
	TTM8CJ 449	Project (in Honours programme)	13	12
	OR (instead of Core Courses 19- 21 in Major)			
	TTM8CJ 499	Research Project (in Honours with Research programme)	13	12
	OR (instead of Core Courses 19- 21 in Major)			
	TTM8CJ 469	Industry Training with Training Report	13	12
		Elective Course 5 in Major	4	4
		Elective Course 6 in Major	4	4
		Elective Course 7 in Major	4	4
	OR (instead of Elective course 7 in Major, in Honours with Research programme)			
	TTM8CJ 489	Research Methodology in Tourism	4	4
Total for the Four Years				**114**

ELECTIVE COURSES IN TRAVEL AND TOURISM MANAGEMENT

Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
							Internal	External	Total
1	TTM5EJ 301	Tour Guiding , Escorting and Interpretation	5	60	4	4	30	70	100
2	TTM5EJ 302	Front Office Operations	5	60	4	4	30	70	100
3	TTM5EJ 303	Housekeeping Operations	5	60	4	4	30	70	100
4	TTM5EJ 304	Food and Beverage Operations	5	60	4	4	30	70	100
5	TTM6EJ 301	E- Tourism	6	60	4	4	30	70	100
6	TTM6EJ 302	Business and MICE Tourism	6	60	4	4	30	70	100
7	TTM6EJ 303	Health and Wellness Tourism	6	60	4	4	30	70	100
8	TTM6EJ 304	Cruise Tourism	6	60	4	4	30	70	100
9	TTM8EJ 401	Digital and Social Media Communication in Tourism	8	60	4	4	30	70	100
10	TTM8EJ 402	Impacts of Tourism	8	60	4	4	30	70	100
11	TTM8EJ 403	Personality Development and Life Skills	8	60	4	4	30	70	100
12	TTM8EJ 404	Media and Travel Journalism	8	60	4	4	30	70	100
13	TTM8EJ 405	Tourism and Ecology	8	60	4	4	30	70	100
14	TTM8EJ 406	Entrepreneurship Management in Tourism	8	60	4	4	30	70	100

GROUPING OF MINOR COURSES

(Title of the Minor: **HOSPITALITY BUSINESS ADMINISTRATION**)

The Minor courses given below should not be offered to students who have taken Travel and Toursm Management as the Major discipline. These courses shall be offered to students from other Major disciplines including BTHM.

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
								Internal	External	Total
1		TITLE OF THE MINOR: (GROUP A) **HOSPITALITY BUSINESS ADMINISTRATION** (for students across all disciplines, including BTHM) **A1: Hospitality Operations**								
	1	TTM1MN 103	Fundamentals of Tourism and Hospitality Industry	1	75	5	4	30	70	100
	2	TTM2MN 103	Hospitality Business Marketing	2	75	5	4	30	70	100
	3	TTM3MN 203	Management Principles for Hospitality Business	3	60	4	4	30	70	100
	4	TTM8MN 306	Food & Beverage Operations	8	75	5	4	30	70	100
2		TITLE OF THE MINOR: (GROUP A) **HOSPITALITY BUSINESS ADMINISTRATION** (for students across all disciplines, including BTHM) **A2: Hospitality Management**								
	1	TTM1MN 104	Tourism and Hospitality Entrepreneurship	1	75	5	4	30	70	100
	2	TTM2MN 104	Human Resource Management in Hospitality Industry	2	75	5	4	30	70	100
	3	TTM3MN 204	Revenue Management in Hospitality Business	3	75	5	4	30	70	100
	4	TTM8MN 307	Room Division Management	8	75	5	4	30	70	100

- Students in Single Major Pathway can choose course/courses from any of the Minor offered by a discipline other than their Major discipline.
- Students in Major with Multiple Disciplines pathway can choose as one of the multiple disciplines, all the three courses from any one of the Minor groups offered by any discipline, other than their Major discipline. If students from other major disciplines choose any minor groups in Travel and Tourism Management as given above, then the title of the minor will be Travel and Tourism Management
- Students in Major with Minor pathway can choose all the courses from the Minor groups offered by any discipline other than their major discipline. . If students from other major disciplines choose minor in Travel and Tourism Management as given above, then the title of the minor will be "Travel and Tourism Management"

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN TRAVEL AND TOURISM MANAGEMENT

Semester	Course Code	Course Title	Total Hours	Hours / Week	Credits	Marks		
						Internal	External	Total
1	TTM1FM105	Multi-Disciplinary Course 1 – Economics of Tourism	45	3	3	25	50	75
2	TTM2FM106	Multi-Disciplinary Course 2 – IT Applications in Tourism	45	3	3	25	50	75
5	TTM5FS112	Skill Enhancement Course 2 – Airline Ticketing and GDS	45	3	3	25	50	75
6	TTM6FS113	Skill Enhancement Course 3 – Hospitality Sales and Marketing	45	3	3	25	50	75

Study Tour

1) During Third/Fourth Semester it is mandatory for the students to take up a study tour within Kerala for a period of not less than three days and the tour report should be submitted to the Head of the Department soon after the tour.

2) During Fifth/Sixth Semester it is mandatory for the students to take up a study tour outside Kerala for a period of not less than ten days (Either National or International) and the tour report should be submitted to the Head of the Department soon after the tour.

End Semester Examinations in Travel and Tourism

In semesters I, III, V, VII and VIII, the colleges shall conduct the end-semester examination of all the courses, and they shall also conduct the evaluation of the answer sheets of these courses under the supervision of the University. In semesters II, IV, VI and the University shall conduct the end-semester examination of all the courses, with the question papers from the question bank prepared by the Boards of Studies and shall also conduct the centralised evaluation for these courses. In Semester VIII, Except Research Project /Industry Training with training report, end-semester examination of all other courses, and college shall conduct the evaluation of the answer sheets internally under the supervision of the University. In Semester VIII, For the Industry Training with Training Report, at the end of eighth semester, candidate shall attend a comprehensive viva voce conducted by the Board of examiners. The Board should have one External and One Internal Examiner.

For those students in the Honours programme who opt for project/ dissertation/ internship training in the eighth semester, the evaluation of the three additional Major Elective courses or Minor courses offered by the same teaching department in the eighth semester, would be by Internal Assessment alone. This exemption is applicable only in two cases: (a) if the students choose the project/ dissertation/ internship training in the eighth semester, and (b) if they choose the Major Elective courses or Minor courses offered by the same teaching department for the three additional courses needed in the eighth semester.

EVALUATION SCHEME

1. The evaluation scheme for each course contains two parts: internal evaluation (about 30%) and external evaluation (about 70%). Each of the Major and Minor courses is of 4-credits. It is evaluated for 100 marks, out of which 30 marks is from internal evaluation and 70 marks, from external evaluation. Each of the General Foundation course is of 3-credits. It is evaluated for 75 marks, out of which 25 marks is from internal evaluation and 50 marks, from external evaluation.
2. The 4-credit courses (Major and Minor courses) are of two types: (i) courses with only theory and (ii) courses with 3-credit theory and 1-credit practical.
    - In 4-credit courses with only theory component, out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 10 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
    - In 4-credit courses with 3-credit theory and 1-credit practical components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practical. The practical component is internally evaluated for 20 marks. The internal evaluation of the 4 theory modules is for 10 marks.
3. All the 3-credit courses (General Foundational Courses) in Travel and Tourism Management are with only theory component. Out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 5 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
4. Students can write external examination in travel and tourism management either completely in English or completely in Malayalam languages

Sl. No.	Nature of the Course		Internal Evaluation in Marks (about 30% of the total)		External Exam on 4 modules (Marks)	Total Marks
			Open-ended module / Practical	On the other 4 modules		
1	4-credit course	only theory (5 modules)	10	20	70	100

2	4-credit course	Theory (4 modules) + Practical	20	10	70	100
3	3-credit course	only theory (5 modules)	5	20	50	75

1. MAJOR AND MINOR COURSES

1.1. INTERNAL EVALUATION OF THEORY COMPONENT

Sl. No.	Components of Internal Evaluation of Theory Part of a Major / Minor Course	Internal Marks for the Theory Part of a Major / Minor Course of 4-credits			
		Theory Only		Theory + Practical	
		4 Theory Modules	Open-ended Module	4 Theory Modules	Practical
1	Test paper/ Mid-semester Exam	10	4	5	-
2	Seminar/ Viva/ Quiz	6	4	3	-
3	Assignment	4	2	2	-
		20	10	10	20*
	Total	30		30	

* Refer the table in section 1.2 for the evaluation of practical component

1.2. EVALUATION OF PRACTICAL COMPONENT

The evaluation of practical component in Major and Minor courses is completely by internal evaluation.

- Continuous evaluation of practical by the teacher-in-charge shall carry a weightage of 50%.
- The evaluation of practical part shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.
- The process of continuous evaluation of practical courses shall be completed before 10 days from the commencement of the end-semester examination.
- Those who passed in continuous evaluation alone will be permitted to appear for the end-semester examination and viva-voce.

The scheme of continuous evaluation and the end-semester examination and viva-voce of practical component shall be as given below:

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical	Weightage
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10	50%
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7	35%
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3	15%
	Total Marks	20	

1.3. EXTERNAL EVALUATION OF THEORY COMPONENT

External evaluation carries 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR MAJOR AND MINOR COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
2 Hours	Short Answer	10	8 – 10	3	24
	Paragraph/ Problem	8	6 – 8	6	36
	Essay	2	1	10	10
				Total Marks	70

2. INTERNSHIP

All students should undergo Internship of 2-credits during the first six semesters in a firm, industry or organization, or training in labs with faculty and researchers of their own institution or other Higher Educational Institutions (HEIs) or research institutions. To earn these credits, students should undergo a minimum of three months of training at any point within the first six semesters. This training can be completed either continuously over three months or split into 3 shorter durations (of one month each) as per convenience.

- Internship can be for enhancing the employability of the student or for developing the research aptitude.
- Internship can involve hands-on training on a particular skill/ equipment/ software. It can be a short project on a specific problem or area. Attending seminars or workshops related to an area of learning or skill can be a component of Internship.
- A faculty member/ scientist/ instructor of the respective institution, where the student does the Internship, should be the supervisor of the Internship.

2.1. GUIDELINES FOR INTERNSHIP

1. Internship can be in Tourism or allied sectors.
2. There should be minimum Three Months of engagement (Industry training) from the student in the Internship.
3. Summer vacations and other holidays can be used for completing the Internship.
4. In BTTM Honours programme, study tour is a requirement for the completion of Internship for a minimum of 10 Days. A brief report of the study tour has to be submitted with photos and analysis.
5. The institution at which the Internship will be carried out should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.

2.2. EVALUATION OF INTERNSHIP

- The evaluation of Internship shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG Honours programme.
- The credits and marks for the Internship will be awarded only at the end of semester 6.
- The scheme of continuous evaluation and the end-semester viva-voce examination based on the submitted report shall be as given below:

Sl. No.	Components of Evaluation of Internship		Marks for Internship 2 Credits	Weightage
1	Continuous evaluation of	Acquisition of skill	10	40%

2	internship through presentations and reports by the committee internally constituted by the Department Council	Presentation and Viva-voce	5	
3		Punctuality of attending internship	5	
4	Report of the Study Tour		5	10%
5	End-semester viva-voce examination to be conducted by the committee internally constituted by the Department Council	Quality of the training	6	35%
6		Presentation of the training	5	
7		Viva-voce	6	
8	Evaluation of monthly records, the report of internship supervisor, and final report submitted for the end of the training before the committee internally constituted by the Department Council		8	15%
	Total Marks		50	

3. PROJECT

3.1. PROJECT IN HONOURS PROGRAMME /INDUSTRY TRAINING WITH TRAINING REPORT

- In Honours programme, the student has the option to do a Project/Industry Training of 12-credits instead of three Major Core Courses in Major in semester 8.

6. The Project can be done in the same institution or any other higher educational institution (HEI) or research centre. Industry Training can be in Tourism or allied sectors.

- Project in the Honours Programme can be short research work or an extended internship or Industry Training with Training Report
- A faculty member of the respective institution, where the student does the Project/Training, should be the supervisor of the Project/Training.

3.2. PROJECT IN HONOURS WITH RESEARCH PROGRAMME

- Students who secure 75% marks and above (equivalently, CGPA 7.5 and above) cumulatively in the first six semesters are eligible to get selected to Honours with Research stream in the fourth year.
- A relaxation of 5% in marks (equivalently , a relaxation of 0.5 grade in CGPA) is allowed for those belonging to SC/ST/OBC(non – creamy layer)/Differently abled

/Economically weaker Section (EWS) other categories of candidates as per the decisions of the UGC Time to time

- In Honours with Research programme, the student has to do a mandatory Research Project of 12-credits instead of three core courses in Major in semester 8.
- The approved research centres of University of Calicut or any other university/ HEI can offer the Honours with Research programme. The departments in the affiliated colleges under University of Calicut, which are not the approved research centres of the University, should get prior approval from the University to offer the Honours with Research programme. Such departments should have minimum two faculty member with Ph.D., and they should also have the necessary infrastructure to offer Honours with Research programme.
- A faculty member of the University/ College with a Ph.D. degree can supervise the research project of the students who have enrolled for Honours with Research. One such faculty member can supervise maximum of five students in Honours with Research stream.
- The maximum intake of the department for Honours with Research in fixed by the department based on the number of the faculty members eligible for project supervision , and other academic, research and infrastructure facilities available.
- If a greater number of eligible students are opting for the Honours with Research Programme than the number of available seats, then the allotment shall be based on the existing rules of reservation and merits.

3.3. GUIDELINES FOR THE PROJECT IN HONOURS PROGRAMME AND HONOURS WITH RESEARCH PROGRAMME

1. Project can be in Tourism or allied disciplines.
2. Project should be done individually.
3. Project work can be of experimental/ theoretical/ computational in nature.
4. There should be minimum 360 hrs. of engagement from the student in the Project work in Honours and Honours with Research programme.
5. There should be minimum 13hrs/week of engagement (the hours corresponding to the three courses in Major in semester 8) from the teacher in the guidance of Project(s) in Honours Programme and Honours with Research Programme.
6. The various steps in project works are the following:
    - Wide review of a topic.

- Investigation on a problem in systematic way using appropriate techniques.
- Systematic recording of the work.
- Reporting in a standard documented form.
- Presenting the finding and conclusions before the examiners.

7. Typed report must be submitted at the end of the Project. A copy of the report should be kept for reference at the department. A soft copy of the report too should be submitted, to be sent to the external examiner in advance.
8. It is desirable, but not mandatory, to publish the results of the Project in a peer reviewed journal.
9. The project report shall have an undertaking from the student and a certificate from the research supervisor for originality of the work, stating that there is no plagiarism, and that the work has not been submitted for the award of any other degree/ diploma in the same institution or any other institution.
10. The project proposal, institution at which the project is being carried out, and the project supervisor should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.

3.4. EVALUATION OF PROJECT

- The evaluation of Project will be conducted at the end of the eighth semester by both internal and external modes.
- The Project in Honours programme as well as Honours with Research programme will be evaluated for 300 marks. Out of this, 90 marks is from internal evaluation and 210 marks, from external evaluation.
- The internal evaluation of the Project work shall be done through continuous assessment mode by a committee internally constituted by the Department Councilof the college where the student has enrolled for the UG (Honours) programme. 30% of the weightage shall be given through this mode.
- The remaining 70% shall be awarded by the external examiner appointed by the University.
- The scheme of continuous evaluation and the end-semester viva-voce of the Project shall be as given below:

Components of Evaluation of Project	Marks for the Research Project (Honours with Research) 12 Credits	Weightage
Continuous evaluation of project work through interim presentations and reports by the committee internally constituted by the Department Council	90	30%
End-semester viva-voce examination to be conducted by the external examiner appointed by the university	150	50%
Evaluation of the day-to-day records and project report submitted for the end-semester viva–voce examination conducted by the external examiner	60	20%
Total Marks	300	

INTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Research Project (Honours with Research programme) 12 credits
1	Skill in doing project work	30
2	Interim Presentation and Viva-Voce	20
3	Punctuality in doing works	20
4	Scheme/ Organization of Project Report	20
	Total Marks	90

EXTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Research Project (Honours with Research programme) 12 credits
1	Content and relevance of the Project,	50

	Methodology, Quality of analysis, and Innovations of Research	
2	Presentation of the Project	50
3	Project Report (typed copy)	60
4	Viva-Voce	50
	Total Marks	210

3.4. GUIDELINES FOR INDUSTRY TRAINING WITH TRAINING REPORT

1. Industry Training should be in Tourism or allied sectors.
2. Training can be done Regionally/Nationally or Internationally.
3. There should be minimum Three months of engagement from the student in the industry training.
4. There should be minimum 13hrs/week of engagement (The hours corresponding to the three courses in Major in semester 8) from the teacher in the guidance and support of the student throughout the training period. This guidance will be tailored to the needs of the individual student and the requirements of the industry placement
5. Typed report must be submitted at the end of the Project. A copy of the report should be kept for reference at the department. A soft copy of the report too should be submitted, to be sent to the external examiner in advance.

3.4. EVALUATION OF INDUSRTY TRAINING

- The evaluation of industry training and report will be conducted at the end of the eighth semester by both internal and external modes.
- This will be evaluated for 300 marks. Out of this, 90 marks is from internal evaluation and 210 marks, from external evaluation.
- The internal evaluation shall be done through continuous assessment mode by a committee internally constituted by the Department Councilof the college where the student has enrolled for the UG Honours programme. 30% of the weightage shall be given through this mode.
- The remaining 70% shall be awarded by the external examiner appointed by the University.
- The scheme of continuous evaluation and the end-semester viva-voce of the Industry Training shall be as given below:

Components of Evaluation of Project	Marks for the Research Project (Honours with Research) 12 Credits	Weightage
Continuous evaluation of industry training by the committee internally constituted by the Department Council	90	30%
End-semester Training report evaluation and viva-voce to be conducted by the external examiner appointed by the university	150	50%
Evaluation of industry training records by the external examiner	60	20%
Total Marks	300	

INTERNAL EVALUATION OF INDUSTRY TRAINING

Sl. No	Components of Evaluation	Marks (12 credits)
1	Skill Acquisition during training	30
2	Presentation and VIVA VOCE	20
3	Punctuality and Professionalism	20
4	Organization and clarity of Training Report	20
	Total Marks	90

EXTERNAL EVALUATION OF INDUSTRY TRAINING

Sl. No	Components of Evaluation	Marks (12 credits)
1	Relevance and Practical Application of the training	50
2	Presentation of the Training Experience	50
3	Training Report (typed copy)	60
4	Viva-Voce	50
	Total Marks	210

4. GENERAL FOUNDATION COURSES

- All the General Foundation Courses (3-credits) in Travel and Tourism Management are with only theory component.

4.1. INTERNAL EVALUATION

Sl. No.	Components of Internal Evaluation of a General Foundation Course in Travel and Tourism Management	Internal Marks of a General Foundation Course of 3-credits in Travel and Tourism Mangement	
		4 Theory Modules	Open-ended Module
1	Test paper/ Mid-semester Exam	10	2
2	Seminar/ Viva/ Quiz	6	2
3	Assignment	4	1
		20	5
	Total	25	

4.2. EXTERNAL EVALUATION

External evaluation carries about 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR GENERAL FOUNDATION COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
1.5 Hours	Short Answer	10	8 – 10	2	16
	Paragraph/ Problem	5	4 – 5	6	24
	Essay	2	1	10	10
				Total Marks	50

5. LETTER GRADES AND GRADE POINTS

- Mark system is followed for evaluating each question.
- For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below.
- The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester.
- The Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.
- Only the weighted grade point based on marks obtained shall be displayed on the grade card issued to the students.

LETTER GRADES AND GRADE POINTS

Sl. No.	Percentage of Marks (Internal & External Put Together)	Description	Letter Grade	Grade Point	Range of Grade Points	Class
1	95% and above	Outstanding	O	10	9.50 – 10	First Class with Distinction
2	Above 85% and below 95%	Excellent	A+	9	8.50 – 9. 49	
3	75% to below 85%	Very Good	A	8	7.50 – 8.49	
4	65% to below 75%	Good	B+	7	6.50 – 7.49	First Class
5	55% to below 65%	Above Average	B	6	5.50 – 6.49	
6	45% to below 55%	Average	C	5	4.50 – 5.49	Second Class
7	35% to below 45% aggregate (internal and external put together) with a minimum of 30% in external valuation	Pass	P	4	3.50 – 4.49	Third Class
8	Below an aggregate of 35% or below 30% in external evaluation	Fail	F	0	0 – 3.49	Fail
9	Not attending the examination	Absent	Ab	0	0	Fail

- When students take audit courses, they will be given Pass (P) or Fail (F) grade without any credits.
- The successful completion of all the courses and capstone components prescribed for the three-year or four-year programme with 'P' grade shall be the minimum

requirement for the award of UG Degree or UG Degree (Honours) or UG Degree (Honours with Research), as the case may be.

5.1. COMPUTATION OF SGPA AND CGPA

- The following method shall be used to compute the Semester Grade Point Average (SGPA):

  The SGPA equals the product of the number of credits (Ci) with the grade points (Gi) scored by a student in each course in a semester, summed over all the courses taken by a student in the semester, and then divided by the total number of credits of all the courses taken by the student in the semester,

  $$\text{i.e. SGPA (Si)} = \Sigma i\ (Ci \times Gi) / \Sigma i\ (Ci)$$

  where Ci is the number of credits of the ith course and Gi is the grade point scored by the student in the i^{th}course in the given semester. Credit Point of a course is the value obtained by multiplying the credit (Ci) of the course by the grade point (Gi) of the course.

$$\text{SGPA} = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

ILLUSTRATION – COMPUTATION OF SGPA

Semester	**Course**	**Credit**	**Letter Grade**	**Grade point**	**Credit Point** (Credit x Grade)
I	Course 1	3	A	8	3 x 8 = 24
I	Course 2	4	B+	7	4 x 7 = 28
I	Course 3	3	B	6	3 x 6 = 18
I	Course 4	3	O	10	3 x 10 = 30
I	Course 5	3	C	5	3 x 5 = 15
I	Course 6	4	B	6	4 x 6 = 24
	Total	20			139
	SGPA				139/20 = 6.950

- The Cumulative Grade Point Average (CGPA) of the student shall be calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students.

CGPA for the three-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in six semesters}}{\text{Total credits in six semesters (133)}}$$

CGPA for the four-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in eight semesters}}{\text{Total credits in eight semesters (177)}}$$

- The SGPA and CGPA shall be rounded off to three decimal points and reported in the transcripts.
- Based on the above letter grades, grade points, SGPA and CGPA, the University shall issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

Detailed Syllabus – Core Courses

INTRODUCTION TO TOURISM (TTM1CJ101)

Programme	BTTM HONOURS				
Course Code	TTM1CJ101				
Course Title	Introduction to Tourism				
Type of Course	**Major**				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and marketing concepts would be beneficial.				
Course Summary	This course provides a comprehensive overview of the tourism industry, covering topics such as the definition and concept of tourism, historical development, types of tourism, components of the industry, tourism motivation and demand, tourism statistics, and career opportunities in the field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts and theories of tourism	**U, R**	**C**	Instructor-created exams / Quiz
CO2	Analyze and evaluate different types of tourism, tourism motivations, demand factors, and tourism statistics, applying Maslow's Hierarchy and other relevant theories.	**An, Ap**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Identify and assess various job roles within the tourism industry	**Ap, An**	**C,P**	Seminar Presentation / Group Tutorial Work
CO4	Apply effective communication strategies and leadership principles in the context of tourism	**Ap, An**	**C**	Instructor-created exams / Home Assignments
CO5	Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions	**E**	**C**	One Minute Reflection Writing assignments

CO6	Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures, utilizing digital strategies and technological solutions to enhance tourism experiences and operations.	**E,C**	**P,C**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Basics of Tourism**	**10**	**15**
	1	Definition and Concept of Tourism	2	
	2	Excursion, Leisure and Recreation; Tourist, Visitor, Traveller	2	
	3	Historical Development of Tourism in India/ Worldwide	6	
		1.3.1 Ancient Period		
		1.3.2 Medieval Period		
		1.3.3 Modern Period		
II		**Overview of Tourism**	**14**	**20**
	4	Types and Forms of Tourism	2	
	5	Components and Elements of Tourism Industry	2	
	6	5A's of Tourism (Attraction, Accessibility, Accommodation, Amenities, Activities)	4	
	7	Characteristics of Tourism Industry	3	
	8	Tourism System and Leiper's Model	3	
III		**Tourism Motivation, Demand and Statistics**	**14**	**20**
	9	Travel Motivation: Definitions and Theories (Maslow's Hierarchy)	2	
	10	Types of Travel Motivations (Physical, Cultural, Interpersonal, Status, Health)	2	
	11	Tourism Demand: Definition and Measurement	2	
	12	Determinants of Tourism	2	
	13	Indicators and Methods for Measuring Demand	1	
	14	Challenges in Measuring Tourism Demand	1	
	15	Tourism Statistics: Types of Tourist Statistics (Volume, Value, Visitor Profiles)	2	
	16	Statistical Analysis of Spending and Earning in Tourism	1	
	17	Tourism Trend Analysis	1	
IV		**Tourism Organizations and Career Opportunities**	**10**	**15**
	18	Overview of Job Roles in Tourism Industry	2	
	19	Skills and Qualifications Required	2	
	20	Tourism Organizations - International Bodies (UNWTO, IATA, ICAO, PATA)	2	
	21	National Tourism Organizations (ITDC, DGCA, AAI, IATO, TAAI)	2	
	22	Regional Tourism Development Corporations (KTDC, DTPC)	2	
V	**Open Ended Module**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the			

	educational experience for students. Some Suggestions are:			
	1	Familiarising the Modern Trends in Tourism Careers (Cruise, Events, Technological Advancement in Tourism)		
	2	AI Based Content Writing (Assignment and Report Writing etc)		
	3	Practical orientation program facilitated by industry experts		
		a) Destination Camping Trip: Organize an overnight camping trip to a nearby tourist destination for orientation training. Choose a location with diverse tourism attractions		
		b) Industry Expert Sessions: Invite professionals from different tourism segments to introduce students to the industry. Experts can discuss career opportunities, industry trends, and challenges.		
		c) Icebreaking Activities: Plan group activities to help students get acquainted with each other. This fosters a supportive learning environment.		
		d) Reflection and Discussion: Allocate time for students to reflect on their experiences and discuss insights gained from industry sessions.		
		e) Feedback Collection: Gather feedback to improve future programs and ensure they meet student needs.		

Books and References:

1. Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.
2. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
3. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
4. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	3	1	-	-	-	-						
CO 3	-	-	2	-	-	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	1	2	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6		✓		

TOURISM PRINCIPLES, PRACTICES AND THEORIES (TTM2CJ101)

Programme	BTTM HONOURS				
Course Code	TTM2CJ101				
Course Title	Tourism Principles, Practices and Theories				
Type of Course	**Major**				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	There are no strict prerequisites; students should possess a basic understanding of tourism fundamentals.				
Course Summary	This course delves into the intricate theories and interconnections within the tourism industry, exploring the relationships between various segments. It examines the evolution of tourism theories to understand tourist behaviour and destination development. The course concludes by exploring future trends				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of tourism theories, including their evolution and interrelation with various segments of the tourism industry.	**U**	**F,C**	Instructor-created exams / Quiz
CO2	Apply effective communication strategies and leadership principles to analyze and assess the roles and responsibilities of tourism stakeholders.	**Ap, An**	**P,C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the economic, environmental, social, and cultural impacts of tourism, critically analyzing their implications for sustainable tourism practices.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Design innovative digital strategies and utilize technological innovations such as AI in tourism operations.	**C**	**P**	Instructor-created exams / Home Assignments

CO5	Synthesize information from diverse sources to identify global trends in the tourism industry and evaluate their potential impact on future travel behavior and destination management	**E**	**C**	One Minute Reflection Writing assignments
CO6	Apply creative thinking and innovative approaches to develop responsible tourism initiatives and propose sustainable solutions for future trends and challenges in the tourism industry.	**Ap, C**	**P**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Tourism Theories and Linkages**		**14**	**20**
	1	Inter- relation between various segments & travel industry network	7	
		1.1 Linkages to Hospitality Industry		
		1.2 Linkages to Transportation Industry (Air, Water and Land)		
		1.3 Linkages to Travel Agency and Tour Operation		
		1.4 Linkages to MICE Industry		
	2	Evolution of tourism theories	7	
		2.1 Plog's Theory		
		2.2 Butler's Life Cycle Theory		
		2.3 Doxey's Irridex Theory		
		2.4 Push and Pull Theory		
II	**Tourism Impacts**		**14**	**20**
	3	Economic Impacts: Benefits and Challenges	4	
	4	Environment Impacts: Benefits and Issues	4	
	5	Social Impacts: Positive and Negative	3	
	6	Cultural Impacts: Benefits and Challenges	3	
III	**Tourism Sustainable Practices**		**10**	**15**
	7	Tourism Stakeholders (Definition, Classification)	2	
	8	Roles and Responsibilities of Tourism Stakeholders	2	
	9	Alternative tourism: Concept-Definition- Principles	2	
	10	Sustainable tourism	2	
	11	Responsible tourism	2	
IV	**Future Trends and Ethics**		**10**	**15**
	12	Global Trends in the Tourism Industry	2	
	13	Trends in Travel Behaviour	2	
	14	Technological Innovations in Tourism (AI)	2	
	15	PPP Model of Development	2	
	16	Ethical Practices in Tourism Business	2	
V	**Open Ended Module**		**12**	**10**
		The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		
	1.	Industrial Visit to Familiarise the Tourism Industry Segments For this practical activity, organize an industrial visit to various segments of the tourism industry. Start with a visit to a local hotel or resort to understand hospitality management and guest services. Then, move on to a travel agency or tour operator to learn about tour planning, itinerary development, and customer service in the travel		

		sector. Next, visit a transportation hub to explore the logistics involved in tourist transportation. Encourage students to interact with industry professionals, ask questions, and take notes to deepen their understanding of the diverse segments within the tourism industry.		
	Sections from References:			

Books and References:

5. Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.
6. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
7. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
8. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	2	-	-	-						
CO 3	-	-	3	-	3	3						
CO 4	-	-	-	2	-	3						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓	✓	✓
CO 6			✓	

HOSPITALITY MANAGEMENT (TTM3CJ201)

Programme	BTTM HONOURS				
Course Code	TTM3CJ201				
Course Title	Hospitality Management				
Type of Course	**Major**				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	This course is designed for individuals seeking to gain insight into the hospitality industry. So a basic understanding of business principles and customer service concepts is required.				
Course Summary	This course provides an introduction to the dynamic hospitality industry, covering its concept, historical development, essential components like accommodation, and the characteristics that distinguish it. It explores the classification and categorization of hotels, including star ratings, size, location, and target markets. Additionally, it examines the organization structure of hotels, major departments, and their functions. The course look into future trends as well.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of key concepts and theories in hospitality management.	**R**	**F**	Instructor-created exams / Quiz
CO2	Apply effective communication strategies and leadership principles within hotel organizational structures.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate professional skills necessary for success in hospitality careers.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Design innovative digital strategies and technological solutions to enhance guest experiences and streamline hotel operations.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Evaluate hospitality planning processes and operational management strategies	**E**	**C**	One Minute Reflection Writing assignments

CO6	Demonstrate creativity and innovation in developing ethical business practices and sustainable hospitality ventures.	**C**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Hospitality Industry**		**11**	**15**
	1	Concept, Definition and Importance	3	
	2	Development over the ages in context of Indian and International hospitality industry	2	
	3	Accommodation as an Essential Component	2	
	4	Characteristics (Inflexibility, Intangibility, Perishability, Fixed Location, Relatively Large Financial Investment)	2	
	5	Hotel and Lodging	2	
II	**Classification and Categorisation of Hotels**		**12**	**15**
	6	Star Classification	3	
	7	Classification according to hotel size, location, target markets, levels of service, facilities provided, number of rooms, ownership and affiliation	3	
	8	Home Stays and Classification	2	
	9	Alternative Accommodation	2	
	10	Major Chain Operations in the World	2	
III	**Hotel Organization Structure**		**15**	**25**
	11	Organizational Charts	3	
	12	Major Departments of a Hotel and their functions	12	
		12.1 Front Office		
		12.2 Housekeeping		
		12.3 Food and Beverage Service		
		12.4 Food production organization, kitchen, beverages operation, outlets of F & B, types of meal plans		
		12.5 Engineering and maintenance		
		12.6 Accounts, Human resource functions		
IV	**Future Trends and Major Organisations**		**10**	**15**
	13	E- Hospitality	2	
	14	Emerging Technologies in Hospitality Sector	2	
	15	Sustainability Practices in the Hospitality Sector	2	
	16	Major Organisations- (FHRAI, ITDC)	2	
	17	Career Opportunities in Hospitality Sector	2	
V	**Open Ended Module**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students.			

	Some Suggestions are:			
	1	Hotel /Resort Visit For this practical activity, arrange a guided tour for students to visit a local hotel or resort. Begin with a briefing session where students learn about the history, target market, and unique features of the Property. Then, conduct a tour of the various departments. Encourage interaction with staff members to understand their roles and responsibilities within the hotel/resort. Additionally, organize a mock check-in/check-out process to familiarize students with front desk procedures. Finally, facilitate a debriefing session where students reflect on their observations and discuss the practical applications of hotel/resort management concepts learned in class.		
	2	Invite minimum of three guest speakers from the hospitality sector to share their expertise.		
	3	Encourage students to do part- time jobs in the accommodation sector		

Books and References:

1. Negi, J. (1997), Professional Hotel Management, S. Chand, New Delhi
2. Tewari, J.R. (2009), Hotel front of ice operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	3	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5			✓	✓
CO 6		✓	✓	

TOURISM IN KERALA AND FAM TRIP (TTM3CJ202)

Programme	BTTM HONOURS				
Course Code	TTM3CJ202				
Course Title	Tourism in Kerala and FAM Trip				
Type of Course	**Major** (with practical component)				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of geography, culture, and tourism concepts of Kerala would be beneficial				
Course Summary	This course offers an in-depth overview of Kerala tourism, starting with its geographical features, climate, flora, fauna, society, and culture.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the Key Components of Kerala's Tourism Landscape.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze and Evaluate the Effectiveness of Different Tourism Resources in Kerala.	**An, E**	**C,P**	Practical Assignment / Observation of Practical Skills
CO3	Design Comprehensive Tourism Circuits and Itineraries for Kerala.	**C**	**C,P**	Seminar Presentation / Group Tutorial Work
CO4	Implement and Document a Familiarization Trip to Kerala	**Ap**	**P**	Instructor-created exams / Home Assignments
CO5	Develop Innovative Strategies to Enhance Tourism Experiences in Kerala.	**C**	**C,P**	One Minute Reflection Writing assignments
CO6	Critically Evaluate the Impact of Tourism on Kerala's Socio-Cultural Fabric.	**E**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Kerala Tourism- An Overview**	**9**	**13**
	1	Geographical features of Kerala in brief	2	
	2	Climate, flora and fauna	2	
	3	Society and culture	2	
	4	Favourable condition for tourism growth in Kerala	1	
II		**Natural and Man-made Tourism Resources of Kerala**	**13**	**22**
	5	National Parks and Wildlife Sanctuaries	2	
	6	Beaches, Rivers, Backwaters, Islands, Mangroves	2	
	7	Hill stations and Plantations	2	
	8	Historical and Archaeological sites	3	
	9	Architectural Landmarks	2	
	10	Theme parks, Shopping and Convention Centres	2	
III		**Socio-Cultural Products of Kerala**	**14**	**20**
	11	Performing Arts	3	
	12	Handicrafts	2	
	13	Paintings	2	
	14	Local Cuisine	2	
	15	Customs and Costumes	2	
	16	Religion, Fairs and Festivals	3	
IV		**Major Tourism Circuits of Kerala**	**09**	**15**
	17	Cochin-Munnar-Thekkady-Alleppy-Cochin	2	
	18	Backwater Circuits (Cochin, Alleppy, Kumarakom, Kollam, Kasaragod)	2	
	19	Beach Circuits (Varkala, Kovalam, Kanyakumari, Bekal)	2	
	20	Wildlife Circuits (Periyar, Wayanad, Parambikulam)	1	
	21	Cultural Circuits (Trivandrum, Cochin, Thrissur, Kozhikode)	1	
	22	Hill Station Circuit (Wayanad, Munnar, Ponmudi, Gavi)	1	
V		**Practicum : Mandatory FAM Trip – Not less than 3 days**	**30**	**20**
		For this practical activity, organize a familiarization trip to Kerala for students to experience firsthand the diverse tourism offerings of the region. Plan an itinerary that includes visits to key tourist destinations of the state Arrange guided tours and interactions with local communities to learn about Kerala's rich cultural heritage, cuisine, and traditional arts forms .Incorporate activities like houseboat cruises, spice plantation visits, and wildlife safaris to provide students with a comprehensive understanding of Kerala's tourism landscape. Finally, encourage students to document their experiences.		

Books and References:

9. Tourism: Principles, Practices, Philosophies" by Charles R. Goeldner and J.R. Brent Ritchie

Robinson, P., Lück, M., & Smith, S. L. (2013).
10. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
11. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
12. Tourism: Concepts and Practices" by John R. Walker and Josielyn T. Walker
13. Rajan Gurukkal, Raghava Warrier, A Cultural History of Kerala, Vol. 1.
14. 2. Lonely Planet – Kerala
15. www.keralatourism.org

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	-	3	-	3	-						
CO 3	-	-	-	-	3	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	3	3	-						
CO 6	-	-	3	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Case Studies
- Group Presentations
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4			✓	
CO 5		✓	✓	✓
CO 6		✓	✓	✓

AIRLINE AND AIRPORT MANAGEMENT (TTM4CJ203)

Programme	BTTM HONOURS				
Course Code	TTM4CJ203				
Course Title	Airline and Airport Management				
Type of Course	**Major** (with practical component)				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	There are no strict prerequisites for this course; students should have a basic understanding of transportation systems and concepts. Familiarity with business principles, particularly in the context of the airline industry, would be beneficial				
Course Summary	This course provides a comprehensive overview of aviation and air transportation				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of aviation principles, including the evolution of the aviation industry and key regulatory bodies.	**R,U**	**F**	Instructor-created exams / Quiz
CO2	Analyze the operational structure of airlines, evaluating the significance of different airline types and practices in the global aviation landscape.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the functions and management of airports, assessing their role in facilitating air travel and generating revenue.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Design efficient passenger handling procedures for both departure and arrival processes, integrating industry best practices and customer service principles.	**C**	**P**	Instructor-created exams / Home Assignments

CO5	Synthesize knowledge of international aviation agreements and conventions, analyzing their impact on airline operations and global connectivity.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Propose innovative approaches to enhance airline and airport management practices, considering industry trends and emerging technologies.	**C**	**P**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Aviation and Air Transportation**	**10**	**12**
	1	Definition of Aviation, Types of Aviation	2	
	2	Evolution Aviation Industry	1	
	3	History of Civil Aviation in India	2	
	4	A brief account of IATA/ICAO/DGCA	3	
	5	Warsaw- Chicago Convention- Bilateral agreements & Multilateral Agreements	2	
	6	Freedoms of Air		
II		**Overview of Airline Industry**	**13**	**25**
	7	Definition of Airline	2	
	8	Types of Airlines	4	
		8.1 Public and Private Sector Airlines		
		8.2 Scheduled (Major, Regional, Commuter, National, FSCs, LCCs business model)		
		8.3 Non-scheduled (Charter Flights, Air Taxi)		
	9	Airline Practices (Classes of services, Hub and Spoke system, Code Sharing, Interlining, Frequent Flyer Programme, Airline Alliances)	3	
	10	Aircraft -Parts, Types and Manufactures	2	
	11	Airline organization- Airline personnel	2	
III		**Airport Operations**	**10**	**13**
	12	Airports: Concept and Definition	2	
	13	Functions- airport product and consumers- Revenue Sources	2	
	14	Airport Ownership	1	
	15	Structure of Airport	5	
		15.1 Airside various parts and facilities		
		15.2 Terminal parts		
		15.3 Land based facilities		
IV		**Passenger Handling**	12	**20**
	16	Departure Procedure	6	
		16.1 Check in Formalities		
		16.2 Types of baggage-free baggage , excess baggage , baggage pooling		
		16.3 Emigration Services		
		16.4 Security check		
		16.5 Gate handling and boarding		

	17	Arrival Procedure	6	
		17.1 Transit passenger handling		
		17.2 Immigration Services		
		17.3 Baggage Claim Area		
		17.4 Customs formalities- Red channel & Green channel		
V		**Practicum (Practical Application)**		**20**
		In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. For Example:		
		International Airport Visit Arrange tour for students to visit an international airport. Begin with an orientation session where students learn about the layout, operations, and various departments of the airport. Then, conduct a tour of key areas such as check-in counters, security checkpoints, immigration, customs, baggage handling, and airline lounges, allowing students to observe the processes and interactions involved in air travel. Organize interactions with airport staff representing different departments to gain insights into their roles and responsibilities. Additionally, facilitate a visit to the air traffic control tower to understand the coordination and management of flight movements. Finally, conclude with a debriefing session where students reflect on their observations and discuss the significance of each department in ensuring smooth airport operations and passenger experience.		

Books and References:

1. Jagmohan Negi : Travel Agency and Tour Operation – Concepts and Principles (Kanishka Pub, New Delhi)
2. Graham A: Managing Airports: international Perspectives, 4 thEdn. Oxon:Routledge
3. Jagmohan Negi: Air Travel and Fare Construction.-Kanishka Pub, NewDelhi2004
4. Study Kit for IATA/UFTAA Foundation Course:

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	-	2	-	-	-						
CO 3	-	-	2	-	-	-						

CO 4	-	-	-	3	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Group Presentations
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6		✓	✓	

TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT (TTM4CJ204)

Programme	BTTM HONOURS				
Course Code	TTM4CJ204				
Course Title	Travel Agency and Tour Operation Management				
Type of Course	**Major**				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and the tourism industry would be beneficial				
Course Summary	This course is designed for individuals interested in gaining insight into the historical development and contemporary trends of the travel industry, including the roles of travel agencies, tour operators, and emerging digital platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a profound understanding of the historical evolution of the travel trade and intermediaries.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze and differentiate between various types of travel agencies, examining their functions, activities, and organizational structures within the travel industry.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the income sources of travel agents and assess their effectiveness in ensuring profitability in the travel agency business.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design effective organizational structures for travel agencies.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Assess the impact of technological changes such as disintermediation and reintermediation on the travel industry.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Propose innovative strategies for practical application in the	**C**	**P**	Viva Voce

	travel and tourism industry, such as organizing short internships with relevant organizations to provide hands-on experience			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Travel Trade and Intermediaries**	**13**	**20**
	1	Historical Perspectives	7	
		1.1 Industrialization- Paid Holiday Concept		
		1.2 Emergence of Thomas Cook, Cox and Kings and American Express Company		
		1.3 Opening of Suez Canal		
		1.4 Invention of the Automobile		
		1.5 First Scheduled Airline Flight		
		1.6 Digital Revolution		
	2	Travel Intermediaries – Concept and Definition	2	
	3	Benefits of Intermediaries	2	
	4	Functions of Intermediaries	2	
II		**Travel Agency**	**13**	**20**
	5	Travel Agency concept and Perspectives	3	
	6	Types of Travel Agencies	2	
	7	Functions and Activities	2	
	8	Income sources of a travel agent	2	
	9	Organization Structure-	2	
	10	Setting up of a Travel Agency	2	
III		**Tour Operation**	**13**	**20**
	11	Tour operation-Concept-Definition	3	
	12	The product and consumers	2	
	13	Types of Tour Operators	2	
	14	Tour Classification- GIT and FIT	2	
	15	Functions and Activities	2	
	16	Govt Accreditation of Tour Operation Companies	2	
IV		**Trends in Travel Industry**	**9**	**10**
	17	Disintermediation and its Challenge	2	
	18	Reintermediation	2	
	19	Electronic distribution channels in Tourism- Online Travel Agency	3	
	20	Social Media Intervention	2	
V		**Open Ended Module**	**12**	**10**
		The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		

	1	Short Internship with relevant travel industry organisations and observe day to day operations For this practical activity, facilitate short-term internships for students with relevant travel industry organizations such as travel agencies, tour operators, or destination management companies, where students can observe and participate in day-to-day operations. Assign mentors within each organization to guide students, provide insights into industry practices, and offer hands-on training.		

Books and References:

1.Bhatia, A.K. (2013), The Business of Travel Agency and Tour Operations Management.Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
5. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi-02

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	3	-	2	-	-						
CO 3	-	-	3	2	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	-	-	-	3	2						
CO 6	-	-	-	-	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓	✓	✓
CO 6			✓	

INTERNATIONAL DESTINATIONS - IATA AREA I (TTM4CJ205)

Programme	BTTM HONOURS				
Course Code	TTM4CJ205				
Course Title	International Destinations - IATA Area I				
Type of Course	**Major**				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of geography, tourism concepts, and international travel procedures is required.				
Course Summary	This course focuses on the intersection of tourism and geography, particularly in the context of the Americas and the Caribbean (IATA Area 1)				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and describe key geographical features and tourist attractions within IATA Area 1.	**R,U**	F	Instructor-created exams / Quiz
CO2	Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real-world scenarios.	**An, E**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate travel requirements and procedures for international travel within IATA Area 1.	**An, E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design and implement practical applications that showcase their knowledge of tourist destinations and attractions in IATA Area 1.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area 1.	**An, E**	**C**	One Minute Reflection Writing assignments

CO6	Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area 1.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
\# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Tourism and Geography of Traffic Conference 1**		**11**	**15**
	1	Tourism and Geography of America and **Caribbean Area** (IATA Area1)	2	
	2	IATA Traffic Areas 1 (TC 1) – countries, capital cities and codes	3	
	3	Airports and Airport codes	3	
	4	Currencies and currency codes.	3	
II	**Physical geography of North Atlantic sub-area**		**13**	**20**
	5	Physical geography of North Atlantic sub-area	3	
	6	Tourist destinations, attractions and accessibilities of major countries		
		6.1 Canada	3	
		6.2 Greenland	2	
		6.3 USA	3	
		6.4 Mexico.	2	
III	**Physical geography of Mid Atlantic and South Atlantic sub areas**		**13**	**20**
	7	Physical geography of Mid Atlantic sub areas- Caribbean Area and sub areas	3	
	8	Tourist destinations, attractions and accessibilities of major countries such as Caribbean islands.	3	
	9	Physical geography of South Atlantic sub areas	3	
	10	Tourist destinations, attractions and accessibilities of major countries such as		
		10.1 Argentina.	2	
		10.2 Brazil.	2	
IV	**Travel procedures**		**11**	**15**
	11	International travel requirements for IATA Area 1	1	
		11.1 Passport	3	
		11.2 Visa formalities	3	
		11.3 Health formalities	2	
		11.4 Travel Insurance	2	
V	**Open Ended Module**		**12**	**10**

V	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Map Study and Map Marking (Mark important tourist destinations of IATA Area1 the world in the Blank World Map)		
	2	PPT Presentation (Countries)		

Books and References:

16. "Lonely Planet USA" (or individual state guides)
17. "Lonely Planet Central America on a Shoestring"
18. "Lonely Planet South America on a Shoestring"
19. "DK Eyewitness Travel Guides: Caribbean"
20. "Fodor's Caribbean": Fodor's travel guides

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	1	2	2						
CO 2	2	2	3	1	-	-						
CO 3	-	3	3	-	2	1						
CO 4	-	-	2	3	2	3						
CO 5	2	2	3	2	3	2						
CO 6	2	3	1	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

TOURISM PRODUCTS AND RESOURCES OF INDIA (TTM5CJ301)

Programme	BTTM HONOURS				
Course Code	TTM5CJ301				
Course Title	Tourism Products and Resources of India				
Type of Course	**Major**				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of tourism concepts and India's geographical and cultural diversity is required				
Course Summary	This course introduces students to the vast array of tourism resources and products in India, covering natural, physical, bio geographical, adventure, and socio-cultural aspects.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate comprehension of the characteristics and typology of tourism resources in India.	**U**	**F**	Instructor-created exams / Quiz
CO2	Identifying and evaluating the significance of major natural tourism resources in India.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Understanding of socio-cultural products of India, including performing arts, handicrafts, and cuisine.	**U**	**F**	Seminar Presentation / Group Tutorial Work
CO4	Analyze and compare various tourism circuits in India, collaborating with stakeholders to assess their significance in promoting tourism.	**An**	**C**	Instructor-created exams / Home Assignments
CO5	Demonstrate the ability to apply theoretical knowledge to real-world scenarios, fostering critical thinking and practical problem-solving skills.	**Ap**	**P**	One Minute Reflection Writing assignments
CO6	Analyze the interplay between tourism resources and products in India.	**An**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction**	**9**	**13**
	1	Tourism Resources and Products: Meaning and Definition	2	
	2	Characteristics and Classification of tourism resources in India	3	
	3	Difference between tourism resources and products.	2	
	4	Typology of Tourism Resources	2	
II		**Natural Tourism Resources of India**	**14**	**22**
	5	Physical Tourism Resources	6	
		5.1 Mountain & Valleys (Indian Himalayas, Aravalli Mountain Ranges, Western Ghats and Eastern Ghats)		
		5.2 Deserts, Wetlands & Plains		
		5.3 Water Based Resources of India (Beaches, Islands; Rivers and Canals; Lakes, backwaters)		
	6	Bio geographical Tourism Resources	6	
		6.1 National Parks		
		6.2 Wildlife Sanctuaries		
		6.3 Biosphere Reserves		
	7	Adventure Tourism Resources (Land Based, Water Based, Air Based)	2	
III		**Socio-Cultural Products of India**	**14**	**22**
	8	Performing Arts of India,	4	
		8.1 Classical Dances and Dance Styles, Indian Folk Dances		
		8.2 Music and Musical Instruments- Schools of Indian Music		
	9	Handicrafts	2	
	10	Paintings	2	
	11	Religion, Fairs and Festivals of India	2	
	12	Indian Cuisine	2	
	13	Customs and Costumes	2	
IV		**Major Tourism Circuits in India**	**11**	**13**
	14	Golden Triangle Circuit	2	
	15	Buddhist Circuit	2	
	16	Himalayan Circuit	3	
	17	Wildlife Circuit	2	
	18	Heritage Circuit	2	
V	**Open Ended Module**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and			

V	perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Field Trips: Organizing field trips to familiarize tourism resources in India		
	2	Participation in IITM,TTF,KTM or any other Events Encourage students to participate in tourism trade fairs or travel marts relevant to their academic focus. Guide students in identifying and registering for industry events that showcase a wide range of tourism products and services.		

Books and References:

1) Tourism in India: A Comprehensive Guide" by Parul Mathur and Shalini Singh.
2) Tourism Development: Principles, Practices, and Perspectives" by J. R. Brent Ritchie and Charles R. Goeldner.
3) Tourism Geography of India" by Dr. Manoj Dixit.
4) Indian Tourism: Beyond the Millennium" edited by A.K. Bhatia and Deepak Raj Gupta.
5) Tourism Marketing in India" by K. N. Prabhu.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Group Presentations
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	

TRANSPORT OPERATIONS MANAGEMENT (TTM5CJ302)

Programme	BTTM HONOURS				
Course Code	TTM5CJ302				
Course Title	Transport Operations Management				
Type of Course	**Major**				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	A basic understanding of travel and tourism concepts is required				
Course Summary	Students will gain know into the diverse transportation systems and their significance in the tourism sector				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the evolution of transportation systems, including the historical development of road, rail, air, and water transportation modes	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze and evaluate the roles of different transportation modes in the tourism industry, comparing their significance and impact.	**An, E**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the significance of major railway systems worldwide and their impact on global tourism.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the significance of major air and waterway systems worldwide and their impact on global tourism.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Demonstrate effective communication skills by engaging with transportation personnel during field trips and interviews.	**Ap**	**P**	One Minute Reflection Writing assignments
CO6	Design strategies to enhance the sustainability of transportation	**C**	**P**	Viva Voce

	operations.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Transportation**	**8**	**10**
	1	Concept, Definition, Elements of Transportation	2	
	2	History of travel and transportation-Ancient travel motivations-Development means of transport	2	
	3	Modes of Transportation	2	
	4	Tourism and Transportation (Role of Transport in Tourism)	2	
II		**Road Transportation and Tourism**	**13**	**20**
	5	Road Transportation	4	
		5.1 Evolution of Road Transportation System		
	6	Types	9	
		6.1 Public Transportation (Bus Services /Intercity/ Regular/ General/ Scheduled)		
		6.2 Coach tours (Motor Coach Tourism)		
		6.3 Automobile (Car Rentals)		
III		**Rail Transportation and Tourism**	**14**	**20**
	7	Rail Transportation	8	
		7.1 Evolution of Rail Transportation- History of Indian Railways		
		7.2 High-Speed Trains (Shinkansen, TGV, AVE, ICE, Vande Bharat)		
		7.3 Luxury Trains (Palace on Wheels, Maharaja Express, Deccan Odyssey, Golden Chariot ,Venice Simple on Orient-Express, Blue Train)		
		7.4 Mountain Railways of India in the UNESCO World heritage list (Darjeeling Himalayan Railway (DHR), Nilgiri Mountain Railway (NMR), Kalka-Shimla Railway, Kangra Valley Railway, Matheran Hill Railway)		
	8	Major Railway Systems of World, (Euro Rail,Amtrak and Indian Railway)-Eurail Pass-Brit Rail Pass- Indrail Pass	4	
	9	IRCTC	2	
IV		**Air and Water Transportation**	**13**	**20**
	10	Air Transportation: Early history- Evolution till second world war-Growth of air transportation after the world war.	4	
	11	Evolution of aviation in India and its structure	2	
	12	Importance of Aviation in Tourism Industry	2	
	13	Water Transport- Historical Past	2	

	14	Types: Cruise Ships, Ferries, Hovercrafts, House Boats, River and Canal Boats, Submarines	3	
V	**Open Ended Module**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Familiarize all modes of Transportation sectors (Surface, Water, and Air) and submit a report. Organize field trips to familiarize students with all modes of transportation sectors including surface, water, and air. Arrange visits to local transportation hubs such as train stations, bus terminals, ports etc. Encourage students to interact with transportation personnel to gain idea into their roles and responsibilities. Additionally, assign students to conduct independent research and interviews with industry professionals to supplement their understanding. Finally, submit a comprehensive report detailing their observations, comparing the different modes of transportation, and analyzing their importance in the tourism industry		
	Sections from References:			

Books and References:

1. Srinivasa, S.R. : A Text Book of Transportation System.
2. Mishra, B and Choudhuri, P.K. : Transport Sector in India
3. Kulashrestha, D.K : Transport Management in India, Mittal Publication.
4. Yuen Ha LunEt. al., Shipping and Logistics Management, Springer
5. Gerald N Cook, Airport Operations and Management, Routledge
6. P Gibson, Cruise Operation Perspectives, Routledge

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	-	3	-	3	-						

CO 3	-	-	-	-	3	-						
CO 4	-	-	-	-	3	-						
CO 5	-	2	-	-	-	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

INTERNATIONAL DESTINATIONS - IATA AREA II (TTM5CJ303)

Programme	BTTM HONOURS				
Course Code	TTM5CJ303				
Course Title	International Destinations - IATA Area II				
Type of Course	**Major**				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	A basic understanding of geography, tourism concepts, and international travel procedures is required.				
Course Summary	This course provides an in-depth exploration of tourism and geography in IATA Traffic Area 2, which includes Europe, Africa, and the Middle Eastern countries.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and describe key geographical features and tourist attractions within IATA Area II.	**R,U**	F	Instructor-created exams / Quiz
CO2	Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real-world scenarios.	**An, E**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate travel requirements and procedures for international travel within IATA Area II.	**An, E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design and implement practical applications that showcase their knowledge of tourist destinations and attractions in IATA Area II.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area II.	**An, E**	**C**	One Minute Reflection Writing assignments

CO6	Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area II.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Tourism and Geography of TC 2**	**11**	**15**
	1	Tourism and Geography of Europe, Africa, and the Middle Eastern Countries (IATA Area2)	2	
	2	IATA Traffic Areas 2 (TC 2) – countries, capital cities and codes	3	
	3	Airports and Airport codes	3	
	4	Currencies and currency codes.	3	
II		**Physical geography of Europe**	**13**	**20**
	5	Physical geography of Europe	1	
	6	Tourist destinations, attractions and accessibilities of major countries such as		
		6.1 Germany	2	
		6.2 Italy	2	
		6.3 Switzerland	2	
		6.4 France	2	
		6.5 United Kingdom	2	
		6.6 Spain	2	
III		**Physical geography of Africa and Middle East**	**14**	**20**
	7	Physical geography of Africa –**Central Africa, Eastern Africa, Indian Ocean Islands, Western Africa**.	1	
	8	Tourist destinations, attractions and accessibilities of major countries such as		
		11.1 South Africa	2	
		11.2 Seychelles	2	
		11.3 Mauritius	2	
	9	Physical geography of **Middle East**.	1	
	10	Tourist destinations, attractions and accessibilities of major countries such as		
		10.1 Saudi Arabia.	2	
		10.2 UAE	2	
		10.3 Egypt	2	
		Travel procedures	**10**	**15**

IV	11	International travel requirements for IATA Area 2		
		11.1 Passport	3	
		11.2 Visa formalities- Schengen *Visa*	3	
		11.3 Health formalities	2	
		11.4 Travel Insurance	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Map Study and Map Marking (Mark important tourist destinations of IATA Area2 in the Blank World Map)		
	2	PPT Presentation (countries)		
	3	Case Study:-Travel Procedures for Schengen Countries		

Books and References:

21. "Lonely Planet Europe" (or individual country guides)
22. "Lonely Planet Africa" (or individual country guides)
23. "Lonely Planet Middle East" (or individual country guides)
24. "DK Eyewitness Travel Guides"
25. "National Geographic Traveller: Europe"
26. "National Geographic Traveller: Africa"
27. "National Geographic Traveller: Middle East"

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	1	2	2						
CO 2	2	2	3	1	-	-						
CO 3	-	3	3	-	2	1						
CO 4	-	-	2	3	2	3						
CO 5	2	2	3	2	3	2						
CO 6	2	3	1	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

TOUR PACKAGING AND STUDY TOUR (TTM6CJ304)

Programme	BTTM HONOURS				
Course Code	TTM6CJ304				
Course Title	Tour Packaging and Study Tour				
Type of Course	**Major** (with practical component)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of travel and tourism concepts is required				
Course Summary	This course provides a comprehensive understanding of itinerary planning and development, tour packing and costing, tour booking and administration, tour marketing, and experiencing study tours.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of itinerary planning and discuss its significance in the tourism industry.			Instructor-created exams / Quiz
CO2	Apply the steps involved in itinerary planning to develop comprehensive and customer-centric travel plans.			Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the ability to prepare detailed itineraries considering various factors such as destination attractions, transportation, and accommodation options.			Seminar Presentation / Group Tutorial Work
CO4	Analyse the factors influencing tour packaging and costing, distinguishing between different types of tour packages.			Instructor-created exams / Home Assignments
CO5	Evaluate the components of package tours and formulate effective pricing strategies based on cost elements and market demand.			One Minute Reflection Writing assignments
CO6	Assess the role and responsibilities of tour managers, identifying key qualities essential for effective tour administration.			Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Itinerary Planning & Development**	**9**	**15**
	1	Meaning, Importance and Types of Itinerary	2	
	2	Steps for Itinerary Planning	3	
	3	Itinerary Preparation	2	
	4	Factors to consider	2	
II		**Tour Packing and Costing**	**15**	**20**
	5	Importance of Tour Packaging	1	
	6	Classification of Tour Packages	2	
	7	Components of Package Tours	2	
	8	Tour costing and Pricing	3	
		8.1 Cost elements		
		8.2 Types		
		8.3 Pricing of Package Tours		
	9	Tour Booking and administration	7	
		9.1 Pre-tour preparation (Bookings, Travel documents preparation, Tour manager briefing)		
		9.2 Role and Qualities of a Tour Manager		
		9.3 Mid-Tour Procedures (Pre- Departure meeting, Departure and Arrival Procedures at Airport, Transfer and Tour Conduct)		
		9.4 Post-Tour Activities (Feedback, Photo Sharing and Social Media Engagement, Follow- up Communication)		
III		**Tour Marketing**	**13**	**20**
	10	Definition and Process	2	
	11	Marketing Mix	3	
	12	Tour Brochure-Importance, contents and process	2	
	13	Social Media Marketing and its Relevance	2	
	14	Tour Market Segmentation -Basis- Target Marketing	2	
	15	Promotion tools used by tour operators	1	
	16	Distribution System in tour operation Business.	1	
IV		**Experiencing Study Tour**	**8**	**15**
	17	Pre- Tour Preparation	4	
		17.1 Formation of Committee for Handling Activities like Itinerary Planning, Ticket Booking, Accommodation, Medical		

	18	Mid- Tour Activities	2	
		18.1 Prepare A Dairy of Daily Experience, Maintain Record of Events, Collecting Destination Information		
	19	Post- Tour Preparation	2	
		19.1 Prepare a Tour Report and Presentations of the Report		
V	**Practicum (Practical Application)**		**30**	**20**
	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Practical Activity			
	Organise Study Tour of 10-15 days duration (As per fourth Module) and Prepare a report, presentation and submit to the department.			

Books and References:

1. Jagmohan Negi – Travel Agency and TourOperations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Betsy Fay - Essentials of Tour Management –PrenticeHall
6. Mark Mancini: Conducting tours – Delmar Thomson, NewYork

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	-	-	3	-						
CO 4	-	-	2	-	1	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	1	-	2						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Group presentation
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6		✓	✓	

BUSINESS COMMUNICATION AND SOFT SKILLS (TTM6CJ305)

Programme	BTTM HONOURS				
Course Code	TTM6CJ305				
Course Title	Business Communication and Soft Skills				
Type of Course	**Major**				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of business concepts and communication fundamentals is required				
Course Summary	This course focuses on effective communication in business, covering non-verbal and verbal communication, designing and delivering business presentations, business correspondence including business letter writing and report writing, resume making, and essential business skills such as negotiation, time management, and interpersonal skills				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the fundamental forms of communication, including non-verbal and verbal communication.	**U**	**F**	Instructor-created exams / Quiz
CO2	Understanding of the principles and techniques involved in designing and delivering business presentations.	**U**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Apply the principles learned in business correspondence to compose various forms of official communication, such as business letters, emails, reports, and memos, incorporating appropriate formats and language conventions.	**Ap**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Analyze the components and structures of business proposals and resumes.	**An**	**C**	Instructor-created exams / Home Assignments
CO5	Synthesize negotiation skills, time management strategies,	**C**	**P**	One Minute Reflection Writing

	and interpersonal communication techniques to develop comprehensive business skills.			assignments
CO6	Evaluate communication abilities and soft skills development throughout the course, reflecting on personal strengths and weaknesses.	**E**	**M**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Effective Communication in Business**	**10**	**15**
	1	The Basic Forms of Communication-- Non-verbal Communication, Verbal Communication	3	
	2	Designing and delivering business Presentations- Public speaking- Team Presentations	3	
	3	Practical Exercises & Discussions.	4	
II		**Business Correspondence**	**13**	**20**
	4	Seven C's of Business Letter Writing	3	
	5	Basic Principles- Forms of Business Letters/E-Mail, Formats of official letters	2	
	6	Writing reports, memos- Writing about the Unpleasant	2	
	7	Writing a report	2	
	8	Business Proposals - Types, Contents, and Elements	2	
	9	Practical Exercises	2	
III		**Resume Making**	**11**	**15**
	10	Introduction to Resume Making	2	
	11	Difference between a Resume and CV	2	
	12	The Strategy of Resume Writing from an Employer's Perspective-	2	
	13	Main Body of the Resume	2	
	14	Format and Content of the Resume	3	
IV		**Business Skills**	**14**	**20**
	15	Negotiation Skills	7	
		14.1 Need to Negotiate		
		14.2 Factors Affecting Negotiation		
		14.3 Stages of Negotiation Process		
	16	Time Management and Interpersonal Skills	7	

		16.1 Planning, Scheduling and Prioritizing		
		16.2 Multitasking - Goal Setting		
		16.3 Importance of Interpersonal Skills in Business		
		16.4 Knowledge Sharing		
		16.5 Problem Solving		
V	**Open Ended Module**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Public Speaking Activities - JAM, debate, elocution, different kinds of conversations; Role Play (situational).		

Books and References:

1. Krizan, A.C. "Buddy", et al. (2008). Effective Business Communication. India Ed., SouthWestern, Cengage Learning India Pvt. Ltd.: NewDelhi
2. Mitra, B.K. (2012). Personality Development and Soft Skills. Oxford UniversityPress.
3. Bovee, L.C., Thill, J.V., & Chatterjee, A. (2011). Business Communication Today. 10th Ed., Pearson Education: NewDelhi.
4. Lehman, C.M., DuFrene, D.D., & Sinha, M. (2011). BCOM: An Innovative Approach to Learning and Teaching Business Communication. Cengage Learning India Pvt. Ltd.: New Delhi. 5. Locker, K.O., &Kaczmarek, S.K. (2007). Business Communication: Building Critical Skills. Tata McGraw-Hill: NewDelhi.
6. Braun, K., Locker, K. O., &Kaczmarek, S. K. Building Critical Skills.
7. Bovee, C. L., Thill, J. V., &Schatzman, B. E. (2000). Business communication today. Upper Saddle River, NJ: PrenticeHall.
8. A.C. Buddy Krizan, Patricia Merrier, Joyce P. Logan (2010). Business Communication. Cengage Learning

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	-	3	-						
CO 5	-	-	-	-	2	3						
CO 6	-	-	3	-	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Group Presentations/ Group Discussions/ Peer Assessments
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

INTERNATIONAL DESTINATIONS - IATA AREA III (TTM6CJ306)

Programme	BTTM HONOURS				
Course Code	TTM6CJ306				
Course Title	International Destinations - IATA Area III				
Type of Course	**Major**				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of geography, tourism concepts, and international travel procedures is required.				
Course Summary	This course provides an in-depth exploration of tourism and geography in IATA Traffic Area 3, which includes Asia and Oceania.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and describe key geographical features and tourist attractions within IATA Area III.	**R,U**	F	Instructor-created exams / Quiz
CO2	Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real-world scenarios.	**An, E**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate travel requirements and procedures for international travel within IATA Area III.	**An, E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design and implement practical applications that showcase their knowledge of tourist destinations and attractions in IATA Area III.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area III.	**An, E**	**C**	One Minute Reflection Writing assignments
CO6	Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area III.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Tourism and Geography of TC 3**	**11**	**15**
	1	Tourism and Geography of Asia and Oceania: (IATA Area3)	2	
	2	IATA Traffic Areas 3 (TC 3) – countries, capital cities and codes	3	
	3	Airports and Airport codes	3	
	4	Currencies and currency codes.	3	
II		**Physical geography of South East Asia and South Asian Sub Continent**	**19**	**25**
	5	Physical geography of South East Asia Sub Area	2	
	6	Tourist destinations, attractions and accessibilities of major countries such as		
		6.1 China	3	
		6.2 Malaysia	2	
		6.3 Singapore	2	
		6.4 Thailand	1	
		6.5 Indonesia	1	
	7	Physical geography of South Asian Sub Continent Sub Area.	2	
	8	Tourist destinations, attractions and accessibilities of major countries such as		
		8.1 India	3	
		8.2 Sri Lanka	1	
		8.3 Nepal	1	
		8.4 Maldives	1	
III		**Physical geography of Japan, Korea and South West Pacific**	**10**	**15**
	9	Physical geography of Japan Korea Sub Area	2	
	10	Tourist destinations, attractions and accessibilities of major countries such as Japan.	2	
	11	Physical geography of South West Pacific Sub Area.	2	
	12	Tourist destinations, attractions and accessibilities of major countries such as		
		12.1 Australia	2	
		12.2 New Zealand	2	
IV		**Travel procedures**	**10**	**15**
	13	International travel requirements for IATA Area 3		
		13.1 Passport	3	
		13.2 Visa formalities	3	
		13.3 Health formalities	2	
		13.4 Travel Insurance	2	

V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Map Study and Map Marking (Mark important tourist destinations of IATA Area 3 in the Blank World Map)		
	2	PPT Presentation (countries)		

Books and References:

28. "Lonely Planet Asia Travel Guide" by Lonely Planet
29. "Lonely Planet Oceania Travel Guide" by Lonely Planet
30. "The Rough Guide to Southeast Asia On A Budget" by Rough Guides
31. "Oceania: A Tourism Handbook" by David Harrison
32. "Asia's Reckoning: China, Japan, and the Fate of U.S. Power in the Pacific Century" by Richard McGregor
33. "Insight Guides: Australia" by Insight Guides

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	1	2	2						
CO 2	2	2	3	1	-	-						
CO 3	-	3	3	-	2	1						
CO 4	-	-	2	3	2	3						
CO 5	2	2	3	2	3	2						
CO 6	2	3	1	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (TTM7CJ401)

Programme	BTTM HONOURS				
Course Code	TTM7CJ401				
Course Title	Human Resource Management and Organizational Behaviour				
Type of Course	**Major** (with practical component)				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	An understanding of organizational dynamics and human behaviour in the workplace is required				
Course Summary	This course provides an introduction to Human Resource Management (HRM) and Organizational Behaviour (OB), covering key concepts, functions, and practices. Students will explore the evolution of HRM, staffing processes, training and development, performance appraisal, compensation management, and organizational behaviour principles.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of Human Resource Management (HRM) and Organizational Behaviour (OB).	R	F	Instructor-created exams / Quiz
CO2	Analyse the evolution of HRM and OB, including historical perspectives and contemporary trends.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Apply various approaches and theories of HRM and OB to real-world organizational scenarios.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the functions of HRM, including staffing, training, performance appraisal, compensation management, and grievance redressal.	E	C	Instructor-created exams / Home Assignments
CO5	Assess individual and group behavior within organizations, including factors influencing behavior, personality traits, attitudes, and perceptions.	E	C	One Minute Reflection Writing assignments
CO6	Design and implement interventions for organizational change and development,	C	P	Viva Voce

	considering group dynamics, resistance to change, and organizational effectiveness.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Introduction to Human Resource Management**	**6**	**10**
	1	Concept, Definition and Importance of HRM in organizations	2	
	2	Evolution of HRM	2	
	3	Approaches to HRM	2	
II		**Functions of HRM**	**17**	**25**
	4.	Staffing, Recruitment and Selection	5	
		4.1 Job analysis methods		
		4.2 Job description, specification and Evaluation		
		4.3 Recruitment Sources and Methods		
		4.4 Selection Methods		
	5	Placement, Training and Development	4	
		5.1 Training needs analysis		
		5.2 Training methods and techniques		
		5.3 Training Evaluation		
	6	Performance Appraisal	4	
		6.1 Need and Important		
		6.2 Methods		
	7	Compensation Management	4	
		7.1 Wage and salary administration		
		7.2 Incentives and Bonuses		
		7.3 Grievance Redressal		
III		**Organizational Behavior**	**12**	**20**
	8	Meaning, Definitions and Fundamental Concepts	2	
	7	Historical evolution of O.B. discipline	2	
	9	O.B as an Interdisciplinary Approach	1	
	10	Foundations of Individual Behavior	5	
		10.1 Causes of human behavior		
		10.2 Personality (Definition, Determinants and Theories)		
		10.3 Attitude and beliefs (Definition, Types, Functions)		
		10.3 Values (Definition and Types)		
		10.4 Perception (Definition and Factor Influence)		
	11	Management of Stress	2	

IV	**Organizational Change and Development**		**10**	**15**
	12	Group Dynamics	5	
		12.1 Group Behavior -Group Formation		
		12.2 Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior		
	13	Organizational Change and Resistance to Change	2	
	14	Organizational Development and Effectiveness	3	
V	**(Practical Application)**		**30**	**20**
	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	Conduct a training program for students in a business firm in your district for one week and submit a mini report.			

References

1. Gregory Moorhead and Ricky W. Griffin – OrgnaisationalBehaviour
2. L.M.Prasad – OrganisationalBehaviour
3. R.A. Sharma – OrganisationalBehaviour
4. Robbins, S.P. Organizational Behavior, Prentice Hall of India.
5. Robert A. Baron and Jerald Green Berg, Organizational behaviour Prentice Hall of India.
6. Luthans, F. Organizational Behavior, Tata Mc-GrawHiII, New York.
7. Keith Davis and Newstrom, Organizational Behavior, Tata Mc-Graw Hill, New York.
8. Sharma, R.A. Organizational theory and behavior, Tata Mc-Graw Hill Niw York.
9. Gregory Moorhead and Ricky W Griffin, Organziational behavior, Jaico publishing. House, Mumbai.
10. Davis, Human Behaviour at Work and Organization Behavior, Tata Mc-Graw Hill New York.
11. Human Resource Management- Text and Cases-- VSP Rao
12. Human Resource Management—Snell, Bohlander
13. Personal Management and Human Resources—VenkataRatnam.Srivasthava.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						

CO 4	-	-	-	2	1	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6		✓	✓	

LOGISTICS AND AIR CARGO MANAGEMENT (TTM7CJ402)

Programme	BTTM HONOURS				
Course Code	TTM7CJ402				
Course Title	Logistics and Air Cargo Management				
Type of Course	**Major** (with practical component)				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of business principles and transportation concepts is required				
Course Summary	The Logistic Management course covers the fundamental concepts, functions, and types of logistics, emphasizing its crucial role in the economy and competitive advantage. It delves into various aspects of logistic transportation, including multimodal transports, containerization, and air cargo operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate Understanding of Logistic Management Principles.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyse the functions and types of logistics management and evaluate their roles in different industries.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Analyze different transportation modes, including air cargo, containerization, and multimodal transport.	**An**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Apply knowledge of cargo handling procedures, documentation requirements, and legal classifications.	**Ap**	**P**	Instructor-created exams / Home Assignments
CO5	Create information on air cargo types, rates, charges, and regulations to develop comprehensive strategies for efficient air cargo operations.	**C**	**M**	One Minute Reflection Writing assignments
CO6	Create innovative solutions for practical challenges in air cargo	**C**	**M**	Viva Voce

	management.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Logistic Management**	**10**	**13**
	1	Basic Concept, Definitions		
	2	Functions &Types of Logistic Management		
	3	Logistic Solutions & Role of Logistics In an Economy		
	4	Difference between Logistics and Supply Chain Management		
	5	Logistics and Competitive Advantage		
	6	Logistics Mix		
	7	Shippers Logistics Requirement in trade, 7R's of Logistics Management, 5P's of Logistics		
II		**Logistic Transportation**	**12**	**18**
	8	Introduction, Types, Principles, Functions, Participants, Infrastructure		
	9	Legal Classification of Carrier		
	10	Multimodal Transports		
	11	Documentation, Logistic Information System		
	12	Containerization		
		12.1 A Freight Container		
		12.2 Classification, Benefits		
	13	Inland Container Depot		
	14	Roles and functions of ICDS, CONCOR		
III		**Air Cargo**	**12**	**20**
	15	Types and nature of air cargo		
		15.1 General and precious cargo, Cargo with special attention		
		15.2 Dangerous goods		
		15.3 Live Animals, Arms and Ammunitions		
		15.4 Human organs, Human remains		
		15.5 Wet cargo, Perishable cargo, Mails		
	16	Air Cargo Rates and Charges		
		16.1 Weight of the cargo - Normal rate, Minimum rate, Quantity rate		
IV		**Cargo Handling and Operations**	**14**	**19**
	17	Cargo Booking Procedures		
		17.1 Packing, Marking and Labeling		
		17.2 Acceptance of Cargo		
		17.3 Unit Load Devices		
		17.4 Claims and Complaints		

	18	Loading of Cargo		
		18.1 Arrival and off loading		
		18.2 Cargo documentation (Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto)		
		18.3 Import and export of Cargo		
		18.4 Prohibited Articles		
		18.5 Cargo Insurances		
V		**(Practical Application)**	**30**	**20**
	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Field Visit and Report: Industry Visit for an Airport Ground Handling and Cargo Operations Areas.		
	2	Selected Case Study of Popular Cargo Companies For this practical activity, select case studies of popular cargo companies operating within the tourism industry. Choose companies with significant global reach and diverse service offerings (FedEx, DHL, UPS, or Emirates SkyCargo). Assign students to research and analyze the selected case studies, focusing on the company's history, business model, market positioning, operational strategies, and contributions to the tourism sector		

Books and References:

1. Logistics Management for International Business -- Text and Cases, by Sudalaimuthu and Anthony Raj, PHI, 2009 Edition.
2. Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis, Wiley India, 2006
3. Handbook of Logistics and Distribution Management -- John Gattoma
4. Logistics Management -- P. Fawcett, R. McLeish and I Ogden
5. Jagmohan Negi:Air Travel and Fare Construction.-Kanishka Pub, NewDelhi2004
6. Study KitforIATA/UFTAA Foundation Course

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	-	-	3	-						

CO 4	-	-	3	-	-	-						
CO 5	-	-	-	2	-	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓
CO 6			✓	

DESTINATION MANAGEMENT (TTM7CJ403)

Programme	BTTM HONOURS				
Course Code	TTM7CJ403				
Course Title	Destination Management				
Type of Course	**Major** (with practical component)				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A foundational understanding of tourism principles and management concepts is required				
Course Summary	The Introduction to Destination course provides an overview of destination management, covering concepts such as destination development, planning, and marketing. Students learn about the role of destination management organizations (DMOs), visitor management, and promotional strategies essential for destination competitiveness.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define key concepts and theories related to destination management, such as destination, tourism product, and destination life cycle.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze the roles and functions of Destination Management Organizations (DMOs) in the sustainable development and management of tourist destinations.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the effectiveness of visitor management strategies and operational approaches in maintaining the sustainability and attractiveness of tourist destinations.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design destination marketing strategies incorporating the 6 A's for tourism destinations and destination marketing mix.	**C**	**C**	Instructor-created exams / Home Assignments
CO5	Assess emerging trends in destination management, such as eco-friendly practices and space tourism, predicting potential impacts and proposing	**E**	**C**	One Minute Reflection Writing assignments

	innovative solutions.			
CO6	Apply theoretical knowledge and practical skills acquired to develop comprehensive destination management plans, collaborating with industry professionals and utilizing open-ended learning approaches.	**Ap**	**P**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs. (45+30)	Marks (70)
I		**Introduction to Destination**	**10**	**15**
	1	Definition; Types; Characteristics	2	
	2	Destinations and Products: Development, meaning and functions, goals for development;	2	
	3	Tourism and linkage between destination and development;	2	
	4	Destination Management Systems;	1	
	5	Destination Planning Guidelines; Destination Zone Planning Model;	1	
	6	Destination Selection Process; Destination life cycle	2	
II		**Destination Management**	**13**	**20**
	7	Definition and scope of destination management		
	8	Destination Management Organizations (DMOs),DMOs and their role and functions		
	9	Visitor Management and Operational		
	10	Approaches Technology and Visitor Management		
III		**Destination Promotion and Publicity**	**13**	**20**
	11	Six A's for Tourism Destinations	2	
	12	Destination Marketing Mix	2	
	13	Destination Competitiveness	2	
	14	Distribution Channels	1	
	15	Marketing Communication and Strategies	2	
	16	Segmenting, Targeting, and Positioning	2	
	17	Destination branding, Destination Image.	2	
IV		**Emerging Trends in Destination Management**	**09**	**15**
	18	Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management	2	
	19	Community Participation– Responsible tourism	2	
	20	Space Tourism as a New Destination	2	

	21	Technology in Destination Management (Virtual Reality &Augmented Reality)	2	
	22	Crisis / Risk Management in Tourism Destinations	1	
V	**Practicum (Practical Application):**		**30**	**20**
	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students **Some Suggestions are:**			
	1	Site visits to tourist destinations.		
	2	Developing destination management plans.		
	3	Collaborating with DMOs and industry professionals		

Books and References:

34. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
35. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. Oxford University Press, New Delhi. Morgan, N, Pritchard, A &Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
36. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
37. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
38. Krishan K Kamra, Managing Tourist Destination- Development, Planning, Marketing,Policies, Kanishka Publishers, New Delhi.
39. Claire, Haven Tang, Eleri Ellis Jones, 'Tourism SMEs: Service Quality and Destination Competitiveness', CABI Publishing.
40. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, 'Tourism in Destination CommUnities', CABI Publishing
41. Morrison, A. (2013). Marketing and managing tourism destinations. London: Taylor & Francis.
42. Weaver, D., & Lawton, L. (2014). Tourism management. New York: John Wiley & Sons

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						

CO 4	-	-	-	3	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5			✓	✓
CO 6			✓	

TOURISM PLANNING, POLICY AND LEGISLATION (TTM7CJ404)

Programme	BTTM HONOURS				
Course Code	TTM7CJ404				
Course Title	Tourism Planning, Policy and Legislation				
Type of Course	**Major** (with practical component)				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Students should have a foundational knowledge of tourism principles and an understanding of policy formulation processes to fully engage with the concepts covered in this course				
Course Summary	The Tourism Planning course provides an in-depth understanding of the concepts, importance, and stages of tourism planning, including geographical level planning. It also covers tourism policy formulation, implementation, and initiatives at national and state levels, along with relevant legislations governing tourism activities				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts and principles of tourism planning, policy, and legislation.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze different approaches to tourism planning such as destination planning and the linkage between policy formulation and planning.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the impact of tourism policies on destination development and management.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Apply knowledge of tourism legislation to address contemporary issues and challenges in the industry.	**Ap**	**P**	Instructor-created exams / Home Assignments
CO5	Create knowledge from academic literature, governmental documents, and case studies to create holistic tourism plans and policies.	**C**	**C**	One Minute Reflection Writing assignments
CO6	Demonstrate practical skills in conducting field visits and	**Ap**	**P**	Viva Voce

	preparing SWOC reports for destination assessment.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Tourism planning**	**10**	**15**
	1	Concept, Importance, Definition of Tourism Planning	2	
	2	Types of Tourism Planning	2	
	3	Approaches to Planning	2	
	4	Stages in Tourism Planning Process	2	
	5	Geographical Level Planning (Destination Planning)	2	
II		**Tourism Policy**	**13**	**20**
	6	Concept and Meaning of Tourism Policy	2	
	7	Need and Significance for Tourism Policy	2	
	8	Objectives & Principles of Tourism Policy	4	
	9	Formulation of Tourism Policy	2	
	10	Approaches to Policy Implementation	3	
III		**Tourism Planning and Policy Initiatives**	**13**	**20**
	11	Tourism through five year plans and Nitiayog	2	
	12	Sargent committee, Jha committee	2	
	13	National Tourism Policy 1982, 2002, 2015	2	
	14	National Action Plan on Tourism, LPG in tourism.	2	
	15	Tourism Policy of Kerala (2017, RT Initiative)	3	
	16	Linking Tourism Policy with Planning.	2	
IV		**Tourism Legislations**	**09**	**15**
	17	Definition, Importance and Role of tourism Legislation	2	
	18	Tourism Bill of Rights -Tourism Code	1	
	19	Tourism Legislation in India related Tourist Entry, Stay and Departure	1	
	20	Health and Customs Regulations	1	
	21	Foreigners Act	1	
	22	Foreign Exchange Management Act	1	
	23	Passport Act	1	
	24	Wild Life Act	1	
V		**Practicum (Practical Application)**	**30**	**20**
	Conduct a field visit to an unexplored destination in your district for two			

	days and submit a SWOC report. For this practical activity, organize a field visit for students to an unexplored destination within their district for duration of two days. Encourage students to explore and observe various aspects of the destination including natural attractions, cultural heritage, local communities, infrastructure, and tourism potential. During the visit, facilitate interactions with local residents, and participation in local activities to gain insights into the destination's strengths, weaknesses, opportunities, and challenges (SWOC). Finally prepare a comprehensive SWOC report, analyzing the destination's potential for tourism development and proposing recommendations for sustainable tourism initiatives.		

Books and References

1. C. Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications, 2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann., 2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. "Tourism Planning: Basics, Concepts, Cases" by C. Michael Hall, ISBN: 9781138788600, 2015
5. "Tourism Planning: An Integrated and Sustainable Development Approach" by Juan Gabriel Brida and Nancy D. P. Ferreira, ISBN: 9783030188391, 2019.
6. "Tourism Planning and Policy" by David L. Edgell Sr. and Jason Swanson: 978-1798917814
, 2020
7. "Tourism Planning and Development: A Holistic Approach" by A. K. Bhatia - ISBN: 978-9380235195, 2010.
8. "Tourism Development: Principles, Processes, and Policies" by J. R. Brent Ritchie and Charles R. Goeldner, 1994.
10. www.keralatourism.org
11. www.incredibleindia.com

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	-	-	3	-						
CO 4	-	-	3	-	-	-						
CO 5	-	-	-	2	2	1						
CO 6	-	-	-	-	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓		✓	✓
CO 6			✓	

TOURISM AND SUSTAINABILITY (TTM7CJ405)

Programme	BTTM HONOURS				
Course Code	TTM7CJ405				
Course Title	Tourism and Sustainability				
Type of Course	**Major** (with practical component)				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Students should have a basic knowledge of tourism concepts and sustainability principles to effectively engage with the content covered in this course.				
Course Summary	This course explores the concept, types, and historical overview of alternative tourism, emphasizing sustainable practices and responsible tourism initiatives. Students will delve into sustainable tourism principles, certification, and management, along with environmental impact assessment processes and visitor management practices.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of key concepts such as alternative tourism, sustainable tourism, responsible tourism.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze the historical development of sustainable tourism, including key milestones such as the UN Declaration (WCED, Brundtland Report), RIO Declaration 1992, and UN Sustainable Development Goals.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate sustainable tourism practices and management strategies, such as sustainable tourism certification, green initiatives in accommodation and transportation, waste management, and carrying capacity.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Apply principles of responsible tourism, including economic, social, and environmental responsibilities.	**Ap**	**C**	Instructor-created exams / Home Assignments

CO5	Create innovative solutions for promoting responsible tourism initiatives.	**C**	**P**	One Minute Reflection Writing assignments
CO6	Evaluating practical applications like field visits and volunteer programs.	**E**	**P**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Alternative Tourism**	**8**	**12**
	1	Concept, Definition and its importance	2	
	2	Historical Overview	2	
	3	Mass Tourism Vs Alternative Tourism	2	
	4	Types of Alternative Tourism	2	
II		**Sustainable Tourism**	**12**	**21**
	6	Concept, Definition and Principles of Sustainability	2	
	7	Historical Developments	4	
		7.1 UN Declaration (WCED, Brundland Report)		
		7.2 RIO- Declaration 1992		
		7.3 UN Sustainable Development Goals		
	8	UNWTO Guidelines for development of Sustainable Tourism	2	
	9	National Sustainable Tourism Criteria for India	2	
	10	Triple Bottom Line Approach	2	
III		**Sustainable Tourism Practices and Management**	**17**	**27**
	11	Sustainable tourism certification and standards	2	
	12	Green initiatives in accommodation and transportation	2	
	13	Waste management and eco-friendly practice	2	
	14	Carrying Capacity	4	
		14.1 Definition and Types		
		14.2 Factors influencing carrying capacity in tourist destinations		
	15	Environmental Impact Assessment (EIA)	4	
		15.1 Process of Environmental Impact Assessment		
		15.2 Application of EIA in tourism development projects		
	16	Visitor Management Practices	2	
	17	Boosterism in Destination	1	
IV		**Responsible Tourism**	**8**	**10**
	18	Concept, Importance and Responsible Duties of Various Stakeholders	3	
	19	Economic Responsibility-Social Responsibility-Environmental Responsibility	3	
	20	Responsible Tourism Initiative in Kerala (RT Mission)	2	
V		**Practicum (Practical Application)**	**30**	**20**

	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students.			
	Some Suggestions are:			
	1	Field visit to nearest destinations preferably to some Eco Tourism, Responsible Tourism, Village Tourism Centres etc**.** and submit detailed report		
	2	Partner with local communities and NGOs to offer volunteer programs focused on Ayurveda, Holistic Treatment like yoga & meditation, Medical Tourism, Hydel Tourism, Voluntary Tourism, environmental conservation, and communitydevelopment		

Books and References:

1. Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI
2. Rabindra Seth and Om Gupta (2005). Tourism in India, Kalpaz Publications, New Delhi
3. R. Thandavan and Revathy (2005). Tourism Product Volume I & II, Dominant Publishers, New Delhi.
4. Ratandeep Singh (1996). Tourist India, Kanishka Publishers, New Delhi.
5. A.K.Bhatia, Tourism Development – Principles & Practices
6. P.S. Manhas, Sustainable and Responsible Tourism: Trends, Practice & Cases
7. R.N.Kaul, Dynamics of Tourism
8. K.K. Sharma, Planning for Tourism
9. Ravee Chauhan, Heritage & Cultural Tourism

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	-	-	-	3	-						
CO 3	-	-	3	-	3	-						
CO 4	-	-	-	-	-	3						
CO 5	-	-	-	3	2	3						
CO 6	-	3	-	-	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5			✓	✓
CO 6			✓	

HERITAGE TOURISM MANAGEMENT (TTM8CJ406)

Programme	BTTM HONOURS				
Course Code	TTM8CJ406				
Course Title	Heritage Tourism Management				
Type of Course	**Major** (with practical component)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Students should have a basic knowledge of tourism concepts and cultural heritage to effectively engage with the content covered in this course.				
Course Summary	Heritage Tourism delves into the significance of heritage, its evolution, and the various types of heritage tourism. Students explore cultural preservation principles, sustainable tourism practices, visitor management techniques, and the global and Indian perspectives in architectural heritage.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyze the significance of heritage tourism in shaping regional identity.	**An**	**C**	Instructor-created exams / Quiz
CO2	Demonstrate comprehension of sustainable tourism practices in heritage sites.	**U**	**F**	Practical Assignment / Observation of Practical Skills
CO3	Apply principles of cultural preservation and community involvement.	**Ap**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the challenges in balancing conservation efforts with enhancing visitor experiences at heritage sites.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Create comprehensive cultural impact assessments for heritage tourism planning.	**C**	**P**	One Minute Reflection Writing assignments
CO6	Synthesize knowledge of architectural styles and iconic heritage sites globally and in India.	**C**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
\# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Introduction to Heritage Tourism**	**10**	**15**
	1	Definition and significance of heritage tourism	1	
	2	Historical evolution and development- Relationship between heritage and tourism	2	
	3	Types of heritage tourism (cultural, natural, intangible)-	3	
	4	Role of heritage in shaping regional identity	2	
	5	Major global heritage organizations (UNESCO, ICOMOS, WMF, ICCROM, ASI)	2	
II		**Cultural Preservation and Sustainable Tourism**	**12**	**20**
	6	Principles of cultural preservation, Importance of community involvement in preservation	3	
	7	Sustainable tourism practices in heritage site	2	
	8	Challenges in balancing conservation and visitor experience	2	
	9	Cultural impact assessments in heritage tourism planning	2	
	10	UNESCO World Heritage Sites in India and their preservation strategies	3	
III		**Visitor Management at Heritage Sites**	**13**	**20**
	11	Techniques for managing tourist flows Interpretation and use of carrying capacity	3	
	12	Accessible tourism and its challenges Innovative approaches to enhancing visitor experience	2	
	13	Over tourism and Use of technology in crowd management	2	
	14	Climate change and heritage conservation	2	
	15	Digital technology and heritage preservation	3	
	16	Global Heritage Tourism Events	1	
IV		**Global and Indian Perspectives in Architectural Heritage**	**10**	**15**
	17	Architectural Styles adopted over the ages	4	
		17.1 Hindu temple Architecture		
		17.2 Indo- Islamic Architecture		
		17.3 Colonial Architecture		
	18	Iconic global heritage sites (Machu Picchu, Petra, Great wall of China, Pyramids of Giza, Colosseum)	3	
	19	Indian heritage tourism landscapes (Taj Mahal, Hampi, Khajuraho, Ajmer, Ajanta and Ellora caves)	3	

V	**Practicum (Practical Application)**		**30**	**20**
	In this module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. **Suggestions:**			
	1	For the practical exposure of student's field visit to nearest heritage destinations preferably to listed by ASI.		
	2	List out all the UNESCO World Heritage Sites in India to understand their significance, historical background, cultural importance, and unique features.		

Books and References:

43. "Heritage Tourism: Concepts, Issues and Policy" by Dallen J. Timothy and Stephen W. Boyd.
44. "Indian Heritage and Culture" by Dr. P.N. Chopra, Dr. B.N. Puri, and Dr. M.N. Das
45. "Sustainable Cultural Tourism: Small-Scale Solutions" by Susan M. Guyette
46. "Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers" by Arthur Pedersen
47. "Tourism and Archaeological Heritage Management at Petra: Driver to Development or Destruction?" by Douglas C. Comer and Michael J. Smith
48. "Sustainable Tourism Management at World Heritage Sites" edited by Nuno Ribeiro and Ana Ferreira
49. "Heritage Tourism: Resource Management Issues and Implications" edited by Pradeep Sharma and Surya Kant
50. "Heritage Tourism in India" by M. R. N. Murthy

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	3	1	2	1						
CO 2	2	3	2	3	3	2						
CO 3	1	3	1	2	1	3						
CO 4	2	2	3	2	3	2						
CO 5	1	1	2	1	3	1						
CO 6	2	1	2	1	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Group Presentations
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6			✓	

WILDLIFE TOURISM MANAGEMENT (TTM8CJ407)

Programme	BTTM HONOURS				
Course Code	TTM8CJ407				
Course Title	Wildlife Tourism Management				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	Students should have a foundational knowledge of tourism concepts and environmental conservation				
Course Summary	Wildlife Tourism explores the intersection of tourism, biodiversity, and conservation. Students learn about sustainable development in wildlife tourism, the role of protected areas, and the positive effects of wildlife tourism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and define key concepts in wildlife tourism.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze the relationship between wildlife tourism and sustainable development.	**U**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the impact of wildlife tourism on ecosystems, considering factors such as habitat disturbance, wildlife behavior changes, and the potential for human-wildlife conflicts.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Examine the legal frameworks and policies governing wildlife protection.	**An**	**C**	Instructor-created exams / Home Assignments
CO5	Evaluate case studies of successful wildlife tourism destinations, comparing factors such as biodiversity, visitor management strategies, and socio-economic impacts.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Understanding of environmental management principles and wildlife tourism practices to	**C**	**C**	Viva Voce

	develop sustainable management strategies for wildlife tourism destinations.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Wildlife Tourism**	**11**	**15**
	1	Concept- Introduction –Definitions, Biodiversity and Conservation	1	
	2	Tourism and sustainable development	2	
	3	Importance of wildlife resources and tourism, Importance of wildlife tourism and ecosystems	2	
	4	Case studies of successful wildlife tourism destinations	2	
	5	Role of protected areas in wildlife tourism	2	
	6	Positive effects of wildlife tourism	2	
II		**Overview of Wildlife Protection Acts**	**13**	**20**
	7	Migratory Bird Treaty with Canada	3	
	8	Migratory Bird and Game Mammal Treaty	2	
	9	Antarctic Treaty- European Community (EC)	2	
	10	Polar Bear Treaty- African Elephant Conservation Act	2	
	11	Case studies of Wildlife Protection Acts in Different Countries	4	
III		**Environmental Management in Tourism**	**12**	**20**
	12	Definition and scope of environmental management in tourism	2	
	13	Relationship between tourism and the environment	2	
	14	Principles of sustainable tourism	2	
	15	Environmental Impact Assessment in Tourism	2	
	16	Environmental Policy and Regulations in Tourism	2	
	17	Environment Protection Act, 1986	2	
IV		**Wildlife geography of India-**	**12**	**15**
	18	Major Wildlife flora and fauna of India	2	
	19	Endangered species in India	2	
	20	Wildlife sanctuaries in India	2	
	21	National parks in India	2	
	22	Mangroves of India	2	
	23	Wildlife protection act 1972	2	
5.		**Open ended module**	**12**	**10**
	The syllabus of this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and			

	perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions: 1) Study trip to Wildlife tourism destinations (Silent Valley, Wayanad, Gavi, Eravikulam etc.) 2) Assignments and Team work		

Books and References:

1.Hulsman, Kees. "Wildlife Tourism." *Pacific Conservation Biology* 13, no. 4 (2007): 303. http://dx.doi.org/10.1071/pc070303.
2. Cui, Qingming, Yuejia Ren, and Honggang Xu. "The Escalating Effects of Wildlife Tourism on Human–Wildlife Conflict." Animals 11, no. 5 (May 12, 2021): 1378. http://dx.doi.org/10.3390/ani11051378.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	1	-	-	-						
CO 2	-	3	-	-	3	2						
CO 3	-	-	3	-	3	-						
CO 4	-	-	-	2	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Group Presentations
- Project/Field Evaluation

- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓	✓	✓
CO 6			✓	

RESEARCH METHODOLOGY (TTM8CJ408)

Programme	BTTM HONOURS				
Course Code	TTM8CJ408				
Course Title	Research Methodology				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	Students should have a basic understanding of research terminology.				
Course Summary	Research Methodology provides students with a comprehensive understanding of the research process, from conceptualization to report writing. It covers various research approaches, methods, data analysis techniques, and interpretation methods.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate Understanding of Research Principles- the meaning, objectives, and significance of research, categorize different types of research, and differentiate between ontology and epistemology.	**U**	**F**	Instructor-created exams / Quiz
CO2	Apply Research Methodologies and Techniques to choose appropriate research approaches, methods, and techniques for a given research problem, construct research instruments such as questionnaires, and design a research proposal.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate research designs, sampling techniques, and data collection methods.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Analyze data using qualitative and quantitative approaches.	**An**	**P**	Instructor-created exams / Home Assignments
CO5	Create and communicate research findings effectively.	**C**	**C**	One Minute Reflection Writing

				assignments
CO6	Demonstrate creativity and innovation by exploring diverse perspectives within the field of research methodology.	**C**	**C**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48+12)	Marks (70)
I		**Introduction to Research Methodology**	**11**	**15**
	1	Introduction: Meaning, Objectives and Significance of Research	2	
	2	Ontology and Epistemology	1	
	3	Types of Research	2	
	4	Research approaches – Research methodology and Research Methods	2	
	5	Research Process	2	
	6	Structure and Steps of Preparing Research Proposal	2	
II		**Preliminary Research Steps**	**13**	**20**
	7	Review of literature	2	
	8	Research questions, Variables and Concepts	1	
	9	Hypothesis – Conceptualizing a research design	2	
	10	Constructing research instruments for data collection - Questionnaire design – Schedule –Scale development	3	
	11	Sampling Design and Data Collection	5	
		11.1 Sample design and choice of sampling techniques, sample size, sampling & non-sampling errors.		
		11.2 Methods of collecting primary data, observation method, interviews method		
III		**Data Analysis and Interpretation**	**14**	**20**
	12	Classification and Tabulation of Data	2	
	13	Qualitative Approaches	5	
		13.1 Qualitative methods of data collection: In-depth Interviews - Focused Group Technique- Narrative methods- Observation		
		13.2 Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory		
		13.3 Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.		
	14	Quantitative Techniques	5	
		14.1 Measures of Central Tendency and Dispersion - Normal Distribution		

		14.2 Correlation, Regression Analysis		
		14.3 Testing of Hypothesis - Type-I and Type-II Errors		
		14.4 Parametric and Non- Parametric Test - Multivariate Analytical Techniques		
		14.5 Use of SPSS.		
	15	Interpretation Techniques	2	
IV	**Report Writing**		**10**	**15**
	16	Written and oral presentations	3	
	17	Report writing tips - Scientific writing styles	2	
	18	Art of writing research paper	3	
	19	Art of citing references.	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Review of Different Research Theses:		
	2	Provide hand-on experience in applying the concepts and methods learned in research methodology to a research article/paper.		
	3	Familiarise SPSS.		

Books and References:

1. Kothari, C.R. (2008). Research Methodology: Methods and Techniques. Second Edition New Age International Publishers, New Delhi.
2. Sinha, S.C. and Dhiman, A.K. (2002) Research Methodology, Ess Publications. 2 volumes
3. Bagchi, Kanak Kanti (2007) Research Methodology in Social sciences: A practical Guide, Delhi, Abijeet Publications.
4. Wilcox. R. Rand (2010) Fundamentals of modern statistical methods.
5. Gupta S.C (2009). Fundamentals of Statistics. Himalaya Publication House: Bombay
6. Henry C. Lucas, Jr. (2000) information Technology for Management, Tata McGraw-Hill Publishing Company Ltd., 7 b West Patel Nagar, New Delhi -110008
7. Sinha P.K.(l992), Computer Fundamentals, BPB Publications, New Delhi.
8. Methodology and techniques of social research by Wilkinson & Bhandarkar.
9. Methodology of Research in Social Sciences by O.P. Krishnaswami.
10. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi
11. S.M. Moshin, Research Methods in Behavioural Sciences, rient Langman, Hyderabad
12. Chris Ryan; Researching Tourist Satisfaction, Issues, Concepts and Problems

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	-	3	-						
CO 5	-	-	-	-	-	3						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	

RESEARCH METHODOLOGY IN TOURISM (TTM8CJ489)

Programme	BTTM HONOURS				
Course Code	TTM8CJ489				
Course Title	Research Methodology in Tourism				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	Students should have a basic understanding of research terminology.				
Course Summary	Research Methodology provides students with a comprehensive understanding of the research process, from conceptualization to report writing. It covers various research approaches, methods, data analysis techniques, and interpretation methods.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate Understanding of Research Principles- the meaning, objectives, and significance of research, categorize different types of research, and differentiate between ontology and epistemology.	**U**	**F**	Instructor-created exams / Quiz
CO2	Apply Research Methodologies and Techniques to choose appropriate research approaches, methods, and techniques for a given research problem, construct research instruments such as questionnaires, and design a research proposal.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate research designs, sampling techniques, and data collection methods.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Analyze data using qualitative and quantitative approaches.	**An**	**P**	Instructor-created exams / Home Assignments
CO5	Create and communicate research findings effectively.	**C**	**C**	One Minute Reflection Writing

				assignments
CO6	Demonstrate creativity and innovation by exploring diverse perspectives within the field of research methodology.	**C**	**C**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48+12)	Marks (70)
I		**Introduction to Research Methodology**	**11**	**15**
	1	Introduction: Meaning, Objectives and Significance of Research	2	
	2	Ontology and Epistemology	1	
	3	Types of Research	2	
	4	Research approaches – Research methodology and Research Methods	2	
	5	Research Process	2	
	6	Structure and Steps of Preparing Research Proposal	2	
II		**Preliminary Research Steps**	**13**	**20**
	7	Review of literature	2	
	8	Research questions, Variables and Concepts	1	
	9	Hypothesis – Conceptualizing a research design	2	
	10	Constructing research instruments for data collection - Questionnaire design – Schedule –Scale development	3	
	11	Sampling Design and Data Collection	5	
		11.1 Sample design and choice of sampling techniques, sample size, sampling & non-sampling errors.		
		11.2 Methods of collecting primary data, observation method, interviews method		
III		**Data Analysis and Interpretation**	**14**	**20**
	12	Classification and Tabulation of Data	2	
	13	Qualitative Approaches	5	
		13.1 Qualitative methods of data collection: In-depth Interviews - Focused Group Technique- Narrative methods- Observation		
		13.2 Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory		
		13.3 Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.		
	14	Quantitative Techniques	5	
		14.1 Measures of Central Tendency and Dispersion - Normal Distribution		

		14.2 Correlation, Regression Analysis		
		14.3 Testing of Hypothesis - Type-I and Type-II Errors		
		14.4 Parametric and Non- Parametric Test - Multivariate Analytical Techniques		
		14.5 Use of SPSS.		
	15	Interpretation Techniques	2	
IV	**Report Writing**		**10**	**15**
	16	Written and oral presentations	3	
	17	Report writing tips - Scientific writing styles	2	
	18	Art of writing research paper	3	
	19	Art of citing references.	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Review of Different Research Theses:		
	2	Provide hand-on experience in applying the concepts and methods learned in research methodology to a research article/paper.		
	3	Familiarise SPSS.		

Books and References:

13. Kothari, C.R. (2008). Research Methodology: Methods and Techniques. Second Edition New Age International Publishers, New Delhi.
14. Sinha, S.C. and Dhiman, A.K. (2002) Research Methodology, Ess Publications. 2 volumes
15. Bagchi, Kanak Kanti (2007) Research Methodology in Social sciences: A practical Guide, Delhi, Abijeet Publications.
16. Wilcox. R. Rand (2010) Fundamentals of modern statistical methods.
17. Gupta S.C (2009). Fundamentals of Statistics. Himalaya Publication House: Bombay
18. Henry C. Lucas, Jr. (2000) information Technology for Management, Tata McGraw-Hill Publishing Company Ltd., 7 b West Patel Nagar, New Delhi -110008
19. Sinha P.K.(l992), Computer Fundamentals, BPB Publications, New Delhi.
20. Methodology and techniques of social research by Wilkinson & Bhandarkar.
21. Methodology of Research in Social Sciences by O.P. Krishnaswami.
22. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi
23. S.M. Moshin, Research Methods in Behavioural Sciences, rient Langman, Hyderabad
24. Chris Ryan; Researching Tourist Satisfaction, Issues, Concepts and Problems

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	-	3	-						
CO 5	-	-	-	-	-	3						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	

Detailed Syllabus - Elective Courses

TOUR GUIDING, ESCORTING AND INTERPRETATION (TTM5EJ301)

Programme	BTTM HONOURS				
Course Code	TTM5EJ301				
Course Title	Tour Guiding, Escorting and Interpretation				
Type of Course	**Major** (Elective)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Communication skills and an interest in learning about tourism guiding and escorting is required.				
Course Summary	This course is designed for students interested in pursuing a career as a tour guide or escort, or those seeking to enhance their guiding and interpretation skills in the tourism industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate Understanding of Tour Guiding Concepts.	**U**	**F,C,P**	Instructor-created exams / Quiz
CO2	Apply Practical Guiding Techniques.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Analyze the principles of interpretation, differentiate between guiding and interpretation, categorize types of interpretation, and evaluate various techniques employed in interpretation to enhance the tourist experience.	**An**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate strategies for handling difficult tourists, managing complaints effectively, and dealing with emergencies.	**E**	**P**	Instructor-created exams / Home Assignments
CO5	Create innovative approaches to tour guiding within an open-ended framework, incorporating diverse ideas and perspectives.	**C**	**C**	One Minute Reflection Writing assignments
CO6	Demonstrate mastery of tour guiding competencies by integrating knowledge, skills,	**E**	**P**	Viva Voce

	and attitudes acquired throughout the course to deliver high-quality guided tours, ensuring tourist satisfaction, safety, and enriching educational experiences.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Tour Guiding, Escorting and Interpretation**	**17**	**25**
	1	Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting.	3	
	2	Role and Responsibilities of Tour Guide. Qualities of an effective tour guide.	3	
	3	Tour Guides Code of Conduct, Professional ethics	2	
	4	Personal Hygiene and Grooming Checklist for Tour Guides.	2	
	5	Steps to becoming a licensed tour guide	2	
	6	Role and responsibilities of Tour escort, Qualities of a Tour escort	3	
	7	Escorting a tour	2	
II		**Practical Guiding Techniques**	**13**	**17**
	9	Soft Skills, Communication skills, Time Management, Problem Solving Skills- Group Management Skill	3	
	10	Practical guiding		
		10.1 Guiding at a monument	2	
		10.2 Guiding at a religious site	2	
		10.3 Guiding at a museum and archaeological site	2	
		10.4 Guiding on a nature and heritage walk	2	
		10.5 Guiding on a coach.	2	
III		**Interpretation**	**09**	**15**
	11	Interpretation: Concept – Principles.	3	
	12	Difference between guiding and interpretation	2	
	13	Types of Interpretation	2	
	14	Techniques in Interpretation	2	
IV		**Situation Handling**	**09**	**13**
	15	Handling difficult Tourists-Complaint handling	3	
	16	Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents	3	
	17	First Aid-importance, general procedures	3	

V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Field Visits: Tourist destination interaction with professional guides.		
	2	Practical experience on various operation involved in a tour guide.		

Books and References:

1. Pond, K.L., The Professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
2. Chowdhury, N., Handbook for Tour Guides, Matrix Publishers, New Delhi, 2013
3. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	2	-						
CO 2	-	3	-	-	-	1						
CO 3	-	-	2	-	3	-						
CO 4	-	-	3	-	2	-						
CO 5	-	-	-	3	2	1						
CO 6	-	2	-	1	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Group Presentations
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

FRONT OFFICE OPERATIONS (TTM5EJ302)

Programme	BTTM HONOURS				
Course Code	TTM5EJ302				
Course Title	Front Office Operations				
Type of Course	**Major** (Elective)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A fundamental understanding of hospitality management and customer service principles is required for this course				
Course Summary	This course offers a comprehensive introduction to front office operations in the hospitality industry				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the layout, roles, functions, and organizational setup of front office departments in various sizes of hotels.	**R**	**F**	Instructor-created exams / Quiz
CO2	Demonstrate understanding by explaining the guest cycle, reservation types, registration methods, and front office equipment and procedures.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Apply their knowledge by performing basic front office tasks such as numbering rooms, handling reservations, and conducting registration activities.	**An**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Analyze front office operations by identifying advantages and disadvantages of reservation systems, analyzing occupancy rates, and conducting front office audits.	**C**	**C**	Instructor-created exams / Home Assignments
CO5	Evaluate front office performance by assessing guest handling procedures, handling complaints effectively, and conducting feedback and evaluation processes.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Demonstrate creativity and	**C**	**C**	Viva Voce

	innovation by designing and implementing their own front office activities			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Front Office**	**10**	**15**
	1	Lay out of the Front office	2	
	2	Role and Functions of Front Office	2	
	3	Different sections of the front office and their importance	2	
	4	Qualities of front office staff	2	
	5	Organisational set up of front office department in small, medium and large hotels	1	
	6	Job descriptions of Front Office Manager and Guest Relation Executive	1	
II		**Front office & Back Office**	**14**	**25**
	7	Basic Information for Front office & Back office	1	
	8	Numbering of Rooms	1	
	9	Food plans-basic of charging a guest	2	
	10	Tariff and tariff fixation	1	
	11	Terms used at Front Desk	1	
	12	Front Office Equipment.	1	
	13	Filling various Performa	1	
	14	Guest Cycle (Check- in and Check-out Procedures)	2	
	15	Welcoming Guest	1	
	16	Night Audit	1	
	17	Occupancy and Occupancy Rate.	1	
	18	Front office Audit	1	
III		**Reservation**	**12**	**15**
	19	Types of Reservation	3	
	20	System of reservation and cancellation procedures	2	
	21	Software used-group reservations	3	
	22	Overbooking	1	
	23	Modes of payment	2	
	24	Advantages and Disadvantages	1	
	25	Responsibilities of Reservation Staff.	2	
IV		**Registration**	**12**	**15**
	26	Pre- Registration Activities	1	
	27	Methods of Registration	2	
	28	Rooms and Rate Assignment	2	
	29	Handling Registration of Foreigners (C-Form)	1	
	30	Room Charge Procedure	1	

	31	Telephonic Etiquettes Manners	1	
	32	Guest Handling Complaints.	3	
	33	Feedback and Evaluation		
V	**Open Ended Module**		**12**	
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			10
	1	Familiarise students with front office activities –Visit any of the hotels to observe front office operations		
	2			

Books & References

- Front office Equipments and Furniture(Rack, counter, Bell Desk)
- Chkravarthi.B.K. Front office Management in Hotel. CBS publishers and distributors.1999.
- Abbott, Peters and Lewry Front Office Procedures, Social Skills, yield and management.
- Bhatnagar.S.K. front office management, Frank Brothers &Co.
- Bardi James, Front Office Operations
- Front Office, Elsevier publications

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	2	1	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	3	-	-						
CO 5	-	-	2	-	3	-						
CO 6	-	-	-	-	-	-	3					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	

HOUSEKEEPING OPERATIONS (TTM5EJ303)

Programme	BTTM HONOURS				
Course Code	TTM5EJ303				
Course Title	Housekeeping Operations				
Type of Course	**Major** (Elective)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic understanding of hospitality concepts and a keen interest in maintaining cleanliness and guest satisfaction in accommodation establishments				
Course Summary	This course provides an introduction to housekeeping operations in the hospitality industry				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate comprehension of housekeeping principles and practices.	**U**	**F**	Assignments/ Guest Speaker Sessions
CO2	Apply cleaning techniques and procedures effectively.	**Ap**	**P**	Practical Assessments
CO3	Evaluate laundry operations and sustainability practices.	**E**	**C**	Practical Assessments
CO4	Execute guest room management procedures proficiently.	**Ap**	**P**	Assignments
CO5	Synthesize interdisciplinary coordination in housekeeping operations.	**C**	**C**	Guest Speaker Sessions/ Assignments
CO6	Engage in experiential learning and innovation.	**C**	**M**	Field Visits and Observation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Housekeeping**	**10**	**16**
	1	Meaning and definition	1	
	2	Importance of housekeeping	1	
	3	Organisational framework of the department-(large, medium and small)	2	
	4	Role of key personnel in housekeeping	1	
	5	Qualities of housekeeping staff	1	
	6	Skills of a good housekeeper	2	
	7	Interdepartmental coordination with more emphasis on Front office and maintenance.	2	
II		**Cleaning of Public Areas**	**16**	**24**
	8	Cleaning Science	2	
	9	Types of Cleaning	2	
	10	Spring and Deep Cleaning	2	
	11	Housekeeping control desk	2	
	12	Types of registers-files maintained	2	
	13	Cleaning of public areas ((lobby, cloakrooms, restaurant, bar, banquet hall, administrative office, lift and elevations, staircase, back areas, front areas)	2	
	14	Pest control	2	
	15	Lost and found procedures	2	
III		**Laundry Operations Management**	**10**	**14**
	16	Overview of Laundry Operations	2	
	17	Linen and Uniform	3	
	18	Laundry Equipments	2	
	19	Sustainability Practices	3	
IV		**Guest Room Management in House Keeping Operations**	**12**	**16**
	20	Cleaning of guest rooms	2	
	21	Types of rooms and beds	2	
	22	Types of keys and keys control	2	
	23	Bed Making Procedures	2	
	24	Procedures- daily cleaning of (occupied/ departure/vacant under repair/ VIP rooms)	2	
	25	Replenishment of guest supplies and amenities	2	
V	**Open Ended Module:** The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		**12**	**10**

	1. Organise field visit to hotels and resorts to observe housekeeping operations.		
	2. Invite guest speakers from housekeeping industry to share their experience.		

Books and References:

- Charles MacPherson The Pocket butler's Guide to Good Housekeeping,
- Hotel Housekeeping: Operations and Management ,Third Edition,
- G. Raghubalan, Smritee Raghubalan Fundamentals of housekeeping
- K.C.K.Rakesh Kadam Housekeeping Operations & Management for Hospitality.
- PankajBehl Hotel Housekeeping for Future,

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	2	1	-	-						
CO 2	1	3	-	1	-	-						
CO 3	-	-	3	1	2	-						
CO 4	-	-	1	3	-	1						
CO 5	-	-	2	1	3	-						
CO 6	1	-	1	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓

CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6		✓	✓	

FOOD AND BEVERAGE OPERATIONS (TTM5EJ304)

Programme	BTTM HONOURS				
Course Code	TTM5EJ304				
Course Title	Food and Beverage Operations				
Type of Course	**Major** (Elective)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of hospitality management and an interest in food service and culinary experiences is required for this course				
Course Summary	This course offers a comprehensive overview of food and beverage (F&B) management in the hospitality industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain fundamental concepts in food and beverage management, including the scope of operations, key terms, and the process of management.	**U**	**F**	Oral presentations/ Written assessments
CO2	Demonstrate an understanding of food production processes, beverage operations, and the types of beverages available in the industry.	**Ap**	**C**	Written reports
CO3	Assess various F&B service strategies, including different types of outlets, restaurants, meal plans, and ancillary departments.	**E**	**P**	Group discussions
CO4	Design advanced food service plans by developing menus, considering menu classification criteria, maintaining health and hygiene standards, and implementing customer payment systems.	**C**	**P**	Role-playing exercises
CO5	Apply open-ended learning practices by engaging in hands-on experiences such as visiting F&B outlets, inviting guest speakers, and exploring culinary tourism to enhance their understanding of industry	**Ap**	**C**	Peer evaluations

	practices.			
CO6	Analyze cultural aspects of food and beverage, reflect on culinary tourism experiences, and discuss the impact of cultural diversity on F&B management.	**An**	**C**	Group presentations
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
		Overview of Food and Beverage	**12**	17
I	1	Meaning- Definition-Concept	2	
	2	Scope of Food & Beverage	2	
	3	Key Terms-F & B Operations	2	
	4	Process of F & B Management	2	
	5	Quality in the management of food & beverage operations	2	
	6	Duties and responsibilities of F & B Department staff.	2	
II		**Food Production and Beverages**	**10**	16
	7	Kitchen	22	
	8	Production process	2	
	9	Services and Storage	2	
	10	Beverage Operations	2	
	11	Alcoholic and Non- Alcoholic Beverages-types	2	
III		**F & B Services**	**12**	17
	12	Outlets of F & B	2	
	13	Types of Restaurants	2	
	14	Types of Meal Plan	2	
	15	Room Service	2	
	16	Catering Service	2	
	17	Ancillary departments	2	
IV		**Advanced Food Service**	**14**	20
	18	Introduction of Menu	2	
	19	Courses of Menu	2	
	20	Classification of Menu (Cuisine, Meal type, Service, Price)	2	
	21	Maintain Health and Hygiene	2	
	22	Deal with Customer Payment and POS	2	
	23	Culinary Tourism Experiences	2	
	24	Cultural Aspects of Food and Beverage	2	
V	Open Ended Module:		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to			

	incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Visit any outlets of F & B to get hands on experience		
	2.	Invite guest speakers from F & B industry to share their experience.		

Books and References:

- Sudhir Andrews , Food & Beverage Management , The Mc Graw- Hill Education Private Limited ,New Delhi
- Bobby George Food &Beverage Services, Jaico Publishing house 121 Mumbai,2006
- The Hospitality Managers Guide to WinesBeers, Spirit by Albert W.A Schmid
- Food & Beverage Service, 9th Edition by John Cousins, DennisLillicrap, Suzzanne Weekes.
- Foopd& Beverage Service TrainingManua- Sudhir Andrews, Tata McGraw Hill.
- Introduction to F& B Service-Brown, Heppner,&Deegan

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	2	-	-						
CO 5	-	-	-	-	2	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6			✓	

E- TOURISM (TTM6EJ301)

Programme	BTTM HONOURS				
Course Code	TTM6EJ301				
Course Title	E- Tourism				
Type of Course	**Major** (Elective)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of tourism concepts and digital technologies is required for this course				
Course Summary	This course is designed for students who are interested in exploring the intersection of technology and tourism, and those looking to pursue a career in e-tourism or digital marketing in the tourism industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the concepts of E-Tourism and its historical evolution.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze the impact of Information and Communication Technologies (ICTs) on the tourism industry, and evaluate the role of Management Information Systems (MIS) in digital tourism organizations.	**U**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Apply various ICT tools and internet-supported management strategies for effective e-tourism operations.	**An**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the significance of social media platforms in tourism promotion, and assess the effectiveness of different social media marketing strategies.	**C**	**M**	Instructor-created exams / Home Assignments
CO5	Design and develop online travel agency websites, considering user experience and interface design principles.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Generate original and innovative content for e-tourism promotion, utilizing platforms	**C**	**M**	Viva Voce

	such as vlogs and interactive maps, to enhance user engagement and experience.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to E- Tourism**		**09**	**15**
	1	Definition and scope	2	
	2	Historical evolution	3	
	3	E-Tourism - Post - Covid	2	
	4	Key stakeholders in the e-tourism ecosystem	2	
II	**ICT and MIS in Tourism**		**12**	**20**
	5	Defining ICTs, new ICT developments, impact of ICTs on tourism	3	
	6	ICT tools for managing the digital tourism organisation	3	
	7	Internet supported e-tourism management	3	
	8	Concepts and Definition of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS	3	
III	**Social Media Tourism**		**16**	**20**
	9	Uses of social media marketing for tourism promotion	1	
	10	Impact of social media in tourism-X, LinkedIn, Facebook, Instagram and other social media application	2	
	11	Importance of Payment Systems in E-tourism	1	
	12	Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – UPI- Digital Cards	2	
	13	Internet Technologies – Banking – Security Issues and Certification	2	
	14	Owned Media (Websites, Blogs, News Letters)	2	
	15	Earned Media (Online Directories, Review sites)	2	
	16	Paid Media (Text Advertisements, Display Advertisements, Search Advertisements)	2	
	17	Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Social Media Optimisation (SMO)	2	
IV	**Online Travel Agency**		**11**	**15**
	18	Introduction to Online Travel Agency	2	
	19	Key Players (Make My Trip, Yatra, Clear Trip)	2	
	20	Online Travel Agency Website Development	3	
	21	Paid Online Marketing	2	
	22	Opportunities and Challenges of e- tourism business	2	
V	**Open Ended Module:**		**12**	
	This fifth module's syllabus is left open-ended. The affiliated college's Travel & Tourism Management Department is free to add their own thoughts and viewpoints to this open-ended module. It promotes originality, inventiveness, and a variety of methods for learning within the parameters of the course. Students' educational experience is enhanced by			**10**

	the dynamic and interesting learning environment that this open-ended approach generates. Some Recommendations are:			
	1	Create vlogs about tourist destinations		
	2	Interactive Maps: Create interactive maps that highlight tourist sites, along with information about nearby accommodations, restaurants, and other amenities**.**		

Books and References:

1. P.K. Sinha, Introduction to Computers
2. Alexis Leon and Mathew Leon – Introduction to Computers, published by Leon Tech World.
3. Rajaraman, V., Introduction to Information Technology, PHI.
4. Sheldon P. (2002), Tourism Information Technology, CABI.
5. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
6. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
7. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
8. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
9. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
10. Rayport J.F. &Jaworski B.J. (2002), Introduction to E-commerce, McGraw-Hill.
11. Bones, C., & Hammersley, J.(2015). Leading Digital Strategy :driving Business Growth through Effective E-commerce. Kogan Page Limited.
12. Chaffey, D. (2013).E-Business and Commerce Management: Implementation and Practice. England: Prentice Hall.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	2	2	1						
CO 2	1	3	1	1	-	-						
CO 3	1	2	3	2	3	1						
CO 4	1	1	2	3	2	1						
CO 5	2	1	1	2	3	2						
CO 6	1	1	3	1	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6			✓	

BUSINESS AND MICE TOURISM (TTM6EJ302)

Programme	BTTM HONOURS				
Course Code	TTM6EJ302				
Course Title	Business and MICE Tourism				
Type of Course	**Major** (Elective)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of tourism concepts, tourism business and event management is required for this course				
Course Summary	This course offers an in-depth exploration of business tourism, event management, and MICE (Meetings, Incentives, Conventions, Exhibitions) tourism dynamics				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and differentiate between Business Tourism and Leisure Tourism.	**C**	**F**	Instructor-created exams / Quiz
CO2	Analyze the growth and trends in the Business Tourism industry.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the process and key factors essential for successful Event Management.	**Ap**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the importance of MICE Tourism in the global tourism industry.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Analyze emerging technological and sustainable trends in MICE Tourism.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Develop innovative strategies and projects in collaboration with industry partners.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Business Tourism**	**10**	**16**
	1	Business Tourism -Concept, Definition and Importance	2	
	2	Growth of Business Tourism	2	
	3	Difference Between Leisure and Business Tourism	2	
	4	Characteristics of Business Tourism	2	
	5	Trends in Business Tourism Industry	2	
II		**Event Management**	**17**	**25**
	6	Define event management, its scope	2	
	7	Types of Events	2	
	8	Key Factors for Successful Event Management	2	
	9	Process of Event Management	11	
		9.1 Event Planning		
		9.2 Event Budgeting		
		9.3 Event Sponsorship		
		9.4 Event Marketing and Public Relation		
		9.5 Event Documentation and Evaluation		
III		**MICE Tourism Dynamics**	**10**	**15**
	10	Define MICE tourism and its components (Meetings, Incentives, Conventions, Exhibitions)	2	
	11	Highlighting its importance in the tourism industry	2	
	12	MICE Facilities Available in India and Kerala	2	
	13	International MICE destinations and market trends	2	
	14	Major Tourism Events (WTM, ITB,ITM, KTM)	2	
IV		**Trends and Opportunities**	**8**	**14**
	18	Technological Innovations in MICE events (Virtual events, hybrid models)	2	
	19	Sustainable Practices in MICE Tourism	2	
	20	Emerging trends and opportunities in the MICE tourism industry	2	
	21	Career / Entrepreneurship Opportunity in Event Management	2	
V	**Open Ended Module:** The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		**12**	**10**
	1	Collaborate with industry partners such as event management to provide students with real-world projects.		

Books and References: 1."Event Management" by A.K. Bhatia, Sterling Publishers Pvt. Ltd., Delhi, 2001. 2."Successful Event Management" by Anton Shone & Bryn Parry, 2002. 3."Event Marketing" by Leonard H. Hoyle, Jr., John Wiley and Sons. 4."Meetings, Expositions, Events and Conventions: An Introduction to the Industry" by Fenich, G.G., Pearson/Prentice Hall.			

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	-	-	-	-	-						
CO 3	-	2	-	-	-	-						
CO 4	-	-	-	-	-	-						
CO 5	-	-	-	2	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	

HEALTH AND WELLNESS TOURISM (TTM6EJ303)

Programme	BTTM HONOURS				
Course Code	TTM6EJ303				
Course Title	Health and Wellness Tourism				
Type of Course	**Major** (Elective)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of healthcare concepts ,wellness and holistic healthcare is required for this course				
Course Summary	This course provides a comprehensive introduction to health tourism, covering historical overviews, definitions, and concepts of health, wellness, medical tourism, and holistic healthcare.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of the historical evolution and key concepts of health tourism.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze the determinants of health and wellness, distinguishing between various types of health tourism.	**Ap**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the dimensions of wellness and the role of different therapeutic tools in promoting wellness tourism.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Design health and wellness tourism products considering factors like certification, accreditation, and ethical considerations.	**C**	**M**	Instructor-created exams / Home Assignments
CO5	Compare and contrast different forms of holistic healthcare, such as Ayurveda, Yoga, and Naturopathy, in the context of wellness tourism.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Critically assess the global medical tourism scenario, identifying key stakeholders, economic factors, and ethical issues.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Health Tourism**	**10**	**15**
	1	Historical overview, Definitions	2	
	2	Concept of health & wellness	2	
	3	Determinants of health and wellness	2	
	4	Health, medical and wellness tourism	2	
	5	Typologies of Health tourism. Factors responsible for growth of health tourism	2	
II		**Wellness Tourism**	**10**	**15**
	6	Concept-Definitions –difference between Medical tourism and Wellness Tourism-Wellness Tourism Products.	3	
	7	Dimensions of wellness	2	
	8	Tools for wellness: medicine, therapy: therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics	2	
	9	Spa Tourism - Types of Spas-Day Spa, Destination Spa, Medical Spa, Resort Spa	3	
	10	Wellness Tourism in India	11	
III		**Medical Tourism**	**15**	**25**
	11	Concept, evolution of Medical Tourism. Benefits of medical tourism.	2	
	12	Factors responsible for the growth of health and medical tourism	2	
	13	Global medical tourism scenario. Countries promoting medical tourism. Factors Influencing Choice of Medical Tourism Destinations	3	
	14	Stakeholders, Certification and Accreditation in health and medical tourism	2	
	15	Medical tourism product and package: Factors and steps for designing product and tour package, development, issues and considerations, Approvals and formalities.	3	
	16	Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.	3	
IV		**Holistic health care**	**13**	**15**
	17	Concept and Dimensions of holistic health care	2	
	18	Ayurvedic Tourism: -Introduction to Ayurveda-Basic Principles	3	
	19	Ayurveda Tourism in Kerala –Uniqueness of Kerala Ayurveda	2	
	20	Yoga and Meditation: Origin and development of yoga and meditation in India.	2	
	21	Different forms of yoga and meditation	1	
	22	Basic concepts and General idea about Naturopathy, Siddha, Unani,	3	

		Homoeopathy, Aromatherapy.Kalari,Marmachikilsa.		
V	**Open Ended Module:** The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		**12**	**10**
	1	Field visit to a prominent Healthcare institutions submit a report to the department about your experience		
	2	Observance of Yoga day and practice of Yoga at the college level.		

Books and References:

1. Frederick J. DeMicco. (2017). Medical Tourism and Wellness,Apple Academic press.
2.Melanie K. Smith, LászlóPuczkó,(2009),Health and Wellness Tourism.Routledge.
3.ASSOCHM, Health Tourism : The Great Indian Advantage
4.Basic Principles of Ayurveda,V.B. Athavale , Chaukhamba Sanskrit Pratishthan Oriental Publishers

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	3	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	-	3					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	

CRUISE TOURISM (TTM6EJ304)

Programme	BTTM HONOURS				
Course Code	TTM6EJ304				
Course Title	Cruise Tourism				
Type of Course	**Major** (Elective)				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A foundational understanding of tourism concepts and cruise industry is required for this course				
Course Summary	This course offers an introduction to the cruise industry, covering its concept, history, terminology, types of cruises, operations, marketing, environmental concerns, geography, itineraries, trends, carrier opportunities, and challenges				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the Conceptual Framework of Cruise Tourism.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze the operational aspects of cruise ships, including layout, departments, services offered, and the roles of personnel.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate Geographic Factors Impacting Cruise Itineraries.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate recent trends, emerging destinations, and economic opportunities within the cruise industry.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Apply marketing principles to promote cruise tourism, considering various distribution channels and strategies to attract passengers.	**Ap**	**P**	One Minute Reflection Writing assignments
CO6	Synthesize knowledge from the course to propose innovative solutions for enhancing cruise tourism experiences.	**C**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Cruise Industry**	**10**	**15**
	1	Cruise Tourism- Concept, Definition and Importance	2	
	2	History of cruising, Arrival of leisure sailing	2	
	3	Birth of Contemporary Cruising (Cruising today)	2	
	4	Cruise Specific Terminology	2	
	5	Types of Cruises	2	
II		**Cruise Operations**	**13**	**20**
	6	Layout of the Cruise ship	2	
	7	Cruise Departments and Personnel	1	
	8	On board facilities and services	2	
	9	Sea based operations	2	
	10	Land based operations (Entry Formalities, Shore Excursions and Shopping)	2	
	11	Marketing and Distribution	2	
	12	Environmental Concerns in Cruise Operations	2	
III		**Geography of Cruising**	**14**	**20**
	13	World's major cruise regions	8	
		13.1 Cruising North America: Alaska, Northeast, Missisippi River and Caribbean		
		13.2 Cruising Europe: Western Mediterranean, Eastern Mediterranean, Ireland, Great Britain and Baltic Sea		
		13.3 Pacific and Asia		
	14	Cruise Itineraries	3	
	15	Factors Influencing Cruise Itinerary	3	
IV		**Trends and Carrier Opportunities**	**11**	**15**
	16	Recent Trends in Cruise Tourism	2	
	17	Emerging Cruise Destinations in India	2	
	18	Carrier Opportunities in Cruise Industry	3	
	19	Economic Significance of Cruise Tourism	2	
	20	Challenges in Cruise Tourism	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students.			

	Some Suggestions are:			
	1	Familiarizing the recent developments in cruise industry (Field trips, Team work)		
	2	Case study on various cruise packages available in the industry		

Books and References:

1.CLIA Guide to Today's Cruise Industry,Phillipine Edition by Marc Macini
2.Selling Cruise(Everything you need to know) Phillipine Edition by CludaineDervaes
3.Cruise Tourism in the CaribbeanSellingSunshine,Edition by Martha Honey(2019)Rouledge,Taylor and Francis Group
4.Cruising and Cruise Ships 2009 by Ward Douglas(2008)
5. Dictionary of the Cruise Industry by Giora Israel

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	2	-	-	-	-						
CO 3	-	-	3	-	3	-						
CO 4	-	-	-	-	3	-						
CO 5	-	3	-	-	-	-						
CO 6	-	-	-	3	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5		✓		✓
CO 6			✓	

DIGITAL AND SOCIAL MEDIA COMMUNICATION IN TOURISM (TTM8EJ401)

Programme	BTTM HONOURS				
Course Code	TTM8EJ401				
Course Title	Digital and Social Media Communication in Tourism				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic marketing knowledge and an interest in digital technologies.				
Course Summary	This course explores digital tourism, covering the shift from physical to digital economies, digital business models, online tourist behaviors, and effective digital communication strategies such as search engine and social media marketing. Students learn about emerging trends like video content dominance, influencer marketing, and virtual reality's impact on tourism				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand digital tourism fundamentals.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze opportunities and challenges in Digital Business in tourism industry.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Apply digital communication strategies effectively, including online segmentation, targeting, positioning, and search engine marketing techniques such as SEO and SEM.	**Ap**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate Social Media Marketing Campaigns.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Analyze Emerging Trends in Digital Tourism Communication with in the tourism industry.	**An**	**C**	One Minute Reflection Writing assignments
CO6	Design innovative digital tourism experiences by leveraging knowledge of real-time updates, online reviews, reputation management, and	**C**	**P**	Viva Voce

	organizing virtual tours or social media content creation workshops.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Digital Tourism**	**10**	**15**
	1	Electronic Market - Physical Economy vs. Digital Economy	2	
	2	Digital Tourism Business Models	2	
	3	Digital/ Online Tourist	1	
	4	Characteristics of Digital/ Online Tourist	1	
	5	Opportunities & Challenges of Digital Business.	2	
	6	Unique features of online market	2	
II		**Digital Communication**	**10**	**15**
	7	Online Segmentation	3	
	8	Targeting	3	
	9	Positioning	2	
	10	Search Engine Marketing (Search Engine Optimisation, Search Engine Advertising)	2	
III		**Social Media Marketing**	**14**	**20**
	11	Social Media Campaign process	2	
	12	Social Media Marketing	2	
	13	Managing social media performance	2	
	14	Manage social media activities	2	
	15	Impact of social media in tourism-X, LinkedIn, Facebook, Instagram and other social media application	2	
	16	Content Marketing (Travel blogs, Storytelling, Travel Guides)	2	
	17	Role of social media and user generated content in marketing	2	
IV		**Trends in Digital and Social Media Communication in Tourism**	**14**	**20**
	18	Video Content Dominance	3	
	19	Influencer Marketing	2	
	20	User-Generated Content (UGC)	2	
	21	Virtual Reality (VR), Augmented Reality (AR) and AI-Powered Assistance	3	
	22	Real-Time Updates	2	
	23	Online Reviews and Reputation Management	2	
V		**Open Ended Module:**	**12**	**10**
	This fifth module's syllabus is left open-ended. The affiliated college's Travel & Tourism Management Department is free to add their own thoughts and viewpoints to this open-ended module. It promotes originality, inventiveness, and a variety of methods for learning within the parameters of the course. Students' educational experience is enhanced by			

	the dynamic and interesting learning environment that this open-ended approach generates. Some Recommendations are:			
	1	Organise a virtual tour experience		
	2	Organise workshop on social media content creation (Posters, stories and videos)		

Books and References:

13. P.K. Sinha, Introduction to Computers
14. Alexis Leon and Mathew Leon – Introduction to Computers, published by Leon Tech World.
15. Rajaraman, V., Introduction to Information Technology, PHI.
16. Sheldon P. (2002), Tourism Information Technology, CABI.
17. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
18. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
19. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
20. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
21. Bones, C., & Hammersley, J.(2015). Leading Digital Strategy :driving Business Growth through Effective E-commerce. Kogan Page Limited.
22. Chaffey, D. (2013).E-Business and Commerce Management: Implementation and Practice. England: Prentice Hall.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	2	-	-	-	3						
CO 3	-	2	-	1	-	-						
CO 4	-	-	3	-	-	-						
CO 5	-	-	-	3	3	-						
CO 6	-	-	-	3	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6		✓	✓	

IMPACTS OF TOURISM (TTM8EJ402)

Programme	BTTM HONOURS				
Course Code	TTM8EJ402				
Course Title	Impacts of Tourism				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Foundational knowledge of tourism concepts				
Course Summary	This course delves into the multifaceted impacts of tourism, covering economic, environmental, and socio-cultural dimensions.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the conceptual framework of tourism impacts.	**U**	**C**	Instructor-created exams / Quiz
CO2	Analyze and evaluate Environmental Impacts of Tourism.	**An**	**C,P**	Practical Assignment / Observation of Practical Skills
CO3	Analyze and evaluate Environmental Impacts of Tourism.	**An**	**C,P**	Seminar Presentation / Group Tutorial Work
CO4	Assess Socio-Cultural Impacts of Tourism.	**An**	**C,P**	Instructor-created exams / Home Assignments
CO5	Apply concepts of sustainability to tourism management.	**Ap**	**P**	One Minute Reflection Writing assignments
CO6	Synthesize perspectives for holistic tourism planning.	**C**	**C,P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Tourism Impacts**	**06**	**10**
	1	Definition, Concept and Significance of Impacts	2	
	2	Classification of tourism impacts (economic, social, cultural, and environmental)	2	
	3	Importance of studying tourism impacts for sustainable development	2	
II		**Environmental Impacts of Tourism**	**14**	**20**
	4	Definition and significance of environmental impacts in tourism	2	
	5	Negative environmental impacts	5	
		5.1 Pollution (Air, Water, Land, Noise, Aesthetic)		
		5.2 Overexploitation of natural resources		
		5.3 Loss of Biological Diversity		
		5.4 Climate Change		
		5.5 Ozone Depletion, Greenhouse effect, Global Warming		
	6	Positive environmental impacts	5	
		6.1 Protection and Preservation of Biodiversity		
		6.2 Sustainable tourism practices (responsible resource management, waste reduction, and energy conservation)		
		6.3 Environmental awareness		
	7	Carrying Capacity- Definition, types and factors influencing	2	
III		**Economic Impacts of Tourism**	**14**	**20**
	8	Definition and significance of economic impacts in tourism	2	
	9	Positive Economic Contributions of Tourism	5	
		9.1 Contribution of tourism to GDP (direct, indirect, and induced effects)		
		9.2 Employment generation (direct, indirect, skilled, unskilled and semi-skilled)		
		9.3 Foreign exchange earnings		
		9.4 Stimulation of infrastructure development		
	10	Negative Economic Impacts of Tourism	5	
		10.1 Leakage of tourism revenues		
		10.2 Seasonality (fluctuating employment opportunity and revenue)		
		10.3 Inflation		
	11	Multiplier Effect and its types	2	
IV		**Socio-Cultural Impacts of Tourism**	**14**	**20**
	12	Definition and significance of environmental impacts in tourism	2	
	13	Positive Socio-Cultural Impacts of Tourism	5	
		13.1 Cultural exchange and cross-cultural understanding		
		13.2 Heritage preservation		
		13.3 Socio-cultural enrichment and enhancement		
		13.4 Develops a sense of hospitality		
	14	Negative Socio-Cultural Impacts of Tourism	5	

		14.1 Cultural degradation		
		14.2 Pseudo Behaviour		
		14.3 Erosion of traditional lifestyles, values, and cultural practices		
	15	Demonstration Effect	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Arrange local community interactions with students to assess various impacts of tourist destination.		

Books and References:

1. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
2. Hall, C.M., 2008, Tourism Planning: Policies, Process and Relationships, Pearson Education: Essex.
3. Kelly I and Nankervis T, 2009, Visitor Destinations, John Wiley and Sons, Milton: Australia
4. Richard T, Wright. Dorothy f. Broose, Enviornmental science Toward a Sustainable Future, PHI Learning, Pvt Ltd, new Delhi
5. K. Anilkumar , S.V. Sudheer, Negative Factors of Tourism, Abhijeet Publications , new Delhi. ISBN 978-93-81136-71-3

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	3	1	2	2						
CO 2	2	1	3	2	3	1						
CO 3	2	1	3	1	3	1						
CO 4	1	2	3	1	2	3						
CO 5	2	2	2	2	3	3						
CO 6	2	3	2	3	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓	✓	

PERSONALITY DEVELOPMENT AND LIFE SKILLS (TTM8EJ403)

Programme	BTTM HONOURS				
Course Code	TTM8EJ403				
Course Title	Personality Development and Life Skills				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	No specific prerequisites are required for this course, although a willingness to learn and improve personal and professional skills is required				
Course Summary	This course covers essential life skills such as handling customer complaints, personality grooming, business etiquette, and interview techniques.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of life skills concepts.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyse the historical development and evolution of life skills.	**Ap**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the application of life skills by categorizing and applying them in different scenarios.	**An**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate Customer Complaints and Dissatisfaction.	**E**	**P**	Instructor-created exams / Home Assignments
CO5	Exhibit professionalism in business settings by mastering aspects of personality grooming, business etiquette, and communication skills.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Evaluate interview and group discussion techniques.	**C**	**P**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Life Skills**	**10**	**15**
	1	Conceptual framework, definitions and interpretations	2	
	2	Conceptual evolution of life skills	2	
	3	Classification of life skills (Mother Skills, Survival Skills, Thinking Skills, Negotiating Skills and Coping Skills)	2	
	4	Life skills to employability skills	2	
	5	Life skills for organisational leadership.	2	
II		**Handling Customer Complaints**	**08**	**12**
	6	Different types of complaints (mechanical, attitudinal, service-related, unusual- complaints in hotels and travel organizations, airlines, events)	4	
	7	Reason for dissatisfaction	2	
	8	Resolving Customer Complaints	2	
III		**Personality Grooming and Business Etiquettes**	**14**	**18**
	9	Understanding the importance of personal grooming	2	
	10	Understanding dress codes and appropriate attire for different occasions	2	
	11	Personal Appearance on Customer Perception and Satisfaction	2	
	12	Basic Business Etiquettes	8	
		12.1 Office Courtesies, Business dress and grooming		
		12.2 Business Dining -Business manners- Business socialising		
		12.3 Telephone Etiquette		
IV		**Introduction to Interviews and Group Discussions**	**16**	**25**
	13	Interviews	8	
		13.1 Fundamental Principles of Interviewing		
		13.2 Styles & Types of Interviews		
		13.3 General Principles to attend interviews		
		13.4 Types of Interview questions		
		13.5 Dress Code & Conducting mock interviews		
	14	Group Discussions	8	
		14.1 Structure of a GD		
		14.2 Kinds of GDs		
		14.3 Strategies in GD		
		14.4 Team work and Conducting mock GD		
V	**Open Ended Module:** The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches		**12**	**10**

	to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Conducting mock interviews and group discussions to simulate real-world scenarios.		
	2	Role-playing scenarios to practice handling various types of complaints.		
	3	Develop communication skills in addressing customer concerns.		

Books and References:

1. Barun. K. Mitra (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press.
2. Madhukar, R. K. (2016). Business Communication. Noida: Vikas Publishing House Pvt Ltd.
3. Asha, K. (2015). Ef ective Business Communication. New Delhi: PHI.
4. Mary, M. (2013). Guide to Managerial Communication: Ef ective Writing & Speaking. New Delhi: PHI.
5. Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
6. Guffey, M.A., & Loewy, D. (2010). Business Communication: Process and Product. Boston: South-Western Cengage Learning.
7. Meenakshi Raman & Prakash Singh (2012), Business Communication, 2/e, Oxford University Press.
8. UN Inter Agency Working Group (P&D), 2002: Life Skills for Health Promotion. Part-1, India.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	1	1	1						
CO 2	1	3	2	2	3	2						
CO 3	1	2	3	2	2	3						
CO 4	2	1	2	1	2	1						
CO 5	1	2	2	2	3	2						
CO 6	2	1	1	1	1	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6			✓	

MEDIA AND TRAVEL JOURNALISM (TTM8EJ404)

Programme	BTTM HONOURS				
Course Code	TTM8EJ404				
Course Title	Media and Travel Journalism				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	There are no specific prerequisites for this course, but a passion for travel, writing, and storytelling would be beneficial				
Course Summary	This course delves into the world of travel journalism, covering its meaning, evolution, and contemporary relevance. Students will learn the skills required for travel journalism, including ethical considerations, and explore the role of print and electronic media in documenting destinations. The course also focuses on travel writing, content creation, and visual storytelling techniques essential for effective communication in the field of tourism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Evaluate the historical evolution and contemporary relevance of travel journalism.	**An**	**F,C,P**	Instructor-created exams / Quiz
CO2	Create multimedia content by producing written, visual, and audio-visual content for various platforms, including print, electronic media, blogs, and social media.	**C**	**P,C**	Practical Assignment / Observation of Practical Skills
CO3	Applying Techniques of Travel Writing and Photography.	**Ap**	**P,C**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate media coverage strategies employed in travel journalism.	**E**	**P,C**	Instructor-created exams / Home Assignments
CO5	Synthesize ethical principles with practical considerations in travel journalism.	**C**	**C,P**	One Minute Reflection Writing assignments
CO6	Demonstrate innovation and creativity in travel media production within an open-ended module.	**C**	**C,P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Travel Journalism**		**11**	**17**
	1	Introduction to Travel Journalism	1	
	2	Meaning and Evolution	2	
	3	Contemporary Relevance of Travel Journalism	2	
	4	Travel Journalist, Skills required for a Travel Journalist	2	
	5	Role of travel journalist in tourism industry	2	
	6	Ethical considerations in travel journalism	1	
	7	Major Travel Magazines and Journals	1	
II	**Electronic Media**		**13**	**20**
	8	Role of print and electronic media in tourism	2	
	9	Use of electronic Media for documenting destinations	3	
	10	Nature of media coverage: live webcast and telecast - Script writing - Identifying points for visual support	3	
	11	Conducting interviews – User Generated Content in Tourism	3	
	12	Writing on social media, Blogs and Vlogs	2	
III	**Travel Writing**		**14**	**20**
	13	Principles of effective travel writing	2	
	14	Techniques for capturing the essence of a destination	2	
	15	Process of travel writing	2	
	16	Content Writing	1	
	17	Content writing on various tourism destinations namely, Munnar, Varkala, Kumarakom, & Wayanad	2	
	18	Content writing of least explored destinations	2	
	19	Relevance of content writing in Tourism	2	
IV	**Photography and visual story telling**		**10**	**13**
	20	Importance of visual story telling in travel journalism	2	
	21	Fundamentals of Photography	2	
	22	Travel Photography	3	
	23	Role of Visual Media in Tourism	3	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches			

	to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Guest lectures by experienced travel journalists, editors, and photographers.		
	2	AI Based Content Writing on various Tourism destinations		

Books and References:
1. Mass communication: Theory and practice- Uma Narula.
2.Understanding journalism- Lynette Sheridan Burns.
3. Travel Journalism: Exploring production, impact and culture- F. Hanusch & E. fursich.

.**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	1	1	1	1						
CO 2	3	2	1	3	1	1						
CO 3	2	3	1	1	1	1						
CO 4	3	2	3	1	2	1						
CO 5	2	1	2	1	1	3						
CO 6	3	2	1	3	1	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	

TOURISM AND ECOLOGY (TTM8EJ405)

Programme	BTTM HONOURS				
Course Code	TTM8EJ405				
Course Title	Tourism and Ecology				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of environmental science and ecology				
Course Summary	This course provides a comprehensive understanding of the fundamentals of ecology, focusing on key concepts such as environment, ecosystem, biodiversity, and ecological balance. It explores the interrelationship between tourism and ecology, emphasizing sustainability principles and ecological footprint in tourism				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain key ecological concepts, such as environment, ecosystem, biodiversity, and sustainability, demonstrating comprehension and understanding.	**R**	**F**	Instructor-created exams / Quiz
CO2	Analyze the interrelationship between tourism and ecology, identifying potential conflicts and synergies, and propose strategies for sustainable tourism development.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the principles and practices of ecotourism, including community engagement and empowerment.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Assess eco-friendly tourism infrastructure and operations, considering factors like waste management, low-emission vehicles, and sustainable lodging.	**E**	**P**	Instructor-created exams / Home Assignments
CO5	Examine the management strategies of protected areas, including national parks, wildlife sanctuaries, and biosphere reserves.	**An**	**C**	One Minute Reflection Writing assignments
CO6	Analyze the impact of climate	**An**	**C**	Viva Voce

	change on tourism destinations, including the greenhouse effect and global warming, and evaluate international agreements and protocols aimed at mitigating these effects.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Fundamentals of Ecology**	**10**	**15**
	1	Definition and Concept	2	
	2	Overview of key ecological concept e.g. environment, ecosystem, ecological balance, biodiversity and biodiversity hot spots	2	
	3	Man, environment relationship and conflict in deference stages of development	2	
	4	Inter-relationship between Tourism and Ecology	2	
	5	Concept of Sustainability and Ecological footprint in Tourism	2	
II		**Ecotourism and Community Engagement**	**15**	**25**
	6	Eco Tourism Definition, concept and Principles	1	
	7	Evolution of Ecotourism	1	
	8	Ecotourism Resources of India and Kerala	1	
	9	Major Ecotourism Projects	6	
		9.1 Case Study on Thenmala Ecotourism Project		
		9.2 Case Study on Periyar National Park		
	10	Community based tourism	2	
	11	Principles of Community Empowerment (through participation and benefit sharing)	2	
	12	Eco-Friendly Tourism Infrastructure and Operations (lodges, campsites, low-emission vehicles, waste management, promoting recycling and composting)	2	
III		**Protected Areas Management**	**13**	**17**
	13	National Parks	3	
	14	Wildlife Sanctuaries	3	
	15	Biosphere Reserves and Protected Areas	3	
	16	Visitor management and conservation efforts in protected areas	2	
	17	Importance of conserving biodiversity in tourism destinations	2	
IV		**Tourism and Climate Change**	**10**	**13**
	18	Impact of climate change in tourism destinations	2	
	19	Greenhouse Effect	2	
	20	Global Warming	2	

	21	Important conventions and agreements established in the global effort to address climate change (Montreal Protocol, Kyoto Protocol, Paris Agreement)	4	
V	**Open Ended Module:**		**12**	
		The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		**10**
	1.	Invite guest speakers to share their insights on eco-friendly tourism practices.		
	2.	Organise field visit to eco-tourism destinations		

Books and References:

1. Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing.
3. Fennell, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication.
4. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
5. Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
6. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
7. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74-89.
8. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	1	1	1						
CO 2	1	2	-	-	3	-						
CO 3	-	1	3	1	3	3						
CO 4	1	-	1	3	3	3						
CO 5	1	2	1	1	3	1						
CO 6	1	-	1	2	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓	✓	✓

ENTREPRENEURSHIP MANAGEMENT IN TOURISM (TTM8EJ406)

Programme	BTTM HONOURS				
Course Code	TTM8EJ406				
Course Title	Entrepreneurship Management in Tourism				
Type of Course	**Major** (Elective)				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	There are no specific prerequisites for this course, but a basic understanding of business principles and an interest in entrepreneurship, innovation, and the tourism industry would be beneficial				
Course Summary	This course covers the fundamentals of entrepreneurship with a focus on its significance, skills, traits, and role in economic development. It delves into creativity, innovation, and their application in the travel and tourism business, as well as the process of opportunity identification, new product development, and feasibility analysis				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the key concepts and principles of entrepreneurship in the context of the tourism industry.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze the process of creativity and innovation and their role in fostering entrepreneurship within the tourism sector.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate various sources of ideas and opportunities for tourism entrepreneurship, and demonstrate the ability to develop new products and business plans.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Examine the challenges and opportunities associated with start-up ventures in tourism, including financial considerations and government support mechanisms.	**An**	**C**	Instructor-created exams / Home Assignments
CO5	Apply entrepreneurial skills and knowledge to real-world scenarios through practical exercises.	**Ap**	**P**	One Minute Reflection Writing assignments

CO6	Create innovative solutions and strategies to address contemporary challenges and trends in tourism entrepreneurship.	**C**	**C**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Entrepreneurship**	**11**	**15**
	1	Entrepreneurship: Concept, Meaning and Definition	2	
	2	Types and Significance of Entrepreneurship	2	
	3	Entrepreneurship Skills	2	
	4	Entrepreneurial Traits	1	
	5	Characteristics of Entrepreneur	2	
	6	Role of Entrepreneurship in Economic Development	2	
II		**Creativity, Innovation, and Entrepreneurship**	**12**	**20**
	7	Process of creativity	2	
	8	Road blocks for creativity	2	
	9	Types of Innovation	3	
	10	Role of creativity and innovations in travel and tourism business	2	
	11	Contemporary trends	3	
III		**Tourism Entrepreneurship**	**14**	**20**
	12	Opportunity Identification	2	
	13	Source of Ideas	3	
	14	New Product Development	3	
	15	Business Plan	3	
	16	Feasibility Report	3	
IV		**Start-up and Financial Sources**	**11**	**15**
	17	Defining what constitutes a start-up venture in the tourism industry and the associated challenges and opportunities.	3	
	18	Feasibility Analysis of Tourism & Hospitality Enterprises	2	
	19	Evaluating the viability of business ideas within the tourism and hospitality sector	2	
	20	Subsidies and Incentives	2	
	21	Role of govt. in promoting entrepreneurship	2	
V	**Open Ended Module:**		**12**	**10**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the			

	educational experience for students. Some Suggestions are:			
	1	Conduct a Role Playing Exercise to Stimulate Entrepreneurial Decision		

Books and References:

1. Schaper, M., & Volery, T. (2007). Entrepreneurship and Small Business: A Pacific Rim Perspective. John Wiley & Sons, Australia LTD.
2, Morrison, A., Remington, M., & Williams, C. (1999). Entrepreneurship in the Hospitality, Tourism and Leisure Industries. Butterworth Heinemann, Oxford, UK.
3. Allen, K. R. (1999). Growing and Managing Entrepreneurial Business. Houghton Mifflin Company, Boston, NY.
4. Bridge, S., O'Neill, K., & Cromie, S. (2003). Understanding Entrepreneurship.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	1	1						
CO 2	1	2	1	1	1	1						
CO 3	-	3	3	-	3	1						
CO 4	1	-	2	2	1	1						
CO 5	1	2	1	1	1	1						
CO 6	1	1	1	-	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6			✓	

DETAILED SYLLABUS

MINOR COURSES

FUNDAMENTALS OF TOURISM AND HOSPITALITY INDUSTRY

Programme	BTTM Honours				
Course Code	TTM1MN103				
Course Title	Fundamentals of Tourism and Hospitality Industry				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	It is a basic course in tourism and hotel management domain. No essential pre-requisites needed.				
Course Summary	The Fundamentals of Tourism and Hospitality Industry course introduces the history, development, and contemporary aspects of tourism and hospitality. Students will explore the evolution of tourism, types of tourism, and the basic components and characteristics of the tourism industry. The course also covers the history and organizational structure of the hospitality industry, classifications of hotels, and supplementary accommodations. Students will learn about various travel motivations and theories, as well as the economic, environmental, and socio-cultural impacts of tourism. The course includes an overview of major tourism organizations and their roles in the industry. A special focus on the Kerala tourism scenario through practical field visits, case studies, and interactions with industry experts provides students with a comprehensive understanding of local tourism dynamics.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution and development of the tourism industry.	**U**	**F**	Written Exams
CO2	Define and differentiate between various types of tourism and the basic components and characteristics of the tourism industry.	**R**	**F**	Written Exams
CO3	Explain the history, evolution, and organizational structure of the hospitality industry and classify different types of hotels.	**U**	**F**	Written Exams
CO4	Analyze various travel motivation theories and the impacts of tourism on the economy, environment, and socio-cultural aspects.	**An**	**C**	Written Exams
CO5	Identify and describe the roles of major tourism organizations and their contributions to the tourism industry.	**R**	**F**	Written Exams

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I	**Exploring Tourism: Past to Present**		**12**	**20**
	1	Introduction to Tourism industry,		
	2	Historical Evolution and Development of Tourism (Travel Through Ages- Early and Medieval Period of Travel, Grand Tour, Industrial Era, Modern Era).		
	3	Meaning and definitions- (Traveller, Visitor, Tourist, Excursion, Visitor), Types of Tourism- International tourism (in bound tourism &out bound tourism)-domestic tourism		
	4	Basic components of tourism- elements of tourism		
	5	Characteristics of Tourism industry.		
II	**Introduction to Hospitality Industry**		**12**	**20**
	6	Introduction to Hospitality Industry, History and Evolution of Hotel		
	7	Hotel- Meaning and Definition, Hotel Brands (India and International)		
	8	Departments in Hotel, Organizational structure of a five-star Hotel		
	9	Classification of Hotels (by Size, Location & Target Market, Ownership, Duration of stay, Degree Service),		
	10	Supplementary Accommodation units		
III	**Travel Motivations & Impacts**		**11**	**15**
	11	Travel Motivations- Concept and Definition		
	12	Dann's Theory of Push and Pull Factors		
	13	Gray's Travel Motivation Theory		
	14	Cohen's Types of Tourist Theory		
	15	McIntosh Categorization of Travel Motivation		
	16	Economic Impact of Tourism		
	17	Environmental Impact of Tourism		
	18	Socio- Cultural Impacts of Tourism		
IV	**Tourism Organisations**		**10**	**15**
	19	UNWTO,		
	20	WTTC		
	21	IATA		
	22	PATA		
	23	ICAO		
	24	ITDC		
	25	KTDC		
	26	IATO		
	27	TAAI		
	28	FHRAI		

V	Practical Module	30	20
	The Practical Module on "Kerala Tourism Scenario" should focus on providing students with a comprehensive understanding of the tourism landscape in Kerala. Instructors can choose activities and topics that are relevant to the current trends and developments in Kerala's tourism industry. This module encourages hands-on learning through field visits, case studies, and practical analysis of real-world scenarios. Guest lectures from industry experts and interaction with local tourism authorities can also be included to enhance students' knowledge and experience.		

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Check in and Checkout- Jerome Vallen
6. Hotel front office training manual- Sudhir Andrews
7. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	3	1	1	1	2	1	2	1	1	1	2	1
CO 4	1	2	2	2	1	1	2	2	2	2	2	2
CO 5	3	1	1	1	2	1	2	1	1	1	2	1
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

TOURISM AND HOSPITALITY ENTREPRENEURSHIP

Programme	BTTM Honours				
Course Code	TTM1MN104				
Course Title	Tourism and Hospitality Entrepreneurship				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	There are no specific prerequisites for this course, but a basic understanding of business principles and an interest in entrepreneurship, innovation, and the tourism and hospitality industry would be beneficial				
Course Summary	This course covers the fundamentals of entrepreneurship with a focus on its significance, skills, traits, and role in economic development. It delves into creativity, innovation, and their application in the travel and tourism business, as well as the process of opportunity identification, new product development, and feasibility analysis				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the key concepts and principles of entrepreneurship in the context of the tourism industry.	**U**	**F**	Instructorcreated exams / Quiz
CO2	Analyze the process of creativity and innovation and their role in fostering entrepreneurship within the tourism sector.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate various sources of ideas and opportunities for tourism entrepreneurship, and demonstrate the ability to develop new products and business plans.	**E**	**P**	Seminar Presentation / Group Tutorial Work
CO4	Examine the challenges and opportunities associated with start-up ventures in tourism, including financial considerations and government support mechanisms.	**An**	**C**	Instructorcreated exams / Home Assignments
CO5	Apply entrepreneurial skills and knowledge to real-world scenarios through practical exercises.	**Ap**	**P**	One Minute Reflection Writing assignments

CO6	Create innovative solutions and strategies to address contemporary challenges and trends in tourism entrepreneurship.	**C**	**C**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
\# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Entrepreneurship**	**12**	**20**
	1	Entrepreneurship: Concept, Meaning and Definition		
	2	Types and Significance of Entrepreneurship		
	3	Entrepreneurship Skills		
	4	Entrepreneurial Traits		
	5	Characteristics of Entrepreneur		
	6	Role of Entrepreneurship in Economic Development		
II		**Creativity, Innovation, and Entrepreneurship**	**12**	**20**
	7	Process of creativity		
	8	Road blocks for creativity		
	9	Types of Innovation		
	10	Role of creativity and innovations in travel and tourism business		
	11	Contemporary trends		
III		**Tourism Entrepreneurship**	**10**	**15**
	12	Opportunity Identification		
	13	Source of Ideas		
	14	New Product Development		
	15	Business Plan		
	16	Feasibility Report		
IV		**Start-up and Financial Sources**	**11**	**15**
	17	Setting up of Business, Licenses and permits, Business Registration, GST Registration		
	18	Sources of Finance and for tourism enterprises.		
	19	Subsidies & Incentives		
	20	Tourism Finance Corporation of India Ltd.		
	21	Role of govt. in promoting entrepreneurship in Tourism		
V	**Practical Module:**		**30**	**20**
	The syllabus for this fifth module designated as open-ended. In this practical module, The Tourism Hotel Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Conduct a Role-Playing/ Brainstorming Exercise to Stimulate Entrepreneurial Decision		
	2	Case Studies- Air BNB, OYO rooms, Make my trip etc		
	References			

	1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40. 2. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House. 3. Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row. 4. Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood. 5. Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	1	1						
CO 2	1	2	1	1	1	1						
CO 3	-	3	3	-	3	1						
CO 4	1	-	2	2	1	1						
CO 5	1	2	1	1	1	1						
CO 6	1	1	1	-	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6			✓	

HOSPITALITY BUSINESS MARKETING

Programme	BTTM Honours				
Course Code	TTM2MN103				
Course Title	Hospitality Business Marketing				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry, strong communication skills, customer service experience, basic marketing knowledge.				
Course Summary	The Hospitality Business Marketing course introduces students to fundamental marketing principles and strategies tailored for the hospitality industry. Students will learn to create marketing plans, conduct basic market research, and develop promotional activities. The course covers customer relationship management, digital marketing, and branding. Practical applications and real-world examples are included to equip students with essential marketing skills. This course prepares students for entry-level roles in hospitality marketing, focusing on creativity and basic strategic thinking.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand and explain fundamental marketing principles and their application in the hospitality industry.	U	F	Written Exams
CO2	Identify and describe market research methods and analyze basic data relevant to the hospitality sector.	R	C	Written Exams
CO3	Develop simple marketing strategies and promotional activities for hospitality businesses.	Ap	P	Application in Practical's
CO4	Evaluate basic digital marketing techniques and tools for improving online presence and customer engagement.	E	C	Written Exams
CO5	Assess customer relationship management practices and their impact on guest satisfaction and business growth.	E	P	Application in Practical's
CO6	Create basic marketing campaigns using branding strategies to attract and retain customers.	C	M	Application in Practical's / Project Work

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Introduction to Hospitality Marketing**	**12**	**20**
	1	Introduction to Hospitality Marketing: Definition and Importance		
	2	Basics of Marketing Environment: Internal and External Factors		
	3	Understanding Consumer Behavior in Hospitality		
	4	Basics of Market Segmentation and Targeting		
	5	Marketing Mix for Hospitality: Product, Price, Place, Promotion, People, Process, Physical Evidence		
II		**Basic Market Research**	**12**	**20**
	6	Basic Market Research Techniques		
	7	Conducting Competitive Analysis		
	8	Developing Simple Marketing Strategies		
	9	Implementing and Monitoring Marketing Plans		
	10	Case Studies: Basic Hospitality Marketing Examples		
III		**Digital Marketing**	**11**	**15**
	11	Introduction to Digital Marketing		
	12	Basics of Email Marketing and Content Creation		
	13	Managing Online Reputation and Customer Engagement		
	14	Introduction to Mobile Marketing and Apps		
IV		**Branding and Loyalty**	**10**	**15**
	15	Building Customer Loyalty and Retention Strategies		
	16	Personalizing Guest Experiences		
	17	Branding in Hospitality: Brand Equity, Brand Positioning, and Brand Communication		
	18	International Hotel Brands		
V	**Practical Module**		**30**	**20**
	Discuss basic marketing techniques and trends relevant to the hospitality industry. Practical training and simple case study analysis. Topics can include: experiential marketing, sustainability in marketing, basic crisis communication strategies, etc			
	References; Kotler, P., Bowen, J. T., & Makens, J. C. Marketing for Hospitality and Tourism. Pearson. Morrison, A. M. . Hospitality Marketing. Routledge. Walker, J. R. Introduction to Hospitality Management. Pearson.			

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	-	2	1	1	1	2
CO 2	3	1	1	1	2	1	-	2	1	1	1	2
CO 3	1	2	2	2	1	1	-	2	2	2	2	2
CO 4	1	2	2	2	1	2	-	2	2	2	2	2
CO 5	1	2	2	2	1	2	-	2	2	2	2	2
CO 6	1	2	2	2	1	2	-	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2		✓		✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

HUMAN RESOURCE MANAGEMENT IN HOSPITALITY INDUSTRY

Programme	BTTM Honours				
Course Code	TTM2MN104				
Course Title	Human Resource Management in Hospitality Industry				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry and interest in human resource management principles.				
Course Summary	The Human Resource Management in Hospitality Industry course provides a comprehensive overview of HRM practices and principles tailored to the unique challenges and opportunities within the hospitality sector. Students will learn about recruitment and selection, training and development, performance management, and employee relations. The course includes practical insights and case studies to enhance students' problem-solving and decision-making abilities, preparing them for HR roles in the hospitality industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and scope of HRM in the hospitality industry.	U	F	Written Exams
CO2	Identify the unique challenges and roles of HRM in achieving organizational goals in the hospitality sector.	R	F	Written Exams
CO3	Apply effective recruitment and selection techniques tailored to the hospitality industry.	Ap	P	Application in Practical's
CO4	Design and evaluate training programs to enhance employee performance in hospitality settings.	C	P	Project Work / Case Studies
CO5	Implement performance management strategies to appraise and improve employee performance.	E	C	Application in Practical's

CO6	Develop strategies for fostering positive employee relations and motivation within the hospitality industry.	C	M	Project Work / Case Studies

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Introduction to HRM in the Hotel Industry**	**10**	**15**
	1	Definition, scope, and importance of HRM.		
	2	Unique challenges of HRM in the hospitality sector.		
	3	Role of HRM in achieving organizational goals.		
		Recruitment and Selection, Training and Development	**13**	**20**
II	4	Job analysis and job descriptions.		
	5	Recruitment strategies and sources.		
	6	Selection process and techniques.		
	7	Legal and ethical considerations in recruitment and selection.		
	8	Importance of training and development.		
	9	Designing effective training programs.		
	10	Evaluation of training effectiveness.		
		Performance Management	**12**	**20**
III	11	Objectives of performance management.		
	12	Techniques for appraising employee performance.		
	13	Strategies for improving performance.		
	14	Handling performance issues and employee grievances.		
IV		**Employee Relations and Motivation**	**10**	**15**
	15	Importance of good employee relations.		
	16	Strategies for fostering a positive work environment.		
	17	Motivation theories and their application.		
	18	Employee engagement and retention strategies.		
V	**Practical Module:**		**30**	**20**

	The Practical Module on "Contemporary Issues in HRM in Hospitality" should focus on providing students with a comprehensive understanding of current trends and developments in human resource management within the hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of HRM. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with HR professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience. The syllabus for this fifth module designated as Practical Module. In this module, The Tourism and Hotel Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are: ● Discuss the current trends, challenges, and opportunities in HRM within the hospitality industry. ● Analyze the impact of global events and economic factors on HRM practices in hospitality. ● Conduct practical case studies on successful HRM practices in the hospitality industry.
	References; Human Resources in the Food Service and Hospitality Industry; The BC Cook Articulation Committee BCCAMPUS VICTORIA, B.C. https://www.researchgate.net/profile/Slobodan-Cerovic-2/publication/341001937_US_-_Human_resource_management_in_hospitality_industry/links/5ea96fbfa6fdcc705097d1b2/US-Human-resource-management-in-hospitality-industry.pdf Michael John Boella · 2000; Human Resource Management in the Hospitality Industry Human Resources Management in the Hospitality Industry; David K. Hayes, Jack D. Ninemeier · 2009

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	2	1	2	1	1	1	2	1
CO2	3	1	1	1	2	1	2	1	1	1	2	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	2	2	2	2	2	2	2
CO5	1	2	2	2	1	2	2	2	2	2	2	2
CO6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low

2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	

MANAGEMENT PRINCIPLES FOR HOSPITALITY BUSINESS

Programme	BTTM Honours				
Course Code	TTM3MN203				
Course Title	Management Principles for Hospitality Business				
Type of Course	Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic understanding of the hospitality industry, interest in management principles, and good communication skills.				
Course Summary	The Management Principles for Hospitality Business course provides an overview of essential management concepts and practices within the hospitality industry. The course is designed to equip students with the knowledge and skills required for effective management and leadership in hospitality operations. Students will learn about the foundations of management, organizational behavior, strategic planning, and quality management specific to the hospitality sector. The course includes practical training and case studies to enhance students' problem-solving and decision-making abilities, preparing them for leadership roles in hospitality management.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and functions of management in the context of hospitality operations.	U	F	Written Exams
CO2	Explain the evolution of management thought and its relevance to modern hospitality management.	U	C	Written Exams
CO3	Apply the principles of management, including planning, organizing, staffing, directing, and controlling in hospitality settings.	Ap	P	Application in Practical's
CO4	Analyze various organizational behavior concepts and their application in enhancing team dynamics and employee performance.	An	C	Written Exams
CO5	Evaluate different leadership styles and motivational theories to improve team management and productivity in the hospitality industry.	E	C	Application in Practical's
CO6	Develop strategic planning and decision-making skills to address contemporary issues and challenges in hospitality management.	C	M	Project Work / Case Studies

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Marks (70)
I		**Foundations of Management**	**12**	**20**
	1	Introduction to Management: Definition, Importance, and Functions		
	2	Evolution of Management Thought		
	3	Principles of Management: Planning, Organizing, Staffing, Directing and Controlling.		
	4	Roles and Responsibilities of Managers in the Hospitality Industry		
	5	Effective Leadership and Decision-Making		
II		**Organizational Behavior**	**12**	**15**
	6	Concept, Nature and importance of Planning		
	7	Types and process of Planning. Management By Objectives (MBO)		
	8	Decision Making: concepts, process, and types of decisions		
	9	Guidelines for effective decision making		
III		**Strategic Planning and Management**	**12**	**17**
	10	Concept of organizing and organisation		
	11	Organisation Structure and design		
	12	Departmentation, Span of Management, Authority and Responsibility		
	13	Delegation of authority, centralization versus decentralization		
IV		**Leadership in Hospitality**	**12**	**18**
	14	Leadership and motivation: leadership styles		
	15	Theories of motivation		
	16	Team Management. Team Creation and Management		
	17	Characteristics of work group - Work group behaviour and productivity		
V		**Open Ended Module**	**12**	**10**

	The Open-Ended Module on "Contemporary Issues in Hospitality Management" should focus on providing students with a comprehensive understanding of current trends and developments in the hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of hospitality management. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with hospitality professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience. ● Discuss the current trends, challenges, and opportunities in the hospitality industry ● Analyze the impact of global events and economic factors on hospitality businesses ● Conduct practical case studies on successful management practices in the hospitality industry		

References;

Essential of Management – Harold Koontz &HeinszWeirich
Management Theory – Jungle, H. Koontz.
Principles of Management – Peter F. Drucker.
Management Concepts – V.S.P. Rao, Konark Publishers
Principles & Practice of Management – L.M. Prasad, S. Chand.
Modern Business Administration – R.C., Pitman.
Hospitality Management: A Capstone Course" by Matt A. Casado
Principles of Management for the Hospitality Industry" by Dana Tesone

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	2	1	2	1	1	1	2	1
CO2	3	1	1	1	2	1	2	1	1	1	2	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	2	2	2	2	2	2	2
CO5	1	2	2	2	1	2	2	2	2	2	2	2
CO6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

REVENUE MANAGEMENT IN HOSPITALITY BUSINESS

Programme	BTTM Honours				
Course Code	TTM3MN204				
Course Title	Revenue Management in Hospitality Business				
Type of Course	Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry operations				
Course Summary	The Revenue Management in Hospitality Business course provides students with an understanding of the strategies and techniques used to maximize revenue in the hospitality industry. The course covers key concepts such as pricing strategies, demand forecasting, inventory control, and distribution channel management. Practical case studies and real-world examples are used to enhance students' analytical and decision-making skills, preparing them for revenue management roles in the hospitality sector.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic principles and importance of revenue management in the hospitality industry.	U	F	Written Exams
CO2	Identify various pricing strategies and their application in maximizing revenue.	R	C	Written Exams
CO3	Apply demand forecasting techniques to predict customer demand and optimize inventory management.	Ap	P	Application in Practical's
CO4	Analyze the role of distribution channels in revenue management and develop effective channel management strategies.	An	C	Project Work / Case Studies
CO5	Evaluate different revenue management systems and tools used in the hospitality industry.	E	P	Application in Practical's
CO6	Develop and implement comprehensive revenue management strategies to enhance profitability in hospitality businesses.	C	M	Project Work / Case Studies

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Introduction to Revenue Management**	**12**	**20**
	1	Definition, scope, and importance of revenue management in hospitality		
	2	History and evolution of revenue management		
	3	Key concepts and terminology in revenue management		
	4	Role of revenue management in achieving business objectives		
		Pricing Strategies	**12**	**18**
II	5	Overview of pricing strategies		
	6	Dynamic pricing and rate parity		
	7	Price segmentation and differentiation		
	8	Psychological pricing and discounting strategies		
		Demand Forecasting and Inventory Management	**11**	**17**
III	9	Fundamentals of demand forecasting		
	10	Quantitative and qualitative forecasting methods		
	11	Inventory control techniques		
	12	Overbooking and capacity management		
IV		**Employee Relations and Motivation**	**10**	**15**
	13	Overview of distribution channels in hospitality		
	14	Role of online travel agencies (OTAs)		
	15	Direct vs. indirect distribution channels		
	16	Channel management strategies		
V		**Practical Module**	**30**	
		● Case studies on pricing strategies, Demand Forecasting Employee relation and Revenue management in hospitality		**20**
		References; ● Revenue Management for the Hospitality Industry by David K. Hayes and Allisha Miller. ● Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy" by Kelly McGuire Revenue Management with Answer Sheet (AHLEI) (AHLEI - Hospitality Sales and Marketing)" by Gabor Forgacs.		

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	1	2	1	2	1	2	1	2	1
CO2	2	1	2	1	2	1	1	1	2	1	2	1
CO3	2	2	3	2	2	1	2	2	3	2	3	2
CO4	3	2	3	2	3	1	2	2	3	2	3	2
CO5	2	2	3	2	3	1	2	2	3	2	3	2
CO6	3	2	3	2	3	1	2	2	3	2	3	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

Mapping of COs to Assessment Rubrics:

FOOD & BEVERAGE OPERATIONS

Programme	BTTM Honours				
Course Code	TTM8MN306				
Course Title	Food & Beverage Operations				
Type of Course	Minor				
Semester	VIII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry, interest in food and beverage services, and basic culinary skills.				
Course Summary	The Food & Beverage Operations course provides a comprehensive overview of the operational aspects of food and beverage service and food production. The course is designed to equip students with the knowledge and skills required for effective food and beverage management within the hospitality industry. Students will learn about the organization and functions of the F&B department, service techniques, menu planning, and basic culinary operations. The course includes practical training to enhance students' hands-on experience, preparing them for various roles in food and beverage operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the organization and functions of the Food & Beverage (F&B) department in a hotel.	U	F	Written Exams
CO2	Identify the roles and responsibilities of F&B staff and the attributes of effective service personnel.	R	F	Written Exams
CO3	Familiarize with various F&B service equipment and different types of food service areas and outlets.	Ap	C	Application in Practical's
CO4	Analyze the different types of menus and meals, including the procedures for laying a table and serving a meal.	An	C	Written Exams
CO5	Demonstrate basic technical skills required for food and beverage service, such as holding service spoons and forks, carrying trays, and laying tablecloths.	E	P	Application in Practical's
CO6	Conduct practical training in an in-house restaurant or F&B lab to apply theoretical knowledge in real-world settings.	C	M	Application in Practical's / Project Work

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Introduction to F&B Department**	**11**	**20**
	1	Overview of the Food & Beverage Industry		
	2	Organization Structure of the F&B Department		
	3	Roles and Responsibilities of F&B Staff		
	4	Inter-departmental Relationships within a Hotel		
	5	Attributes of Effective Service Personnel		
II		**Food & Beverage Service Basics**	**12**	**20**
	5	Types of Food Service Establishments (Restaurants, Cafes, Banquets, etc.)		
	6	F&B Service Equipment and Their Uses		
	7	Mise en Place and Mise en Scene		
	8	Menu Planning and Types of Menus		
	9	Types of Meals and Service Styles (A la Carte, Table d'hote, Buffet, etc.)		
III		**Food Production Basics**	**12**	**20**
	10	Introduction to Food Production		
	11	Kitchen Organization and Layout		
	12	Roles and Responsibilities of Kitchen Staff		
	13	Basic Cooking Methods and Techniques		
	14	Kitchen Safety and Hygiene Practices		
	15	Basics of Menu Planning and Food Costing		
IV		**Practical Skills in F&B Operations**	**10**	**10**
	16	Holding and Using Service Spoons and Forks		
	17	Carrying a Tray and Serving Plates		
	18	Laying and Changing a Table Cloth		
	19	Setting Up a Dining Table		
	20	Service of Food		
	21	Food Presentation Techniques		
V		**Practical Module**	**30**	**20**
		The Open-Ended Module should focus on practical training relevant to Food & Beverage service. Instructors can choose activities that allow students to apply theoretical knowledge in real-world settings, such as conducting practical sessions in an in-house lab. This module encourages hands-on experience and skill development.		

References;

Food & Beverage Service– Lillicrap & Cousins, ELBS
Food & Beverage Service Training Manual
Practical cookery- David Fosket, Neil Rippington
Sudhir Andrews, Tata Mc Graw Hill
Modern Restaurant Service–John Fuller, Hutchinson

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2
CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4				✓
CO5		✓	✓	✓
CO6			✓	

ROOM DIVISION MANAGEMENT

Programme	BTTM Honours				
Course Code	TTM8MN307				
Course Title	Room Division Management				
Type of Course	Minor				
Semester	VIII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry, interest in hotel operations, and good communication skills.				
Course Summary	The Room Division Management course provides a comprehensive overview of the operational aspects of front office and housekeeping operations within the hospitality industry. The course is designed to equip students with the knowledge and skills required for effective management of the room division in a hotel. Students will learn about the organization and functions of the front office and housekeeping departments, guest handling procedures, room management, and housekeeping operations. The course includes practical training to enhance students' hands-on experience, preparing them for various roles in room division management.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the organization and functions of the front office and housekeeping departments in a hotel.	U	F	Written Exams
CO2	Identify the roles and responsibilities of front office and housekeeping staff and the attributes of effective service personnel.	R	F	Written Exams
CO3	Familiarize with various front office and housekeeping operations, including reservation, check-in/check-out procedures, and room cleaning.	Ap	C	Application in Practical's
CO4	Analyze the different guest handling procedures and the importance of inter-departmental communication within the room division.	An	C	Written Exams
CO5	Demonstrate basic technical skills required for front office and housekeeping operations, such as room management and guest services.	E	P	Application in Practical's
CO6	Conduct practical training in an in-house hotel environment to apply theoretical knowledge in real-world settings.	C	M	Application in Practical's / Project Work
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I		**Introduction to Front Office Operations**	**12**	**18**
	1	Overview of the Front Office Department		
	2	Organization Structure of the Front Office		
	3	Roles and Responsibilities of Front Office Staff		
	4	Front Office Layout and Equipment		
	5	Attributes of Effective Front Office Personnel		
II		**Front Office Procedures**	**12**	**17**
	6	Reservation Procedures and Systems		
	7	Check-in and Check-out Procedures		
	8	Guest Services and Handling Complaints		
	9	Front Office Accounting and Cashiering		
	10	Night Audit Procedures		
III		**Introduction to Housekeeping Operations**	**11**	**18**
	11	Overview of the Housekeeping Department		
	12	Organization Structure of the Housekeeping Department		
	13	Roles and Responsibilities of Housekeeping Staff		
	14	Housekeeping Layout and Equipment		
	15	Attributes of Housekeeping Personnel		
IV		**Housekeeping Procedures**	**10**	**17**
	16	Cleaning Procedures and Schedules		
	17	Room Preparation and Inspection		
	18	Laundry Operations		
	19	Inventory Control and Management		
	20	Health and Safety Standards in Housekeeping		
V		**Practical Module**	**30**	**20**
	The Open-Ended Module should focus on practical training relevant to Front Office and Housekeeping. Instructors can choose activities that allow students to apply theoretical knowledge in real-world settings, such as conducting practical sessions in an in-house lab. This module encourages hands-on experience and skill development.			

References;

Andrews, S. -Hotel Front Office Training Manual. Tata McGraw-Hill Education.
Baker, S., Huyton, J., & Bradley, P. Principles of Hotel Front Office Operations. Cengage Learning.
Jones, T. J. A. . Professional Management of Housekeeping Operations. Wiley.
Walker, J. R. Introduction to Hospitality Management. Pearson.
Hotel Housekeeping Operations and Management. Oxford University Press

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2
CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4				✓
CO5		✓	✓	✓
CO6			✓	

Detailed Syllabus – MDC and SEC

ECONOMICS OF TOURISM (TTM1FM105)

Programme	BTTM HONOURS				
Course Code	TTM1FM105				
Course Title	Economics of Tourism				
Type of Course	**MDC**				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	Basic knowledge of economics principles and statistical analysis is required. An interest in Economics also recommended.				
Course Summary	This course provides an overview of tourism economics, covering concepts such as demand, supply, elasticity, and economic impacts of tourism. It explores the determinants of tourism demand and supply, economic contributions of tourism, negative impacts, and statistical analysis of tourism data, with a focus on Kerala tourism statistics and comparison with other states in India.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of tourism economics concepts.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze tourism demand and supply dynamics.	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Assess the positive and negative economic contributions of tourism.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Apply statistical methods to analyze tourism data, including types of tourist statistics, spending and earning analysis, trend analysis, and comparison of tourism statistics between different regions or time periods.	**Ap**	**P**	Instructor-created exams / Home Assignments
CO5	Synthesize knowledge through case studies and practical activities.	**C**	**C**	One Minute Reflection Writing assignments

CO6	Evaluate economic policies and practices in tourism management.	**E**	**C**	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +09)	Marks (50)
I		**Tourism Economics**	**08**	**10**
	1	Definition, Concept and Significance of Tourism Economics	2	
	2	Basic Economic Concepts (Demand, Supply, Elasticity)	2	
	3	Characteristics of Tourism as an Economic Activity	2	
	4	Micro and Macro Economics	2	
II		**Tourism Demand and Supply**	**10**	**15**
	5	Tourism Demand: Definition and Measurement	2	
	6	Determinants of Tourism	1	
	7	Indicators and Methods for Measuring Demand	1	
	8	Challenges in Measuring Tourism Demand	1	
	9	Tourism supply: Definition	1	
	10	Determinants of tourism supply	1	
	11	Law of supply	1	
	12	Elasticity of supply	1	
	13	Tourism supply forecasting	1	
III		**Economic Impacts of Tourism**	**10**	**15**
	14	Definition and significance of economic impacts in tourism	1	
	15	Positive Economic Contributions of Tourism	4	
		15.1 Contribution of tourism to GDP (direct, indirect, and induced effects)		
		15.2 Employment generation (direct, indirect, skilled, unskilled and semi-skilled)		
		15.3 Foreign exchange earnings		
		15.4 Stimulation of infrastructure development		
	16	Negative Economic Impacts of Tourism	4	
		16.1 Leakage of tourism revenues		
		16.2 Seasonality (fluctuating employment opportunity and revenue)		
		16.3 Inflation		
	17	Multiplier Effect and its types	1	
IV		**Tourism Statistics**	**08**	**10**
	18	Tourism Statistics: Types of Tourist Statistics (Volume, Value, Visitor Profiles)	3	
	19	Statistical Analysis of Spending and Earning in Tourism	2	

	20	Tourism Trend Analysis	1	
	21	Kerala tourism statistics	1	
	22	Comparison of important states in India in terms of Foreign Tourist Arrivals (FTA).	1	
V	**Open Ended Module:**		**09**	**5**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Arrange local community interactions with students to assess economic impacts of tourist destination.		
	2	Collect latest statistical data of Kerala Tourism and compare the data with the previous years		

Books and References:

1. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
2. Hall, C.M., 2008, Tourism Planning: Policies, Process and Relationships, Pearson Education: Essex.
3. Kelly I and Nankervis T, 2009, Visitor Destinations, John Wiley and Sons, Milton: Australia
4. Richard T, Wright. Dorothy f. Broose, Enviornmental science Toward a Sustainable Future, PHI Learning, Pvt Ltd, new Delhi
5. K. Anilkumar , S.V. Sudheer, Negative Factors of Tourism, Abhijeet Publications , new Delhi. ISBN 978-93-81136-71-3

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	PO 1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	1	1						
CO 2	1	3	2	1	1	1						
CO 3	1	1	3	1	1	1						
CO 4	1	1	1	2	2	1						
CO 5	1	1	1	1	3	2						
CO 6	1	1	1	1	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓		✓
CO 5		✓		✓
CO 6		✓	✓	

IT APPLICATIONS IN TOURISM (TTM2FM106)

Programme	BTTM HONOURS				
Course Code	TTM2FM106				
Course Title	IT Applications in Tourism				
Type of Course	**MDC**				
Semester	II				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A basic understanding of information technology concepts and familiarity with social media platforms is required. An interest in Information Technology also recommended.				
Course Summary	This course delves into the intersection of tourism and information technology (IT), covering topics such as the importance of IT in tourism, ICT tools for digital tourism management, social media marketing, online payment systems, and emerging trends like virtual reality and artificial intelligence.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of the fundamental concepts and significance of IT in tourism management.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze the impact of Information and Communication Technologies (ICTs) on tourism and evaluate their effectiveness in digital tourism organizations.	**Ap**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Apply various ICT tools for managing e-tourism operations and online marketing strategies.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Evaluate the role of social media platforms and online payment systems in tourism promotion and e-commerce.	**C**	**P**	Instructor-created exams / Home Assignments
CO5	Design and implement social media marketing campaigns and content strategies for tourism businesses.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Critically analyze emerging trends in IT relevant to the tourism sector, such as virtual	**C**	**P**	Viva Voce

	reality, augmented reality, and influencer marketing, and propose strategic applications.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +09)	Marks (70)
I		**Tourism and IT**	**08**	**10**
	1	Meaning, Concept, Definition and Scope	1	
	2	Importance of IT in Tourism	1	
	3	Defining ICTs, new ICT developments, impact of ICTs on tourism	2	
	4	ICT tools for managing the digital tourism organisation	2	
	5	Internet supported e-tourism management	1	
	6	Concepts and Definition of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS	1	
II		**Digital and Social Media Tourism**	**10**	**15**
	7	Uses of social media marketing for tourism promotion	2	
	8	Impact of social media in tourism-X, LinkedIn, Facebook, Instagram and other social media application	2	
	9	Importance of Payment Systems in E-tourism	2	
	10	Online Payment – Payments Cards – Electronic Cash – Electronic Wallets – UPI- Digital Cards	2	
	11	Internet Technologies – Banking – Security Issues and Certification	2	
III		**Online Marketing**	**10**	**15**
	12	Social Media Campaign process	2	
	13	Social Media Marketing	2	
	14	Managing social media performance	1	
	15	Manage social media activities	1	
	16	Impact of social media in tourism-X, LinkedIn, Facebook, Instagram and other social media application	2	
	17	Content Marketing (Travel blogs, Storytelling, Travel Guides)	1	
	18	Role of social media and user generated content in marketing	1	
IV		**Trends in IT**	**08**	**10**
	19	Video Content Dominance	1	
	20	Influencer Marketing	1	
	21	User-Generated Content (UGC)	1	
	22	Virtual Reality (VR), Augmented Reality (AR) and AI-Powered Assistance	2	
	23	Real-Time Updates	1	
	24	Online Reviews and Reputation Management	2	
V		**Open Ended Module:**	**09**	**5**
	This fifth module's syllabus is left open-ended. The affiliated college's Travel & Tourism Management Department is free to add their own			

	thoughts and viewpoints to this open-ended module. It promotes originality, inventiveness, and a variety of methods for learning within the parameters of the course. Students' educational experience is enhanced by the dynamic and interesting learning environment that this open-ended approach generates. Some Recommendations are:			
	1	Organise a virtual tour experience		
	2	Organise workshop on social media content creation (Posters, stories and videos)		

Books and References:

35. P.K. Sinha, Introduction to Computers
36. Alexis Leon and Mathew Leon – Introduction to Computers, published by Leon Tech World.
37. Rajaraman, V., Introduction to Information Technology, PHI.
38. Sheldon P. (2002), Tourism Information Technology, CABI.
39. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
40. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
41. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
42. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
43. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
44. Rayport J.F. &Jaworski B.J. (2002), Introduction to E-commerce, McGraw-Hill.
45. Bones, C., & Hammersley, J.(2015). Leading Digital Strategy :driving Business Growth through Effective E-commerce. Kogan Page Limited.
46. Chaffey, D. (2013).E-Business and Commerce Management: Implementation and Practice. England: Prentice Hall.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	-	-	-	-						
CO 2	-	-	-	2	-	-						
CO 3	-	-	3	-	-	-						
CO 4	-	-	-	3	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓	✓	✓
CO 6			✓	

AIRLINE TICKETING AND GDS (TTM5FS112)

Programme	BTTM HONOURS				
Course Code	TTM5FS112				
Course Title	Airline Ticketing and GDS				
Type of Course	**SEC**				
Semester	V				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A basic understanding of the airline industry and its operations is required. Familiarity with computer systems and reservation processes is recommended.				
Course Summary	This course introduces students to the fundamentals of airline ticketing, covering concepts such as types of journeys, air fares, passenger ticketing procedures, baggage checks, time calculations, and an overview of major Computer Reservation Systems (CRS) and Global Distribution Systems (GDS).				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and explain the fundamental concepts of airline ticketing, including the significance of various types of journeys, airfares, and passenger ticketing procedures.	**U**	**F**	Instructor-created exams / Quiz
CO2	Analyze global indicators affecting airline operations and demonstrate proficiency in time calculations	**An**	**C**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the historical evolution and functionalities of Computer Reservation Systems (CRS) and Global Distribution Systems (GDS).	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Compare and contrast major CRS/GDS platforms.	**E**	**C**	Instructor-created exams / Home Assignments
CO5	Apply practical skills in CRS/GDS operations.	**Ap**	**P**	One Minute Reflection Writing assignments
CO6	Design innovative solutions and strategies within the context of	**C**	**M**	Viva Voce

	airline ticketing.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hrs (36 +09)	Marks (50)
I		**Introduction to Airline Ticketing**	**10**	**14**
	1	Airlines Ticketing: Concept, Meaning, and Importance	2	
	2	Global Indicators	1	
	3	Types of journeys	1	
	4	Types of Air Fares	1	
	5	Passenger Ticket and Baggage Check	4	
		5.1 Miscellaneous Charges Order (MCO)		
		5.2 Multiple Purpose Document (MPD)		
		5.3 Pre-Paid Ticket Advice (PTA)		
		5.4 Billing and Settlement Plan (BSP)		
II		**Time Calculations**	**10**	**15**
	6	GMT	1	
	7	Time Zone, DST, IDL	1	
	8	Local Time Calculation	4	
	9	Flying Time Calculation	4	
III		**CRS and GDS**	**09**	**11**
	10	Evolution and Growth of CRS and GDS	3	
	11	Concept and definition	3	
	12	Structure of GDS	3	
IV		**Overview of Major CRS/ GDS**	**07**	**10**
	13	Amadeus	2	
	14	Galileo	2	
	15	World Span	1	
	16	Sabre	1	
	17	Abacus	1	
V	**Open Ended Module:** The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:		**09**	**5**

		Practical exercises on CRS commands for different systems (Galileo, Amadeus)- Practice using commands in a CRS (e.g., Galileo, Amadeus)- Creating and modifying Passenger Name Records (PNRs)- Booking flights, checking availability, and issuing tickets - Encoding/decoding city, airport, country, equipment, and airline information - Practice in schedule and availability commands.		

Books and References:

1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt PublishingCompany.
2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi:Kanishka.
3. Cook, G. N., &Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: KanishkaPublishers.
5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select –P-03.
6. IATA TrainingManual.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	1	1	1	3						
CO 2	2	2	2	1	1	1						
CO 3	1	1	3	2	2	2						
CO 4	1	1	2	3	2	1						
CO 5	2	2	2	3	3	2						
CO 6	1	1	1	3	3	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓		✓
CO 5		✓	✓	✓
CO 6			✓	

HOSPITALITY SALES AND MARKETING (TTM6FS113)

Programme	BTTM HONOURS				
Course Code	TTM6FS113				
Course Title	Hospitality Sales and Marketing				
Type of Course	**SEC**				
Semester	VI				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A foundational understanding of marketing concepts is required				
Course Summary	This course provides an in-depth understanding of hotel sales and marketing, covering key concepts such as the marketing mix, relationship marketing, guest preferences, and the development of marketing plans tailored to the hospitality industry				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of hotel sales and marketing.	**U**	**F**	Instructor-created exams / Quiz
CO2	Apply marketing strategies and techniques to the hospitality industry.	**Ap**	**P**	Practical Assignment / Observation of Practical Skills
CO3	Evaluate the effectiveness of marketing efforts within the hospitality sector.	**E**	**C**	Seminar Presentation / Group Tutorial Work
CO4	Analyze the role of sales teams and office management in driving hotel revenue.	**An**	**C**	Instructor-created exams / Home Assignments
CO5	Assess advertising, public relations, and publicity strategies for hospitality businesses.	**E**	**C**	One Minute Reflection Writing assignments
CO6	Apply innovative approaches to hospitality marketing challenges.	**C**	**P**	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +09)	Marks (50)
I		**Introduction to Hospitality Sales and Marketing**	**09**	**12**
	1	Overview of Sales and Marketing in Hospitality	1	
	2	Concepts and Definitions	1	
	3	Importance of Sales and Marketing in the hospitality industry	1	
	4	Marketing Mix in Hospitality	4	
		4.1 7 P's of Marketing		
		4.2 Product and Service Differentiation		
	5	Emerging Trends in Hospitality Marketing	1	
	6	Customer Relationship Management (CRM)	1	
II		**Sales Strategies in Hospitality Industry**	**10**	**15**
	7	Sales Techniques	5	
		7.1 Personal Selling		
		7.2 B2B and B2C Sales Approaches		
	8	Customer Retention Strategies	5	
		8.1 Loyalty Programs		
		8.2 Customer feedback and Service Recovery		
III		**Digital Marketing and E – Commerce**	**10**	**15**
	9	Social Media Marketing	3	
	10	Content Marketing	2	
	11	E-Commerce in Hospitality	5	
		11.1 Online Booking Systems		
		11.2 Payment Gateways		
IV		**Advertising, Public Relations and Publicity**	**7**	**08**
	12	Effective hotel advertising (brochure, social media advertising)	3	
	13	Building Brand Image	2	
	14	Managing Publicity	2	
V	**Open Ended Module:**		**09**	**5**
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	1	Reviewing marketing case studies published in reputed journals		
	2.	Organized an event like food fest, seminar, picnic, or a local tourism destination near your area and make and execute a marketing plan using the possibilities of digital marketing		
Books and References:				

5. Kotler, P., Bowen, J. T., Baloglu, S. (2019). Marketing for Hospitality and Tourism, 8th Ed.. Pearson Education, Inc.
6. Hudson, S. (2009). Tourism and hospitality marketing: a global perspective. Sage.
7. Taylor, D. (2012). Hospitality Sales and Promotion. Routledge.
8. George, R. (2021). Marketing tourism and hospitality: Concepts and cases. Springer Nature.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-						
CO 2	-	2	-	-	-	2						
CO 3	-	-	3	-	-	-						
CO 4	-	2	-	-	-	-						
CO 5	-	-	-	-	3	-						
CO 6	-	-	-	2	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6			✓	