UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Humanities- Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme under CBCSS UG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued

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G & A - IV - B

U.O.No. 9072/2019/Admn	Dated, Calicut University.P.O, 09.07.2019

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*Read:-*1.UO. No. 4368/2019/Admn Dated: 23.03.2019
2.Minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.06.2019 (Item no.1)
3. Letter from the Dean , Faculty of Humanities Dated : 04.07.2019

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate(UG) Curriculum-2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/PrivateRegistration with effect from 2019 Admission onwards has been implemented vide paper read first above.

The meeting of the Board of Studies in Travel & Tourism held on 21.06.2019 has approved the Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme restructured in tune with new CBCSS UG Regulation with effect from 2019 Admission onwards, vide paper read second above.

The Dean, Faculty of Humanities has approved item No.1 of the minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.06.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme in accordance with the new CBCSS UG Regulations 2019, in the University of Calicut, with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

The Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme in accordance with CBCSS UGRegulations 2019 is therefore implemented in the University with effect from 2019 Admission onwards.

Orders are issued accordingly. (Syllabus appended)

Biju George K

Assistant Registrar

To

The Principals of all Affiliated Colleges
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Section Officer

UNIVERSITY OF CALICUT

BACHELOR OF TRAVEL AND TOURISM MANAGEMENT

Under

Choice Based Credit and Semester System for Under Graduate Curriculum 2019

(CBCSSUG 2019)

For

Bachelor of Travel and Tourism Management

(2019 Admissions Onwards)

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Acknowledgement

The core of academic reforms heavily relies on the restructuring of learning process in a more insightful manner by taking into account the appropriateness of the content, application of effective pedagogic practices and equipping the learners for a meaningful academic progression. Tourism, as an academic discipline centered around one's own life experiences, has a profound scope for encouraging critical thinking and developing an academic community which is highly sensitive towards the life of various sections of society and sensible enough to suggest the most appropriate means to address the significant socio-cultural and development issues. Being an academic discipline rooted in various context, the Board of Studies was very keen to initiate an alternative and meaningful paradigm by making 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.

Collective effort is the key to success of any significant practices. There are many academicians, officials and administrators whose immense support and suggestions made this syllabus restructuring 2019 a success. I take this opportunity to express my sincere gratitude to all those who were part of this Endeavour for revising the syllabus.

I express profound gratitude to the Honorable 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 Faculty of Social Sciences and Board of Studies of Sociology 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.

Shelji Mathew

Chairman

Board of Studies

Travel and Tourism Management

Introduction

The Board of Studies in Travel and Tourism Management initiated the revision of the existing curriculum for Bachelor of Travel and Tourism Management (BTTM) Degree Programme with a broad vision of extending the scope of academic practices in Tourism and Travel by familiarizing the learners the recent advances in the subject and to make the subject sensitive to address the major issues in travel and tourism field. The designing of modules in each course has been done by this mission and vision. The curriculum ensures adequate significance to topics of contemporary scenario. It also aims at equipping the stake holders with an orientation to apply the knowledge they acquire in significant areas of everyday tourism activities in relation to industry and the society. Core courses and complimentary courses are selected for making the learners aware of the most essential aspects of tourism and to enabling the students to sensitize the surrounding requirements. The curriculum also offers one open course in the 5th semester for the students from other programmes according to their preference. The curriculum includes a Choice-based Core Course (6thSemester) and the institution can select one among the three Choice-Based Courses. The total credit of the programme is limited to 120 and UG Programme in Travel and Tourism includes:

a) Common Course: (English, Additional Language).

b) Complementary Courses

c) Core Course.

d) Open Course.

e) Elective Core Courses

f) Project.

The revised 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.

Aims and Objectives

Adhering to the curriculum objectives as prescribed by the UGC constituted Curriculum Development Committee (CDC), the Board of Studies in Travel and Tourism and faculty of humanities redrafted the course content by provisions for doing project work and assessment of scholastic achievement by adopting leaner centered mode. The course objectives are stated with an orientation to facilitate Outcome based Education (OBE) curriculum.

Programme Specific Outcome (PSOs)

1. Getting an exposure to the fundamental concepts and theories in acquiring skills for different aspects of tourism.
2. Achieve critical sensibility towards social, economic and societal situation and to develop critical thinking ability
3. Exhibit oral and written communication skills in disseminating industrial knowledge.
4. Improve proficiency in applying various skills and enhance employability

At present, almost the entire curriculum is classroom centered. Since society is the wider laboratory in which practical and sociological knowledge is produced and refined, it is necessary to enliven the teaching of travel and tourism by making it oriented to existential and social reality. This can be done, wherever possible, by incorporating field-based learning, on the job-training and project work. Apart from field trips to institutions and events, the students should be made to prepare reports focusing on reality.

Broadly, three orientations can be delineated with reference to the teaching of Travel and Tourism:

- Social orientation (as in responsible citizenship education)
- Knowledge orientation (as in personality and skill development),
- Job orientation (as in vocational courses)

Keeping these orientations in mind, the Board of Studies emphasizes the following as objectives of Tourism education:

[a] to equip the students to critically understand and interpret the current reality

[b] To enhance the industrial sensitivity and sensibility of the students

[c] To help students acquire skills that will be useful to them in their personal and Professional life.

It is of the view that assessment should support and encourage broad instructional goals such as basic knowledge of the discipline of Travel and Tourism including phenomenology, theories, techniques, concepts and general principles, encouragement of students' attributes including

curiosity, creativity and reasoned skepticism and understanding the link of Travel and Tourism to other disciplines. With this in mind it aims to provide a firm foundation in every aspect of Travel and Tourism and to explain the modern trends in travel and Tourism.

Scope, Application &Commencement

The Syllabus herein shall apply to all Regular/Private Bachelor of Travel and Tourism Programmes (BTTM) conducted by the University of Calicut for the admissions commencing from 2019, with effect from the academic year 2019-2020.

Every programme conducted under the Choice Based Credit and Semester System in a college shall be monitored by the College Council.

COURSE DESCRIPTION AND PROVISIONS

(As per CBCSS UG 2019 Regulations)

1. DEFINITIONS

1. **'Programme'** means the entire course of study and examinations for the award of a degree.

2. '**Duration of Programme**' means the time period required for the conduct of the programme. The duration of **BTTM** degree Programme shall be six semesters distributed in a period of 3 years.

3. '**Academic Week'** is a unit of five working days in which distribution of work is organized from day one today five, with five contact hours of one-hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.

4. '**Semester**' means a term consisting of 18 weeks (16 instructional weeks and two weeks for examination).

5. '**Course**' means a segment of subject matter to be covered in a semester.

6. '**Common course**' means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UG programmes.

7. '**Core course**' means a compulsory course in a subject related to a particular degree programme.

8. '**Open course**' means a course which can be opted by a student at his/her choice.

9. '**Complementary course**' means a course which is generally related to the core course.

10. **'Improvement course'** is a course registered by a student for improving his/her performance in that particular course.

11. '**Ability Enhancement course/Audit course**' is a course which is mandatory asper the directions from the Regulatory authorities like UGC, Supreme Court etc.

12. **'Department'** means any Teaching Department in a college offering a course of study approved by the University as per the Statutes and Act of the University.

13. **'Department Co-Ordinator'** is a teacher nominated by a Dept. Council to co-ordinate all the works related to CBCSS UG undertaken in that department including continuous evaluation.

14. **'Department Council'** means the body of all teachers of a department in a college.

15. **'Parent Department'** means the Department which offers a particular degree programme.

16. **'College Co-coordinator'** is a teacher nominated by the college council to co-ordinate the effective running of the process of CBCSS including internal evaluation undertaken by various departments within the college. She/he shall be the convener for the College level monitoring committee.

17. **'College Level Monitoring Committee'.** A monitoring Committee is to be constituted for CBCSS UG at the college level with Principal as Chairperson, college co-ordinator as convener and department coordinators as members. The elected College union chair person shall be a member of this committee.

18. **'Faculty Adviser'** means a teacher from the parent department nominated by the Department Council, who will advise the student in the academic matters and in the choice of open courses.

19. **'Credit'(C)** is a unit of academic input measured in terms of weekly contact hours/course contents assigned to a course.

20.'**Extra Credit**' is the additional credit awarded to a student over and above the minimum credits required in a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not be considered.

21. **'Letter Grade**' or simply 'Grade' in a course is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. The Letter grade that corresponds to a range of CGPA is given in Annexure-I.

22. Each letter grade is assigned a **'Grade Point' (G)** which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course. **Grade Point** means point given to a letter grade on 10-point scale.

23. **'Semester Grade Point Average' (SGPA)** is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to three decimal places. SGPA determines the overall performance of a student at the end of a semester.

24. **'Credit Point' (P)** of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: P=G x C

25. **'Cumulative Grade Point Average'(CGPA)** is the value obtained by dividing the sum of credit points in all the semesters taken by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to three decimal places.

26**. 'Grade Card'**means the printed record of students' performance, awarded to him/her.

27.**'Course teacher':** A teacher nominated by the Head of the Department shall be in charge of a particular course.

28. **'Dual core**'means a programme with double core subjects, traditionally known as double main.

29. **'Strike off the roll'** a **s**tudent who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll.

2. PROGRAMME STRUCTURE

Duration: The duration of a **BTTM** Programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, and 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March.

Courses: The UG Programme shall include five types of courses, vise; Common Courses (Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (Code E).

Course code: Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02 ……). The course code will be centrally generated by the university. For example: ENG2A03 represents a common course of serial number 03 offered in the second semester and PHY2B02 representing second semester Core course 2 in Physics programme.

Common Courses: In general, every UG student shall undergo 10 common courses (total 38 credits) chosen from a group of 14 common courses listed below, for completing the programme

A01. Common English Course 1	English courses A01-A06 applicable to BA/BSC Regular pattern
A02. Common English Course II *A03. Common English Course III A04. Common English Course IV A05. Common English Course V* *A06. Common English Course VI*	English courses A01-A04 applicable to Language Reduced Pattern (LRP) Programmes B.com, BBA, BBA (T), BBM, B.Sc (LRP), BCA etc.
A07. Additional Language Course I A08. Additional Language Course II *A09. Additional Language Course III A10. Additional Language Course IV*	Addl. Language courses A07-A10 applicable to BA/B.Sc Regular Pattern Addl.Language courses A07-A08 applicable to Language Reduced Pattern (LRP) Programmes
A11. General Course I *A12. General Course II* *A13. General Course III* *A14. General Course IV*	Applicable to Language Reduced Pattern (LRP) Programmes

Common courses A01-A06 shall be taught by English teachers and A07-A10 by teachers of additional languages respectively. General courses A11-A14 shall be offered by teachers of departments offering core courses concerned.
General courses I, II, III and IV shall be designed by the group of boards concerned.

Common Courses in various programmes

No.	Programme	Semester I	Semester II	Semester III	Semester IV
1	BTTM	A01, A02, A07	A03, A04, A08	A05, A09	A06, A10

Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the parent department.

Complementary courses: Complementary courses cover one or two disciplines that are related to the core subject and are distributed in the first four semesters. There shall be one complementary course in a semester for **BTTM** Programmes. The complementary courses in first and fourth semester (Type 1) shall be the same. Similarly, the complementary courses in second and third semester (Type 2) shall be the same. The college can choose any

complementary course either in Type1 or in Type2 for a programme. Once they choose the complementary courses that should be intimated to the university. If a college wants to change the complementary course pattern (Type 1 or Type 2) prior sanction has to be obtained. All other programmes, existing pattern will follow.

Open courses: There shall be one open course in core subjects in the fifth semester. The **open course shall be open to all the students in the institution except the students in the parent department.** The students can opt that course from any other department in the institution. Each department can decide the open course from a pool of three courses offered by the University. Total credit allotted for open course is 3 and the hours allotted is 3. If there is only one programme in a college, they can choose either language courses or physical education as open course.

Common and open courses under SDE/Private Registration: Existing pattern (as in CUCBCSSUG 2014) shall be followed under SDE/ Private Registration.

Ability Enhancement courses/ Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc.(optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The lists of courses in each semester with credits are given below.

Course with credit	Semester
Environment Studies – 4	1
Disaster Management – 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

* Colleges can opt any one of the courses.

Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut

University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the120 credits, 38 (22 for common English courses and 16 for common languages other than English) credits shall be from common courses, 2 credits for project/ corresponding paper and 3 credits for the open course.(In the case of LRP Programmes 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for General courses). The maximum credits for a course shall not exceed 5. Dual core programmes are having separate credit distribution. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audited courses or extra credits are not counted for SGPA or CGPA.

Attendance: A student shall be permitted to appear for the semester examination, only if he/ she secure not less than75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University remitting the required fee. Benefits ofattendance may be granted to students who attend the approved activities of the college /university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme). If a student fails to get 65% attendance, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a **provisional registration** is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires Readmission. Readmission is permitted only once during the entire programme.

Grace Marks: Grace Marks may be awarded to a student for meritorious achievements in co-curricular activities (in Sports/Arts/NSS/NCC/Student Entrepreneurship) carried out

besides the regular hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE).

Project: Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member or shall write a theory course based on Research Methodology as per the curriculum. College shall have the liberty to choose either of the above.

3.BOARD OF STUDIES AND COURSES

The UG Boards of Studies in Travel and Tourism Management shall design all the courses offered in the UG programmes. The Boards shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified/re-designed courses to facilitate better exposure and training for the students.

The Syllabus of a course shall include the title of the course, the number of credits, maximum marks for external and internal evaluation, duration of examination hours, distribution of internal marks and reference materials. The Board of Studies has decided the questions can be answered in English. Maximum efforts shall be made to maintain a uniform pattern while designing the courses, project, viva, practical etc. in the scheme and syllabus of various programmes coming under same faculty.

The Syllabus for Common Courses, even though prepared by different Boards of Studies, may be put under a separate head as Syllabus for Common Courses.

Each course has an alpha numeric code, the number of credits and title of the course. The code gives information on the subject, the semester number and the serial number of the course. Each module/chapter may mention the number of questions to be asked in each section in the Question paper.

The syllabus of each course shall be prepared module wise. The course outcomes are to be clearly stated in the syllabus of all subjects including laboratory subjects, the number of instructional hours and reference materials are also to be mentioned against each module. Since a semester contains 16 instructional weeks, the same may be considered in the preparation of the syllabi.

The scheme of examination and model question papers are to be prepared by the Board of Studies. The number of questions from each module in each section may be given along with the syllabus.

A Question Bank system shall be introduced. Boards of Studies shall prepare a Question Bank, module wise, at least 8 times to that required for a Question paper.

Boards of Studies should make the changes in the syllabi and text books in consultation with the teachers. Each Course should have a Preamble which clearly signifies the importance of that course. The Higher secondary syllabus also to be taken into account while preparing the UG syllabus.

Boards of Studies have to be constantly in touch with renowned Indian Universities and at least a few foreign universities. Subject experts have to be identified in all major fields of study and endeavor, and consulted frequently.

4. ADMISSION

The admission to all programmes will be as per Rules and Regulations of the University. The eligibility criteria for admission shall be as announced by the University from time to time. Separate rank lists shall be drawn up for reserved seats as per the existing rules.

The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the University for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfill all such conditions as prescribed by the University from time to time.

The college shall make available to all students admitted a prospectus listing all the courses offered in various departments during a particular semester. The information so provided shall contain title of the courses, the semester in which it is offered and credits for the courses. Detailed syllabi shall be made available in the University/college websites.

There shall be a uniform calendar prepared by the University for the registration, conduct/schedule of the courses, examinations and publication of results. The University shall ensure that the calendar is strictly followed.

Admission notification and the academic calendar for SDE/Private Registration will be prepared and issued by SDE.

There shall be provision for **Inter Collegiate and Inter UniversityTransfer** in third and fifth semester within a period of two weeks from the date of commencement of the semester. College transfer may be permitted in Second and Fourth semester also without change in complementary course within a period of two weeks from the date of commencement of the semester concerned.

Complementary change at the time of college transfer is permitted in the third semester if all conditions are fulfilled.

Core/Complementary change under SDE/Private Registration: Existing rule (as in CUCBCSS UG 2014) shall be followed in Core/Complementary Change.

CBCSS regular students can join distance education stream/Private Registration in any semester in the same programme or different one. If core and complementary courses are different, they have to undergo them in the new stream. The marks/grace obtained for common courses will be retained.

A student registered under distance education stream/Private Registration in the CBCSS pattern may be permitted to join the regular college (if there is a vacancy within the sanctioned strength) in the third and fifth semester with the same programme only. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch. iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends to join.

Provision for credit transfer is subject to common guidelines prepared by the faculty concerned.

There shall be provision for Readmission of students in CBCSSUG 2019.

The Principal can grant readmission to the student, subject to the conditions detailed below and in form the matter of readmission to the Controller of Examinations within one month of such readmission.

This readmission is not to be treated as college transfer.

There should be a gap of at least one semester for readmission.

The candidate seeking readmission to a particular semester should have registered for the previous semester examination.

Readmission shall be taken within two weeks from the date of commencement of the semester concerned.

For readmission, the vacancy should be within the sanctioned strength in the parent college. If there is no vacancy in the junior batch of the parent college, re admission can be taken in another college with the junior batch if there is vacancy within the sanctioned strength in the concerned college.

If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends to take readmission.

If change in scheme occurs while readmission, provision for credit transfer is subject to common guidelines prepared by Board of Studies/ Faculty concerned. For readmission to CBCSS UG2019 involving scheme change, the Principal concerned shall report the matter of readmission to Controller of Examinations with the details of previous semesters and course undergone with credits within two weeks in order to fix the deficiency/excess papers.

5. REGISTRATION

Each student shall make an online registration for the courses he/she proposes to take, in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each semester giving the details of courses registered, including repeat courses, to the University in the prescribed form within 45 days from the commencement of the semester.

It is mandatory that the students who got admission under CBCSSUG2019 in SDE/Private shall register for the examinations of the concerned semesters in the same year itself.

A student shall be normally permitted to register for the examination if he/she has required minimum attendance. If the student has a shortage of attendance below 65% in a semester, the student shall be permitted to move to the next semester (if the attendance is more than 50% - Provisional registration) and can write the examination for the entire courses of the semester in which shortage of attendance occurs as supplementary examination only after the completion of the entire programme. In such cases, a request from the student may be forwarded through the Principal of the college to the Controller of Examinations within two weeks of the commencement of the semester. If the attendance is less than 50%, the student is ineligible to continue the programme and has to seek readmission. **There will not be any Repeat semester in CBCSSUG 2019**.

A student who registered for the course shall successfully complete the programme within 6 years from the year of first registration. If not, such candidate has to cancel the existing registration and join afresh as a new candidate.

For open courses there shall be a minimum of 10 and maximum of 75 students per batch. For other courses existing pattern will be followed.

Those students who have followed the UG Programmes in annual pattern or Choice based Credit & Semester System pattern can cancel their earlier registration and register afresh for CBCSSUG 2019 scheme in the same discipline or a different one.

The students who have attendance within the limit prescribed, but could not register for the examination have to apply for Token registration, within two weeks of the commencement of the next semester.

6. EXAMINATION

There shall be University examinations at the end of each semester. Practical examinations shall be conducted by the University as prescribed by the Board of Studies.

External viva-voce, if any, shall be conducted along with the practical examination/project evaluation.

The model of question papers may be prepared by the concerned Board of Studies. Each question should aim at – (1) assessment of the knowledge acquired (2) standard application of knowledge (3) application of knowledge in new situations.

Different types of questions shall possess different marks to quantify their range. A general scheme for the question paper is given in Annexure III.

Project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through the internal assessment.

Audit course: The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions set by the University. The students can also attain the credits through online courses like SWAYAM, MOOC etc. The College shall send the list of passed students to the University at least before the commencement of fifth semester examination.

Improvement course: Improvement of a particular semester can be done only once. The student shall avail of the improvement chance in the succeeding year after the successful completion of the semester concerned. The students can improve a maximum of two courses in a particular semester (for SDE /Private Registration students also). The internal marks already obtained will be carried forward to determine the new grade /mark in the improvement examination (for regular students). If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improved examination, the mark/grade obtained in the first appearance will be retained.

Improvement and supplementary examinations cannot be done simultaneously.

Moderation: Moderation is eligible as per the existing rules of the Academic Council.

7. EVALUATION AND GRADING

Mark system is followed instead of direct grading for 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 in Annexure-1

Course Evaluation

The evaluation scheme for each course shall contain two parts

1) Internal assessment 2) External Evaluation

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

Internal Assessment

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, Class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board atleast one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper

Range of Marks in Test Paper	Out of 8 (Maximum internal Marks are 20)	Out of 6 (Maximum internal marks are 15)
Less than 35%	1	1
35% - 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation

Range of CRP	Out of 4 (Maximum Internal marks are 20)	Out of 3 (Maximum internal marks are 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

Internal Assessment for SDE/Private Registration: Regarding internal component, the student will have to attend a fill in the blank type/multiple choice type examination of 20 marks along with the external examination in SDE mode. The attendance component of internal marks is not mandatory for such students.

External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80/60 marks (The pattern is given in the Annexure III). The courses with 2/3 credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners–one internal and an external, the latter appointed by the University. The project evaluation with viva can be conducted either internal or external which may be decided by the Board of Studies concerned. (Guidelines are given in the

Annexure II).

After the external evaluation only, marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

8. INDIRECT GRADING SYSTEM

Indirect grading System based on a 10-point scale is used to evaluate the performance of students. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading. (See Annexure).

An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/ mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also, the aggregate mark of internal and external is not displayed in the grade card.

A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula

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

The Cumulative Grade Point Average (CGPA) of the student is 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 can be calculated by the following formula.

Total credit points obtained in six semesters

$$\text{CGPA} = \frac{\text{---}}{\textit{Total credits acquired (120)}}$$

SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (Annexure-I)

9. GRADE CARD

The University shall issue to the student's grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of College
- Title of UG Programme
- Semester concerned
- Name and Register Number of students
- Code number, Title and Credits of each Course opted in the semester
- Letter grade in each course in the semester
- The total credits, total credit points and SGPA in the Semester (corrected to Three decimal places)

The final Grade card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show CGPA (corrected to three decimal places), percentage of marks (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade card shall also include the CGPA and percentage of marks of common courses, core courses, complementary courses and open courses separately. This is to be done in a10-point indirect scale. The final Grade card also contains the list of Audit courses passed and the details of Extra credits.

- Evaluation of Audit courses: The examination shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3-hour duration. For SDE/Private students it may be of MCQ/ fill in the blank

type questions or online question paper may be introduced.

10. CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME (CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a Panchayath or Local body or in a hospital/poor home or oldage home or in a Pain & palliative Centre or any social work assigned by the College authorities. Students who engaged in College Union activities and participate in sports and cultural activities in Zonal level have to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the Principal should give a Certificate for the same. The list of students (successfully completed the programme) must be sent to the University before the commencement of the fifth semester examinations. A College level Co-Ordinator and a Department level Co-ordinator shall be appointed for the smooth conduct of the programme.

CUSSP for SDE/Private students: For SDE/Private students, out of the12days, the student has to undergo 6 days in a Panchayath or Local body and the remaining 6 days in a Hospital/Old age home or in a Pain and palliative center. The respective certificate should be uploaded to the University (before the commencement of fifth semester examinations) in respective student portal and the University should provide an Online Certificate for the same.

11. AWARD OF DEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with 'P' grade shall be the minimum requirement for the award of degree.

Degree for Oriental Title courses: Those students who have passed Oriental Title courses earlier have to appear for the common courses. A 01 to A 06 in order to get POT degree. This can be done through SDE/Private Registration (SDE/Private registration along with the First semester students).

For obtaining Additional Degree: Those students who have passed UG programme under CCSS/CUCBCSS 2014 have to appear for only Core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE/ Private Registration in the third semester as per existing rules.

12. GRIEVANCE REDRESSAL COMMITTEE

Department level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher, one senior teacher and elected representative of students (Association Secretary) as members and the Head of the Department as Chairman. This committee shall address all grievances relating to the internal assessment grades of the students.

College level: There shall be a college level grievance redressal committee comprising of student adviser, two senior teachers, two staff council members (one shall be elected member) and elected representative of students (College Union Chairperson) as members and Principal as Chairman.

University level: The University shall form a Grievance Redressal Committee as per the existing norms.

A Steering Committee consisting of two syndicate members of whom one shall be a teacher, the Registrar of the University, Controller of Examinations, seven teachers from different disciplines (preferably one from each faculty), two Chair persons of Board of Studies (one UG and one PG), and two Deans of Faculty shall be formed to resolve the issues, arising out of the implementation of CBCSSUG 2019. The Syndicate member who is also a teacher shall be the Convener of the committee. The quorum of the committee shall be six and meeting of the committee shall be held at least thrice in an academic year. The solutions of the committee will be implemented by the Vice-Chancellor in exigency and this may be ratified by the Academic Council.

13. TRANSITORY PROVISION

Notwithstanding anything contained in the Regulations, the Vice-Chancellor shall, for a period of three years from the date of coming into force of the Regulations, have the power to provide by order that the regulations shall be applied to any programme with such modifications as may be necessary.

14. REPEAL

The regulations now in force in so far as they are applicable to programmes offered by the University and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing Regulations and these Regulations relating the Choice-Based Credit Semester System in their application to any course offered in a College, the latter shall prevail.

METHOD OF INDIRECT GRADING

Evaluation (both internal and external) is carried out using Mark system. The Grade on the basis of total internal and external marks will be indicated for each course, for each semester and for the entire programme.

Indirect Grading System in 10 -point scale is as below:

ANNEXURE I

Ten Point Indirect Grading System

Percentage of Marks (Both Internal &External put together)	Grade	Interpretation	Grade point Average(G)	Range of grade points	Class
95 and above	O	Outstanding	10	9.5 -10	First Class with Distinction
85 to below 95	A+	Excellent	9	8.5 -9.49	
75 to below 85	A	Very good	8	7.5 -8.49	
65 to below 75	B+	Good	7	6.5 -7.49	First Class
55 to below 65	B	Satisfactory	6	5.5 -6.49	
45 to below 55	C	Average	5	4.5 -5.49	Second Class
35 to below 45	P	Pass	4	3.5 -4.49	Third Class
Below 35	F	Failure	0	0	Fail
Incomplete	I	Incomplete	0	0	Fail
Absent	Ab	Absent	0	0	Fail

Example–1   SGPACalculation

Semester I Course Code	Course Name	Grade Obtained	Grade point (G)	Credit (C)	Credit point (CXG)

Xxxxxxx	Xxxxxxx	A	8	4	32
Xxxxxxx	Xxxxxxxxxx	C	5	3	15
Xxxxxxx	Xxxxxxxxxx	A+	9	4	36
Xxxxxxx	Xxxxxxxxxx	B+	7	3	21
Xxxxxxx	Xxxxxxxxxx	P	4	3	12
Xxxxxxx	Xxxxxxxxxx	C	5	4	20

SGPA=   **Sum of the Credit points of all courses in a semester**
                        Total Credits in that semester

SGPA= $\frac{32+15+36+21+12+20}{21}$ = $\frac{136}{21}$

SGPA = 6.476
Percentage of marks of semester I = (SGPA/10) x 100 = 64.76 %

Note: The SGPA is corrected to three decimal points and the percentage of marks shall be approximated to two decimal points.

Example: 2

Semester II Course Code	Course Name	Grade Obtained	Grade point (G)	Credit (C)	Credit Point (CxG)
Xxxxxx	Xxxxxxx	A	8	4	32
Xxxxxxx	Xxxxxxxxxx	C	5	3	15
Xxxxxxx	Xxxxxxxxxx	A+	9	4	36
Xxxxxxx	Xxxxxxxxxx	B+	7	3	21
xxxxxx*	Xxxxxxxxx	F	0	3	0
Xxxxxxx	Xxxxxxxxx	C	5	4	20

 *Failed course

Note: In the event a candidate failing to secure 'P' Grade in any Course in a semester, consolidation of SGPA and CGPA will be made only after obtaining **'P'** grade in the failed Course in the subsequent appearance.

CGPA Calculation

$$CGPA = \frac{\textit{Total Credit points obtained in six semesters}}{\textit{Total Credits acquired (120)}}$$

:

CGPA = 136 + 145 + 161 + 148 + 131 + 141 / 120 = 862/120

CGPA = 7.183

Total percentage of marks=(CGPA/10) *100

Total %of marks= (7.183/10) *100=71.83

$$CGPA \text{ of Core Courses} = \frac{\textit{Total Credit points obtained for Core Courses}}{\textit{Total Credits acquired for Core Courses}}$$

Similarly, CGPA of Complementary courses, Open courses, English Common courses and Additional Language Common courses may be calculated and the respective percentage may be calculated. All these must be recorded in the Final Grade Card.

ANNEXURE II

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION

Evaluation of the Project Report shall be done under Mark System.

The evaluation of the project will be done at two stages:

a) Internal Assessment (supervising teachers will assess the project and award internal Marks)

b) External evaluation (external examiner appointed by the University)

Grade for the project will be awarded to candidates, combining the internal and external marks. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Internal (20% of total)	External (80% of Total)	

Components	Percentage of internal marks	Components
Originality	20	Relevance of the Topic, Statement of Objectives
Methodology	20	Reference/ Bibliography, Presentation, quality of Analysis/ Use of Statistical Tools.
Scheme/ Organization of Report	30	Findings and recommendations
Viva – Voce	30	Viva – Voce

3. External Examiners will be appointed by the University from the list of VI Semester

Board of Examiners in consultation with the Chairperson of the Board.

4. The Chairman of the VI semester examination should form and coordinate

the evaluation teams and their work.

5. Internal Assessment should be completed 2 weeks before the last working day of VI

Semester.

6. Internal Assessment marks should be published in the Department.

7. In the case of Courses with practical examination, project evaluation shall be done along

with practical examinations.

8. The Chairman Board of Examinations may at his discretion, on urgent requirements,

 make certain exception in the guidelines for the smooth conduct of the evaluation

of project.

2. PASS CONDITIONS

Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation. The student should get a minimum P Grade in aggregate of External and Internal. There shall be no improvement chance for the Marks obtained in the Project Report.

* In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

PROJECT WORK GUIDELINES

1. Project work may be done either individually or as a group of students not exceeding

5 in number.

2. The topic of the project should be on Tourism and travel related may be empirical, theoretical or case study type.

3. Students should be properly oriented on the methodology of conducting a study during the V Semester, making use of the hours allotted for the purpose.

4. The Project work should be completed by the end of the VI semester and the reportshould be submitted by each student to the Department before the examination of VI Semester.

5. The project report should be printed in English.

6. Length of the project report 30 to 50 pages

7. The evaluation of the project will be done at three stages:

   a. Internal evaluation: (supervising teachers will assess the project and award grades)

   b. External evaluation: (The team will comprise of an external examiner appointed by the University and the HOD of the institution concerned or his nominee) the team will award Team Grade.

   c. A Viva voce related to the project work will also be conducted by the external   evaluation team. All candidates should undergo the Viva voce test individually

8. Grades will be awarded to candidates combining the internal grade, team grade

  And Viva voce grade.

9. Project evaluation and the Viva voce should be conducted immediately after the completion of the regular classes /written examination.

10. The chairman of the VI semester exam should form and coordinate the evaluation teams and their work.

11. The project external evaluation should be completed before the commencement of the centralized valuation

12. External Examiners will be appointed by the University from the list of VI semester   Board of Examiners in consultation with the Chairman of the Board

13.The internal to external is to be taken in the ratio of 1:4.

Assessment of different components may be done as given in the introductory part.

Specific Guidance for Project

a) Projects can be theoretical or empirical. Some possibilities include:

- The in-depth analysis of a key thinker or concept
- A critical assessment of the state of the Industrial training.
- A study based on any social issue related to tourism
- A description of the socio-cultural aspects of any particular tourism segment.
- Analysis or case studies of a Tourism related organizations, working groups etc.

b) A theory project should be well-designed. Generally speaking, the following is expected of a project:

• A clear statement of the problem or problems addressed and rationale for addressing them (e.g. the investigation develops from previous work, it addresses a gap in the literature, it offers a somewhat different treatment of a familiar theorist/concept/debate)

• A justification of the way the problem is being addressed. This would involve a justified delimitation of the area/works being drawn on. Examples might include:

- When looking at some aspect of a theorist's work, why particular books were focused on rather than others

- If the project is focusing on a contrast between two theoretical approaches to an issue, e.g. identity, why those two approaches were chosen rather than others).

Delimitations do have to be reasonable. If focusing on the work of one thinker, it would not be considered reasonable to consult and refer to only a small portion of their work.

• A systematic addressing of the problem(s) in the body of the project and engagement with the relevant literature.

• A conclusion in which there are proposed answer(s) that draw on the main body of the thesis work

A potential legitimate exception to these criteria of design would be projects that were based on an explicit commitment to post-structuralism and related approaches which reject these kinds of framings. Such projects would be shaped and assessed by reference to the (often partially implicit) criteria of such approaches.

c) Students should engage with the relevant primary sources and secondary sources. In topics which require substantial engagement with prominent theorists, we would expect the student to read and understand the theorists' own works, and be able to write about them in a way which didn't simply rely on and reproduce secondary sources. Likewise, in topics based around a survey of key contributions to a debate, e.g. the nature of reflexivity, there would be an expectation that students had read key works rather than only secondary literature about them.

d) The methodology of the Project should be designed in correspondence to the nature of the project. It may include quantitative and qualitative techniques as according to the requirements of the study

e) A related point to (c) is that we would expect a sense of depth from the account of thinkers/theories/concepts that would be greater than that of a long essay. The writing should also not look like a 'first draft' but give a sense of being 'worked-over'. The project should build a good argument, marshal the evidence and draw the appropriate conclusions from it.

f) The project should not simply describe and summaries the work of others. Students should be able to develop elements of their own voice, position and critical perspective. Obviously, expectations about the extent to which this can be achieved will be shaped by the fact that this is an undergraduate project, rather than postgraduate work.

Project Report Format

A. Preliminary Pages

The Project Report will be assessed at the end of the sixth semester. The typical structure of the Report and Diary is as follows:

1. Title Page:

Title should accurately represent and inform about the substance of the project. The title page should also include the student's name, register number, name of the programme name of the institution.

2. Abstract:

On the first page of the Project Report (after the title page) an abstract of the main report should be included. The abstract should be a brief summary which explains what the project was about; the research design and methods (who or what was investigated? where? how?); and the principal findings and conclusions. The abstract must be between 150 and 250 words.

3. Table of Contents:

All sections and sub-sections of the report should be enlisted (including Bibliography, Diary and Appendices), giving page numbers.

4. Acknowledgements

B. Main Body

1. **Introduction**: Outline of the scope of the topic and the structure of the report
2. **Literature**: initial section (including the Introduction) setting out your research problem, especially in terms of background sociological literature:
3. Literature brought to bear in a relevant way to the project topic
4. Use of concepts
5. Location of project in wider debates
6. Synthesis of different concepts, ideas, subjects
7. Critical appraisal of existing literature
8. Research question(s)
9. **Methods**: statement of research methodology and procedures, and an account of the ethical considerations raised by the research
10. Account of the methods chosen and data collected
11. Justification of the methods chosen
12. Evidence of reflexivity
13. Consideration of ethical aspects of the research
14. **Findings**: report and analysis of substantive research findings
15. **Conclusions**: In the conclusion, more than simply offering a few brief comments and/or summarizing the findings, conclusions should be linked to the initial section. Reflections on the research experience as a whole and suggestions for future research can also be included.
16. **Bibliography**: List alphabetically and consistently all the sources that are cited in the text of the report.

17. Appendices: Additionally, if required, other materials may be included in Appendices, such as a sample questionnaire or interview schedule, photographs, maps etc.

18. Length: The report must not be more than 50 pages.

Sd/-
Chairman, Board of Studies,
Travel and Tourism Management

ANNEXURE-III
Scheme of Examination

Question paper type 1

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A
Short answer type carries 2 marks each-15 questions   30Marks
Section B
Paragraph/Problem type carries 5 marks each-questions   30marks
Section C
Essay type carries10 marks (2 out of 4)   2X10=20

Question paper type 2

Scheme of Examinations:

The external QP with 60 marks and Internal examination is of 15marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A
Short answer type carries 2 marks each-15 questions   10X2=20marks
Section B
Paragraph/Problem type carries 5 marks each-6 questions   6X5 =30marks
Section C
Essay type carries 10 marks (1out of 2)   X10=10marks

Question Paper format
CORE COURSE IN Travel and Tourism
____SEMESTER BTTM DEGREE EXAMINATION – (Month & Year)
Name & Code of the Course

Time: 2.30 Hours   **Maximum marks: 80**

Section A
Answer all question each question carries 2 marks
(Short answer type, not to exceed 50 words each)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.   **(Ceiling -30 Marks)**

Section B

Answer 6 questions. Each question carries 5 marks.
(Paragraph / Problem type, not to exceed 100 words each)

16.
17.
18.
19.
20.
21.
22.
23.

                                                              (Ceiling -30

Marks)

Section C
Answer any two Questions. Each question carries 10 marks.
(Essay type, not to exceed 500 words)

24.
25.
26.
27.   **(2x10=20 marks)**

Question Paper format
COMPLEMENTARY COURSE IN TRAVEL AND TOURISM

____SEMESTER ____ DEGREE EXAMINATION – (Month & Year)
Name & Code of the Course

Time: 2.30 hours   **Maximum marks: 80**
Section A
Answer all question each question carries 2 marks
(Short answer type, not to exceed 50 words each)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13
14
15   **(Ceiling -30 Marks)**

Section B
Answer 6 questions. Each question carries 5 marks.
(Paragraph/Problem type, not to exceed 100 words each)

13.
14.
15.
16.
17.
18.
19
20
21
22
23
                                                    (Ceiling -30
Marks)

Section C
Answer any two Questions. Each question carries 10 marks.
(Essay type, not to exceed 500 words)

24.
25
26
27.   **(2x10=20 marks)**

BTTM Curriculum: CBCSS UG 2019

The board is presenting revised syllabus for Bachelor of Travel and Tourism Management (BTTM) Programme.

Core Courses

Sl. No.	Course	Code
1	Principles and Practices of Tourism	TTM1B01
2	Tourism Products	TTM2B02
3	Air transportation and Airport Operations	TTM3B03
4	Indian Tourism Resources	TTM3B04
5	Travel Geography	TTM4B05
6	Introduction to Hospitality Business	TTM4B06
7	Travel Agency and Tour Operations Management	TTM5B07
8	Accommodation Operation	TTM5B08
9	Tourism Research Methodology	TTM5B09
1	Airline and Cargo Management	TTM5B10
11	Principles and Practices of Management	TTM5B11
12	Marketing for Tourism and Hospitality	TTM6B12
13	Tourism Planning and Policies	TTM6B13
14	Emerging Concepts in Tourism	TTM6B14
15	Project/Internship	TTM6B18

Elective Core

Sl. No.	Course	Code
1	Event Management and MICE Tourism	TTM6B15
2	Resort and Recreation Management	TTM6B16
3	Medical and Wellness Tourism	TTM6B17

B

Audit Course

Sl. No.	Course	Code
1	Environment Studies-4	AUD1E01
2	Disaster Management-4	AUD2E02
3	Human Rights/Intellectual Property Rights/Consumer Protection-4	AUD3E03
4	Gender Studies/Gerontology-4	AUD4E04

Complementary Course

There are two complimentary courses for BTTM

Sl. No.	Course	Code
1	Business Statistics and Information Technology	TTM1C01 and TTM4C04
2	Introduction to Accountancy and Business law	TTM2C02 and TTM3C03

Open Course

Sl. No.	Course	Code
1	Tourism and Hospitality Management	TTM5D01

General Scheme of Bachelor of Travel and Tourism Management (BTTM)

Sl. No	Course	No. of courses	Credits
01	Common courses* (English)	6	22
02	Common courses (Additional Language)	4	16
03	Core courses/Elective Core	15	61
04	Project (Linked to the core courses)	1	2
05	Complementary courses	4	16
06	Open Course	1	3
	Total		**120**
07	Audit Course*	4	16

Credit and Mark Distribution for Bachelor of Travel and Tourism Management (BTTM)

Subject	Sem	Common Course			Core Course/Elective Core	Compl. Course	Open Course	Total	Audit Course*
Bachelor of Travel and Tourism Management (BTTM)		Eng		Ad. Lang.	Tourism				
	I	4	3	4	5	4	-	20	4
	II	4	3	4	5	4	-	20	4
	III	4	-	4	4,4	4	-	20	4
	IV	4	-	4	4,4	4	-	20	4
	V	-	-	-	4,4,4,4,3	-	3	22	
	VI	-	-	-	4,4,4,4,2	-	-	18	
		22 Credits	16 Credits		63 Credits	16 Credits	3Credits	120 Credits	16 Credits
					Total Credits			**120**	

Detailed break up of courses is presented in table 1.1 to 1.6

Table 1.1 Scheme of BTTM Programme Semester I

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A01			
Common English	A02			
Addl. Language	A07(1)		04	04
Core Course	TTM1B01	Principles and Practices of Tourism	06	05
Complementary Type I Course I	TTM1C01	Business Statistics and Information Technology, I	06	04
		Total	**25**	**20**
Audit Course*	AUD1 E01		00	04

IE- Internal Examination, EE-External Examination   Complimentary Course: As per Type I and Type II choice
*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.2. Scheme of BTTM Programme Semester II

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A03			
Common English	A04			
Addl. Language	A08(1)		04	04
Core Course	TTM2B02	Tourism Products	06	05
Complementary Type II Course I	TTM2C02	Introduction to Accountancy and Business law I	06	04
		Total	**25**	**20**
Audit Course*	AUD2E02		00	04

IE- Internal Examination, EE-External Examination
Complimentary Course: As per Type I and Type II choice
*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.3 Scheme of BTTM Programme Semester III

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A05		05	04
Addl. Language	A09		05	04
Core Course	TTM3B03	Air transportation and Airport Operations	05	04
Core Course	TTM3B04	Indian Tourism Resources	05	04
Complementary Type II Course II	TTM3C03	Introduction to Accountancy and Business law II	05	04
		Total	**25**	**20**
Audit Course*	AUD3E03		00	04

IE- Internal Examination, EE-External Examination

Complimentary Course: As per Type I and Type II choice

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.4 Scheme of BTTM Programme Semester IV

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A06		05	04
Addl. Language	A10		05	04
Core Course	TTM4B05	Travel Geography	05	04
Core Course	TTM4B06	Introduction to Hospitality Business	05	04
Complementary Type I Course II	TTM4C04	Business Statistics and Information Technology II	05	04
		Total	**25**	**20**
Audit Course*	AUD4 E04		00	04

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.5 Scheme of BTTM Programme Semester V

Course	Course Code	Title of the Course	Hours Per Week	Credits
Core Course	TTM5B07	Travel Agency and Tour Operations Management	05	04
Core Course	TTM5B08	Accommodation Operation	05	04
Core Course	TTM5B09	Tourism Research Methodology	04	04
Core Course	TTM5B10	Airline and Cargo Management	04	04
Core Course	TTM5B11	Principles and Practices of Management	04	04
Open (for other Department Students)	TTM5 D01	Tourism and Hospitality Management	03	03
		Total	**25**	**23**

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.6 Scheme of BTTM Programme Semester VI

Course	Course Code	Title of the Course	Hours Per Week	Credits
Core Course	TTM6B12	Marketing for Tourism and Hospitality	06	04
Core Course	TTM6B13	Tourism Planning and Policies	06	04
Core Course	TTM6B14	Emerging Concepts in Tourism	06	04
Elective Core (anyone from the set of 3 courses)	TTM6B15	Event Management and MICE Tourism	05	03
	TTM6B16	Resort and Recreation Management		
	TTM6B17	Medical and Wellness Tourism		
Core Course	TTM6B18	Project/Internship	02	02
		Total	**25**	**17**
		Grand Total	**150**	**120**

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

A compulsory **study tour is recommended as part of the course and has to submit the **tour dairy/report** should submitted to the **Head of the Department** soon after the tour

Semester I

TTM1B01: Principles and Practices of Tourism

Lecture Hours Per Week: 6   **Credits :5**

Objective: To provides ample idea about the basic concepts of tourism, its practices and organizations. To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

Pedagogy: Teachers Centered, Students Centered and Learning Centered pedagogy can be used. Class Room Lecture, Group Discussion, Seminars, Assignments, Book Review etc. can be practiced.

Module I

Tourism: Concept and Definition, History of tourism :(India& World), Ancient, Medieval and Modern history -Factors influencing the growth of tourism- Multi-disciplinary aspect of tourism –Tourism classification: inbound and outbound tourism-international and domestic-intraregional and inter regional. Tourism: Benefits and Impacts-An overview.

Module II

Motivation – Definition –Travel Motivation-Physical, Cultural, Interpersonal and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Wander lust and sun lust-Plog's theory of tourism motivation- Maslow's theory of motivation and tourism-Career opportunities in tourism industry – International travel requirements (Passport, Visa, and Health Certificates & Insurance).

Module III

Tourism Demand – Demand Meaning, Definition, Measurement of Tourism Demand, Determinants of Tourism Demand- Indicators of Tourism Demand of a population -Measuring Demand for Tourism- Problems of measuring tourism demand-Tourist Statistics – Types of tourist statistics: Volume, value and visitor profile– Methods of measurement – Problems – Statistical review of spenders and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

Module VI

Tourism industry–components (5A'sAttraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements (Leeper's Model) – Tourism industry: the concept-Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, pricing competitiveness/Flexibility, Interrelationship of elements. Role of government in tourism: NTO and DMO- Industrial elements: principals and intermediaries-Travel Agent-Tour Operator-Transportation: Various modes of transport-Accommodation and Hospitality- Food   and   Beverage-Entertainment   and   Recreation-Shopping

Module V

Tourism organizations: Classification and purposes- International- Objectives and functions of UNWTO, IATA, WTTC, PATA- National Tourism Organizations: Objectives and functions of ITDC, DGCA, AAI, ASI, IRCTC, TFCI, IATO, Regional: Kerala Tourism Development Corporation (KTDC) Activities and functions.

References

1. M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.

2. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi

3. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education

4. Davidson R, 1989, Tourism, Pitman, London

5. Goeldner RC and Ritchie JRB, 2006, Tourism: Principles, Practices and Philosophies, John Wiley and Sons.

6. Holloway JC, 1994, The Business of Tourism, McDonalds and Evands, London

7. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.

8. John R. Walker & Josielyn (2011) Dorling Kindersley (India) Pvt. Ltd. ISBN 978-81-317-6105-2

TTM1C01: Business Statistics and Information Technology I

Lecture Hours Per Week: 6   **Credits: 4**

Aim: To enable the students to acquire knowledge of mathematics and statistics.

Objective: At the end of this course, the students should have understood:

> ➢ Set operations, matrix and Mathematics of finance

> ➢ Statistical tools and their applications

> ➢ To introduce the student to Information Technology

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Sets and set operation Venn Diagrams Elements of Coordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order solving system of simultaneous liner equations.

Module II

Theory of equations: meaning, types of equations –simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) problems on business application.

Module III

Progressions: Arithmetic progressions finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding nth term of GP. Insertion of GMs in given GP and also representation of GP Mathematics of Finance simple and compound interest. (Simple problems only).

(Theory and problems may be in the ratio of 20% and 80%respectively)

Module IV

Introduction.: Introduction to Computer: Components, Organization, Operating System, Functions of OS, Types of OS, Intellectual Property Rights, Copyrights, Patents, Trademarks, Royalty, Geographical Indicators, World wide web, Digital library, Crypto-currency, Cyber Security-Issues, trends, solutions and strategies.

Module V

Microsoft Office- Word processing- creating, formatting and printing documents in MS Word, Mail merge. MS Excel for spread sheet applications- creating, formatting and printing worksheets- functions in Excel- financial functions- PMT, NPV, IRR, IPMT, ISPMT- statistical functions- AVERAGE, MEDIAN, AVEDEV, CORREL, INTERCEPT, MAX, MIN- logical functions- Microsoft PowerPoint- creating presentations in PowerPoint- applying templates-animation.

Activity:

Develop an Amortization Table for Loan Amount – EMI Calculation. Prepare an Overhead Machine / Laboure hour rate through matrices. Prepare a Bank Statement using Simple interest and Compound interest. Prepare a Case study.

References

1. Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods

2.Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth

3. Dileep M.R., 2011, Information Systems in Tourism, Excel Books, New Delhi. ISBN 978-81744-69090

4.Demetrius Buhalis, 2003. ETourism, Prentice Hall: Essex:UK

5.Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods

6.Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth

7.Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth edition)

8.Dr. A K Arte& R V Prabhakar: A textbook of Business Mathematics.
9.Sanchethi and Kapoor, Business Mathematics.

10.Gupta S.P. Statistical Methods
11.Navaneethan P. Business Mathematics
12.Statistics R.S.N. Pillai, Mrs. Bhagavathi
13.P.R. Vittal Business Mathematics and Statistics

Semester II

TTM2B02: Tourism Products

Lecture Hours Per Week: 6   **Credits :5**

Objective: This course will provide knowledge about the Products and Resources in Tourism Industry.

Pedagogy: A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments, Field Visit and Book Review.

Module I

Introduction: Tourism Resources-meaning, importance and characteristics. Classification of Tourism Resources-Physical Tourism Resources-types-Bio geographical resources-types-cultural tourism resources-types-Tourism Product: Concept and Definition, Tourism resources as tourism products. Nature and tourism: relationship-culture and tourism-relationship.

Module II

Leisure and business tourism-characteristics and differences- Mass tourism and Niche Tourism: characteristics and differences- Cultural Tourism-Historical tourism- Indigenous tourism- Film-induced tourism- Literary tourism- Music tourism- Ethnic tourism- Pilgrimage Tourism-Culinary Tourism-Industrial Tourism-Adventure tourism-types-Sports tourism-types.

Module III

Alternative tourism: Concept-definition-evolution-ecotourism-principles-practices-Geotourism-Green tourism- Sustainable tourism-definition and concept-principles-responsible tourism-concept-definition-principles-Rural tourism and village tourism- Health tourism: concept-types-wellness tourism- medical tourism-scope of medical tourism in India-types of medical tourism packages- Spa tourism-Ayurveda tourism-concept-practices-packages-Ayurveda tourism in Kerala an overview-Backpacker tourism.

Module IV

Cruise tourism: Concept and definition- tends in Cruise tourism- On board facilities and services- types-Cruise Destinations-Cruise organization and personnel-Marketing and Distribution- environmental concerns-Other water transport services in Tourism-houseboats and ferries-overview of houseboat tourism in Kerala.

Module V

Road and rail tourism: Motor Coach Tourism-Automobile and tourism-Car Rentals-services offered-major car rental firms- Rail Tourism-High Speed trains- Luxury trains-rail tourism passes-Eurail Pass-luxury tourist trains- tourist trains in India-palace on wheels-The Deccan Odyssey-The Golden Chariot.

Recommended Practical Activity.

*For the practical exposure of student's field visit to nearest destinations preferably to some Eco Tourism, Responsible Tourism, Village Tourism Centers etc.**

References:

1.   M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4

2.   Dixit, M and Yadav, C S (2006): *Tourism in India,* New Royal Publisher, Lucknow

3.   Gupta, SP, Lal, K, Bhattacharya, M. (2002): *Cultural Tourism in India*, DK Print, New Delhi.

4.   Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi

5.   Scott, J., & Selwyn, T. (2010). Thinking through tourism. Oxford: Berg.

6.   Fuller, G. (2012). The trivia lover's guide to the world: Geography for the lost and found.

7.   Bisht, R S (2002), National Parks of India, Publication Division

8.   Biju Abraham, K. Nagarajan & Alex K. Thottunkel. Educreation Publishing, New Delhi, ISBN 978-1-61813-456-1

TTM2C02: Introduction to Accountancy and Business law I

Lecture Hours Per Week: 6   **Credits: 4**

Objective:

1. To provide students with basic Accounting Concepts and Recent Developments
   in Accounting.

2. To develop skill among students in doing Accounting Problems related to tourism and
   other industries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars,
Assignments, Practical and Assigned readings.

Module I

Introduction Nature of Financial Accounting Scope – Object –Limitation –Accounting
Concepts and Conventions Financial Accounting Standards –Object of Accounting Standard –
Accounting Standard Board of India IFRS- Capital Expenditure, Revenue Expenditure and
Deferred Revenue Expenditure – Capital and Revenue Receipts Final Accounts of Sole Trader.

Module - II

Final Accounts of Limited Liability Companies: Preparation of Profit and Loss Account, Profit
and Loss Appropriation Account and Balance Sheet in accordance with the provisions of the
existing Companies Act (Simple problems with adjustments)

Module III
Departmental Accounts Meaning – Objects – Advantage Accounting procedure – Allocation of
expenses and incomes – Inter-departmental Transfers – Provision for unrealized profit.

Module IV

Branch Accounts Features – Objects Types of Branches –Dependent Branches– Account
Systems –Stock and Debtors System –Independent Branch – Features – Inter branch
Transactions – In transit items –Incorporation of Branch Trial Balance in Head Office books
(simple problems only) – Distinction between Branch and Departmental Accounts.

Module V

Accounting for Hotels and Restaurants – Introduction- Features- Revenue earning and Non-
revenue Earning Departments- Heads of Revenue and Heads of Expenditure- Working Papers,
Journals-Posting- Preparation of Trial Balance- Preparation of Final Statement- Trading
Accounts- P&L Accounts and Balance sheet. (Simple problems)

(Theory and problems may be in the ratio of 40% and 60%respectively)

References

1.   Dr. S.N. Maheswari , Financial Accounting

2.   Shukla, M.C., T.S. Grewal and S.C.Gupta, Advanced Accounts
        S.Chand&Co., New Delhi.

3.   NaseemAhmed,NawabAliKhanandM.L.Gupta,FundamentalsofFinancial
        Accounting, Ane Books Pvt. Ltd., New Delhi 110002

4.   Grewal and Gupta, Advanced Accounting

5.   Dr. Goyal V.K.., Financial Accounting, Excel Books,New Delhi – 110028

6.   Radhaswamy and R.L. Gupta, Advanced Accounting,Sultan Chand & Sons,
        New Delhi

7.   R.K.Malhotra, Financial Management in Hotels and Restaurant Industry,
        Anmol Publishers

8.   S.Kr. Paul, Advanced Accounting,

9.   P.C. Tulasian, Pearson Editions, Introduction to Accounting

10.   Jain &Narang, Financial Accounting

Semester III

TTM3B03: Air transportation and Airport Operations

Lecture Hours Per Week: 5   **Credits: 4**

Objective: To enable the student to understand the air transportation system and to learn about the structure and facilities of airports along with acquitting with the airport operations.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Book Reviews.

Objectives:

Module I

Air Transportation: Aviation and air transportation- Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types- Air transport system- Airports-Aircraft-Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements and freedoms of air- Chicago and Warsaw conventions.

Module II

History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance-History of civil aviation in India – public and private sector airlines in India. ICAO-Formation, objectives and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

Module III

Airports: Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel-

Module IV

Airport Operations: Ground handling- Deplaning and boarding- Cargo and baggage loading-Turn around operations- Refueling- Power supply-rescue and firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.

Module V

Passenger handling-Passenger Handling- Departure Procedures- check-in formalities, free baggage allowance- types of baggage-excess baggage allowance- baggage pooling-security check- emigration services-gate handling and boarding-Arrival Procedures- transit passenger handling-emigration activities-baggage claim-missed baggage-customs formalities-red channel and green channel-Baggage handling procedure- Air navigation services- Air cargo operation. Airport Codes (IATA airport codes of major cities)

Recommended Practical Activity.

A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.

References

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4

2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.

3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.

4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson Education Ltd.

5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.

6. Wensveen, G, J., 2016, Air Transport: A Management Perspective, 8th edn., Routledge.Oxon.

7. Wittmer, A. and Bieger, T., 2011, Fundamentals and Structure of Aviation Systems, In Andreas Wittmer, Thomas Bieger and Roland Muller (Eds.), Aviation Systems: Management of the Integrated Aviation Value Chain, New York: Springer.

TTM3B04: Indian Tourism Resources

Lecture Hours Per Week: 5   **Credits: 4**

Objective: The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I

Resources and Tourism: Tourism resources: types-attractions-definition-concept-importance-characteristics-natural and man-made attractions- Physical Tourism Resources: Mountain & Valleys- Indian Himalayas, Aravalli Mountain Ranges, Western Ghats and Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands and Beaches; Islands; Rivers and Canals; Lakes.

Module II

Cultural resources in India: India's rich heritage archaeological sites ancient monuments and diverse, monuments and architecture, Fairs and Festivals in India cultural and artistic heritage of India dance, music, sculpture, painting, etc. UNESCO World Heritage Sites of India: Cultural properties, Built Up Structures- Monuments- Forts, Palaces, Havelis, Cave, War Memorials.

Module II

Bio geographical Tourism Resources: Flora and Fauna of India; Wild Life Sanctuaries and National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions-Bio reserve centers bio diversity and eco system Wildlife Protection Act, 1972 (Introduction).

Module IV

Major tourist attractions in India: Attractions in Golden triangle-Shimla-Kullu-Manali-Darjeeling-Mount Abu-Puri-Konark-Golden Temple-Haridwar-Varanasi-Buddhist tourist circle-Bangalore-Mysore-Hampi-Hyderabad-Goa and beaches-Ajanta Ellora-Mumbai attractions-Kanyakumari-Mahabalipuram-Chennai

Module V

Kerala tourism- Natural resources in Kerala including beaches, wildlife sanctuaries-waterfalls-hill stations-backwaters-cultural resources-fort palaces-handicrafts-museums and art galleries-dance forms-martial arts-major tourist destinations in Kerala.

*Recommended Practical Activity.

Visit to some Historical/Cultural/Archeological important site and prepare a report based on that.

References

1.   Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.

2.   Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow. (2006) ISBN 81-89267-29-9

3.   Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.

4.   Sarina Singh (2008), Lonely Planet India. 5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

5.   India A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.

TTM3C03: Introduction to Accountancy and Business law II

Lecture Hours Per Week: 5   **Credits: 4**

Objective:

1. To provide students with basic legal concepts and the Indian Legal Environment in which business is carried on.
2. To identify the emerging legal issues regarding tourism and related industries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Law – Definition Characteristics – Need - Classification – Sources of Law Nature of Business Law -The Indian Contract Act 1872 – Contract Nature and Classification of Contracts Offer and Acceptance Consideration Capacities of Parties Free Consent Coercion Undue influence – Misrepresentation Fraud Mistake Void Agreements Discharge of Contract Breach of Contract and Remedies Contingent Contracts Quasi-Contracts.

Module II

Special Contracts Contract of Indemnity Meaning – Nature Right of Indemnity Holder and Indemnifier – Contract of Guarantee Meaning – Nature and Features Surety and co-surety – Rights and Liabilities Discharge of Surety from his Liability – Contract of Bailment and Pledge Rights and Duties of Bailer and Bailee, Pledge and Pledgee Pledge by Non-owners Agency Creation of Agency – Duties and Liabilities of Agent and Principal Termination of Agency.

Module III

Sale of Goods Act, 1930 Contract for Sale of Goods - Meaning – Essentials of a Contract of Sale

– Conditions and Warranties Caveat Emptor Sale by Non -owners Rules as to delivery of Goods Auction Sale Rights of Unpaid Seller.

Module IV

The Negotiable Instruments Act,1881 Negotiable Instruments – Meaning – Characteristics – Types – Cheques – Promissory Note and Bill of Exchange – Crossing of Cheques Holder and holder in due course negotiation- Types of Endorsement – Dishonor of Negotiable Instrument & Provisions of section 138 – Noting and Protest.

Module V

The Consumer Protection Act 1986 – Definition of Consumer – Complainant – Goods – Service – Complaint – Unfair Trade Practices – Restrictive Trade Practices – Rights and Remedies for Consumers Consumer Protection Council – Consumer Disputes Redressal Agencies.

Module VI

The Information Technology Act 2000 – Digital Signature – Digital Signature Certificate – Electronic Records and Governance Certifying Authorities – Cyber Crimes – Offences and Penalties under IT Act 2000-RTI Act.

Reference books:

1. Business Laws – Balchandani

2. Business Laws – S.D.Geet and M.S. Patil

3. Business Laws S.S. Gulshan

4. Business & Industrial Law B.S.Moshal

5. Business and Commercial Laws Sen and Mitra

6. An Introduction to Mercantile Laws – N.D.Kapoor

7. Business Laws – N.M. Wechlakar

8. Business Laws M.C. Kuchal

Semester IV

TTM4B05: Travel Geography

Lecture Hours Per Week: 5   **Credits: 4**

Objective: To provide details about basic components of geography in relation with travel and tourism. To familiarize with IATA codes, time calculation and the major tourist attraction across the world.

Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Study.
Objectives:

Module I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Module II

Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Module III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Module IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Module V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

Recommended Practical Activity

Map Study and Map Marking (Mark important tourist destinations of the world in the Blank World Map)

References

1.   Rough Guides

2.   Lonely Planet travel guides

3.   Hudman, Lloyd and Jackson Richard, (2011). Geography of Travel and Tourism, Delmar Publishers.

4.   Perlitz, Lee and Elliot, Steven, (2012). International Destinations, Prentice Hall, Edn.

5.   Lloyd Goodman and Richard Jackson (1999). Geography of Travel and Tourism – Delmar

6.   Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)

7.   Premnath Dhar, International Tourism Emerging Challenges &Futureprospects, Kanishka Publishers Distributors: New Delhi

8.   AlanLew,C.MichaelHall,DallenJ.Timothy,WorldGeographyOfTravelAnd Tourism: A Regional Approach, ButterworthHeinemann

9.   Babu P George, AlexendruNedelea (2008) International Tourism World Geography & Development Perspectives, Abhijeet Publications: New Delhi

TTM4B06: Introduction to Hospitality Business

Lecture Hours Per Week: 5   **Credits: 4**

Objective: To explore various aspects of value creation through hospitality industry.

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Videos.

Module I

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

Module II

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.

Module III

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

Module IV

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

Module V

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

Recommended Practical Activity

Visit a star category hotel to get knowledge about functional departments of a star category property (Preferably a 5-star Hotel)

References

1.   RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)

2.   Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)

3.   Dennis. L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)

4.   Michael. L. Kasavana and Richard. M. Brooks – Front Officeprocedures (Educational Institute. A.H.M.A)

5.   Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)

7.   Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Tourism and Hotel Management (Anmol Pub. New Delhi)

8.   K. Anil Kumar and Shelji Mathew – An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)

9.   Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)

10.   John R Walker Introduction to Hospitality Management – Pearson Education India

11.   S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi

TTM4C04: Business Statistics and Information Technology II

Lecture Hours Per Week: 5   Credits: 4

Objective: This course has been devised to give an idea about the use of computer and information technology in the field of tourism and travel industry management. Also, the student should be able to apply various statistical tools in business functions.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Meaning and Definitions of Statistics Scope and Limitations. Statistical enquiries Scope of the problem Methods to be employed types of enquiries Presentation of data by Diagrammatic and Graphical Method Formation of Frequency Distribution. Measures of Central tendency Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations Skew ness and Kurtosis and Lorenz curve. (20 HOURS)

Module II

Regression and correlation: Simple Correlation Scatter diagram – Karl Pearson's Co efficient of correlation – Rank correlation Regression lines. Analysis of Time Series:

Methods of measuring Trend and Seasonal variations Index number Unweighted indices

 Consumers price and cost of living indices.

Module III

MIS and Networking – Management Information System, Types of networks, Different topologies, Concept of DBMS- Database, Characteristics of a Database system, Components of DBMS, Database Users, Database Languages, Database Models.

Module IV

IT Systems used in Airlines: Introduction and functions of GDSs-Airline reservation systems, inflight systems, crew scheduling systems, airline scheduling systems, point of sale systems-Airport Systems, check in systems, gate scheduling systems, baggage handling and cargo systems-travel distribution systems, online travel agency, other online intermediaries in travel distribution-Disintermediation and reinter mediation : Definition and Concept.

Module V

ICT in Destination and Hospitality Management: Introduction-Property Management System-Functions and Modules-Guest room systems-F and B Systems- CRSs-Sales and Marketing Systems-Accounting Systems-Guest Information and Entertainment Systems-Destination

Management System: Application, uses and functions-Destination Marketing Information Systems-GIS in Destination Management.

(Note: About quarter of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel and PowerPoint).

Activity:

Develop an Amortization Table for Loan Amount – EMI Calculation. Prepare an Overhead Machine / Labour hour rate through matrices. Prepare a Bank Statement using Simple interest and Compound interest. Prepare a Case study.

Recommended Practical Study

A one /two-week GDS training to the students.

Reference Books:

1.   Dileep M.R., 2011, Information Systems in Tourism, Excel Books, New Delhi. ISBN 978-81744-69090

2.   Demetrius Buhalis, 2003. eTourism, Prentice Hall: Essex:UK

3..   Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods

4.   Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth

5.   V. Rajaraman, Introduction to Information Technology, Prentice Hall.

6   Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.

7   Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.

8.   Management information Systems, (2003). Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi.

9.   Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.

10.   Fundamental of Database Systems, Elmasri and Navathe, Addison Wesley, New Delhi.

Semester V

TTM5B07: Travel Agency and Tour Operations Management

Lecture Hours Per Week: 5   **Credits: 4**

Objective: To provide knowledge about Travel Agency and Tour Operation Business and to understand the formalities and skills needed for this business.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Travel Agency Operations: Travel Intermediaries- Distribution Channels- Functions – Levels of Distribution- Tourism Intermediaries- Benefits of Intermediaries- Travel Agency concept and Perspectives- Types of Travel Agencies- Functions and Activities- Organization Structure-Setting up of a Travel Agency- BSP- Electronic distribution channels in Tourism- Online Travel Agency

Module II

Concept of Tour Operation: Concept-Definition-History-The product and consumers- Types-Benefits- Tour Classification- Package Tours- Elements- Planning and design- Itinerary preparation- Factors to consider-Capacity Planning and negotiation- Tour costing and Pricing(Sample itineraries have to be developed and pricing has to be done which can be considered for internal assessment)

Module III

Tour Marketing: Definition and Process-Marketing Mix-Tour Brochure-Importance-contents-Qualities of a good brochure- Market Segmentation- Basis- Target Marketing- Tourist Buying Behavior- Image branding and positioning by tour operators- Promotion tools used by tour operators- Distribution System in tour operation Business.

Module IV

Tour Management: Tour Booking and administration- Pre-tour preparation-Travel documents to handle- Tour manager briefing- Role and qualities of a tour manager- tour Departure and Arrival Procedures at airport- Transfer and tour conduct- Handling emergencies- Post-Tour activities

Module V

Overseas Representatives and Tour Guiding: Concept-Need – Types of overseas representatives and their duties- Tour guiding- concepts and definition- difference between guiding and interpretation- Tour guide- Definition- types- History of tour guiding- roles of a tour guide- Tour guide activities in a tour- Qualities of Tour guide- Challenges of Tour guiding- Licenses required for guiding in India at various levels (Regional, State and Local).

Recommended Practical Activity

A visit to Travel Agency and Tour Operator (Preferably those who deals international business)

References

1. M R Dileep. (2019). Tourism, Transport and Travel Management. Routledge

2. Jagmohan Negi – Travel Agency and Tour Operations.

3. Mohinder Chand Travel Agency and Tour Operations: An Introductory Text

4. Dennis L Foster – Introduction to Travel Agency Management

5. Pat Yale – Business of Tour Operations

6. Betsy Fay Essentials of Tour Management –Prentice Hall

7. Mark Mancini: Conducting tours – Delmar Thomson, New York

8. Pond KL, Professional Guide: Dynamics of Tour Guidin

TTM5B08: Accommodation Operation

Lecture Hours Per Week: 5   **Credits: 4**

Objective: To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

Module II

Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment's types of rooms and beds, role of housekeeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

Module III

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of executive 'chef'. Structure of food production department, duties, floor plan of kitchen, flow of activities.

Module IV

Hotel Marketing Department its functions, organization structure, job descriptions, hotel sales, methods used, back office functions and organization structure, various accounting tools, role of H.R.Management in hotels, H.R.Manager in a hotel–service tips for hospitality personnel, role of managers in hospitality industry.

Recommended Practical Study

One/Two-week familiarization training in a hotel/resort. (The students have to be familiarized with various operations in different departments in a hotel through practical and industrial visits)

References

1. Front office Operations James Bardi

2. Principles of hotel front office operations – Sue Baker, Palm Bradley & Jeremy Huyton

3. Front office management   S K Bhatnagar Frank Bros.

4.   F & B Service Dennis Lilycrap

5.   F & B Service a Training Manual – Sudhir Andrews

6.   Hotel Hostel &Hospital housekeeping Lennex, Branson

7.   Hotel housekeeping a training manual – Sudhir Andrews

8.   RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol
     Pub, New Delhi)

9.   Michael. L. Kasavana and Richard. M. Brooks – Front Office Procedures
     (Educational Institute. A.H.M.A)

10. Sudhir Andrews –Hotel front Office Management. (Tata McGraw Hill, New Delhi)

11. Puspinder. S. Gill   – Dynamics of Tourism   –Vol. 4 –Tourism and Hotel
     Management (Anmol Pub. New Delhi)

12. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi)

13. John R Walker Introduction to Hospitality Management – Pearson Education India

14. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann,
     New Delhi

TTM5B09: Tourism Research Methodology

Lecture Hours Per Week: 4   **Credits: 4**

Objective: The main objective of the course is to provide the methods of research and report writing in the field of tourism and travel industry.

Pedagogy: A combination of Lecture, Case Study, Seminars, Assignments, Literature Study Field visits, Industry visits, and projects.

Module I

Fundamentals of Research: Definition of Research –Characteristics – Purpose of research – Research and Theory. Types and methods of research: Classification of Research: Pure and Applied research – Exploratory or Formularize Research –Descriptive research –Diagnostic study –Evaluation studies –Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey – Case study – Field Studies – Steps in Research.

Module II

Review of literature: Literature classification –purpose of review – sources of literature – planning the review work – note taking.

Module III

Planning of Research: The planning process – selection of a problem for research –formulation of the selected problem –hypotheses: meaning – types (descriptive, relational, causal, working, null, statistical, common sense, complex and analytical Hypotheses)- Sources of hypotheses –theory observation, intuitions and personal experience –functions / role of hypotheses – characteristics – Concepts: definition – characteristics – types (concrete, abstract)

Module IV

Sampling :Meaning - characteristics of a good sample – sampling techniques (probability Vs non-probability) – sample unit, size and procedure sampling errors- Method of collection of data : Meaning and importance of data – sources of data – use of secondary data – methods of collecting primary data: observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, content analysis.

Module V

Tools for data collection: Type of tools – construction of schedules and questionnaires – measurement scales and indices –pilot studies and pre – tests- Processing of data: Editing – classification and coding –tabulation and graphic representation. Report Writing: Introduction – types of reports – planning report –writing – research report format – principles of writing – documentation: footnotes and bibliography.

Recommended Activity

Review of different research thesis related tourism subjects.

Recommended Books for Reference:

1. Methodology of Research in Social Sciences – O.R. Krishnaswamy
2. Methodology of Research – C. R. Kothari.

3. Research Methodology   - Bhattacharya.
4. Research Methodology - K. R. Sharma.
5. Methodology and Techniques of Social Research – Wilkinson and Bhandarkar.
6. Business Research Methods – Donald R. Cooper and Pamela S Schindler.
7. Quantitative techniques for Managerial Decision Making – Shenoy G. V., Srivastava U.K. and Sharma S.C.
8. Marketing Research – David A Aaker, V. Kumar &George S Day.

9. Business Statistics – David R Anderson, Dennis Sweeney & Thomas Williams.

TTM5B10: Airline and Cargo Management

Lecture Hours Per Week: 4   **Credits: 4**

Objective: To Understand the structure and dynamics of airline industry. To Study the international airfares, regulations and formalities to travel.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I:
Airlines: Airline-Definition-Airline Industry-Definition-characteristics- airline consumers and tourists- airline product- types of airlines- scheduled and nonscheduled-other types-full-service carriers, Low Cost carriers. Business strategies of LCCs- airline practices- classes of service-Hub and spoke system, code sharing, interlining, frequent flyer programme. Airline alliances, marketing mix in airlines, airline organization- airline personnel.

Module II:
Airline functions: Airline fleet- fleet planning-considerations in fleet planning- airline schedules, contents in schedules- schedule planning and development-airline networks- types of networks-network planning- fleet assignment-aircraft routing- crew scheduling- crew pairing-cabin crew and cockpit crew-crew roster-crew bid line-passenger handling by airlines- flight operation stages and crew duties.

Module III:

Airline Terminology types of journeys (OW, CT, RT, OJ, and RTW) – International sale indicators– Global indicators. Traditional airline ticket- ticketing instruction and conjunction tickets – Open tickets, e-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT. Limitations on travel.

Module IV

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares. Internal fare constructions based on IATA– Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

Module V

Cargo, meaning- definition types of cargo-Cargo transportation–scope of cargo business, structure of cargo industry, movement of cargo-types of rates- airway bill preparation- cargo loading methods- ULDs and other measures for loading.

Recommended Practical Activity

Visit an international airport preferable having cargo operations. The focus of the visit should be related to Airline and Cargo Functioning.

References

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4
2. Shaijumon P V, Sanoopkumar, DeleepDevasya, (2019). Introduction to Airline Ticketing and Air Travel Management, Vykhari Publications, Thriruvananthapuram.

3. Introduction to Airline Industry: IATA Study KIT-latest

4. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
5. Jagmohan Negi: Air Travel and Fare Construction. Kanishka Pub, New Delhi 2004

6. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

7. Airpotrt, aircraft and airline security, Kenneth C Moore, Butter worth Heinmann Airline Business in 21stCentury, Regas Doganis, Routleg

TTM5B11: Principles and Practices of Management

Teaching Hours Per Week: 4   **Credits: 4**

Objective: The main objective of the course is to give details about the principles and applications of different management theories in various business establishments, particularly in travel and tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings.

Module -I

Concept of Management – Functions and responsibilities of managers- Fayol's principles of management- management thought the classical school- the human relations school- system theory- contingency management. Planning-The nature and purpose of planning- types of planning- advantages and limitations of planning - Concept and nature of objective – Types of objective- importance of objectives- management by objectives (MBO).

Module –II

Strategies and Policies – Concept of corporate strategy- formulation of strategy- types of strategies- types of policies- principles of formulation of policies- decision making- decision making process.

Module III

Organizing – Nature and purpose of organizing- basis of departmentation-span of management-determinants of span of management- line and staff relationship- line and staff conflicts-bases of delegation-delegation and decentralization-methods of decentralization-leadership-types.

Module IV

Directing – Directing and problems in human relationship-motivation-communication and leadership- coordinating- Controlling – Concept and process of control, control of overall performance, human aspect of control.

Module V

Staffing-process-HRM and Personnel Management-meaning and definition- objectives- HR planning process-recruitment-selection-training-placement-source of recruitment-methods of recruitment-performance appraisal-meaning and concept-career planning-promotion and transfer-compensation management-concept and objectives- wage and salary-grievance redressal mechanism

Reference:

1. Essential of Management – Harold Koontz and Heinz Weihrie

2. Organization and Management – R.D.Agarwal.

3. C.B. Memoria, Personnel Management.

4. K. Aswathappa, Human ResourceManagement, Tata Mc-Graw Hill New York.

5. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.

6. C.B.Gupta, Human Resource Management, Sultan chand& Sons, New Delhi.

7. Tripathi, Personnel Management & Industrial Relations, Sultan chand& Sons, New Delhi.

8. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.

TTM5D01: Tourism and Hospitality Management

Lecture Hours Per Week: 3   **Credits: 3**

Objective: This course is offered to the students of other departments. And it covers the basic information's about the tourism and hospitality industry.

Pedagogy: A Combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and Assigned readings.

Module I

Introduction to travel and tourism: - Important phenomena helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

Module II

Development of means of transport: - Road Transport-Sea/Water transport, Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international -Travel Documents.

Module III

Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism-Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism-Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

Module IV

Accommodation Industry- History-Types-Departments-Categorization in India (Star)-Room Types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural)

Books Recommended for Reference:
1. John R. Walker: Introduction to Hospitality Management (second edition) Dorling Kindersley (India) Pvt Ltd. ISBN 978-81-317-2487-3
2. A. K Bhatia: Tourism Management & Marketing.
3. Christopher. Holloway; Longman; The Business of Tourism
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
6. Page, S: Tourism Management: Routledge, London
7. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

Semester VI

TTM6B12: Marketing for Tourism and Hospitality

Lecture Hours Per Week: 6   **Credits: 4**

Objective: The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I Introduction: Nature, scope and importance of marketing – Evolution of marketing concepts; Marketing mix, marketing environment. Consumer Behavior – Consumer buying process Factors influencing consumer buying decisions – Creating Customer Value – Satisfaction – Loyalty Market Selection Market segmentation – concept, importance and bases Target market selection Positioning concept importance and bases Product differentiation vs. market segmentation.

Module II Product: Meaning and importance Product classifications Concept of product mix – Branding – Creating Brand Equity packaging – labeling After sales services Product lifecycle New Product Development – Pricing Significance Factors affecting price of a product Pricing policies and strategies.

Module III Promotion: Nature and importance of promotion – Communication Process Types of promotion – advertising personal selling – public Relations sales promotion Promotion mix and factors affecting promotion mix decisions Communication planning and control.

Module IV Marketing Channels and Value Networks meaning and importance Channel Levels Wholesaling and retailing – Factors affecting choice of distribution channel-Retailing Types of retailing – store based and non-store-based retailing chain stores specialty stores supermarkets retail vending machines mail order houses retail cooperatives Management of retailing operations Retailing in India: changing scenario – Market Logistics.

Module V Recent issues and developments in marketing: Social Marketing, Marketing ethics; recent developments in marketing – online marketing direct marketing green marketing relationship marketing Marketing of Services –Conceptual frame work – CharacteristicsofServices–ClassificationofServices–MarketingmixinServiceMarketing

–   Effective management of Services marketing.

Books Recommended for Reference:

1. Philip Kotler Marketing Management

2. Devashish Dasgupta: Tourism Marketing, Dorling Kindersley (India) Pvt Ltd , New Delhi ISBN 978-81-317-3182-6

3. William M. Pride and O.C. Ferrell – Marketing.

4. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.

5. Armstrong & Kotler, Marketing: An Introduction, Pearson.

6. Marketing for Hospitality and Tourism: Philip Kotler John T. Bowen James Makens,Dorling Kindersley(india) Pvt Ltd ISBN 978-93-325-1827-8

7. R.S. Davar, Marketing Management, Progressive Corporation.

8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.

9. Ramaswamy and Namakumari, Marketing Management.

10. Neelamegham, Marketing in India.

11. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Service Marketing – People, Technology, Strategy, Pearson, Dorling Kindersley (India) Pvt Ltd. ISBN 978-81-317-5939-4

TTM6B13: Tourism Planning and Policies

Lecture Hours Per Week: 6   **Credits: 4**

Objective: The course aims to give a comprehensive idea about the tourism planning and policies and its application.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical and Assigned readings.

Module I

Destination: the concept and definitions-Common Characteristics of Destinations- Significance of attractions for destinations- Evolution and growth of tourism in a Destination-TALC concept-Destination Image-   Destination Marketing Organization (DMO).

Module II

Benefits of Tourism: The economic benefits-Tourist Expenditure-Invisible Export-Role of balance of payments-Employment Generation-Investment and accelerator effect-Income generation-economic growth and diversification-local entrepreneurship development-redistribution of wealth-direct, indirect and induced benefits-multiplier effect-tourism multipliers-social significance of tourism-Positive cultural impacts of tourism-Environmental benefits of tourism.

Module III

Impacts of Tourism: Economic impacts-Opportunity-cost-inflation-migration of labour-Social consequences- Demonstration effect-anti social activities and tourism-Cultural Impacts-Commercialization-Commoditization-Environmental impacts-

Module IV

Sustainable Tourism: Sustainable tourism development- components- principles- Carrying capacity-EIA- Environmental auditing- Visitor management practices- Definition and concept of ecotourism-Principles.

Module V

Tourism Planning: Planning system-Significance of planning in tourism-tourism Planning Levels-Geographical level Planning (Destination Planning)-Business level planning- Different approaches to tourism planning-'Boosterism'-Physical/spatial approach-Community-Sustainable approach-Strategic planning-tourism planning process-Tourism policy-national tourism policies in india-1982,92,2002,latest policies (overview).

Books Recommended for Reference:

1. M.R.Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.

2. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi

3. Hall, C.M., 2008, Tourism Planning: Policies, Process and Relationships, Pearson Education: Essex.

4. Kelly I and Nankervis T, 2009, Visitor Destinations, John Wiley and Sons, Milton: Australia

5. Richard T, Wright. Dorothy f. Broose, Enviornmental science Toward a Sustainable Future, PHI Learning, Pvt Ltd, new Delhi

6. K. Anilkumar , S.V. Sudheer, Negative Factors of Tourism, Abhijeet Publications , new Delhi. ISBN 978-93-81136-71-3

TTM6B14: Emerging Concepts in Tourism

Lecture Hours Per Week: 6   **Credits: 4**

Objective: This module gives knowledge to the students about the various emerging concept in Tourism.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I

Space tourism – travel to outer space – international space station – space travelers–lunar tourism-Backpacker tourism-characteristics-Dark tourism-definition-characteristics-major attractions. Unethical tourism practices- Sex tourism and Child Sex Tourism- Terrorism and Political Crises affect Tourism- Climate change-definition and effects in tourism- Growth of tourism and challenges- Cyber Tourism-voluntary tourism- social tourism-rural tourism dimensions.

Module II

Health Tourism – Rejuvenation Therapy in Ayurveda – Kayakalpatreatmentgeneral idea about Panchakarma – Oil Massage, Dhara, Kizhi, Nasyam, Vasthi, Rasayana, Lehyam, Arishta etc.-Naturopathy Treatments – General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and Marmachikilsa, Holistic Treatment like yoga & meditation.-Superspecialty Treatments for Medical Tourist such as Cardiac surgery, Organ transplantation, Keyhole Surgery, Cosmetic Surgery, Dental Tourism-Sidha& Unani – Cost effectiveness in India.

Module III

Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism –

Module IV

Responsible tourism –Economic Responsibility-Social Responsibility-Environmental Responsibility-Remedial and precautionary measures against bad effects of tourism–tourism legislations–rules and regulations–benchmarking–standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala

Books Recommended for Reference:

1. Tourism Development Revisited. Edited by Sutheeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44

2. M.R.Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.

3. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi

4. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.

5. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.

6. Strategic Management Theory – An Integrated approch by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.

7. Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi.

8. Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.

9. Tourism Management – Principles and Practice – Dr. P.O. George (In press).

10. www.incredibleindia .org

11. www.keralatourism.org

12. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi –

TTM6B15: Event Management and MICE Tourism

Lecture Hours Per Week: 5   **Credits: 3**

Objective: As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management, and also to inspire and inform students on the dynamism of event management.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module 1

Business Tourism – Tourism – Definition and growth of tourism Major categories– Leisure & business tourism Business tourism Definition – difference between Leisure and business tourism

Module II

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathimaidan, Delhi etc.

Module III

Event Management – Definition – Meaning and scope – Role of events in promotion of tourism- Types of events–Cultural festival, religious, business etc. Need of event management. Key factors for best Event Management.

Module IV

Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.

Module V

Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions Case study of Kerala Travel mart.

Books Recommended for Reference:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.

2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002.

3. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.

4.   Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.

5.   Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.

6.   Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

TTM6B16: Resort and Recreation Management

Lecture Hours Per Week: 5   **Credits: 3**

Objective: This course has been designed to give an idea about the management of Resorts and recreation units in the Industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Field Visit.

Module I

The Resort and recreation: Concept-origin and evolution- Origins and development of European and Asian resorts. Recreational Activities related to Tourism- Golf-Tennis-Theme Resorts-Winter Sports-Water Sports-Ski resorts-services-facilities-types-Spa and Health Club Facilities-Recreational Infrastructure and Nature-Theme Parks: Concept, and evolution-Types- locations-Casinos: types-major centers-activities in Casinos

Module II

Resort Planning and Development: Special Considerations-stakeholders involvement- types of resort ownership-Impacts of resort development and ways to minimize them- stages of resort planning and development- Content, uses, and limitations of the resort master plan-

Module III

Operations and Management: Front-of-the-House Management-reservations department-reception center-PMS and uses- importance of guest relations- overview of F&B-guest activities and services at resorts- Room services and restaurant services-Engineering, Maintenance, Security- tools, procedures, programs, and systems that contribute to energy conservation and cost control- security and elements of a security program-safety issues and activities at resorts-crisis management in resorts.

Module IV

Customer Relationship Management: Customer Acquisition and Retention- Customer Loyalty – CRM-concept and definition-CRM systems-Relationship marketing-CRM practices by resorts-Customer Satisfaction- Customer Feedback and Service Recovery-Customer Information Databases - Data Warehousing and Data Mining-

Module V

Quality of Service: Service Delivery – Types and Causes of Service Quality Gaps – Measuring and improving service Quality –Total Quality Management- Strategies to resolve the gaps-Moments of truth and importance of customer satisfaction-Complaint handling.

Recommended Practical Activity

Visit a Resort/Recreation Spot and prepare a report on the management methods of such properties.

Books Recommended for Reference:

Chuck Yim Gee, 2010. World of Resorts from Development to Management, American Hotel & Motel Association

Robert Chrsitie Mill, 2008. Resorts: Management and Operation, John Wiley & Sons.

Ibrahim, I. & K.A. Cordes. 2008. Outdoor Recreation: Enrichment for a Lifetime, 3rd ed. Champaign, IL: Sagamore Publishing.

Jennings, G. (Ed.) 2010. Water-Based Tourism, Sport, Leisure and Recreation Experiences. Burlington, MA: Butterworth-Heinemann.

TTM6 B17: MEDICAL AND WELLNESS TOURISM

Lecture Hours Per Week: 4   **Credits: 3**

Objective: The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.

Pedagogy: Lectures, Group Discussions, Presentations, Practical, Case studies,

Module I

Health and Medical Tourism: Meaning, nature and scope- Factors responsible for growth of health and medical tourism

Module II

Health and Medical tourism Product- Health and Medical Tourism markets at global level

Advantages and disadvantages for India in Global Medical Tourism Market

Module III

Health and Medical Tourism in India- Role of Private sector in health and medical tourism

Traditional Health Care system in India- Government incentives for health and medical tourism in India

Module IV

Certification and Accreditation in health and medical tourism- Ethical, legal, economic and environmental issues in health and medical tourism

REFERENCES

Reisman, David, Health Tourism: Social Welfare Through International Trade

Smith, Melanie; &Puczko, Laszlo, Health and Wellness Tourism

Conell, John, Medical Tourism

Todd, Maria, Handbook of Medical Tourism Programe Development

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