



**UNIVERSITY OF CALICUT**

**Abstract**

General and Academic- Faculty of Humanities- Syllabus of Master of Travel & Tourism Management (MTTM) Programme for affiliated Colleges under CBCSS PG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued

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**G & A - IV - B**

U.O.No. 9073/2019/Admn

Dated, Calicut University.P.O, 09.07.2019

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*Read:-*1.UO. No. 4487/2019/Admn Dated: 26.03.2019

2.Minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.06.2019 (Item no.2)

3. Letter from the Dean , Faculty of Humanities Dated : 04.07.2019

**ORDER**

The Regulations for Choice Based Credit and Semester System for Post Graduate(PG) Curriculum-2019 (CBCSS PG Regulations 2019) for all PG Programmes under CBCSS for Affiliated Colleges 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 Master of Travel and Tourism Management (MTTM ) Programme restructured in tune with new CBCSS PG Regulation with effect from 2019 Admission onwards, vide paper read second above.

The Dean, Faculty of Humanities has approved 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 Master of Travel and Tourism Management (MTTM ) Programme in accordance with the new CBCSS PG 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 Master of Travel and Tourism Management (MTTM ) Programme in accordance with CBCSS PG Regulations 2019 for affiliated Colleges 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 REGULATIONS FOR  
Master of Travel and Tourism Management (MTTM)**

**CHOICE BASED CREDIT SEMESTER SYSTEM-PG  
(CBCSS PG – 2019)**

**Regulations for the MTTM under Choice Based  
Credit Semester System – 2019**

**1. SHORT TITLE**

These regulations shall be called “Regulations for Choice Based Credit Semester System for *Master of Travel and Tourism Management (MTTM)* Curriculum - 2019 for affiliated Colleges of Calicut University governed by CBCSS-PG, 2019.

**2. SCOPE APPLICATION AND COMMENCEMENT**

The regulations provided herein shall apply to the regular *Master of Travel and Tourism Management (MTTM)* offered by the affiliated colleges (Government/Aided/Unaided/Self-financing) of the University of Calicut, Autonomous with effect from the 2019 batch admission. These regulations shall supersede all the previous regulations for the regular *Master of Travel and Tourism Management (MTTM)* offered through the affiliated colleges of the University unless otherwise specified.

**3. DEFINITIONS**

- 3.1 ‘**Programme**’ means *Master of Travel and Tourism Management (MTTM)*, the entire course of study and Examinations.
- 3.2 ‘**Duration of Programme**’ means the period of time required for the conduct of *Master of Travel and Tourism Management (MTTM)*. The duration of Mater of Travel and Tourism Management (MTTM) shall be four semesters.
- 3.3 ‘**Semester**’ means a term consisting of a minimum of 90 working days including examination days distributed over a minimum of 18 weeks each of 5 working days.
- 3.4 ‘**Course**’ means a segment of the subject matter of *Master of Travel and Tourism Management (MTTM)* to be covered in a semester (traditionally referred to as paper).

- 3.5 ‘Core Course’** means a compulsory course related to *Master of Travel and Tourism Management (MTTM)*, which shall be successfully completed by a student to receive the degree.
- 3.6 ‘Elective course’** means a course, which can be substituted, by equivalent course from the same subject and a minimum number of courses are required to complete *Master of Travel and Tourism Management (MTTM)*.
- 3.7 Audit Course:** These courses are mandatory for which the student can register without earning credits.
- 3.7.1. Ability Enhancement Course:** This is one among the Audit courses which is mandatory for *Master of Travel and Tourism Management (MTTM)* but not counted for the calculation of SGPA or CGPA. The object is to enhance the ability and skill in the concerned core area.
- 3.7.2. Professional competency Course:** This is one among the Audit courses which is mandatory for *Master of Travel and Tourism Management (MTTM)* but not counted for the calculation of SGPA or CGPA. The object is to get professional competency and exposure in the concerned core area.
- 3.8 ‘Readmission’** is the act of admitting a student again after leaving the institution.
- 3.9 ‘Improvement course’** is a course registered by a student for improving his/her performance in Master of Tourism and Travel Management (MTTM).
- 3.10 ‘Department’** means Department of Tourism Studies offering Master of Travel and Tourism Management (MTTM) approved by the University in a college as per the Statute and Act of the University.
- 3.11 ‘Department Council’** means the body of all teachers of Tourism Department in a College.
- 3.12 ‘Department Coordinator’** is a teacher nominated by Department Council to coordinate the continuous evaluation undertaken in Tourism Department.
- 3.13 ‘Student Advisor’** means a teacher/coordinator from the college nominated by the College Council / to look into the matters relating to CBSSPG-2019.
- 3.14 ‘Credit’ (C)** of a course is a measure of the weekly unit of work assigned for that course.
- 3.15 ‘Letter Grade’** or simply ‘Grade’ in a course is a letter symbol (e.g., A+, A, B, C, D, E etc. which indicates a particular range of grade points which indicates the broad level performance of a student.
- 3.16 Grade Point (G):** It is a numerical weightage allotted to each letter grade on a Grading Scale.
- 3.17 ‘Credit Point’ (P)** of a course is the value obtained by multiplying the grade point (G) by the Credit (C) of the course  $P=G \times C$ .
- 3.18 ‘Semester Grade Point Average’ (SGPA)** is the value obtained by dividing the sum of credit points obtained by a student in various courses taken in a semester by the total number of credits taken by him/her in that semester. The grade points shall be rounded off to two decimal places.
- 3.19 ‘Cumulative Grade Point Average’ (CGPA)** It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the

sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

(Words and expressions used and not defined in these regulations but defined in the Calicut University Act and Statutes shall have the meaning assigned to them in the Act and Statute.)

#### **4. PROJECT WORK / DISSERTATION & COMPREHENSIVE VIVA-VOCE**

There will be a Project work with dissertation and Comprehensive Viva-voce as separate courses relating to Travel and Tourism Management in the end Semester and included in the Core Courses. All students have to submit a Project Report/Dissertation in the prescribed structure and format as a part of the Project Work undertaken as per the stipulations of the department. There shall be External and Internal evaluation for Project Work and these shall be combined in the proportion of 4:1. In the case of Comprehensive Viva-voce, the conduct of External Viva-voce.

- 4.1 There shall be External and Internal evaluation with the same criteria for Project Work done and the grading system shall be followed as per the specific guidelines and stipulations of the concerned BoS in Tourism.
- 4.2 One component among the Project Work evaluation criteria shall be Viva-voce (Project Work related) and the respective weightage shall be 40%.
- 4.3 Consolidated Grade for Project Work is calculated by combining both the External and Internal in the Ratio of 4:1 (80% & 20%).
- 4.4 Details regarding the conduct of external and internal evaluation, criteria for evaluation and other aspects relating to the same can be taken by the concerned Boards of Studies and shall be specified in the Programme curriculum.
- 4.5 For a pass in Project Work, a student has to secure a minimum of P Grade in External and Internal examination combined. If the students could not secure minimum P Grade in the Project work, they will be treated as failed in that attempt and the students may be allowed to rework and resubmit the same in accordance with the University exam stipulations. There shall be no improvement chance for Project Work.
- 4.6 The External and Internal evaluation of the Project Work shall be done based on the following criteria and weightages as detailed below:

Sl No	Criteria	% of Weightage	Weightage External	Weightage Internal
01	Relevance of the Topic and Statement of the Problem	60%	8	2
02	Methodology and Analysis		8	2
03	Quality of Report and Presentation		8	2
04	Viva Voce	40%	16	4
Total Weightage		100%	40	10

## **5. COMPREHENSIVE VIVA**

There shall be External Comprehensive Viva mandatory for MTTM programme.

- 5.1** The concerned Boards of Studies shall design the structure, criteria, details of appointment of Board of examiners (both external and internal) and other relevant aspects of its evaluation.
- 5.2** For a pass in Comprehensive viva-voce, a student has to secure a minimum of D Grade in External Viva Examination. If the students could not secure minimum D Grade in the Project work, they will be treated as failed in that attempt and the student may re appear for the same next time in accordance with the University exam stipulations. There shall be no improvement chance for Comprehensive viva-voce.

## **6. GRADING SYSTEM**

There will be Direct Grading System as per the regulations CHOICE BASED CREDIT SEMESTER SYSTEM-PG (CBCSS PG – 2019)

## **7. GRIVENCES REDRESSAL COMMITTEE**

- 7.1** Department Level Committee: 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. The committee shall have initial jurisdiction over complaints against Continuous Assessment.
- 7.2** College Level Committee: 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 the Principal as Chairman. This committee shall address all grievances relating to the internal assessment grades of the students.
- 7.3** University level: The University shall form a Grievance Redressal Committee as per the existing norms.

## **8. ADDMISSION FOR MTTM**

**The admission to all PG programmes shall be as per the rules and regulations of the University of Calicut.**

- 8.1**     **The Eligibility Criteria** for admission shall be any degree from the University of Calicut or an equivalent degree with 45 % marks in part III subjects. OBC/OEC candidates eligible for relaxation up to 5% SC/ST candidates need only to get a pass.
- 8.2**     Separate rank lists shall be drawn up for reserved seats as per the existing rules.
- 8.3**     The college shall make available to all the admitted students the information regarding all the courses including electives offered with syllabus and credit for the entire course.
- 8.4**     There shall be a uniform calendar prepared by the University for the Conduct of the programmes.
- 8.5**     There shall be provision for inter collegiate and inter University transfer in the 2nd and 3rd. semester within a period of two weeks from the date of commencement of the semesters.
- 8.6**     There shall be provision for credit transfer subject to the conditions specified by the Board of Studies in Tourism.

## **9. RE-ADMISSION FOR MTTM**

There shall be provision for readmission of students.

- 9.1**     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, readmission can be taken in another college with the junior batch, if there is vacancy within the sanctioned strength in the concerned college.
- 9.2**     This readmission is not to be treated as college transfer.
- 9.3**     There should be a gap of at least one semester for readmission.
- 9.4**     The candidate seeking readmission to a particular semester should have registered for the previous semester examination.
- 9.5**     Readmission shall be taken within two weeks from the date of commencement of the semester concerned.
- 9.6**     The Principal can grant readmission to the student, subject to the above conditions, and inform the matter of readmission to the Controller of Examinations within one month of such readmission.

- 9.7** If change in scheme occurs while readmission, provision for credit transfer will be subject to the common guidelines prepared by Board of Studies in Tourism/ Faculty of Humanities.
- 9.8** Students shall be normally permitted to register for the examination if they have required minimum attendance. If the student has a shortage of attendance in a semester, the student shall be permitted to move to the next semester 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. There will not be any Repeat semester in CBCSSPG 2019. The students who have attendance within the limit, but could not register for the semester examinations, have to apply for token registration, within two weeks of the commencement of the next semester.

## **10. ATTENDANCE**

- 10.1** The students admitted in the Master of Travel and Tourism Management (MTTM) in affiliated colleges shall be required to attend at least 75 percent of the total number of classes held during each semester. The students having less than prescribed percentage of attendance shall not be allowed to appear for the University examination.
- 10.2** Condonation of shortage of attendance for a maximum of 9 days (10% of the working days in a semester) in the case of single condonation and 18 days (20% of the working days in a semester) in the case of double condonation in a semester subject to a maximum of two times (for single condonation only) during the whole period of Master of Travel and Tourism Management (MTTM) may be granted by the University as per the existing procedures. In the case of double condonation, only one condonation shall be allowed during the entire programme.
- 10.3** Benefit of condonation of attendance will be granted to the students on health grounds, for participating in University Union activities, meeting of the University bodies /Govt. bodies and participation in other extracurricular activities on production of genuine supporting documents, with the recommendation of the Head of the Department concerned. Women students can avail maternity leave as per the existing university rules.

## **11. EXAMINATION**

- 11.1 There shall be University examination at the end of each semester.
- 11.2 Project Work / Dissertation shall be evaluated at the end of the programme only. There shall be both Internal and External evaluation for the Project Work.
- 11.3 Comprehensive Viva–Voce shall be conducted at the end of the programme only. There shall be only External Comprehensive Viva–Voce conducted by the examiners appointed by the University.
- 11.4 There shall be one end-semester examination of 3 hours duration for each theory course

## 12. EVALUATION AND GRADING

- 12.1 **Evaluation:** The evaluation scheme for each course shall contain two parts; (a) Internal / Continuous Assessment (CA) and (b) External / End Semester Evaluation (ESE).
- 12.2 Of the total, 20% weightage shall be given to Internal evaluation / Continuous assessment and the remaining 80% to External/ESE and the ratio and weightage between Internal and External is 1:4.
- 12.3 Primary evaluation for Internal and External shall be based on 6 letter grades (A+, A, B, C, D and E with numerical values (Grade Points) of 5, 4, 3, 2, 1 & 0 respectively.
- 12.4 **Grade Point Average:** Internal and External components are separately graded and the combined grade point with weightage 1 for Internal and 4 for external shall be applied to calculate the Grade Point Average (GPA) of each course. Letter grade shall be assigned to each course based on the categorization based on Ten-point Scale provided in regulation.
- 12.5 **Evaluation of Audit Courses:** The examination and evaluation shall be conducted by the college itself either in the normal structure. The Question paper shall be for minimum 20 weightage and a minimum of 2-hour duration for the examination. The result has to be intimated / uploaded to the University during the Third Semester as per the notification of the University.

## 13. INTERNAL EVALUATION

- 13.1 This assessment shall be based on a predetermined transparent system involving periodic written tests, assignments, seminars and viva-voce in respect of theory courses and based on tests, lab skill and records/viva in respect of practical courses.



**13.2** The criteria and percentage of weightage assigned to various components for internal evaluation are as follows:

<b>(a) Theory:</b>			
<b>Sl.No</b>	<b>Component</b>	<b>Percentage</b>	<b>Weightage</b>
1	Examination/Test	40%	2
2	Seminars/Presentation	20%	1
3	Assignment	20%	1
4	Attendance	20%	1
<b>(b) Practical:</b>			
1	Lab Skill	40%	4
2	Records/viva	30%	3
3	Practical Test	30%	3

**13.3** Grades shall be given for the internal evaluation are based on the grades A+, A, B, C, D&E with grade points 5,4,3,2, 1 &0 respectively. The overall grades shall be as per the Ten Point scale provided in clause20.2 of this regulation.

**13.4** There shall be no separate minimum Grade Point for internal evaluation.

**13.5** To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be published on the notice board before 5 days of commencement of external examination.

**13.6** There shall not be any chance for improvement of internal marks.

**13.7** The course teacher shall maintain the academic record of each student registered for the course, which shall be forwarded to the University, through the college Principal, after being endorsed by the Head of the Department.

**13.8** For each course there shall be class test/s during a semester. Grades should be displayed on the notice board. Valued answer scripts shall be made available to the students for perusal.

**13.9** Each student shall be required to do assignment/s for each course. Assignments after valuation must be returned to the students. The teacher shall define the expected quality of the above in terms of structure,

content, presentation etc. and inform the same to the students. Punctuality in submission is to be considered.

- 13.10** Every student shall deliver Seminar / Presentation as an internal component for every course and must be evaluated by the respective course teacher in terms of structure, content, presentation and interaction. The soft and hard copies of the seminar report are to be submitted to the course teacher.
- 13.11** All the records of Continuous Assessment (CA) must be kept in the college and must be made available for verification by university, if asked for.

#### **14. EXTERNAL/END SEMESTER EVALUATION (ESE)**

- 14.1** The semester-end examinations in theory courses shall 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.
- 14.2** After the external evaluation, only Grades are to be entered in the space provided in the answer script for individual questions and calculations need to be done only up to the Cumulative Grade Point (CGP) and all other calculations including grades are to be done by the University.
- 14.3** Students shall have the right to apply for revaluation or scrutiny as per rules within the time permitted for it.
- 14.4** Photocopies of the answer scripts of the external examination shall be made available to the students for scrutiny on request by them as per rules.
- 14.5** The external evaluation shall be done immediately after the examination preferably in a Centralized Valuation Camp.
- 14.6** The language of writing the examination of MTTM will be English.

#### **15. PATTERN OF QUESTIONS FOR EXTERNAL/ESE:**

- 15.1** Questions shall be set to assess the knowledge acquired, standard, and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. Due weightage shall be given to each module based on content/teaching hours allotted to each module.

- 15.2** It has to be ensured that questions covering all skills are set. The setter shall also submit a detailed scheme of evaluation along with the question paper.
- 15.3** A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions.
- 15.4** The question shall be prepared in such a way that the answers can be awarded A+, A, B, C, D, E Grades.
- 15.5** Weightage: Different types of questions shall be given different weightages to quantify their range given in the following model:

Sl. No.	Type of Questions	Individual weightage	Total Weightage	Number of questions to be answered
1	Short Answer type questions	2	2x4= 8	4out of 7
2	Short essay/ problem solving type	3	3x4= 12	4 out of 7
3	Long Essay type questions	5	5x2= 10	2out of 4
<b>Total</b>			<b>30</b>	<b>18</b>

- 15.6** Questions should be asked as far as possible from all modules following a uniform distribution. However, BoS in Tourism can change the pattern and type of questions subject to the condition that total weightage should be 30.
- 15.7** End Semester Evaluation in Practical Courses shall be conducted and evaluated by both Internal and External Examiners as per the stipulations of the Tourism BoS. Duration and other aspects of practical external examinations shall be decided by the Boards of Studies concerned.

## 16. CONDUCT OF THE COMPREHENSIVE VIVA VOCE

- 16.1** There shall be External Comprehensive Viva-voce; which is mandatory.
- 16.2** The Boards of Studies in Travel and Tourism shall design the structure, criteria, details of appointment of Board of examiners (both external and internal) and other relevant aspects of its evaluation.
- 16.3** For a pass in Comprehensive viva-voce, a student has to secure a minimum of D Grade in External examination. If the students could not secure minimum D Grade in the Project work, they will be treated as failed in that attempt and the student may re appear for the same next

time in accordance with the University exam stipulations. There shall be no improvement chance for Comprehensive viva-voce.

## 17. 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 to the Credit Semester System in their application to any course offered in a College, the latter shall prevail.

Proposed MTTM Program structure under (CBCSS' 2019)

<b>MTTM Semester I</b>							
Course	Course Code	Title of Course	Hours/Week	Credits	Maximum Marks		
					CA	ESE	Total
Core Course	MTM1C01	Principles and Practices of Tourism Management	05	04	0.8	3.2	4
Core Course	MTM1C02	Tourism Products and Resources	05	04	0.8	3.2	4
Core Course	MTM1C03	Events Planning and Promotion	05	04	0.8	3.2	4
Core Course	MTM1C04	Travel and Transport Operations and Management	05	04	0.8	3.2	4
Core Course	MTM1C05	Management Skills	05	04	0.8	3.2	4
Total			25	20	4.0	16	20
Audit Courses MTM1A01							
MTM1A01 Case Study Preparation				04	0.8	3.2	
Credit of this course not counted for SGPA / CGPA)							
Cumulative Total				24	4.8	19.2	24
<b>MTTM Semester II</b>							
Course	Course Code	Title of Course	Hours Per Week	Credits	Maximum Marks		
					CA	ESE	Total
Core Course	MTM2C06	Marketing for Tourism and Hospitality	05	04	0.8	3.2	4

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Core Course	MTM2C07	Hospitality Administration	05	04	0.8	3.2	4
Core Course	MTM2C08	Aviation Management	05	04	0.8	3.2	4
Core Course	MTM2C09	Tourism Planning and Destination Development	05	04	0.8	3.2	4
Core Course	MTM2C10	Tourism Information Technology	05	04	0.8	3.2	4
Total			25	20	4.0	16	20
Audit courses MTM2A02 Air ticketing				04	0.8	3.2	
Credit of this course not counted for SGPA / CGPA)							
Cumulative Total of all Semesters				24	4.8	19.2	24
<p><i>On the Job Training Program in a Tourism/Travel/Accommodation/MICE organization for a period of minimum one month is a compulsory component of the second semester.</i></p>							
<p><b>MTTM Semester III</b></p>							
Course	Course Code	Title of Course	Hours Per Week	Credits	Maximum Marks		
					CA	ESE	Total
Core Course	MTM3C11	HRM and Organizational Behaviour	05	04	0.8	3.2	4
Core Course	MTM3C12	Research Methodology in Tourism	05	04	0.8	3.2	4
Core Course	MTM3C13	Travel and Tour Operation Management	05	04	0.8	3.2	4
Elective	MTM3E01	Business Communication and Soft Skills	05	04	0.8	3.2	4

CHOICE BASED CREDIT SEMESTER SYSTEM-PG, (CBCSS PG – 2019)

Any 2	MTM3E02	Air Ticketing and GDS Applications	05	04	0.8	3.2		4
	MTM3E03	Tourism Legislation and Legal frame work						
	MTM3E04	Hotel Front Office Operations						
Total			25	20	4.0	16		20
Study Tour for a minimum duration of two weeks shall be a mandatory part of the III semester								
<b>MTTM Semester IV</b>								
Course	Course Code	Title of Course	Hours Per Week	Credits	Maximum Marks			Total
					CA	External		
						ESE	Viva	
Core Course	MTM4C14	International Tourism Destinations	05	04	0.8	3.2	--	4
Core Course	MTM4P01	Dissertation and Viva	05	04	--	3.2	0.8	4
Core Course	MTM4V01	Comprehensive Viva	05	04	--	--	4.0	4
Core Course	MTM4C15	Tourism Entrepreneurship Development	05	04	0.8	3.2	--	4
Elective Any 1	MTM4E05	Airline Cargo and Logistics Management	05	04	0.8	3.2	--	4
	MTM4E06	Environment, Ecology and Tourism						
	MTM4E07	Housekeeping Operations						
Total			25	20	2.4	12.8	4.8	20
<b>Grand Total</b>			<b>100</b>	<b>80</b>	<b>14.4</b>	<b>60.8</b>	<b>4.8</b>	<b>80</b>
Grand Total including Audit courses (This is not considered for CGPA/SGPA calculation)				88	16	67.2	4.8	88
CA- Continuous Assessment, ESE- End Semester Examination								

## **MTM1 C01: PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT**

**Objective:** The main objective of the course is to provide an orientation about the fundamentals of tourism industry to the aspirants. This will give an overview of tourism industry and various organizations related to tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings.

Teaching Hours Per Week: 05

Credits: 04

### **\* Course Inputs \***

#### **Module-I:**

Definition of the term tourism and tourist – Brief history of tourism worldwide and in India- Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism- New trends in Tourism-Medical Tourism.

#### **Module II**

Motivation and Demand– Travel motivation-Definition - Wander lust and sun lust-Plog’s theory of tourism motivation- Maslow’s theory of motivation and tourism-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 – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

#### **Module III**

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 IV

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 V

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

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- 6.Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- 7.Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
8. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)



## **MTM1C02: TOURISM PRODUCTS AND RESOURCES**

### Objective:

The main objective of the course is to provide the concept of tourism products and an overview of the tourism products and resources.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

Teaching Hours per Week: 05  
04

Credits :

### \* Course Inputs \*

#### Module I

Geography of India: Physical Setting-Mountain Ranges-Planes and Coastal regions- Neighboring Countries-Drainage system and watersheds-Physiographic Regions-Mechanism of Indian monsoons and rainfall patterns-Climatic Regions and Seasons-Natural Vegetation-Cultural Setting-Racial, linguistic and ethnic diversities- major tribes and tribal areas

#### Module-II

Archaeological Heritage Resources: Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, European and modern Architecture-Secular buildings and monuments- Indian Sculpture- Museums and Art Galleries – World Heritage Sites in India-Rock cut cave architecture Major Historical Monuments in India.

#### Module-III

Indian Cultural Heritage Resources: Religious and cultural resources-Vedic, Vaishnava, Shaiva, Shaktha Traditions, Buddhism, Jainism, Islam, Christianity, Sikhism-Wellness and Ayurvedic Tourism-Yoga and meditation-Health Tourism Resources-Cuisine-Handicrafts-Folk Arts and Folklore- Indian Railway and IRCTC-Luxury Train Services of India

#### Module- IV

Performing art resources: Classical Music- Classical Dances- Folk Dances-Fairs and festivals-Painting- major schools of paintings

#### Module-V

Natural tourism Resources – Wildlife Sanctuaries-National Parks- Biosphere Reserves – Adventure Tourism resources – Beaches – Hill Stations-Deserts-Back Waters-Water Falls-Lakes and Lagoons-Mountains-Theme Parks-Gardens-Valleys and Gorges-Glaciers.

**References:**

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002) 2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Mitra, Devla, Buddhist Architecture, Calcutta.
4. Michell, George, Monuments of India, Vol. 1. London.
5. Davies, Philip, Monuments of India, Vol. II., London.
6. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
7. Brown Percy, Indian Architecture (Islamic period), Bombay.
8. Vats Ayana, Kapila, Indian Classical Dance, New Delhi.
9. Swami, Prayaganand, History of Indian Music.
10. Robinet Jacob, Tourism Products of India, Anmol Publications
11. Lonely Planet- India

**MTM1C03:  
EVENTS PLANNING AND PROMOTION**

**Objective:**

The main objectives of the course are to understand the techniques and strategies required to plan an event, understand the importance of event planning, have basic knowledge about various responsibilities of event manager.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

**Module I**

Event Management & Planning – Introduction, Importance. Planning event – Determining the purpose of your event, what is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis. Event Planning Process.

**Module II**

Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting. Expenditure and Revenue considerations of an event

**Module III**

Event Marketing- Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events, Using media, Advertising campaigns, Road shows and marketing campaigns, e- marketing.

#### Module IV

Event Sponsorships – marketing through an event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.

#### Module V

Event Risk management – Introduction, Importance, Objective of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral and Ethical Risks. The Risk Management Process

#### Module VI

Event Evaluation: its importance and problem areas, performance assessment indicators. Event Laws & permissions: Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor, Waste Management & Green Events

#### References

1. Robinson, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London: CABI
2. Shone, A. and Parry, B. (2008). Successful Event management(2e). Canada: Cengage learning
3. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.
4. Wagen, L.V.D. and Carlos, B.R. (2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.
5. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.
6. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI.
7. Editorial Data Group USA (2018). Exhibition & Conference Organizers United States: Market Sales in the United States Kindle Edition.
8. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.
9. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition.

**MTM1C04:**

**TRAVEL AND TRANSPORT OPERATIONS AND MANAGEMENT**

**Objective:**

The course is designed to introduce the learner to the tourism transportation and the functioning and activities of various elements of tourism related transportation. The intricate relationship between tourism and transportation is elucidated well so as to make the learner to get acquainted with the nuances of tourism transportation.

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

Teaching Hours per Week: 05

Credits: 04

**Module I**

Tourism and Transport: Transport: elements-Interrelationship-modes of transportation-role of transport in Tourism-Facilitator-Linking the destination with tourism markets-mobility and access within a destination and within attractions-as recreational travel options-as primary attraction linking host destinations-role in tourist experience-role in destination success-socio-economic significance for tourism- role in tourist experience-accessibility and tourism transport-multimodal transport for tourism-factors influence tourist transport selection.

**Module II**

Air transportation: Aviation: 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. Evolution of air transportation- Deregulation and effects- Open sky policy- Mergers and alliance- ICAO- IATA and activities, role of IATA in air transportation, Evolution of aviation in India and its structure.

### Module III

Land Transportation and Tourism: Road Transportation and tourism-Bus Services-Intercity Regular/General/Scheduled Bus Services-Motor Coach tourism- common types of coach tours - reasons for choosing coach tours-Automobile and tourism-Car Rentals- major channels of distribution-services offered.

### Module IV

Rail Transport: Rail tourism- High Speed Trains-Luxury Trains-Car Carrying Trains- Major Railway Systems of World, (Euro Rail and Amtrak)-Eurail Pass-Brit Rail Pass-Venice Simple on Orient-Express-Blue Train- General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass.

### Module V

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Flycruise-Cruise Tourism-Trends in Cruise tourism-importance of cruise tourism-Evolution of modern cruises-On board facilities and services-Types of cruises-Cruise destinations- Cruise organization and personnel-Marketing and Distribution-Environmental concerns of cruise tourism.

### References:

1. Wensveen, G, J., 2007. Air Transport: A Management Perspective, 6th Edn., Hampshire: Ashgate.
2. Cook A.R, Yale J.L and Maryna JJ, 2002, Tourism – The Business of Travel – 1st Edition, Prentice Hall, New Jersey.
3. Gibson, P., 2006, Cruise Operations Management, Burlington: Butterworth-Heinemann.
4. Holloway, C.J., and Humphreys, C., 2012, The Business of Tourism, 9th Edn., Essex: Pearson Education.
5. Ward, D. (2004) Ocean Cruising & Cruise Ships. Berlitz Publishing, London, Great Britain.

**MTM1C05:**  
**MANAGEMENT SKILLS**

**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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

**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

**Module -II**

Planning-The nature and purpose of planning- principles of planning- types of planning- advantages and limitations of planning

**Module -III**

Concept and nature of objective – Types of objective- importance of objectives- management by objectives (MBO)

**Module -IV**

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 -V**

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-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.

**References:**

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008) Principles of Management, Sultan Chand & Sons, New Delhi.
3. Richard .M H. (1993). Management, Academic Press, New Jersey.
4. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
5. Stoner, J.A.F&Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
6. Peter F. D. (1987). Practice of Management, Pan Books, London.
7. Peter F. D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York.
8. Virmani.B.R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
9. Important Business Magazines like: Business India, Business World and Fortune International.

ABILITY ENHANCEMENT COURSE (AEC)/Audit Course/PCC.4 Credits (Not added for SGPA / CGPA)

Marketing/Travel/Tour Operation Case Study Analysis and Seminar Presentations, Written and Verbal Communicative Skills and Personality Development Programmes must be organized by the course teacher.

**MTM1A01 CASE STUDY PREPARATION**

**Objectives:**

To attain real world experience in trade commerce and industry or a burning societal problem which have social/ economical and commercial importance.

To promote ability of the student to develop sensitivity and entrepreneurship

Student shall voluntarily or the institutions involvement can take up a case study either individually or a group of students not more than 4 members can take up. The case shall have either social, economic or commercial importance.

The student shall present case proposal before teachers and students. If it is interdisciplinary nature the HOD/Principal shall invite other teachers from other department for proposal presentation. The student shall present the case study at the end of the semester and shall award mark based on the following.

Sl No	Criteria of Evaluation	Weightage
1	Originality of the problem	9
2	PPT presentation	9
3	Outcome/Implication of the case study	6
4	Communication/Style of Writing	6



5	Total	30
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## **SEMESTER II**

### **MTM2C06: MARKETING FOR TOURISM AND HOSPITALITY**

**Objective:**

The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries. Students are given direction to formulate marketing plans and promotional approaches to tourism and other related organizations.

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

Teaching Hours per Week: 05  
04

Credits:

\* Course Inputs \*

**Module-I**

Marketing: Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing Philosophies-Service Characteristics of Tourism- The Service Marketing Triangle.

**Module-II**

Analysis and Selection of Market-Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix

**Module-III**

Developing Marketing environment: Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Customer Satisfaction and Related External Marketing- Incentive and Relationship Marketing-Issues Pertaining to Relationship MarketingStrategies and Relevance for Current Trends in Market Place

**Module-IV**

Planning Marketing Program: Product and product strategies-Product Line-Product Mix Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion

#### Module-V

Public Relation: Major activities of Public Relation Departments-Press Relations-Product Publicity-Corporate Communication-Lobbying-Counseling-The Public Relation Process-Implementation of Public Relation Plan-Evaluating Public Relation Result-Major Tools of Public Relation

#### Module-VI

Destination Marketing: Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

#### Module-VII

Issues in Marketing: Globalization of Markets-Direct Marketing-Marketing on Web-Green Marketing-Ethical and social Responsibilities of Marketers-Consumerism and Legal Issues

#### References:

1. Philip Kotler, John Bowen-Marketing for Hospitality and Tourism
2. S M Jha-Tourism Marketing
3. Cravens-Marketing Management
4. Ramaswamy V S, Namakumari- Marketing Management
5. Philip Kotler-Marketing Management Analysis, Planning and Control
6. Sinha, P.C: Tourism marketing
7. Vearne, Morrisson Alison: Hospitality marketing
8. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
9. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
10. Crough, Marketing Research for Managers.
11. Singh Raghbir, Marketing and Consumer Behaviour.
12. Patel, S.G., Modern Market Research, Himalaya Publishing

### **MTM2C07: HOSPITALITY ADMINISTRATION**

**Objective:**

This Module is prescribed to appraise students about the important departments of a hotel and to teach various aspects related to hospitality Industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

Teaching Hours per Week:05

Credits: 04

\* Course Inputs \*

**Module I**

Tourism & Accommodation-Introduction to hotels, Accommodation Industry, Types, Evolution of lodging industry, Need, Importance, role of hotels, FHRAI, Star Hotels and classification. International Scenarios and trends

**Module II**

Departments of a Hotel -Front Office Management- Introduction to Front Office Department, Advantages, Formalities and formats, Functions of front office Types of rooms and plans. Organization Chart, duties, responsibilities & Qualities of a front-office staff

**Module III**

House Keeping – Introduction to Housekeeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations,

Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties

**Module IV**

Requirements and Procedure for Constructing Classified Hotel: Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas.

#### Module V

Resort Management- Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Resort planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept, Factors affecting rate, Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

#### Module VI

Hotel and Resort Marketing and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

#### **References:**

1. Anil Kumar and Shelji Mathew (2012). An Introduction to Hospitality, Kalyani Publishers, Jalandhar.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA Vijay Dhawan, Food & Beverage Service
3. Michael L Kasarana & Richard Brooks, Managing Front Office Operations – 4. Sudhir Andrews, House Keeping Manual
5. Dennis Foster, Introduction to Hospitality - I & II
6. Event Management in leisure & tourism – David Watt
7. Hotels and Tourism Part I and Part II – Dr. Chakraborty.
8. Hotels clarification and grading- Dr. Jagmohan Negi.
9. Welcom to hospitality- Key- Sung- Chon and Raymond T sparrowe.

Objective:

To understand the structure and dynamics of aviation industry; To gain a thorough insight into various operations and management of airlines; and to enable the students to acquire skills in airline reservation system (Amadeus).

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

Teaching Hours per Week:05  
04

Credits:

\* Course Inputs \*

Module I

Aviation and air transportation: elements of air transportation-Airports: Concept – Functions- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of an airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel- 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 II

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)

Module III

Airlines: Airline-Definition-Airline Industry-Definition-characteristics- airline consumers and tourists- airline product- types of airlines- scheduled and non-scheduled-other types-full-service carriers, Low Cost carriers. LCC business model- airline practices- classes of service-Hub and spoke system, code sharing, interlining, FFP. Inflight services- Classes of Service-Airline alliances, marketing mix in airlines, airline organization- airline personnel.

Module IV

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 V

Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk- loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains. , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents, Aircraft Documents Stowage, Special Load— Notification to Captain (General, Special Load—Notification to Captain, Special Load— Notification to Captain

**References:**

1. R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4
2. Shaijumon, Sanoop and Dileep D, (2019), Introduction to Air Ticketing and Air Travel Management, Vaikhari Research Foundation, Thiruvananthapuram
3. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
4. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
5. Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
6. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select – P-03.
8. IATA Training Manual.

**MTM2C09: TOURISM PLANNING AND DESTINATION DEVELOPMENT**

Objective:

This paper aims to train and educate the students about importance of planning and management of tourism destinations.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

#### Module -1

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development, Evolution and growth of tourism in a Destination-TALC concept-Destination Image- Destination Marketing Organization (DMO): functions and roles-Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model.

#### Module -2

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

#### Module -3

History of Initiatives for Tourism Planning: Sargent &Jha Committee, National Tourism Policy of India- 1982,1987& 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

#### Module -4

Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Significance of planning in tourism-tourism Planning Levels- Different approaches to tourism planning-‘Boosterism’-Physical/spatial approach-Community-Sustainable approach-Strategic planning-tourism planning process Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination -Destination Mapping.

#### Module -5

Destination Promotion and Publicity :Six ‘A’s for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person’s &

Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God's Own Country, Vibrant Gujarat.

**References:**

1. Hall, C.M., 2008, *Tourism Planning: Policies, Process and Relationships*, Pearson Education: Essex.
2. Kelly I and Nankervis T, 2009, *Visitor Destinations*, John Wiley and Sons, Milton: Australia
3. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
4. Morgan, N, Pritchard, A &Pride, R. (2011). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann,
5. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
6. Tang, C.H. & Jones, E.E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing,
7. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). *Tourism in Destination Communities*, CABI Publishing,
8. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). *Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing,
9. Murphy, P. E. (1986). *Tourism: A Community Approach*. Methuen, New York.
10. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

**MTM2C10: TOURISM INFORMATION TECHNOLOGY**

Objective:

To understand the importance of Information System as a key enabler in providing solutions to travel and tourism Industry.



To study the impact of IT on travel industry, adapt and upgrade continuously to trends in IT. Realize the importance of Information as the key resource for productivity and customer satisfaction.

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

Teaching Hours per Week: 05

Credits: 04

#### Module I

Tourism and Information: Significance of IT in Tourism-IT application in Tourism-Management Information Systems, Definition, Framework for MIS-Organization and Management Triangle, Information Needs, Information Systems in Business-functional areas of business, Manufacturing information systems, marketing information systems, Financial and accounting information systems, HR information systems, Geographical information systems-Electronic marketing: Meaning-concept-Online Marketing Domains-New e-Mediaries-tools-Online Advertising affiliate programmes- -Mobile marketing-use of apps.

Module II e-Tourism: e-Business in Tourism-Customer Relationship Management (CRM)-CRM systems Simulation modelling for Tourism Planning and Management-Expert Systems-Robotics-Cyber

Tourism-Virtual Reality-Virtual Tourist Communities-Travel Search Engines-M-Commerce Distribution-Mobile Tourist Guide-Disintermediation-Destination Information Systems Functions and roles of a DMS. Trends in Information systems in destination management.

#### Module III

IT in transportation: Information Systems in Airlines and Airports-Baggage and Cargo handling systems-Systems in aircraft-Safety Systems-Systems for flight scheduling and planning-Crew scheduling and Management-Gate Management and Departure Control System-Automated Ticket Machines (ATMs)-Flight Information Display Systems-Information systems in other transportation modes-Intelligent Transportation system-Route Guidance System-Traveller Information Systems-Automated Vehicle Location Systems-Fleet Management Systems Automated Traffic Management System-GPS.

#### Module IV

Information Systems in Travel Intermediaries: CRS/GDS-Front Office Systems-Back Office System-Travel Agency Management System-tour Package creation software-Evolution and growth of CRS and GDS-CRS and Information based strategies-Display bias, The 'halo effect', Code sharing, commission overrides-Global Distribution System-overview of GALILEO, AMADEUS, SABRE, World Span and ABACUS-SITA.

#### Module V

Information Systems used in the Hospitality Sector: Property Management Systems- PMS interfaces-PMS Functionalities-Self-service Kiosks-Revenue management system-Yield Management System- Back Office System- Guest Rooms Systems- Electronic Locking Systems-Guest information and entertainment system- Call Accounting System- Point of Sale System-

Food and Beverage System- Restaurant Management System- Inventory control and food costing system- Kitchen Display Systems

**References:**

1. Sheldon J. Pauline (2003), Tourism Information Technology, CABI Publishing New York, Edn.
2. Dileep M R (2011). Information Systems in Tourism, Excel Books, New Delhi
3. Buhalis D, 2003, e-Tourism: Information Technology for strategic tourism management, Prentice Hall, Essex, UK.
4. Buhalis D, 2008, IT and Management information systems in Tourism, in Bech J and Chadwick S, the Business of Tourism Management, Pearson
5. Poon, A, 1993, Tourism, Technology and competitive strategies, CAB International, Oxford
6. Werthner H and Klein S, (1999), Information Technology and Tourism-a challenging relationship, Springer Wien, New York
7. O'Brien James, "Management Information Systems", Tata McGraw hill,4th Edition, 2002
8. Raymond McLeod, "Management Information Systems", Macmillan,3rd Edition, 1996
9. Turban Mclean
10. "Information Technology for Management", John wiley and sons, 2nd Edition, 1999

**AUDIT COURSE/PROFESSIONAL COMPETENCY COURSE (PCC)/ACC 4 Credits  
(Not added for SGPA / CGPA)**

**MTM2 A02: Air Ticketing**

**Objectives:**

To attain real world experience in fare construction of airlines.

To enhance skill to work in travel agencies and airlines

Student shall voluntarily or the institutions involvement can take up a case study either individually or a group of students not more than 4 members can take up. The case shall have either social, economic or commercial importance.

IATA study materials can be used for the training.

Sl No	Criteria of Evaluation	Weightage
1	Originality of the problem	9
2	PPT presentation	9
3	Outcome/Implication of the case study	6
4	Communication/Style of Writing	6
5	Total	30

## **SEMESTER III**

### **MTM3C11: HRM AND ORGANIZATIONAL BEHAVIOR**

Objective: This paper is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources and organizational behavior.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

#### Module -I

Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

#### Module -II

Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

#### Module -III

Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act- 1926 – Industrial Disputes Act- 1947 - Disciplinary Procedure – Payment of Wages Act- 1936 – Employees Provident Fund Act- 1952 – Payment of Bonus Act- 1965 - Payment of Gratuity Act- 1972.

#### Module -IV

Organizational Behavior: Individual Behavior and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis –JOEHARRY Window – Management of Stress

#### Module -V

Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

#### References:

1. Verma, P. (2002). Personnel Management in Indian Organizations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. VenkataRatnam, C.S. &Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. SUGGESTED REFERENCE BOOKS
4. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.
5. Mirza, S. (2003). Human Resource Management. TATA McGraw -Hill, New Delhi.
6. Dessler (2008), A Framework for HR Management, Pearson Education, New Delhi.

7. Heery, E. (2001). A Dictionary of Human Resource Management. Oxford University Press. 08. Ivancevich, John (2012). Organizational Behavior & Management. Tata McGraw-Hill Publishing Company. New Delhi

### **MTM3C12: RESEARCH METHODOLOGY IN TOURISM**

Objective: To understand the theories and practices of research; To be acquainted with scientific methods of research; and to acquire research knowledge, skills and competencies for undertaking independent research activities.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

#### Module -I

Approach to Research: An Introduction: Meaning-Objectives-Types and Significance of Research in Management- Criteria of Good Research-Typology and Research Design – Structure of Research Thesis.

#### Module -II

Research Problem and Hypothesis: Research Problem: Identifying Research Problem in Tourism Formulating Objectives of Study, Concept of Hypothesis: Role and Formulation of Hypothesis – Testing of Hypothesis and Verification of Hypothesis

#### Module -III

Research Methods: Historical Method – Scientific Method – Stages of Scientific Method – Limitations of Scientific Method – Logic and Scientific Method – Deductive and Inductive Method – Hypothetic Deductive Method – Case Study Method – Observation Method – Scaling Techniques

Module -IV

Survey Methods & Data Collection: Census and Sample Survey – Relative Utility – Organization and Planning of Survey, Steps in Sampling Design: Sample Size and Its Determination – Sampling Methods and Techniques, Collection of Primary Data- Use of Questionnaire and Schedule – Personal Interview Vs Mailed Collection – Sampling and Non Sampling Error – Database of UNWTO, WTTC, PATA, WEF, MoT, Economic Survey

Module -V

Data Analysis & Report Writing: Statistical Methods – Probability Theory: Concept and Laws / Theorems of Probability Distribution – Expectation – Special Distribution Binomial, Poisson, Normal, t-test, Chi Square test, f - Distribution – Statistical Inferences: Sampling Distributions – Estimation – Properties of Estimates and Testing of Hypothesis – Analysis of Variance (ANOVA), Multivariate Analysis – Factor Analysis , Role of Concepts in Data Analysis – Interpretation and Report Writing.

**References**

1. Durbarry, R. (2015). Research Methods for Tourism Students. New Delhi: Routledge.
2. Hillman, W., & Radel, K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Bristol: Channel View Publications.
3. Silverman, D. (2010). Doing Qualitative Research. London: Sage.
4. Malhotra, N., Hall, J., Shaw, M., & Peter. (2007). Market Research. Second Edition. London: Prentice Hall.
5. Dann, G., Nash, D., & Pearce, P. (1988). Methodology in Tourism Research. Annals of Tourism Research, 15(1), 1-28.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-15.

**MTM3C13: TRAVEL AND TOUR OPERATION MANAGEMENT**

Objective:

To enable the students to become professionals in the travel agency and tour operation business sector by understanding in deep the operations and management of travel intermediary businesses.

Pedagogy: A combination of Lectures, Role plays, Assignments, projects and assigned readings.

Teaching Hours per Week: 05

Credits: 04

**\*Course Inputs\***

**Module I**

Travel Agent: Travel Intermediaries- Distribution Channels- Functions – Levels of Distribution- Tourism Intermediaries- Benefits of Intermediaries- Travel Agency concept and Perspectives- income sources of a travel agent-Types of Travel Agencies- Functions and Activities- Organization Structure- Setting up of a Travel Agency- BSP- Disintermediation and reintermediation-Electronic distribution channels in Tourism- Online Travel Agency.

**Module II**

Package Tour: Tour and tour operation-Concept-Definition-History-The product and consumers- Types-Benefits- Tour Classification- GIT and FIT-Package Tour- Concept-Elements- Planning and design- Itinerary preparation- Factors to consider-Capacity Planning and negotiation- Commitment, Allocation and Ad-hoc basis-air transport negotiation- Time series chartering, Part chartering and Ad-hoc chartering-Tour costing and Pricing-Cost elements-pricing of package tours ( Sample itineraries have to be developed and pricing has to be done in the class room 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- brochure preparation process-Market Segmentation- Basis- Target Marketing- Tourist Buying Behaviour- 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- duties of a tour manager tour manager preparations- pre departure meeting-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).

**References:**

1. Mancini, M. (2001) Conducting Tours. 3rd Edition. New York: Thomson Learning.
2. Laws, E., 1997. Managing Packaged Tourism: Relationships, Responsibilities and Service Quality in the Inclusive Holiday Industry, International Thomson Business Press.
3. M R Dileep. (2019). Tourism, Transport and Travel Management. Routledge: UK and New York
4. Jagmohan Negi – Travel Agency and Tour Operations.
5. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text

6. Dennis L Foster – Introduction to Travel Agency Management
7. Pat Yale – Business of Tour Operations
8. Betsy Fay - Essentials of Tour Management –Prentice Hall
9. Mark Mancini: Conducting tours – Delmar Thomson, New York
10. Pond KL, Professional Guide: Dynamics of Tour Guiding

### **MTM3 E01: BUSINESS COMMUNICATION AND SOFT SKILLS**

Objective.

This course has been designed to develop oral and written communication skills of the students so as to enable them to present their ideas logically and effectively.

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

Teaching Hours per Week:05

Credits: 04

#### Module I

Communication - Meaning, Types, Process and Importance; Characteristic of Effective Business communication. Barriers to Effective Communication; Non-Verbal Communication - Body Language, Principles of Business Communication: Message Formats-Letters, Envelops, Memos and E-Mail. Business Messages- Positive, Neutral, and Social Business Messages, Negative and Persuasive. Messages; Developing Electronic Messages; Blogs; Web Sites and Web Pages; Writing Travelogues; News Release; Business Reports - Types, Characteristics and Components; Business Proposals - Types, Contents, and Elements; Business Letter -Types and Layout of Business Letter.

#### Module II

Oral communication, Oral communication Essentials: Preparing and Delivering Presentations- Types of Oral Presentations, Elements of an Effective Presentation, Audience Analysis, Structure of a Presentation, Presentation Tools; Group Communication; Meeting - Need, Importance and Planning of Meetings, Drafting of Notice, Agenda, Minutes and Resolution of Meeting, writing memorandum, Press release. Employment Communication- Resume Styles, Resume Writing, Elements of an Effective Resume; Employment Messages- Following up an Application, Accepting an Interview. Invitation, following up an Interview, Accepting



Employment, Resignation Letter; Job Interview- Purpose, Types; Interview Skills- Before, During and After the Interview; Interview & Corporate Dressing; Impact of Technological Advancement on Business Communication.

### Module III

English language skills: basic grammar – sentence structures and common errors; vocabulary building, word power; pronunciation; reading comprehension; corporate dress code; value system, self-esteem, building of self-confidence; practice speaking in English. Basic communication skills: listening and speaking skills, merits of being a good listener and observation, barriers; phonetics - pitch, tone, intonation, clarity of speech; public speaking; activities - JAM, debate, elocution, etc.; different kinds of conversations; role play (situational).

### Module IV

Personality grooming: body language, gestures and postures, dressing up for the occasion; business etiquettes, social etiquette, corporate etiquette, telephone etiquette, basic etiquettes; body language – assessment of postures and gestures, eye contact, hand movements etc. Time, stress and conflict management techniques: Quality/Productive time management, stress inoculation trainings, game plays. Business etiquettes and manners.

### Module V

Group Discussions: structure of a GD, kinds of GDs, strategies in GD, team work, mock GD; Interview Skills: Types of interviews, formal and informal interviews- ambience and polemics, interviewing in different settings and for different purposes, required key skills, mock interview; developing resumes. Presentation Skills: Elements of an effective presentation, presentation tools, structure of a presentation, audience analysis, body language, voice modulation. Power-point presentation skills.

(Practical sessions have to be given on all areas)

### References:

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

## **MTM3E02: AIR TICKETING AND GDS APPLICATIONS**

### Objective:

To understand the structure and dynamics of aviation industry; To gain a thorough insight into various operations and management of airlines; and to enable the students to acquire skills in airline reservation system (Amadeus).

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

### Module I.

Anatomy of Air Journey: International Sale Indicators-Global Indicators-Types of Air Fares Three Letter City and Airport Code - Airline Designated Code - Currency Regulation - Special Fares.

### Module II

Introduction to International Air fare Calculation-Types of journeys-Transfer, Transit and Stopovers- Neutral Unit of Construction (NUC)-Maximum Permitted Mileage (MPM)- Ticketed Point Mileage (TPM)-Excess Mileage Surcharge (EMS)-Higher Intermediate Point (HIP)-Backhaul Check (BHC)-Circle Trip Minimum (CTM)-Rounding of Local Currency Fares

### Module III.

Passenger Ticket and Baggage Check-Miscellaneous Charges Order (MCO)-Multiple Purpose Document (MPD)-Pre-Paid Ticket Advice (PTA)-Billing and Settlement Plan (BSP).

### Module IV

Computer Reservation System: Ticketing-GSAs-Online Booking System-Web- Checking-Machine Readable Travel Documents- Frequent Flyers- Case studies of Selected Airlines American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indio, Air India

#### Module V

Amadeus Software – Encoding and decoding- Flight availability- Alternative Availability Entry- Selling from Availability- Selling or Waitlist by Flight Number- PNR Creation- Editing and Retrieval of PNR- Fare Display - Seat assignment – Advance Seating Request- Queue Functions - Miscellaneous Entries.

#### References

1. Shaijumon and Sanoop (2019), Introduction to Air Ticketing and Air Travel Management, Vaikari Research Foundation, Thiruvananthapuram
2. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
3. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
4. Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
5. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select – P-03.
7. IATA Training Manual.

### **MTM3 E03: TOURISM LEGISLATION AND LEGAL FRAME WORK**

#### Objective:

The main objective of the course is to give details about the legislations applicable to travel and tourism industry.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

Module-I:

Tourism Bill of Rights -Tourism Code - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations

Module-II:

International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976)-IATA general Condition of Carriage (passenger and Cargo) Module-III:

The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection-FEMA 1999-The Arms Act- Narcotics Drugs Act-Psychotropic Substances Act1985Foreigners' Registration Act-The Explosives Act-Citizenship Act-Pollution Control Act-Wild Life Act

Module-IV:

Consumer Protection Act 1986; MRTP Act Applicable to a Tourist-European Directives on Package Travel- ASTA Laws-Japanese Travel Regulations

Module-V:

Customer Care: Meaning-Concept and importance-Service Delivery system and the GapsManaging Customer Complaints-Master Key on Customer Care proposed by WATA for Travel; Agency.

References:

1. The Business of Travel Agency Operations and Administration-L. Foster
2. Travel Agency and Tour Operators: Concept and Principles-M. S Negi
3. Travel Industry-C Y Gee
4. Business of Tourism- Halloway J.C.
5. International Travel and Tourism- Lundberg
06. The Business of Tour Operations-Yale P.
07. Bare Acts

### **MTM3 E04: HOTEL FRONT OFFICE OPERATIONS**

Objective:

This paper aims to train and educate the students about operations of Front office of a Hotel.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

Module I

Reservation – Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, filling system for reservations-whitney, introduction to computerized reservation system.

Module II

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.

Module III.

Cash billings – various systems of maintaining guest accounts, reports and cashier desk, departure procedure, credit and discounts in hotels, handling of credit cards, travelers' cheques, travel agents' coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables.

Module IV

Lobby Manager's Desk – Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

Module V

Paging procedures, conventional and use of technology, handling guest baggage during check-in and check-out time, use of the bell desk with the reception, miscellaneous. Caring for guests: - their needs, arranging tickets, organizing sightseeing and transport, arranging safe custody of valuables and handling of emergencies, seeing off guests.

**References**

1. Bardi, James A. Hotel Front Office Management, 5th ed, John Wiley 2010
2. Baker, S. Bradley, P. & Huyton, J. Principles of Front Office Operations, Cassell, 2001
3. Sudhir Andrews. Hotel Front Office Training Manual, Tata McGraw Hill, New Delhi
4. John R Walker, Introduction to Hospitality Management, Dorling Kindersley India Pvt.Ltd
5. Micheal L. Kasavana, Richard M. Brooks, Front office Procedures, Educational Institute, American Hotel & Motel Assosiation.

6. K. Anilkumar , Shelji Mathew, An introduction to Hospitality Management, Kalyani Publishers, Ludhiyana.

## **SEMESTER IV**

### **MTM4 C14 : INTERNATIONAL TOURISM DESTINATIONS**

#### **Objective:**

To acquaint with the interdependence between geography and tourism; To familiarize on the locales, attractions, and Accessibility to major tourist destinations across the Continents; and to be able to plan tour itineraries of various countries across time zones.

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

Teaching Hours per Week:05

Credits: 04

\* Course Inputs \*

#### **Module I**

Physical Geography, Time Calculation and Transport System: North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading: Latitude - Longitude - International Date Line - Altitude – Direction - Scale Representation, Time Zones, Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time, GIS & Remote Sensing, Tourism Transport Systems: Major Airports and Routes - Major Railway Systems and Networks - Water Transport - Road Transport: Major International Highways, Transport Systems in India: Air, Water and Surface.

#### **Module II**

Tourist Destinations in the Americas: Key Features- Special Interests- Activities-Travel Formalities, North American Destinations: Canada- the United States, Mexico, Central America:

Bermuda-the Caribbean, South American Destinations: Brazil- Uruguay- Venezuela- Argentina, Chile- Peru.

### Module III

Tourist Destinations in Europe: Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands- Germany- Monaco.

### Module IV

Tourist Destinations in Africa: Key Features- Special Interests- Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritius-Seychelles.

### Module V

Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: South Asian Tourist Destinations, South-East Asia Tourist Destinations, Far East Tourist Destinations, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

### References:

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.
7. World Atlas.

## **MTM4 P01: DISSERTATION AND VIVA**

Each student of MTTM shall be assigned a teacher as guide for the dissertation by the department council and the concerned guide has to assign a topic/project to the student. The research progress must be monitored and the final project report to be submitted at the end of the fourth semester.

All students have to submit a Project Report/Dissertation in the prescribed structure and format as a part of the Project Work undertaken as per the stipulations of the department. There shall be External and Internal evaluation for Project Work and these shall be combined in the proportion of 4:1. In the case of Comprehensive Viva-voce, the conduct of External Viva-voce.

- There shall be External and Internal evaluation with the same criteria for Project Work done and the grading system shall be followed as per the specific guidelines and stipulations of the concerned BoS in Tourism.
- One component among the Project Work evaluation criteria shall be Viva-voce (Project Work related) and the respective weightage shall be 40%.
- Consolidated Grade for Project Work is calculated by combining both the External and Internal in the Ratio of 4:1 (80% & 20%).
- Details regarding the conduct of external and internal evaluation, criteria for evaluation and other aspects relating to the same can be taken by the concerned Boards of Studies and shall be specified in the Programme curriculum.
- For a pass in Project Work, a student has to secure a minimum of P Grade in External and Internal examination combined. If the students could not secure minimum P Grade in the Project work, they will be treated as failed in that attempt and the students may be allowed to rework and resubmit the same in accordance with the University exam stipulations. There shall be no improvement chance for Project Work.
- The External and Internal evaluation of the Project Work shall be done based on the following criteria and weightages as detailed below:

Sl No	Criteria	% of Weightage	Weightage External	Weightage Internal
01	Relevance of the Topic and Statement of the Problem	60%	8	2
02	Methodology and Analysis		8	2
03	Quality of Report and Presentation		8	2
04	Viva Voce	40%	16	4
Total Weightage		100%	40	10

#### **MTM4 V01: COMPREHENSIVE VIVA**

There shall be External Comprehensive Viva mandatory for MTTM

- There shall be External Comprehensive Viva-voce; which is mandatory.
- The Boards of Studies in Tourism shall design the structure, criteria, details of appointment of Board of examiners (both external and internal) and other relevant aspects of its evaluation.



For a pass in Comprehensive viva-voce, a student has to secure a minimum of D Grade in External examination. If the students could not secure minimum D Grade in the Project work, they will be treated as failed in that attempt and the student may re appear for the same next time in accordance with the University exam stipulations. There shall be no improvement chance for Comprehensive viva-voce.

### **MTM4C15: TOURISM ENTREPRENEURSHIP DEVELOPMENT**

#### Objective:

The overall objective of this paper is to provide students with a competent understanding of the entrepreneur and entrepreneurial business within the tourism industry. This will equip students with the knowledge of how tourism businesses can succeed or fail, thus assisting students in the development of their own entrepreneurial skills.

Pedagogy: A combination of Lectures, Role plays, Assignments, projects and assigned readings.

Teaching Hours per Week: 05

Credits: 04

#### Module I

Entrepreneurship: Definitions and personality of entrepreneurs- types of entrepreneurship-role of entrepreneurship in economic growth-process of tourism & hospitality venture creation-Roles and characteristic of entrepreneurs-risks of a career in entrepreneurship- characteristics of entrepreneurs-performance measure for an entrepreneur-entrepreneurial behaviour in a social context.

#### Module II

Creativity, innovation and entrepreneurship: components of creativity-innovation/ incubation-link between creativity, innovation and entrepreneurship-sources of innovation-types of attributes of resources.

#### Module III

The Nature of Small Business: Definition-key characteristics of SME- advantages and disadvantages of starting SME-importance of SME in the economy-SME management and entrepreneurship-

#### Module IV

Start-up: Concept-issue to consider before starting an SME- advantages & disadvantages involved in starting a new business venture-franchising-types- Feasibility analysis of tourism & hospitality enterprises-Business plan-advantages & disadvantages of planning-business planning process- finance & government approval to be obtained- Developing a Business Plan-structure of a business plan-source of finances for start-up, debt finance- equity finance.

#### Module V

Legal Issues: types of legal structure-pros and con of each type of legal structure-various forms of intellectual property-business advice and assistance-benefits of using professional advisers-types of advisers available to tourism entrepreneurs-types of advisory styles-business incubator dimensions of growth in a business enterprise-business life cycle.

#### References:

1. Schaper, M, & Volery, T. (2007). Entrepreneurship and Small Business. A Pacific Rim Perspective, 2 editions, John Wiley & Sons, Australia LTD
2. Morrison, A, & Remington, M, and Williams, C. (1999) Entrepreneurship in the hospitality, tourism and leisure industries, Butterworth Heinemann, Oxford, UK.
3. Allen, K, R (1999) Growing and Managing Entrepreneurial Business, Houghton Mifflin Company, Boston, NY
4. • Bridge, S O'Neill, & K; Cromie, S. (2003) Understanding Enterprise, Entrepreneurship and Small Business, 2nd Edition, Palgrave, Macmillan.

### **MTM4 E05: AIRLINE CARGO AND LOGISTICS MANAGEMENT**

Objective:

To familiarize management of Logistic and cargo Operations, to study various Logistic transportation in import and export of goods.

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

#### Module I

Logistic Objectives and Elements - Introduction, History, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Marketing Mix, Forms of Logistic management, Global Logistics.

#### Module II

Integrated Logistics and Supply Chain Relations - Introduction, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Economics of distribution, Traditional Functions

#### Module III

Logistic Transportation – Introduction, Types, Principles, Functions, Participants, Infrastructure, Legal classification of carrier, Multimodal transports, Documentation, Logistic Information System. Containerization: - Introduction, A Freight Container, Classification, Benefits, Inland container depot, Roles and functions of ICDS, CONCOR

#### Module IV

Foreign Exchange in Logistics - Introduction. An over view of foreign exchange, foreign exchange market, exchange rate system – history – determination of exchange rates – IMF system of exchange rates – exchange rate crisis. Fluctuation in foreign exchange rates and control: Indian currency system – causes of fluctuation in exchange rates, effects of exchange rate fluctuations – exchange control – multiple exchange rates – Exchange Rate regimes. Foreign trade licenses and Export units - EPCG, DEPB, ECGC, EPZ.

#### Module V

Air Freight Operations - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labelling Boxes- Air Cargo: –Types- General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods. Air Cargo rates- advantages of Air Cargo- International set up for air transport- freight rate, Packaging Export Cargo, Cost of packing.

#### Module VI

Shipping Industry - Introduction, Role of shipping, Types of cargo ships, Shipping Routes. Liner and Tramp Trade, Organization of shipping company. Documents and formalities in international sea cargo movement such as mate receipt, Bill of lading, bill of exchange.

#### References:

1. Vinod V. Sople (2012), Logistics Management, Pearson India Publications.
2. Manoj Dixit (2007), Cargo Management: Global Perspectives

3. Mark Row Botham (2014), Introduction to Marine Cargo Management,
4. Sathish C Allawadi, P. Prakash Singh Logistic Management.
5. Reji Ismail, Logistic Management, Excel Book Publishers.
6. Reza Farahni, Leleh Kadar, Logistic Operations and Management.
7. Paul Schonsleben Integral Logistic Management.
8. T.A.S. Balagopal, Export Management, Himalaya Publications
9. C. Jeevanandam, Foreign Exchange & Risk Management, S. Chand & Sons, New Delhi.
10. Bibek Debroy, the convertible Rupee & how to profit from it, Global Business Press
11. Allan C. Shapiro (2014), Multinational Financial Management, Wiley Publications.

### **MTM4 E06: ENVIRONMENT, ECOLOGY AND TOURISM**

#### Objectives:

Objectives- A clean and hygienic environment is essential pre-requisite for tourist destination if it wants to promote and develop tourism. The MTM students should understand the intimate relation environment and tourism. This course explores the basic knowledge of environment and ecology, concept of carrying capacity, environmental problems such as changing climate, various types of pollution and global warming. The students should know about outcomes of several environmental conferences held in India and UNO. Now ecotourism is getting prime focus among all types of tourism.

Pedagogy: Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

#### Unit-I

Understanding various terms used in environment, e.g. environment, ecology, ecosystem, biodiversity hot spots, ecotourism. Man, environment relationship in deference stages of development, Resources for ecotourism in India. Types of pollution such as air, water, land, noise, radio activity, visual etc., ozone depletion, greenhouse effect, global warming. Impacts of these on tourism.

#### Unit-II

Concept of tourism carrying capacity: bio- physical, social, cultural. Infrastructural methods to measure carrying capacity, Environment impact assessment. Need for EIA measurement in tourism projects.

#### Unit-III

Major tourism impacts of tourism on environment; air, water, land, sound, river, visual, appearance, coral reefs and mangroves, nature vegetation and wildlife. Tourism impacts on cultural environment.

#### Unit-IV

Acts and Laws (of India) related with tourism and environment e.g. air, water, sound acts, wildlife, forest environment acts etc. Ecotourism policy of Govt. of India. World conference on environment e.g. Rio Summit, Kyoto Protocol, Bali Summit etc. outcome of these conferences.

#### References:

1. Beaton, sue, Ecotourism: A Practical Guide for rural Communities; Landlines Press, Landon, 1988
2. Wearing, Stephen, Ecotourism: Impacts, Potentials, and Possibility; Published by Butterwort-Heinemann, London, 1999
3. Luck, Michael and Tourist Kirstges, Global Ecotourism Polices and Case Studies: Perspectives and Constraints ‘, Channel View Publications, London.2003
4. Honey, Martha, Ecotourism and Certification: Setting Standards in Practice ‘, Island Press, London. 2002
5. Kreg Lindberg, Donald E. Hawkins, Megan Epler Wood,’ Ecotourism: A Guide for Planners and Managers’, Ecotourism Society, Western London.1993
6. Bulbeck, Chilla, ‘Facing the Wild: Ecotourism, Conservation and Animal Encounters,’ Earthscan, London. 2005.
7. Sahu, C.’ Aspects of Tribal Studies, Sarup and Sons, New Delhi.2006
8. Sharma, B.D and Tej Kumari, Indian Wildlife: Threats and Preservation ‘, Anmol Publications, New Delhi,2002
9. Boniface, Brian G, and Chris Cooper, Worldwide Destinations: The Geography of Travel and Tourism Butterworth- Heinemann, London.2000
10. Mishra, Archana. ‘Environmental Studies, Systems and Solutions,’ Selective and Scientific Books, New Delhi .2005
11. Sharma, B.K., An Introduction to Environmental Laws’, Goel Publishing House, Meerut, 2001
12. U.N Reports on Environmental Conference

### **MTM4 E07: HOUSE KEEPING OPERATIONS**

Objective: To understand the essentials of Housekeeping, to familiarize with operations of Housekeeping

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

Teaching Hours per Week: 05

Credits: 04

\* Course Inputs \*

Module I

House Keeping Organization- Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room- Layout, types, floor, pantry, furniture, fixtures and fittings, department the Housekeeping co- ordinates within the hotel.

Module II

Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments-paging systems and methods- Handling difficult situations forms, Formats and registers used. Duty allotment and Duty chart, leave application procedures, briefing and Debriefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

Module III

Cleaning Equipment, Agents & Cleaning of Guest Room- Types of equipment used in Housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids' trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

Module IV

Linen & Laundry- Textiles, types of fabrics and fabrics used in the hotels Organization and Layout of Linen and Laundry room Types of Linen, Sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock, Concepts Laundry slow process, hand wash, types of equipment used in the laundry, manual and electrical, Iron- Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement equipment used in flower arrangement.

Module V

Accounting, Audit and control, Income from Accommodation, Public Room rentals, Allowance, Net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry Cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and stationery, Reservation Expenses, Miscellaneous Expenses.

**References:**

1. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
2. G. Raghubalan and Smritee Raghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.

3. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S. Chand (G/L) & Company Ltd.
4. Housekeeping – Operations, Design and Management, First edition, Malini Singh and Jaya B. George. Jaico Publishing House.
5. Hotel housekeeping Management and Operations, Sudhir Andrews, McGraw Hill Education, 1st edition.