



Mahajana Education Society (R)

Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE

(Autonomous)

Jayalakshmipuram, Mysuru – 570 012

Affiliated to University of Mysore Re-accredited by NAAC with 'A' Grade
College with Potential for Excellence

BOARD OF STUDIES (BOS)

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

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**Syllabi for I, II, III and IV Semester MTTM
2023-2024**

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

Motto:

- Travel towards knowledge

Vision:

- To maintain, preserve and promote cultural heritage of India.
- To promote Sustainable Responsible Tourism.
- To bring out Tourism professionals for better marketing of Indian Tourism.

Mission:

- To develop high class Infrastructure to train the students.
- To give more exposure to students by improving training facilities in Tourism Industry.
- To organise special lectures, workshop and seminars to empower the students to face future challenges.
- To visit historical and other Tourism destinations to have a realistic picture.

Programme Outcomes for MTTM

POs	Programme Outcomes (POs)
PO1	Apply knowledge of tourism and travel management and management specialization
PO2	Identify, formulate research literature and analyze business management problems
PO3	Design solutions for complex business management problems that meet specified needs with appropriate considerations for profits- people- planet
PO4	Conduct investigations of complex business management problems using research band knowledge, analysis of secondary data and interpretation of the same.
PO5	Create, select and apply appropriate techniques, resources and it tools, including modeling and solution generation.
PO6	Apply reasoning informed by the contextual knowledge to areas social, health, safety, legal and cultural issues.
PO7	Understand and evaluate the sustainability and impact of business management work in the solution in societal and sustainability context.
PO8	Apply ethical principles and commit to professional ethics and norms of business management practice.
PO9	Function effectively as an individual and as a member or leader in diverse teams and in multi-specialization teams
PO10	Able to comprehend and write effective reports and make effective presentation, including documentation and retrieval.
PO11	Demonstrate business management knowledge and understanding of business management principles.
PO12	Recognize the need for and have the preparation and ability to engage in independent and lifelong learning.

OBJECTIVES

1. To develop the skills required for the application of business concepts and techniques learnt in the classroom at the workplace.
2. To provide competent and professional skills personnel to the industry in the area of tourism and travel, marketing, organization's, basic of accounts, startup entrepreneurship, airline ticketing. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of business administration.
5. To empower students to pursue research in tourism and travel sector.
6. To ensure holistic development of business administration students.

LIST OF BOS MEMBERS

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	Chairman	Prof. Satish G. Chetty	Professor & Head	Department of Tourism & Hospitality PG Centre, PBMMEC, KRS Road, Mysore	8197358552 satishchetty@gmail.com
2	Faculty Member	Dr. Gunarekha B S	Assistant Professor	Department of Tourism & Hospitality PG Centre, PBMMEC, KRS Road, Mysore	9480438394 gunarekha75@gmail.com
3	Two Experts from external university	Dr. Binoy T A	Associate Professor & Chairman	Department of Tourism Administration Kuvempu University Shankarghatta, Shivamogga	9480012022 binoymta@gmail.com
		Dr. Joby Thomas	Dean & Associate Professor	Department of Tourism Christ University Bannerghatta campus, Bangalore	9845789109
4	Nominee by the Vice Chancellor	Dr. R Mahesh	Associate Professor	DoS in Management BIMS, Manasa Gangothri, Mysore	mahesh@bims.uni-mysore.ac.in 9886639536
5	Two Person from Industry /Corporate Sector / Allied area	Mr. Samarth G. Vaidya	MD	MVG Holidays Doctors colony Mysore	9845865485
		Dr. Nittin Mittal	Travel & Tourism	Hotel N Apartment Mittal Towers Bangalore	9845611335
6	Alumnus	Mr. Aditya M. Bhat	MD	AROHA Hotel Mysore	8088708233

I Year

Course Type, Code and Name		Hours/ Week		Credits	Maximum Marks			Exam Duration	Total Marks
		L	T/P		IA		Exam		
				L:T:P	C1	C2	C3		
I Semester									
HC (1)	Tourism Principles and Practices 19L101	3	1	3:1:0	15	15	70	3	100
HC (2)	Air Travel Management 19L102	3	1	3:1:0	15	15	70	3	100
HC (3)	Marketing Management for Tourism 19L103	3	1	3:1:0	15	15	70	3	100
HC (4)	Communication Skills for Tourism 19L104	4	0	4:0:0	15	15	70	3	100
SC (1)	Choose any ONE Soft core (SC1/SC2) Hospitality and Hotel Operations 19L105	2	0	2:0:0	5	5	40	2	50
SC (2)	Tourism Geography 19L106	2	0	2:0:0	5	5	40	2	50
SC (3)	Study tour, project report and Viva voce 19L107	0	2	0:0:2	10	10	30 Project report	-	50
					Viva voce				

Course Type, Code and Name		Hours/ Week		Credits L:T:P	Maximum Marks			Exam Duration	Total Marks
					IA		Exam		
		L	T/P		C1	C2	C3		
II Semester									
HC (5)	Organizational Behavior 19L201	2	1	2:1:0	15	15	70	3	100
HC (6)	Tour Operations Management 19L202	3	1	3:1:0	15	15	70	3	100
HC (7)	Travel Agency Management 19L203	2	1	2:1:0	15	15	70	3	100
SC (4)	Study tour, project report and Viva Voce 19L204	0	2	0:0:2	10	10	30	-	50
SC (5)	Choose any ONE Soft core (SC5/SC6) Airline Ticketing 19L205	3	1	3:1:0	15	15	70	3	100
SC (6)	Destination Planning and Development 19L206	3	1	3:1:0	15	15	70	3	100
OE (1)	Travel and Tourism Management 19L207	3	1	3:1:0	15	15	70	3	100
Course Type, Code and Name		Hours/ Week		Credits L:T:P	Maximum Marks			Exam Duration	Total Marks
					IA		Exam		
		L	T/P		C1	C2	C3		
III Semester									

(8)	Industry 19L301								
HC (9)	International Tourism Destinations 19L302	2	1	2:1:0	15	15	70	3	100
HC (10)	Tourism Research Methods 19L303	2	0	2:0:0	5	5	40	2	50
SC (7)	Study tour, project report and Viva Voce 19L304	0	2	0:0:2	10	10	30	-	50
SC (8)	Choose any TWO Soft core (SC8/SC9/SC10) Tourism Planning and Development 19L305	2	1	2:1:0	15	15	70	3	100
SC (9)	Event Management 19L306	2	1	2:1:0	15	15	70	3	100
SC (10)	Digital Applications in Tourism 19L307	2	1	2:0:1	15	15	70	3	100
OE (2)	Heritage of India 19L308	3	1	3:1:0	15	15	70	3	100

Course Type, Code and Name		Hours/ Week		Credits L:T:P	Maximum Marks			Exam Duration	Total Marks
					IA		Exam		
					C1	C2	C3		
IV Semester									
HC (11)	On the job training for a minimum period of 2 months in any tourism / hospitality industry 19L401	0	3	0:0:3	-	-	100	-	100
HC (12)	Training report and Viva voce. 19L402	0	3	0:0:3	-	-	100	-	100
HC (13)	Start up& Entrepreneurship Development 19L403	2	0	2:0:0	5	5	40	2	50
SC (11)	Project report and Viva voce 19L404	3	1	3:1:0	15	15	70	3	100
SC (12)	Personality Development & Soft skills 19L405	2	0	2:0:0	5	5	40	2	50
SC (13)	Choose any ONE Soft core (SC13/SC14) Wellness Tourism 19L406	2	1	2:1:0	15	15	70	3	100
SC (14)	Air Cargo Management 19L407	2	1	2:1:0	15	15	70	3	100

HC (1) Syllabus for MTTM

Semester – I

Course Code: 19L101	Course Title HC (1): Tourism Principles and Practices
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours: 56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of tourism, tourists, Forms and characteristics of Tourism, tourism resources, components, tourism system and its elements CO2: Acquire knowledge on the concept, functions and characteristics of management and its relevance in the tourism industry CO3: Analyse the nature and purpose of planning and organizing, their advantages and disadvantages. CO4: Explore the concept, problems and process of directing and controlling with respect to human aspect CO5: Acquire knowledge on different types of tourism and alternative tourism .	
Syllabus	Hours
ModuleNo.1:	12
Introduction to Tourism- Tourism: definition, meaning, nature and scope; Tourist, travellers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Brief history of tourism worldwide and in India- Forms of Tourism: Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourist (Lieper's Model)–Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness / Flexibility) inbound and outbound tourism, domestic, international tourism.	
ModuleNo.2:	12
Fundamentals of Management for Tourism: Meaning, concept and characteristics of management - Nature of management: Management as a science, arts, Functions of management and their relevance in tourism industry - Types of management.	
Module No.3:	12
Planning- The nature and purpose of planning- principles of planning- types of planning- advantages and limitations of planning. Organizing– Nature and purpose of organizing- basis of departmentalization, span of management- line and staff relationship line and staff conflicts-bases of delegation-methods of decentralization.	
ModuleNo.4:	10
Directing – Directing and problems in human relationship-motivation communication and leadership-coordinating. Management by objectives (MBO). Controlling – Concept and process of control, control of overall performance, human aspect of control.	

ModuleNo.5:	10
Types of Tourism: Heritage Tourism, Adventure Tourism, and Cultural tourism, Sports Tourism, MICE Tourism, Educational Tourism and Mass Tourism. Alternative Tourism: Eco Tourism, Rural Tourism, Agro/Farm Tourism, Yoga Tourism.	
Text books: <ol style="list-style-type: none"> 1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994. 2. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall. 	
Recommended for Reference: <ul style="list-style-type: none"> • Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman. • Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS. • Essential of Management – Harold Koontz and Heinz Weihrie • Organization and Management – R.D.Agarwal • C.B. Memoria, Personnel Management. K. Aswathappa, Human Resource Management, Tata Mc-Graw Hill New York. • C.S. VenkataRatnam, Personnel Management, Tata Mc-Graw Hill New York • Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth. • Inskeep E, Tourism Planning – An Integrated and Sustainable Development. Approach. • Jagmohan Negi, Tourism and Travel: Concepts and Principles. • P.S. Gill, Dynamics of Tourism (4Vols) Anmol Publication. 	
Web link: <ol style="list-style-type: none"> 1. https://recil.ensinolusofona.pt/bitstream/10437/5239/1/definition_scope_tourism.pdf 2. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L15.pdf 3. https://www.iedunote.com/planning-nature-importance-types 4. https://theintactone.com/2019/08/10/mcie-u5-topic-1-directing-controlling/ 	
Video Content: <ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=aU8yHXL2Xy8 2. https://www.youtube.com/watch?v=WCK9zQyW9pc 	

Course Articulation Matrix - 19L101

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	-	2	2	2	-	1	3	1
CO2	2	2	3	2	1	-	3	2	1	1	2	1
CO3	2	1	2	-	2	-	2	1	3	2	1	1
CO4	2	1	-	-	2	-	3	1	-	2	-	2
CO5	2	2	1	-	-	1	-	2	-	3	1	2
WA	2	1.4	1.75	1.5	1.66	1.5	2.5	1.6	2	1.8	1.75	1.4

HC (2) Syllabus for MTTM

Semester – I

Course Code: 19L102	Course Title HC (1): Air travel management
Course Credit (L:T:P): 4 (3:1:0)	Teaching Hours/Week:4
Total Contact Hours: 56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on History, types. terminologies of aviation and airline industries CO2: Explore the Classes and services of an Aero plane and its fundamentals CO3: Acquire knowledge on airline policies with respect to various categories CO4: Acquire knowledge on methods of handling baggage and tracing them CO5: Acquire knowledge on effect of health and health considerations on travel rules	
Syllabus:	Hours
ModuleNo.1:	12
History of aviation, types of aviation, Domestic and international Airlines, Scheduled, Non scheduled airlines, Chicago and Warsaw convention, five freedoms of Air, Aviation terminology & Airline terms and abbreviations, types of journey. IATA geography, Global alliances in airline industry, countries – capital, currencies, city codes, Airport codes.	
ModuleNo.2:	12
Types of civilian aircraft, seating, arrangement, Classes of service, theory of an Aero plane, profile of Air crew, Aircraft exterior – External features of an Aircraft & its function. Interior of an air craft – cabin layout, seating arrangements, doors, windows, galley, Air craft communication system, emergency exit. Theory of an Airplane.	
Module No.3:	11
Policies of Airlines – unaccompanied minor, Dangerous goods- classification, packing and marking, carrying of pet animals, trends in airline industry in new millennium.	
ModuleNo.4:	10
Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, excess baggage charges, Baggage tracing – type of mishandled baggage, systems for tracing mishandled baggage, found & unclaimed baggage. Property irregularity report.	
ModuleNo.5:	11
Health considerations in Air travel – cabin air pressure, Immobility and Circulatory problems, Jet lag, Travellers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.	
Text books : 1. The Airline Business in the 21th Century- Dogains R. 2. Air Travel: A Social history – Hudson, Kenneth	
Recommended for Reference:	

1. Airline ticketing- Jagmohan Negi
2. Flight reservation and airline ticketing-Jitendra K.Sharma

Web link:

1. <https://www.sciencedirect.com/topics/engineering/aircraft-seats>
2. https://www.icao.int/publications/Documents/9082_9ed_en.pdf

Video Content:

1. <https://www.youtube.com/watch?v=-TLHTQyFvNw>
2. <https://www.youtube.com/watch?v=mhl82ChYf2o>

Course Articulation Matrix - 19L102

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	1	2	1	-	-	3	-	2	-	1
CO2	2	1	2	-	1	-	2	2	2	-	3	1
CO3	2	1	2	3	2	2	1	-	-	2	2	1
CO4	2	2	2	1	1	-	1	-	2	-	3	-
CO5	2	2	2	-	2	-	3	1	2	1	1	2
WA	2	1.5	1.8	2.3	1.4	1	1.75	2	2	1.66	2.25	1.25

HC (3) Syllabus for MTTM Semester - I

Course Code: 19L103	Course Title HC (3): Marketing Management for Tourism
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Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours: 56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on Marketing Management, Public Relations and Sales promotion CO2: Analyzing the importance of promotion in the marketing mix for tourism management CO3: Exploring the Role of advertising in Economic development CO4: Acquire knowledge on Advertising campaign planning and communication strategy CO5: Acquire knowledge on Advertising media and legal aspects of advertising business	
Syllabus:	Hours
Module No.1:	12
Introduction to Marketing Management – meaning – nature – differences between selling and marketing – Marketing Mix - Promotion Mix: Meaning – elements of promotion mix, Public Relations and Sales promotion - Determinants of Promotion Mix	
Module No.2:	11
Role of promotion in the marketing mix for tourism management – difference between advertising and sales promotions – determinants of promotion mix – advertisement for Hotel & Tourism.	
Module No.3:	12
Advertising - Need, scope and importance of advertising – Role of advertising in the Economic development, advertising and society, latest trends in advertisements – Different types of advertisements.	
Module No.4:	10
Advertising campaign planning, advertising copy design and communication strategy, copy-visualization layout, advertising appeals and themes, classification of advertising copies, essentials of good copy.	
Module No.5:	11
Advertising media, types of media, media planning and scheduling – advertisement budget – approaches to advertising budgeting. Advertising agencies – legal and ethical aspects of advertising business in India. Advertisement aids – trade market – slogans – packages – point of purchase displays - below the line promotion	
Text books: <ol style="list-style-type: none"> 1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken 2. Marketing Management - V.S. Ramaswamy, S. Namakuman Recommended for Reference: <ol style="list-style-type: none"> 1. Advertising and Promotion – Belch and Belch 2. Advertising Management – Rathour 3. Advertising Management – Chunawalla 4. Advertising Management – Write & Ziegler 5. Advertising Management – Mahendra Mohan 6. Tourism Marketing: Les Lumsdon 7. Marketing for Tourism - J. Christopher Holloway & Chris Robinson 8. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho 9. Marketing in Travel and Tourism - Victor T.C. Middleton 	

10. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
11. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
12. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

Web link:

1. <https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/>
2. https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

Video Content:

1. <https://www.youtube.com/watch?v=xSABYsUJ5Y4>
2. <https://www.youtube.com/watch?v=xc4tUE9y300>

Course Articulation Matrix - 19L103

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	1	-	-	1	2	3	1	1	2
CO2	2	1	1	-	1	2	1	2	1	2	-	2
CO3	2	1	3	1	1	2	2	-	-	-	2	2
CO4	2	1	3	1	1	2	1	2	2	1	2	1
CO5	2	3	1	1	-	-	2	-	1	-	3	1
WA	2	1.6	2.2	1	1	2	1.4	2	1.75	1.33	2	1.6

HC (3) Syllabus for MTTM Semester - I

Course Code: 19L104

Course Title HC (4):
Communication Skills for
Tourism

Course Credit (L:T:P): 4(4:0:0)

Teaching Hours/Week:4

Total Contact Hours: 56Hrs

Formative Assessment Marks: 30

Duration of Exam: 3 Hours

Semester End Examination Marks: 70

Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,

Course Outcomes:

- CO1: Acquire knowledge on communication, process, methods and barriers
CO2: Analyzing the importance of media, mode and computers in communication
CO3: Exploring the concepts of business letter, agenda, reports, summaries and representation
CO4: Acquire knowledge on communication verbal, non-verbal, etiquettes and skills
CO5: Acquire knowledge on presentation and audio video aids

Syllabus:**Hours****ModuleNo.1:****12**

Meaning and characteristics of Communication – Role of Communication in Business - Process of Communication – Objectives – Methods of Communication – Verbal – Oral – Written – Non-Verbal - Barriers to Communication – Physical Barriers – Language (Semantic Barriers) – Socio Psychological Barriers – Cross Cultural Barriers – How to overcome Barriers.

ModuleNo.2:**11**

Media and Modes – Conventional Modes – Mail – courier – Telegraph – Telex – Electronic Communication – Telephone – Cellular phones – Fax – Email – Tele Conferencing - Internet – Use of Computers for Communication – Media of Mass Communication – Notice Board – Hoarding – Newspaper – Magazines – Film – Television – Internet (social media).

Module No.3:**12**

Layout of a Business Letter – Job applications – resume - Enquiries and replies – Order and replies – Complaints and Claims – Sales Letters – Credit letters and Status Enquiries - Meeting Notice – Agenda – memos – e-mails– Reports – Structure of a report – executive Summaries – Representation.

ModuleNo.4:**10**

Communication through speaking, discussing, listening and negotiating - Use of body language – business etiquettes – making speeches - Dialogue skills – Feedback skills – Telephone Dialogue – Telephone Etiquette

ModuleNo.5:**11**

Presentations – Making a Presentation – Preparing the text using Audio -Visual Aids – Power point Presentations

Text books:

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Marketing Management - V.S. Ramaswamy , S. Namakuman

Recommended for Reference:

1. Advertising and Promotion – Belch and Belch
2. Advertising Management – Rathour
3. Advertising Management – Chunawalla
4. Advertising Management – Write & Ziegler
5. Advertising Management – Mahendra Mohan
6. Tourism Marketing: Les Lumsdon
7. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
8. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
9. Marketing in Travel and Tourism - Victor T.C. Middleton
10. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
11. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
12. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

Web link:

1. <https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/>
2. https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

Video Content:

1. <https://www.youtube.com/watch?v=xSABYsUJ5Y4>
2. <https://www.youtube.com/watch?v=xc4tUE9y300>

Course Articulation Matrix - 19L104

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	1	-	-	1	2	3	1	1	2
CO2	2	1	1	-	1	2	1	2	1	2	-	2
CO3	2	1	3	1	1	2	2	-	-	-	2	2
CO4	2	1	3	1	1	2	1	2	2	1	2	1
CO5	2	3	1	1	-	-	2	-	1	-	3	1
WA	2	1.6	2.2	1	1	2	1.4	2	1.75	1.33	2	1.6

**SC (1) Syllabus for MTTM
Semester - I**

Course Code: 19L105	Course Title SC (1): Hotel and hospitality operations
Course Credit (L:T:P): 2 (2:0:0)	Teaching Hours/Week:2
Total Contact Hours: 28Hrs	Formative Assessment Marks: 10
Duration of Exam: 2 Hours	Semester End Examination Marks: 40
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Exploring the Inter-relationship between hotel and tourism industry and concepts of hotel industry CO2: Analyzing Organization Structure and different departments of hotels CO3:Acquire knowledge on coordination and organisation of front office and bell desk CO4:Acquire knowledge on the organization and importance of Housekeeping	

CO5:Acquire knowledge on Functions, operations and trends in Hospitality Industry	
Syllabus:	Hours
ModuleNo.1:	6
Introduction to hospitality industry: Definition, characteristics, Inter-relationship between hotel and tourism industry. Introduction to Hotels, definition, Growth and development of hotel industry, pioneer companies in hotel and accommodation sector in India, types of tourist accommodation, types of rooms, meal plans	
ModuleNo.2:	7
Classification of Hotel-Star categorization- Location – Size- Ownership, Organization Structure-operational department – Front office, Housekeeping, Food & Beverage Service and Food Production and non-operational department –Human Resource, Sales & Marketing, Finance, IT, Purchase & Receiving, Engineering & Maintenance, Store, Security department.	
Module No.3:	7
ORGANISATION OF FRONT OFFICE AND BELL DESK – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Co-ordination of Front Office with other departments, Functions of receptionist. Guest Cycle. LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Functions of Bell Desk, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure.	
ModuleNo.4:	4
Organisation of Housekeeping – importance of housekeeping, Layout, Staff Organization, brief outline of duties of executive Housekeeper, role of control desk.	
ModuleNo.5:	4
Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. FHRAI, Role of FHRAI in hotel industry- Functions and operations.	
Text books : <ol style="list-style-type: none"> 1. Prof.Jagmohan Negi, Gaurav Manohar, Hospitality Management, Published by Laxmi Publications, Ltd. 2. S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi 	
Recommended for Reference: <p>Gray and Ligouri: ‘Hotel and motel management and operations’ PHI,NewDelhi,2000. Negi, ‘Hotels for Tourism Development’, S.Chand, New Delhi. Negi: Professional Hotel Management (Delhi: S.Chand). Jones & Lockwood – The Management of Hotel Operations.</p>	
Weblink: <ol style="list-style-type: none"> 1. https://setupmyhotel.com/train-my-hotel-staff/front-office-training/780-main-functions-of-bell-desk.html 2. http://paramjamwal.blogspot.com/2013/11/organizational-structure-of-hk.html 	
Video Content: <ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=aYB1xJ1s1Cg 2. https://www.youtube.com/watch?v=4EXZv4OGfhI 	

Course Articulation Matrix - 19L105

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	3	1	2	-	2	3	1	1
CO2	2	2	3	1	1	1	2	2	2	3	-	1
CO3	2	2	-	1	-	2	2	2	-	1	1	1
CO4	2	1	2	1	2	1	-	-	3	1	1	2
CO5	2	2	1	2	3	3	2	1	1	2	1	2
WA	2	1.8	1.75	1.4	2.25	1.6	2	1.66	2	2	1	1.4

SC (2) Syllabus for MTTM Semester - I

Course Code: 19L106	Course Title SC (2): Tourism geography
Course Credit (L:T:P): 2 (2:0:0)	Teaching Hours/Week:2
Total Contact Hours: 28Hrs	Formative Assessment Marks: 10
Duration of Exam: 2 Hours	Semester End Examination Marks: 40
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1:Acquire knowledge on geographical components nature of Tourism system CO2:Analyzing geography of Actual demand and Suppressed Demand for Tourism CO3:Acquire knowledge on Importance of geography in World Tourism across difference time zones along with case studies CO4: Acquire knowledge on tourism across various climate zones CO5:Acquire knowledge on characteristics and management of tourism Resources and Tourism Planning	
Syllabus:	Hours
ModuleNo.1:	4
Introduction- Concepts- leisure, Recreation and tourism-Geography and Tourism-Spatial scale- the geographical components of the Tourism system-nature of Tourism system-Market-Distance travelled.	
ModuleNo.2:	5
The geography of Demand for Tourism-Concepts and Definition-Actual demand-Suppressed Demand-Effective demand-Political influences-lifestyle Determinants-personality factors-Cohen's classification of Tourist-Deferred Demand.	
Module No.3:	5
Importance of geography in the World Tourism- Latitudes and longitudes, Local time, Standard time,	

Greenwich mean time, Location of a Destination, International date line - Time zones-Flying Time calculations.

ModuleNo.4:	7
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Climate and Tourism-climate elements and tourism-Climate Zones-Climate Change-Indian climate patterns-North-South-East and West-Indian Tourism Regions and zoning-Western arid region-Semi-arid region-canal Region-Aravali region-Eastern agro-industrial region-Southeastern Agricultural region and Chambal ravine region-Case studies on Bali(Indonesia), Maldives and Costa Rica.

ModuleNo.5:	7
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The geography of Resources for Tourism-Characteristics and management of tourism Resources-Tourism Planning –Visitor management strategies and Action-Tourism resource at the Global Scale-tourism resources at the National scale-classification of recreation resources-tourism resources at the local scale-resorts and other tourist Centres-Typology of Tourist Centres-Case study on Italy, Singapore, Japan and USA.

Text books:

1. Dr. Rana Pratap and Dr.Kamla Prasad-Tourism Geography, Shree publishers and Distributors, New Delhi.
2. Velvet Nelson-An Introduction to the Geography of Tourism, Rawat publications, New Delhi.

Recommended for Reference:

1. Geetanjali –Tourism Geography, Centrum Press, New Delhi.
2. Subhash Chandra Sharma-geography of Tourism, rajat publications, New Delhi.
3. Brian Boniface and Chris Cooper-The Geography of Travel and Tourism, BH Publications.
4. Mohinder Chand-Travel Agency management, Anmol publications PVT Ltd,. New Delhi

Weblink:

1. <https://www.studocu.com/in/document/panjab-university/geography-for-tourism/importance-of-geography-in-tourism/17295454>
2. https://www.goodfellowpublishers.com/free_files/Chapter%203-3eafc3ad2892037d0881f6276a8499c0.pdf

Video Content:

1. <https://www.youtube.com/watch?v=rcCPV5Z6y5I>
2. <https://www.youtube.com/watch?v=FNn86zT2tRY>

Course Articulation Matrix - 19L106

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	3	2	3	2	3	1	1	1	1
CO2	2	-	2	-	1	3	1	1	1	2	-	1
CO3	2	2	-	1	-	2	3	1	1	2	1	1
CO4	2	2	-	1	3	-	2	1	1	2	1	2
CO5	2	2	1	3	2	1	1	2	2	2	1	2
WA	2	2	1.33	2	2	2.25	1.8	1.6	1.4	1.8	1	1.4

SC (3) Syllabus for MTTM Semester - I

Course Code: 19L107	Course Title SC (3): Study tour, Project report and viva voce
Course Credit (L:T:P): 2(0:0:2)	Teaching Hours/Week:- -
Total Contact Hours:-	Formative Assessment Marks: 20 (Viva Voce)
Duration of Exam: -	Semester End Examination Marks: 30 (Study tour report)
Pedagogy: Study tour visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of tourism and commitment to ethical practices of tourism. CO2: Acquire knowledge on diverse nature of tourism, including culture and place, global/local perspectives	

Course Articulation Matrix -19L107

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	-	-	2	1	3	1	-	2
CO2	2	1	2	3	1	-	-	1	1	2	1	-
WA	2	1.5	1.5	2.5	1	-	2	1	2	1.5	1	2

HC (5) Syllabus for MTTM

Semester - II

Course Code: 19L201	Course Title HC (5): Organizational Behavior
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week: 3
Total Contact Hours:42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of organizational behaviour, psychology, personal growth, personal life style and training individual conflict. CO2: Acquire knowledge on the aspects of individuals and organization related to attitudes, aptitudes, personality and perception – beliefs – values. CO3: Analyse the nature, purpose and process of employee counseling, negotiation skills. CO4: Explore the concepts of motivation, job design, Stress, employee discipline. CO5: Acquire knowledge on organizational culture, types and good culture.	
Syllabus:	Hours
ModuleNo.1:	8
Foundation of Organizational Behaviors – Psychology as a Science of Human Behavior – Contribution of behavior Science to Management – Personal Growth – Meaning and Concepts of personal Growth, Personal Life style choices, personal growth and Training Individual conflict.	
ModuleNo.2:	8
Individuals and organization, individual differences – Attitudes – Aptitudes and interest – personality theories – personality tests – personality determination – perception – beliefs – values-problems and perception.	
Module No.3:	8
Employee Counseling: Meaning – need – Manager’s role in changing behavior. Negotiation Skills: Creating Climate – Opening Process – Conducting the negotiation – Preparing for Negotiation- Styles of Negotiating – Rules of Negotiating.	
ModuleNo.4:	10
Motivation- Concepts and Application, Definition, Early and Contemporary theories, From Concept of Applications – Job design, goal setting and other programmes. Stress: Meaning, Nature and levels of stress, causes, effects and coping strategies. Employee discipline – standing orders – discipline and disciplinary procedures – charge sheet – enquire – punishment – dismissal– appeal	
ModuleNo.5:	8
Organizational culture – creativity and innovation - types of culture – Authoritarian and participative culture- Dominant and sub- culture – strong and weak culture – healthy and unhealthy culture – how to acquire good culture.	
Reference books: 1. Gregory Moorehead and Ricky W Griffin, Organizational Behavior – Managing People and Organizations, Biztantra, 7/e, 2005	

2. Negotiation Hand Book – PHI
3. Essentials of Negotiation, HBS, 2003
4. Bill Scott, The Skills of Negotiating, Jaico, 2003
5. Organizational behavior – Hartman and Harris – Jaico
6. Organizational behavior- Rhanka.
7. Organizational behavior – B.S. P. Rao

Web links:

<https://study.com/academy/lesson/what-is-negotiation-the-five-steps-of-the-negotiation-process.html>

Video Contents:

<https://eforms.com/employee/write-up/counseling/>

<https://alis.alberta.ca/inspire-and-motivate/counselling-diverse-clients/>

Course Articulation Matrix -19L201

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	1	2	1	1	2	1	2	2
CO2	2	2	2	1	1	2	1	-	1	1	1	1
CO3	2	-	1	-	1	1	1	1	1	-	1	1
CO4	2	2	1	2	1	1	1	2	1	1	1	1
CO5	2	1	1	1	2	1	1	1	1	1	1	1
WA	2	1.75	1.2	1.5	1.2	1.4	1	1.25	1.2	1	1.2	1.2

HC (6) Syllabus for MTTM

Semester – II

Course Code: 19L202	Course Title HC (6): Tour Operations Management
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours: 56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture,tutorials,group discussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts, functions and types of tour operators, tour operations and various segments of travel industry. CO2: Acquire knowledge on rules, roles, income of tour operators, CRS, GDS. CO3: Analyse the types, forms and components of package tours, inbound and outbound packages, CO4: Explore the concept related to itinerary and brochure designing. CO5: Acquire knowledge on tour costing and pricing, trends and challenges.	
Syllabus:	Hours
ModuleNo.1:	12
Tour operators and Tour operations, Definition – Functions and types– Departmentalization, The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation.	
ModuleNo.2:	12
Rules for Recognition – Role of Tour operator – Income of Tour operator –Tour Wholesalers – Designing a Tour – Tour order – Input and Output of Tour operation – Reservation systems – Centralized Reservation systems (CRS) and Global Distribution System (GDS).	
Module No.3:	12
Package Tours, types and forms of tour package, Components of Package Tour – Basic Principles in packaging – factors affecting tour packaging and package selection –Mass Market Package holidays, inbound and outbound package tours – Free Independent Traveller (FIT’S) Packages or Inclusive Tours, Merits and demerits of package tour, special requirements for outbound packages, Sources of earning: commissions, service charges.	
ModuleNo.4:	10
Stages of Package Tour formulation: Initial Research- pre experience and post experience; Development of itinerary; Appointment of destination Coordinators; Negotiation with vendors, designing tour brochure, Developing reservation system, Common package types, different trip types, Itinerary preparation, and important considerations for preparing itinerary, Different types of tour itinerary, Travel Terminology.	
ModuleNo.5:	10
Tour costing and pricing- components of tour cost, consumer trends affecting the future of tour operating, consumer issues in tour operating.	
Reference books: 1. Chand.M., ‘Management of Travel Agency and Tour Operation’, Anmol, New Delhi. 2. JagmohanNegi, ‘Tourist Guide and Tour Operation: Planning & Organising’	

Kanishka, New Delhi, 2005.

3. Kamra, K.K. and Chand, Mohinder (2002). Basics of Tourism Theory, operation and Practice, New Delhi: Kanishka Publishers, and distributors.
4. Swain, S. K., & Mishra, J. M. (2012). Tourism: Principles and Practices. Oxford University Press.
5. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles, practices, philosophies. John Wiley & Sons.
6. Holloway, J.C. (2008). The Business of Tourism, London: Person Education Limited.
7. Yale P. (1995). The Business of Tour Operations, London: Pitman.

Web links:

<https://www.easemytrip.com/holiday-packages.html>

Video Contents:

<https://www.sotc.in/international-tour-packages>

<https://traveltriangle.com/tour-packages/singapore>

Course Articulation Matrix -19L202

PO\CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	1	2	1	2	2	1	1	2
CO2	2	1	1	1	1	-	1	1	-	-	1	1
CO3	2	2	3	2	1	1	2	1	1	1	1	2
CO4	2	2	1	1	1	1	1	1	1	1	1	2
CO5	2	1	2	1	1	1	1	2	1	1	1	2
WA	2	1.6	1.8	1.4	1	1.25	1.2	1.4	1.25	1	1	1.8

HC (7) Syllabus for MTTM Semester - II

Course Code: 19L203	Course Title HC (7): Travel Agency Management
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours:42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of travel and tourism industry, travel agency and role of TAAI and UFTA. CO2:Acquire knowledge on the concepts of travel agency and tour operations and its growth and development CO3: Analyse the structure of travel agency, sources of income, travel formalities and principal suppliers and challenges. CO4: Explore the concept and prospects of online travel agency with case studies, travel agent access to GDS and CRS. CO5: Acquire knowledge to set up travel agency, types of organisation and rules for getting approval, IATA rules and regulation for accreditation.	
Syllabus:	Hours
ModuleNo.1:	8
Introduction to Tourism Industry, History & Growth of Travel Agency Business, Emergence of Thomas Cook and American Express, Scope, Travel trade- Concept of travel & tourism – Nature and features of tourism as an industry. Role of TAAI and UFTA in travel agency business.	
ModuleNo.2:	8
Travel agency– Definition of Travel Agency and Tour Operations, Differentiation, Interrelationship, Role and contributions of travel agency in the growth and development of tourism.	
Module No.3:	8
Travel Agent: Organization Structure of Travel Agency, Travel formalities – Passport & Visa – Types, Types and Functions of a Travel Agent, Ancillary tourism service. Sources of income for the travel agency: Commission, Service charges. Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges, travel search engines.	
ModuleNo.4:	10
Introduction to Online Travel Agency business, Business Model, Case study on Expedia/Make my trip/ trip advisor. Travel Agent access to GDS and CRS, booking cruises, USA rail pass, Eurail pass, Brit rail pass, India rail pass. International car hires.	
ModuleNo.5:	8
How to set up travel agency: Market research, sources of funding, comparative study of various types of organisation proprietorship, partnership, and private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, documentation, office automation, practical exercise insetting up a travel agency.	
Reference books: 1. J.M.S.Negi, ‘Travel Agency Operation, Concepts and Principles’ Kanishka, New Delhi,2005 2. Victor.T.C. ‘Marketing & Selling of Airline products’, 2004, England.	

3. Holloway, J.C., 'The Business of Tourism', PH, London, 2002
4. Chand.M., 'Management of Travel Agency and Tour Operation', Anmol, New Delhi
5. JagmohanNegi, 'Tourist Guide and Tour Operation: Planning & Organising' Kanishka, NewDelhi,2005.
6. P. C. Sinha, Encyclopedia of tourism management.
7. Gee, Chuck and Y. Makens (1990). Professional Travel Agency Management, New York: Prentice Hall.
8. Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.

Web links:

<https://www.altexsoft.com/blog/online-travel-agency-business/>

Video Contents:

<https://www.travelopro.com/how-to-start-online-travel-agency.php>

<https://www.travelperk.com/blog/best-online-travel-agencies/>

Course Articulation Matrix -19L203

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	1	1	1	-	1	-	1
CO2	2	2	1	2	2	1	2	1	1	1	1	2
CO3	2	1	2	1	1	1	1	1	1	1	1	2
CO4	2	1	2	1	-	2	1	1	1	1	1	2
CO5	2	2	1	2	1	1	1	1	1	1	1	2
WA	2	1.4	1.4	1.4	1.25	1.2	1.2	1	1	1	1	1.8

SC (4) Syllabus for MTTM Semester - II

Course Code: 19L204	Course Title SC (4): Study tour, Project report and viva voce
Course Credit (L:T:P): 2(0:0:2)	Teaching Hours/Week:- -
Total Contact Hours:-	Formative Assessment Marks: 20 (Viva Voce)
Duration of Exam: -	Semester End Examination Marks: 30 (Study tour report)
Pedagogy: Study tour visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of tourism and commitment to ethical practices of tourism. CO2: Acquire knowledge on diverse nature of tourism, including culture and place, global/local perspectives	

Course Articulation Matrix - 19L204

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1
CO1	2	2	1	2	-	-	2	1	3	1	-	2	2
CO2	2	1	2	3	1	-	-	1	1	2	1	-	2
WA	2	1.5	1.5	2.5	1	-	2	1	2	1.5	1	2	2

SC (5) Syllabus for MTTM Semester - II

Course Code: 19L205	Course Title SC (5): Airline Ticketing
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours:56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on IATA area, city codes-airport codes, CRS/GDS. CO2: Acquire knowledge on the travel classes and class codes, computerized, manual ticketing and charges. CO3: Analyse the fare construction terminology, types of journeys, transfer point. CO4: Explore the concept of international fares and ticketing, e-ticketing, currency system. CO5: Acquire knowledge on application of Amadeus in PNR, encoding and decoding, seat, meal, refund.	
Syllabus:	Hours
ModuleNo.1:	10
Concepts-IATA Area Number-I, II and III-City Codes-Airport Codes-airline Codes- Standard meals and Codes- CRS/GDS.	
ModuleNo.2:	10
Travel Classes and class codes: Fare types, normal and special fares. Computerized and manual ticketing, Accurate ticketing as a specified in the IATA ticketing hand book (THB)-TIM-OAG-Miscellaneous charges order (MCO), prepaid ticket advice (PTA).	
Module No.3:	12
Fare construction Terminology- Global Indicators-Sales Indicators-Types of Journeys- One way Trip-Round Trip-circle Trip-Open Jaw-Origin open jaw-Turn around open jaw-Stop over-Transfer point-ARNK-Alligators neck-one Country Rule.	
ModuleNo.4:	14
Basic Principles of International Fares and Ticketing-Currency System-Rule-NUC-MPM-TPM-EMA-EMS-HIP-AF-BHC-IROE-LCF-Problems on Inbound and outbound-Half RT fare and E-Ticket.	
ModuleNo.5:	10
Amadeus: PNR Generation-Encoding and Decoding –Time Availability-Seat availability-Time table-Requests-Meal-seat-Refund-cancellation (Theory and Practical).	
Reference books: 1. Jitendra K Sharma-Flight Reservation and Airline Ticketing, Kanishka Publishers and distributors, New Delhi. 2. M Unnikrishnan-Air Cargo and Airport handling,A Manual for Beginners. 3. Dr.Jagmohan Negi-Travel agency and Tour operation, Kanishka Publishers, Distributors,New delhi. 4. Mohinder Chand-Travel Agency management, Anmol publications PVT Ltd,,New Delhi. 5. IATA hand book on Ticketing	
Web Links: https://www.altexsoft.com/blog/airline-ticketing/	
Video Contents: https://www.iata.org/en/training/subject-areas/fares-ticketing-courses/ https://www.flightslogic.com/airline-ticketing-system-software.php	

Course Articulation Matrix -19L205

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1
CO1	2	1	1	1	1	1	1	1	1	2	1	1	2
CO2	2	2	1	2	1	1	1	2	1	1	2	1	2
CO3	2	2	1	1	2	1	1	1	2	2	1	1	2
CO4	2	1	-	-	-	1	1	1	-	1	-	1	1
CO5	2	1	-	-	-	1	1	1	-	1	-	1	1
WA	2	1.4	1	1.3	1.3	1	1	1.2	1.3	1.4	1.3	1	1.6

SC (6) Syllabus for MTTM Semester - II

Course Code: 19L206	Course Title SC (6): Destination Planning and Development
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours:56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on destination development, types, products, selection process. CO2: Acquire knowledge on the concept of destination planning, tourism potential, economic, social, cultural and environmental considerations. CO3: Analyse the nature and purpose of destination image development, Case Study of Karnataka. CO4: Explore the concept, problems and process destination promotion and publicity, Marketing Mix, role of DMO, CO5:Acquire knowledge on different types of institutional support, WTO Guidelines, rural tourism plan, Tourism Policy, sustainable Tourism destination.	
Syllabus:	Hours
ModuleNo.1:	10
Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.	
ModuleNo.2:	12
Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.	
Module No.3:	12
Destination Image Development - Attributes of Destinations: Person's determined image, Destination	

determined image, measurement of destination image - Destination branding perspectives and challenges-Creating the Unique Destination Proposition -Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Karnataka as a brand.

ModuleNo.4:

12

Destination Promotion and Publicity - Ten 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies and Role of DMO's in destination marketing strategies-Case studies.

ModuleNo.5:

10

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning - Characteristics of rural tourism plan - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable Tourism destination-Case studies.

Reference books:

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W. Butler (2006), The Tourism Area Life Cycle: Applications And Modifications, Channel View Publications.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism Smes, Service Quality And Destination Competitiveness, CABI Publishing

Web links:

<https://coraggiogroup.com/how-to-create-an-effective-destination-planning-process/>

Video Contents:

<https://www.youtube.com/watch?v=0vn5aOTJCMQ>

<https://business.tourismsaskatchewan.com/en/blog/destination-development-strategy>

Course Articulation Matrix -19L206

PO\CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1
CO1	2	1	2	1	2	2	1	2	1	2	1	2	2
CO2	2	1	2	1	1	1	1	1	1	2	1	1	1
CO3	2	1	2	1	1	2	1	1	1	2	1	1	1
CO4	2	1	1	1	1	1	1	-	1	2	-	1	1
CO5	2	1	1	1	2	2	1	1	-	2	1	1	1
WA	2	1	1.6	1	1.4	1.6	1	1.25	1	2	1	1.2	1.2

OE (1) Syllabus for MTTM Semester - II

Course Code: 19L207	Course Title OE(1): Travel and Tourism Management
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week:4
Total Contact Hours:56Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroomlecture,tutorials,groupdiscussion,seminar,casestudiesandfield Visit etc.,	
Course Outcomes: CO1: Acquire the knowledge of tourism, tourist, hospitality, tourism system, types, anatomy of tourism and development. CO2: Exemplify the impact of tourism and multiplier effect. CO3: Appraise the features and functions of service providers and IATA rules and regulations. CO4: Identify different types of travel formalities, customs, regulations and insurance. CO5: Illustrate the basic concepts and functions of transportation in tourism.	
Syllabus:	Hours
ModuleNo.1:	10
Concepts of Tourism -Meaning-Definitions-Visitors-Excursionist-Tourist-Traveller-Hospitality-Nature- Forms –Types of tourism-Tourism System-Purpose of Travel-Travel Motivators-Five ‘A’S of Tourism-Historical development of Tourism-Tourism in India.	
ModuleNo.2:	12
Impacts of Tourism -Significance of Tourism-Multipliers Effect-Economic-Social-Cultural-Environmental impacts of Tourism (Positive and Negative) - Case Studies.	
Module No.3:	10
Travel Intermediaries: Travel agents and Tour operators, types and functions-Tour Packages-Types-Formulation of Tour Packages-Itinerary-Types-Steps in Itinerary preparation-Tour Packaging and Costing- Interrelationship between tour operator and travel agents.-Government rules for getting approval- IATA rules & regulations for accreditation.	
ModuleNo.4:	12
Travel Formalities and Regulations: Passport-Visa-Customs-Currency Exchange-Health Regulations and Travel Insurance.	

ModuleNo.5:	12
Tourist transport-Air-Road-Water-Rail-essential Features of tourist transport-Civil Aviation in India and its role-Airports Authority of India, Airports in India.	
Reference books: <ol style="list-style-type: none"> 1. Tourism development – Principles and practices – AK Bhatia 2. Tourism in India – A.K. Bhatia 3. Tourism in India – V.K. Goswamy 4. Tourism principles and practices- Sampad Kumar Swain, Jitendra Mohan Mishra 5. Travel agency management-Mohinder Chand 	

Course Articulation Matrix - 19L207

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	1	2	1	1	1	1	1	-	1
CO2	1	1	1	1	1	1	2	1	1	1	-	1
CO3	2	2	1	1	2	2	2	1	2	2	1	1
CO4	2	2	-	-	1	-	-	-	1	1	-	1
CO5	2	1	-	-	1	-	1	-	1	1	-	1
WA	1.8	1.6	1	1	1.4	1.3	1.5	1	1.2	1.2	1	1

HC (8) Syllabus for MTTM Semester - III

Course Code: 19L301	Course Title HC(8): Accounting for Tourism Industry
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Characteristics & Management Accounting, Differences between Financial Accounting and Management Accounting. CO2: Acquire knowledge on the concept of Financial Statement, Comparative Statements, Statements and Trend Percentages. CO3: Analyse the nature and purpose of Fund Flow statement, Cash Flow statement, Problems on preparation of Cash Flow statements and Advantages and disadvantages. CO4: Explore the concept, Customers Accounts, Guest Accounts, Creation and Maintenance of Guest Accounts, Correction of errors, Corrections and Allowance, Non-Resident Guests, City Ledger, Advances received in Cash and Paying bills by credit cards. CO5: Acquire knowledge on Responsibilities of Front Office Accounting System, Accounts, Folios, Vouchers, Point of Sales (POS), Ledgers, Credit Monitoring, Differences between Ordinary cheques and Travelers cheques, foreign currency, Visitor Tabular Ledger, VTL.	
Syllabus:	Hours
ModuleNo.1:	8
Introduction to Management Accounting - Definitions – Objectives - Characteristics – Advantages and limitations of Management Accounting - Differences between Financial Accounting and Management Accounting.	
ModuleNo.2:	8
Analysis of Financial Statements - Meaning – Types – Tools of Financial Statement Analysis – problems on Comparative Statements, Common Size Statements and Trend Percentages.	
Module No.3:	8
Fund Flow Statement and Cash Flow Statement - Meaning of Fund Flow statement – utility of fund flow statement – Advantages and disadvantages – Simple problems on preparation of Fund flow	

statement - meaning of Cash Flow statement – advantages and Limitations of Cash Flow statements – Differences between Fund Flow statement and Cash flow statement – Problems on preparation of Cash Flow statements as per the accounting standards.

ModuleNo.4: **8**

Multiple Accounts - Accounts of Customers – Guest Accounts - Creation and Maintenance of Guest Accounts – Correction of errors – Corrections and Allowance – Accounts of Non-Resident Guests – City Ledger – Advances received in Cash – Paying bills by credit cards.

ModuleNo.5: **10**

Front office Account System- Responsibilities of Front Office Accounting System – General concepts of Front office accounting – Accounts – Folios – Vouchers – Point of Sales (POS) – Ledgers – Credit Monitoring – Methods of Settlement of Accounts – Differences between Ordinary cheques and Travellers cheques – Procedure for accepting foreign currency – Visitor Tabular Ledger – Posting procedure of VTL.

Text books:

1. Management Accounting – Greg Shields
2. Financial Management – I. M Pandey
3. Financial Management – Prasanna Chandra
4. Management Accounting – Khan and Jain
5. Hotel Accounting – Anil Kathuria
6. A text book on Hotel Accounting – Shyam Lal Arora

Web link:

1. <https://onlinedegrees.und.edu/blog/financial-accounting-vs-managerial-accounting>.
2. <https://corporatefinanceinstitute.com/resources/accounting/analysis-of-financial-statements>

Video Content:

1. <https://www.investopedia.com/terms/f/financial-statement-analysis.asp>
2. <https://www.youtube.com/watch?v=ny3wWdAEfPE>

Course Articulation Matrix - 19L301

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	-	1	2	1	2	-	2	1	2
CO2	2	-	2	2	1	2	2	1	2	-	2	1
CO3	2	1	-	1	2	-	1	2	2	-	2	2
CO4	2	2	2	1	1	2	1	1	-	2	1	-
CO5	2	2	1	2	-	2	-	2	1	1	2	1
WA	2	1.75	1.5	1.5	1.25	2	1.25	1.6	1.66	1.66	1.6	1.5

HC (9) Syllabus for MTTM Semester - III

Course Code: 19L302	Course Title HC(9): International Tourism Destinations
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Tourism Destination in activities in USA, Canada, Mexico West Indies, Brazil-Argentina, Venezuela and Colombia. CO2: Acquire knowledge on the concept of Tourism Destination in activities in England, Italy, France-Germany, Austria, Switzerland, Finland and Spain. CO3: Acquire knowledge on the concept of Tourism Destination in Egypt, Kenya, Tanzania South Africa and Ethiopia. CO4: Acquire knowledge on the concept of Tourism Destination in UAE-Turkey-Iran –Iraq and Saudi Arabia. CO5: Acquire knowledge on the concept of Tourism Destination in India - China-Japan-Singapore-Malaysia-Thailand-Indonesia-Sydney-Canberra and New Zealand.	
Syllabus:	Hours
ModuleNo.1:	8
Tourism Geography of North America/South America- Tourism Destination and activities in USA-Canada-Mexico –West Indies-Brazil-Argentina-Venezuela and Colombia.	
ModuleNo.2:	8
Tourism Geography of Europe- Tourism Destination and activities in England-Italy-France-Germany-Austria-Switzerland-Finland and Spain.	
Module No.3:	8
Tourism Geography of Africa- Tourism Destination and activities in Egypt-Kenya-Tanzania South Africa and Ethiopia.	
ModuleNo.4:	8
Middle East Tourism Destination and activities in UAE-Turkey-Iran –Iraq and Saudi Arabia.	
ModuleNo.5:	10
Tourism Geography of Asia and Australia- Tourism Destination and activities in India - China-Japan-Singapore-Malaysia-Thailand-Indonesia-Sydney-Canberra and New Zealand.	
Text books : 1) Travel Geography, Burton and Rosemary Longmen Edn. 1999. 2) Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.	

- 3) Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2001.
- 5) World Geography – By Majid Hussain

Web link:

1. <https://www.tandfonline.com/doi/full/10.1080/14616688.2020.1826571>
2. <https://www.taylorfrancis.com/chapters/mono/10.4324/9780429259302-25>

Video Content:

1. <https://www.youtube.com/watch?v=AOUK3Oit86o>
2. <https://www.asiaeducation.edu.au/curriculum/geography/details/special-places>

Course Articulation Matrix - 19L302

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	2	1	1	2	1	-	2	1	-	1
CO2	2	2	1	2	-	2	1	2	1	1	1	1
CO3	2	2	-	1	2	1	-	1	2	2	1	2
CO4	2	1	2	1	2	-	2	2	-	1	2	-
CO5	2	2	1	-	1	2	1	2	1	-	1	2
WA	2	1.6	1.5	1.25	1.5	1.75	1.25	1.75	1.5	1.25	1.25	1.5

HC (10) Syllabus for MTTM Semester - III

Course Code: 19L303	Course Title HC(10): Tourism Research Methods
Course Credit (L:T:P): 2(2:0:0)	Teaching Hours/Week:2
Total Contact Hours: 28 Hrs	Formative Assessment Marks: 10
Duration of Exam: 2 Hours	Semester End Examination Marks: 40
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of research, types, literature review. CO2: Acquire knowledge on the concept of research design, process and hypothesis. CO3: Analyse the concepts of sampling, sampling size, techniques and types of data collection. CO4: Explore the concept of processing data, classification, coding, tabulation, graphical representation and analysis of data CO5: Acquire knowledge on data presentation, report writing.	
Syllabus:	Hours
ModuleNo.1:	8
Introduction to Research, Definition of Research – Characteristics – Purpose of research, Role of research in tourism business, requisites of a good scientific method –components of scientific approach, Types of Research, Research problem, Review of literature, Classification, Purpose and Sources of literature, Steps in Research.	
ModuleNo.2:	8
RESEARCH DESIGN: Definition, Types of research, Steps Involved in Research Process. Research Design-Variou s Methods of Research Design. Hypotheses: meaning–types, Sources of hypotheses – functions/role of hypotheses.	
Module No.3:	8
Sampling and Tools for Data Collection: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Sampling errors, Types of Data: Secondary and Primary, Various Methods of data Collection.	
ModuleNo.4:	8
Processing of data: introduction – editing – classification and coding – transcription– tabulation and graphic representation, Statistical analysis of data: introduction –measures of central tendency, mean, mode and median.	
ModuleNo.5:	10
Data presentation, Report Writing: Introduction – types of reports – planning report-writing – research report format – steps in report of writing – documentation: footnotes and bibliography.	

Text books :

1. Brunt, P. 'Market Research in Travel & Tourism', Butterworth Heinemann: UK, 1997.
2. Clark, M., Riley, M., Wilkie, E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK, 1998.
3. Jennings, G. 'Tourism Research', John Wiley & Sons, 2001.
4. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students', Wiley: UK, 1993.
5. Ritchie, J.R.B. and Goeldner, C.R. (eds) 'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK, 1994.

Web link:

1. <https://www.researchgate.net/publication/307685405RESEARCHMETHODSINTOURISM>
2. <https://www.futurelearn.com/courses/research-methods-travel-and-tourism>

Video Content:

3. <https://www.xuetangx.com/course/nankai12091002909intl/12450872>
4. <https://www.google.com/search?q=Tourism+Geography+of+North+America>

Course Articulation Matrix - 19L303

PO\CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	2	1	-	2	2	-	1	1	2
CO2	2	1	2	1	2	1	-	2	1	2	1	1
CO3	2	2	-	1	2	1	2	-	1	2	-	1
CO4	2	1	2	-	-	1	2	1	2	1	2	2
CO5	2	3	2	2	1	2	1	-	2	-	1	-
WA	2	1.6	1.75	1.5	1.5	1.25	1.75	1.66	1.5	1.5	1.25	1.5

SC (7) Syllabus for MTTM
Semester - III

Course Code: 19L304	Course Title SC (7): Study tour, Project report and viva voce
Course Credit (L:T:P): 2(0:0:2)	Teaching Hours/Week:- -

Total Contact Hours:-	Formative Assessment Marks: 20 (Viva Voce)
Duration of Exam: -	Semester End Examination Marks: 30 (Study tour report)
Pedagogy: Study tour visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of tourism and commitment to ethical practices of tourism. CO2: Acquire knowledge on diverse nature of tourism, including culture and place, global/local perspectives	

Course Articulation Matrix - 19L304

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	-	-	2	1	3	1	-	2
CO2	2	1	2	3	1	-	-	1	1	2	1	-
WA	2	1.5	1.5	2.5	1	-	2	1	2	1.5	1	2

SC (8) Syllabus for MTTM Semester - III

Course Code: 19L305	Course Title SC(8): Tourism Planning and Development
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30

Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Sustainable Tourism, Economic Forces, Principles of Sustainable Tourism, Carrying Capacity, Environmental Impact of Tourism. CO2: Acquire knowledge on the concept of Tourist Destinations, Destination Amalgam, Tourism Development, Conceptual Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning. CO3: Analyse the nature and purpose of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme, National Tourism Board, National Committee on Tourism. CO4: Explore the concept Basic Properties of Ecology, Environment, Relationship of Ecology and Tourism – Tourism Activities, Ecology and Environment CO5: Acquire knowledge on Factors creating the issues of Global Concerns, Rise in Temperature, Melting of Snow Caps, Rise in Sea Level, Monsoon, Global Concern on Tourism, Prevention of Hazards.	
Syllabus:	Hours
ModuleNo.1:	8
Sustainable Tourism: Definition – Forces which promote Sustainable Tourism – Economic Forces which resist Sustainable Tourism – Principles of Sustainable Tourism – Carrying Capacity – The Environmental Impact of Tourism.	
ModuleNo.2:	8
Tourism Planning: Common Features of Tourist Destinations – Components of Destination Amalgam. –Essential facilities and Services for Tourism Development, Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning.	
Module No.3:	8
Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism.	
ModuleNo.4:	8
Tourism and Ecosystem: Basic Properties of Ecology – Definition of Ecology– Environment – Ecosystem – Relationship of Ecology and Tourism – Tourism Activities and their Linkages to Ecology and Environment	
ModuleNo.5:	10
Global Concerns – Factors creating the issues of Global Concerns – Rise in Temperature– Melting of Snow Caps – Rise in Sea Level – Monsoon and its Changes – The Impact of Global Concern on Tourism – Prevention of Hazards.	
Text books: <ol style="list-style-type: none"> 1. Singh Ratandeep: Handbook of Environmental Guidelines for Indian Tourism– Kanishka Publishers, New Delhi. 2. A.K.Bhatta Tourism, Principles & practices. 3. Praveen Seth- Successful tourism planning and Management, Cross-section Publications. 4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.) 5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman). 6. Page.J. Stephen. Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London. 	
Web link: <ol style="list-style-type: none"> 1. https://www.tandfonline.com/toc/rthp21/current 	

2. <https://www.slideshare.net/martianne21/tsm-planning-133203310>

Video Content:

1. <https://www.youtube.com/watch?v=0vn5aOTJCMQ>

2. <https://www.youtube.com/watch?v=-eMNzlPixGM>

Course Articulation Matrix - 19L305

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	2	1	2	-	2	-	1	2
CO2	2	1	-	2	1	2	1	1	2	2	1	1
CO3	2	1	2	-	1	2	-	2	-	1	2	2
CO4	2	-	2	2	2	1	2	1	1	1	-	1
CO5	2	2	1	2	1	2	1	2	1	2	1	2
WA	2	1.25	1.5	1.75	1.4	1.6	1.5	1.5	1.5	1.5	1.25	1.6

SC (9) Syllabus for MTTM Semester - III

Course Code: 19L306	Course Title SC(9): Event Management
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Conventions and Expositions, Five C's of event management, Event Planner, Participants, Economy and Society.	

CO2: Acquire knowledge on the concept of MICE, Economic and social significance, TA's and TO's as meeting planner, convention visitor bureaus. CO3: Analyse the nature and purpose of conference venues- facilities, check-in and check-out procedures, Convention manager functions of CVB, ICPB and ICCA. CO4: Explore the concept Basic Properties of Management – Goals – Objectives – Targeting, Designing, Budget – Site Selection, Computers and LCD, incentive tour and special requirements CO5: Acquire knowledge on Case studies: Tourism festivals, Trade Fairs.	
Syllabus:	Hours
ModuleNo.1:	8
History of Meetings Conventions and Expositions, Conceptual foundations of events; Major characteristics; Five C's of event management; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.	
ModuleNo.2:	8
Introduction to MICE: Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.	
Module No.3:	8
Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; Introduction to conference facilities in India. Role and functions of CVB, ICPB and ICCA.	
ModuleNo.4:	8
The Process of Meeting and Convention Management – Goals – Objectives – Targeting Population – Designing the programme – Budget – Site Selection – F&B – On the management – Services provided at meetings. Meeting Technology – Video Conferencing – Computers and LCD – Technology for meeting attendee, Concept of incentive tour and special requirements for its organization.	
ModuleNo.5:	10
Case studies: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Desara festival, Hampi Festivals (Any two) Trade Fairs: World Travel Mart, TTF, SATTE.	
Text books: <ol style="list-style-type: none"> 1) A.K. Bhatia, 'Event Management', Sterling Publishers Pvt.Ltd. Delhi,2001 2) Anton Shone & Bryn Parry, 'Successful Event Management', 2002Dr.Joe Gold Blatt, 'Special Events' 3) Avrich,Barry 'Event and Entertainment Marketing', Vikas, Delhi,1994 4) Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998 5) Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventionsand Expositions- An Introduction to the Industry. New York:Van Nostrand Reinhold. 6) Weirich, M.L. (1992). Meetings and Conventions Management.New York: Delmar Publishers Inc. 7) Fenich, G.G. (2005). Meetings, Expositions, Events andConventions- An Introduction to the Industry. New Delhi:Pearson/Prentice Hall. 	
Web link: <ol style="list-style-type: none"> 1) https://www.cvent.com/en/blog/events/what-is-event-management 2) https://en.wikipedia.org/wiki/Event_management 	
Video Content: <ol style="list-style-type: none"> 1) https://www.youtube.com/watch?v=9P5X_HLLjk8 2) https://www.youtube.com/watch?v=I-XjdcpfXoI 	

Course Articulation Matrix - 19L306

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	1	2	1	2	1	-	1	2
CO2	2	2	2	1	2	1	1	-	2	1	2	1
CO3	2	1	1	2	1	2	2	2	2	2	1	2
CO4	2	1	2	2	1	1	1	2	-	1	2	-
CO5	2	2	2	-	2	2	1	-	1	2	1	1
WA	2	1.6	1.6	1.75	1.4	1.6	1.2	2	1.5	1.5	1.4	1.5

SC (10) Syllabus for MTTM Semester - III

Course Code: 19L307	Course Title SC(10): Digital Applications in Tourism (Theory) Digital Applications in Tourism (Practical)
Course Credit (L:T:P): 3(2:0:1)	Teaching Hours/Week:2
Total Contact Hours: 28Hrs (Theory) 14hrs (Practical)	Formative Assessment Marks: 30 (Practical)
Duration of Exam: 3 Hours	Semester End Examination Marks: 70 (Theory)
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, casestudies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Concepts of ICTs, benefits & limitations of ICTs, implementations, tourism stakeholders, challenges in the tourism industry. CO2: Acquire knowledge on the concept of Geographic information system (GIS), Central	

<p>Reservation System (CRS), Global Distribution System (GDS), Intermediaries, Electronic Payment Systems (EPS), Electronic Fund Transfers (EFT), Electronic Data Interchange (EDI), Enterprise Resource Planning (ERP), Management Information Systems (MIS), Executive Information System (EIS), Knowledge Based systems.</p> <p>CO3: Analyse the nature and purpose of ICT usage, ICTs in the Hospitality and Airline Industry, GDS and CRS, Business process reengineering (BPR), Bank Settlement Plan (BSP), ICT supported Consumer Relationship Management, social media and mobile services in tourism</p> <p>CO4: Explore the concept on ICT usage by Demand, Travel news, electronic bulletin boards GDS – automated ticket machines, TV based tourism and booking, videotext system, interactive TV, Voice systems, Social media and ICT, Virtual Tourist Commodities.</p> <p>CO5: Acquire knowledge on Travel & Tourism Business models & Cyber security, Business intelligence and smart business networks, online business models, website optimization, Online Travel Agency (OTA), travel agency automation, voyager systems, tour package planning systems, managing e-service centre, delivering e-value to customers, cyber crimes, cyber laws and security.</p>	
Syllabus:	Hours
ModuleNo.1:	5
ICT and Tourism: Concepts of ICTs, benefits & limitations of ICTs - implementations of ICTs in tourism, tourism stakeholders and interfaces – challenges in the tourism industry induced by ICTs.	
ModuleNo.2:	6
Travel & Tourism Information Systems: Geographic information system (GIS) - Global Positioning System (GPS) – Central Reservation System (CRS), Global Distribution System (GDS), Intermediaries, Infomediaries - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) – Electronic Data Interchange (EDI) - Enterprise Resource Planning (ERP) - Management Information Systems (MIS) - Executive Information System (EIS) - Knowledge Based systems.	
Module No.3:	6
ICT usage by Supply side: ICTs in the Hospitality and Airline Industry, GDS and CRS - ICTs in Tour Operators and Travel Agencies, Business process reengineering (BPR) - Bank Settlement Plan (BSP) - ICTs for Tourism Destination Management - ICT supported Consumer Relationship Management - knowledge management, business intelligence - social media marketing in tourism and mobile services in tourism	
ModuleNo.4:	5
ICT usage by Demand side: Travel news groups, electronic bulletin boards and chat rooms-access to GDS - automated ticket machines - Information Kiosks - TV based tourism information retrieval and booking, videotext system, interactive TV - Voice input and recognition systems - Social media and ICT influence in travel decision making, Virtual Tourist Commodities.	
ModuleNo.5:	6
Travel & Tourism Business models & Cyber security: Business intelligence and smart business networks, online business models - website optimization – Online Travel Agency (OTA), travel agency automation, voyager systems, tour package planning systems, managing e-service centre, delivering e-value to customers - cyber crimes, cyber laws and security.	
Syllabus:	Hours
Practical exposure on:	14
1. Online reservation system & payment system 2. Web designing 3. Blog writing 4. GDS (AMADEUS/GALILEO or related)	

Text books:

- 1) Robson Wendy, Strategic Management and Information Systems Pitman Publishers
- 2) Elmansic/Navathe, Fundamentals of Database Systems
- 3) Information technology for tourism, Gary Inkpen
- 4) Computers today by S.K Basandra

Web link:

- 1) <https://inspirajournals.com/uploads/Album/704121383.pdf>
- 2) https://www.jesoc.com/wp-content/uploads/2020/07/JESOC15_310.pdf

Video Content:

- 1) <https://www.revfine.com/technology-trends-travel-industry>
- 2) <https://www.igi-global.com/book/mobile-computing-technology-applications-tourism/258357>

Course Articulation Matrix - 19L307

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1	2	2	1	2	2	2	-	2
CO2	2	1	2	2	1	2	-	1	2	2	2	2
CO3	2	1	1	2	-	1	1	2	1	-	2	-
CO4	2	2	2	1	2	1	2	2	-	1	1	2
CO5	2	2	1	-	2	2	1	1	2	1	2	1
WA	2	1.6	1.6	1.5	1.75	1.6	1.25	1.6	1.75	1.5	1.75	1.75

OE (2) Syllabus for MTTM
Semester - III

Course Code: 19L308	Course Title OE(2): Heritage of India
Course Credit (L:T:P): 4(3:1:0)	Teaching Hours/Week: 4
Total Contact Hours: 56 Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concepts of Heritage, Kinds, Tangible and Intangible. CO2: Acquire knowledge on the concept of Indian Art, Paintings, Sculptors & Architecture. CO3: Analyse the nature and purpose of Indian Dance, festivals & Music. CO4: Explore the concept of Caves, Churches, Monuments, Mountain Railways, Heritage Sites & National Parks CO5: Acquire knowledge on ASI, Group of Monuments.	
Syllabus:	Hours

ModuleNo.1:	8
Definitions, Scope and Nature of Heritage, Kinds of Heritage – Tangible and Intangible. Relationship between Heritage and Tourism. Heritage tourism in India.	
ModuleNo.2:	12
Indian Art – Paintings- Different school of Paintings, Sculptors, Architecture – Nagar style of architecture, Dravidian style of architecture, Vesara style of architecture and Indo-Islamic architecture.	
Module No.3:	12
Indian Dance forms-Classical-Folk-Comparison between Classical and Folk-Dance festivals in India-Indian Music-Types-Major Fairs and festivals and its importance in Tourism.	
ModuleNo.4:	12
UNESCO World Cultural Heritage Sites in India:- Ajanta and Ellora Caves (1983), Churches and Convents of Goa (1986), Fatehpur Sikri (1986), Group of Monuments at Mahabalipuram (1984) Khajuraho Group of Monuments (1986), Mountain Railways of India (1999), Qutb Minar and its Monuments, Delhi (1993), Sun Temple, Konârak (1984), Taj Mahal (1983). UNESCO World NaturalHeritage Sites in India: Great Himalayan National Park Conservation Area (2014), Kaziranga National Park (1985), Keoladeo National Park (1985), Nanda Devi and Valley of Flowers National Parks (1988), Sundarban National Park (1987).	
ModuleNo.5:	12
ASI -Functions and Laws related to Heritage protection in India-Study on important heritage tourism destinations of Karnataka – Group of Monuments at Pattadakallu (1987), Group of Monuments at Hampi (1986), Bijapur and Gulbarga.	
Text books : <ol style="list-style-type: none"> Heritage and Cultural tourism – Romila chawla Tourism products - Robinet Jacob, Sindhu, Mahadevan Cultural tourism - Harish Badan Web link: <ol style="list-style-type: none"> https://indiaculture.gov.in/world-heritage https://www.tourmyindia.com/heritage/ Video Content: <ol style="list-style-type: none"> https://www.youtube.com/watch?v=FQ1z1397TbY https://www.youtube.com/watch?v=fcYB3BTJRQ 	

Course Articulation Matrix - 19L308

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	2	2	2	1	2	1	-
CO2	2	1	1	-	1	2	1	1	2	1	2	2
CO3	2	2	1	2	1	1	2	-	2	-	2	-
CO4	2	1	2	-	2	1	2	1	1	-	1	1
CO5	2	2	1	2	1	2	1	2	-	2	-	2
WA	2	1.6	1.4	2	1.4	1.6	1.6	1.5	1.5	1.66	1.5	1.66

HC (11) Syllabus for MTTM Semester –IV

Course Code: 19L401	Course Title HC (11): On the job training for a minimum period of 2 months in any tourism / hospitality industry
Course Credit (L:T:P): 3(0:0:3)	Semester End Examination Marks: 100
Pedagogy: --	
Course Outcomes: CO1: Acquire knowledge on the concepts of tourism and learn to appreciate work and its function in the economy. CO2: Acquire knowledge on the concept and how to develop work habits and attitudes necessary for	

job success.

CO3: Analyze the nature and purpose of developing communication, interpersonal and other critical

skills in the job interview process.

CO4: To expose the students to understand the working of the organization/ company /industry and take up an in-depth study of an issue / problem in the area of specialization

Course Articulation Matrix - 19L401

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	3	-	-	2	3	1	3	2
CO2	2	-	-	2	3	2	2	1	3	2	1	3
CO3	2	1	2	1	-	2	-	1	3	2	-	2
CO4	3	2	3	2	3	2	2	2	1	2	3	2
WA	2.5	1.33	1.75	1.5	3	1.5	2	1.5	2.5	1.75	2.3	2.25

HC (12) Syllabus for MTTM Semester –IV

Course Code: 19L402

Course Title HC (12): Training
report and Viva voce.

Course Credit (L:T:P): 3(0:0:3)

Semester End Examination Marks: 100

Pedagogy: --

Course Outcomes:

CO1: Analyze practical and managerial skills in the working environment their ability to apply them effectively.

CO2: Analyse the ability to apply relevant technology for the production and management of tourism experiences

Course Articulation Matrix - 19L402

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	-	2	1	1	1	3	2	3	2
CO2	3	3	3	2	3	-	2	1	2	2	3	2

WA 2 2.5 2 2 2.5 1 1.5 1 2.5 2 2 2

HC (13) Syllabus for MTTM
Semester – IV

Course Code: 19L403	Course Title HC(13): Start up& Entrepreneurship Development
Course Credit (L:T:P): 2(2:0:0)	Teaching Hours/Week:2
Total Contact Hours: 28Hrs	Formative Assessment Marks: 10
Duration of Exam: 2 Hours	Semester End Examination Marks: 40
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concept of entrepreneurship and the motivations and also the various types of entrepreneurships. CO2: Acquire knowledge on the concept, of various ideas to start up and to understand the environmental and competitive advantages and their relevance in tourism industry. CO3: Analyze the nature and purpose of legal structures and types of Legal Structures, Entity registration process CO4: Explore the concept, problems and process on financial Basics, financing and management of working capital CO5: Acquire knowledge on importance of business plan before starting any business and marketing strategies for better business plan.	
Syllabus:	Hours
ModuleNo.1:	5
Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Characteristics, functions and importance of Entrepreneurship, opportunities in tourism; Entrepreneurial traits and qualities; A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers’ companies – public private partnership – steps involved in establishing a new tourism enterprise.	
ModuleNo.2:	6
Start-up Idea: How to get a start-up idea, Idea assessment. Identifying target segment and Market Segment: Understanding target segment, sizing the market. Analysing Environment and Competitive	

advantage: Analysing the environment, Understanding the industry (Porter's 5 force model), Competitive Advantage, arts, Functions of management and their relevance in tourism industry - Types of management.

Module No.3:

5

Building a Legal Structure: Introduction, Common legal mistakes, Types of Legal Structures, Entity registration process, choosing a base location, Selecting legal expert. Permits Registration and Compliances, Intellectual Property Rights, Importance and Types, IP registration process, Contracts: Key aspects, Founder and Employee agreement, Vender and customer contracts.

ModuleNo.4:

6

Understanding Financial Basics: Introduction to Financial Basics, MIS, Financial Key Performance Indicators, Working Capital Management: Introduction, Operating Cycle, Financing and Management of Working Capital, Vendor contracts, Financial management and long term investments, Capital Structure and Taxation, Break Even Analysis,

ModuleNo.5:

6

Business Planning: Components of BP, Importance of BP, Elements of BP, Format of BP, building an effective BP, Marketing strategy for an effective BP, Building BP Projections. Funding Overview: Seeking external funding, Funding stages, Qualities to look for investors, approaching investors. Valuation: Decoding Valuation, Valuation and dilution, Cap tables. Pitching and Term sheet: Investors pitch, Components of a pitch, Term Sheet and Post Term Sheet, Program completion. Face book for business.

Text books :

1. Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K.Abraham & K. Jayashree.
2. Entrepreneurship & Small Business Management by C.B. Gupta & Khanka.

Recommended for Reference:

- Xcess' Board of Editors, Guide to Starting a Travel Agency and Tour Operation Business – The Business of Tourism, XcessInfostorePvt. Ltd. (2013).
- Roy A. Cook D.B.A, Laura J. Yale Ph.D. Emerita and Joseph J. Marqua, Tourism: The Business of Travel (4th Edition), ISBN-13: 978-0137147298

Weblink:

- <https://www.oberlo.com/blog/what-is-entrepreneurship>
-

https://franchise.littlemillennium.com/?utm_medium=adwords&utm_campaign=esearch&utm_source=nfranchise&utm_content=640094660116&utm_term=home%20franchise%20business&gclid=CjwKCAiAy_CcBhBeEiwAcoMRHBObzJ3ITWvu9CgnKsZYbGeSOCVYIBMJpUv85fbSc2y8p7j0xIGkxRoC9ToQAvD_BwE

Video Content:

1. <https://www.youtube.com/watch?v=MdNNGfoxrqA>
2. https://www.youtube.com/watch?v=4ti_uK60nLk

Course Articulation Matrix - 19L403

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	-	-	2	1	2	1	2	-	-	2
CO2	2	2	2	1	2	1	3	2	3	1	2	3
CO3	2	2	1	3	-	1	-	1	2	1	2	2
CO4	2	2	1	-	-	-	2	1	2	1	-	1

CO5	2	2	2	1	-	-	2	2	3	3	3	1
WA	2	2	1.5	1.66	2	1	2.25	1.4	2.4	1.5	2.3	1.8

SC (11) Syllabus for MTTM Semester - IV

Course Code: 19L404	Course Title SC (11): Project report and Viva voce
Course Credit (L:T:P): 4(3:1:0)	Formative Assessment Marks: 30
	Semester End Examination Marks:70 (Project report-50, viva-20)
Pedagogy:--	
Course Outcomes: CO1: Analyze practical and managerial skills in the working environment their ability to apply them effectively. CO2: Analyze the ability to apply relevant technology for the production and management of tourism experiences	

Course Articulation Matrix - 19L404

PO CO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	-	-	1	3	3	2	2	-	2	1
CO2	2	2	1	-	3	1	1	1	2	1	1	1
WA	2	1.5	1	-	2	2	2	1.5	2	1	1.5	1

SC (12) Syllabus for MTTM
Semester – IV

Course Code: 19L405	Course Title SC(12): Personality Development & Soft skills
Course Credit (L:T:P): 2(2:0:0)	Teaching Hours/Week:2
Total Contact Hours: 28Hrs	Formative Assessment Marks: 10
Duration of Exam: 2 Hours	Semester End Examination Marks: 40
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concept of Personality Development and dimensions of personality. CO2: Acquire knowledge on the concept, Attitude & Motivation Attitude and the Significance of positive attitude. CO3: Analyze the advantages of Do's and Don'ts to develop positive self esteem and interpersonal behavior relationships CO4: Explore the concept and importance of Body language and management of stress and conflicts CO5: Acquire knowledge on art of participating in Group Discussion and facing personal interview.	
Syllabus:	Hours
ModuleNo.1:	5
Introduction to Personality Development. The concept of personality – Dimensions of personality –The concept of success and failure: What is success? Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.	
ModuleNo.2:	6
Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes – Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude – Differences between personalities having positive and negative attitude. motivation - Significance - Importance of self- motivation- Factors leading to de-motivation.	
Module No.3:	6
Self-esteem: Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.	
ModuleNo.4:	6
Other Aspects of Personality Development- Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.	
ModuleNo.5:	5

Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Text books :

1. Tata McGraw-Hill 1988. 2. Heller, Robert. Effective leadership.
2. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).

Recommended for Reference:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.
2. Essential Manager series. Dk Publishing, 2002 3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
3. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
4. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
5. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

Web link:

1. <https://iamkanikamodi.medium.com/art-of-participating-in-group-discussions-7e74cc78de9>
2. <https://www.tandfonline.com/doi/full/10.1080/2331186X.2020.1738184>
3. https://www.researchgate.net/publication/353331440_Understanding_the_Dimensions_of_Personality
4. <https://pages.uoregon.edu/gsaucier/Saucier%202009%20Compass.pdf>

Video Content:

1. <https://www.youtube.com/watch?v=dhYoZ4lORYA>
2. <https://www.youtube.com/watch?v=3w32jIsRlsw>

Course Articulation Matrix - 19L405

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	1	2	1	3	2	2	1	2
CO2	2	1	2	2	1	1	1	1	1	1	1	3
CO3	2	2	1	2	3	1	1	1	1	1	1	1
CO4	2	1	2	2	1	3	1	1	2	1	1	3
CO5	2	2	1	1	1	1	1	1	2	1	1	1
WA	2	1.6	1.6	1.8	1.4	1.6	1	1.4	1.6	1.2	1	2

SC (13) Syllabus for MTTM
Semester – IV

Course Code: 19L406	Course Title SC(13): Wellness Tourism
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concept of origin and historical development of wellness tourism over ages and health as a motivator to travel. CO2: Acquire knowledge on the concept of factors influencing health and wellness of the tourism and forms of health tourism CO3: Analyse the advantages of Mind and Spirit relationship importance of Ayurveda, Yoga & Naturopathy CO4: Explore the concept of yoga and meditation and development of yoga and meditation in India CO5: Acquire knowledge on concepts of Medical tourism and benefits of medical tourism, Economics of medical tourism	
Syllabus:	Hours
ModuleNo.1:	8
Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient canthers of healing and bath. - Concept, Definitions and Ayurveda, Yoga & Naturopathy dimensions of Health, wellness and well-being –spirituality – Typologies of Health tourism - Factors affecting growth of health tourism.	
ModuleNo.2:	9
Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy, Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.	
Module No.3:	8
Concept and Dimensions of holistic health care: – the body, Mind and Spirit relationship. AYUSH-, Siddha, Unani, Homoeopathy, Aromatherapy.	
ModuleNo.4:	9
Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga	

and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centers in India.

ModuleNo.5:

8

Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

Text books:

1. Vishnudevananda Swami, The Complete Illustrated Book of yoga.
2. Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur.

Recommended for Reference:

1. Smith, M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre (2000) The New Book of Yoga, Ebury Press.
2. Pruthi , Raj (2006) Medical Tourism in India, Arise Pub, New Delhi
3. Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,

Web link:

1.

https://www.researchgate.net/publication/307433504_Development_of_Healthcare_and_Wellness_Tourism_Marketing

2.

https://www.academia.edu/32529064/Factors_affecting_health_tourism_and_international_health_care_facility_choice

3. <https://ijarsct.co.in/Paper630.pdf>

Video Content:

1. <https://www.youtube.com/watch?v=81uzAbHhX68>
2. <https://www.youtube.com/watch?v=Pzaai8azbqA>

Course Articulation Matrix - 19L406

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	3	2	3	1	1	2	1	-	1
CO2	2	1	1	2	1	3	1	1	1	1	1	1
CO3	2	1	2	1	2	2	1	1	-	-	-	2
CO4	2	1	1	1	1	1	1	1	2	-	1	2
CO5	2	1	1	2	1	3	3	1	-	-	1	1
WA	2.2	1.2	1.4	1.8	1.4	2.4	1.4	1	1.66	1	1	1.4

SC (14) Syllabus for MTTM
Semester - IV

Course Code: 19L407	Course Title SC(14): Air Cargo Management
Course Credit (L:T:P): 3(2:1:0)	Teaching Hours/Week:3
Total Contact Hours: 42Hrs	Formative Assessment Marks: 30
Duration of Exam: 3 Hours	Semester End Examination Marks: 70
Pedagogy: Classroom lecture, tutorials, group discussion, seminar, case studies and field Visit etc.,	
Course Outcomes: CO1: Acquire knowledge on the concept of origin and historical development of Air Cargo CO2: Acquire knowledge on the concept of Procedure for Loading and Unloading of Cargo CO3: Acquire knowledge on the elementary theories of flight such as theory of gravitation, condition equilibrium. CO4: Explore the concept of Equipment used near the Aircraft CO5: Acquire knowledge on Logistics Management	
Syllabus:	Hours
ModuleNo.1:	8
Introduction to Air Cargo - Definition and Abbreviation of Air Cargo – History of Air Cargo - Types of Goods/ Products shipped by Air – Characteristics of Air Cargo – Trends and Performance of Air Cargo in Asia.	
ModuleNo.2:	9
Loading of Cargo - Procedure for Loading and Unloading of Cargo – Export-Import License – Types and Nature of Cargo – Sea Cargo – Introduction – an overview of Sea Cargo industry	
Module No.3:	8
Important Components of air Cargo Planes and their functions - Elementary theory of Flight – Theory of Gravitation – Condition of Equilibrium – Load and Trim – Limitations of Cargo Carrying Capacity.	
ModuleNo.4:	8
Airport Familiarization for Air Cargo Handling - Equipment used near the Aircraft – Engineering and Commercial equipment – Special Service codes – Transportation times (Flying time).	
ModuleNo.5:	9
Overview of Logistics Management - Origin of Logistics – Need for logistic Management -Types of Logistics – Essentials of Logistics in International Trade – case studies on FedEx, UPS, DHL,Cathay	

Pacific, Lufthansa, Emirates, Menzies Aviation Bobba.

Text books:

1. Air Cargo Management – Unnikrishnan
2. Air Cargo Management; Air Freight and the Global Supply Chain – Michael Sales

Recommended for Reference:

1. Air Cargo Freight – Patrick Kinley
2. Logistics Management – Rakesh Singh and Satish C. Ailawadi
3. Supply Chain and Logistics Management – Closs and Cooper

Web link:

1. <https://www.princeton.edu/~ota/disk3/1982/8231/8231.PDF>
2. <https://www.portofmelbourne.com/wp-content/uploads/sr-cargo-types.pdf>
3. <https://web.mit.edu/16.00/www/aec/flight.html>
- 4.

[http://www.mcw.gov.cy/mcw/dca/dca.nsf/All/4E568FB5C5A86958C22579B9003B3F83/\\$file/DCA%20203%20R2%20AIRCRAFT%20EQUIPMENT%20LIST.pdf](http://www.mcw.gov.cy/mcw/dca/dca.nsf/All/4E568FB5C5A86958C22579B9003B3F83/$file/DCA%20203%20R2%20AIRCRAFT%20EQUIPMENT%20LIST.pdf)

Video Content:

1. <https://www.youtube.com/watch?v=7LTFdmrjT3k>
2. https://www.youtube.com/watch?v=nb74_jkr8u0

Course Articulation Matrix - 19L407

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	-	1	1	-	-	1	1	1	-	1
CO2	2	-	-	1	-	-	-	1	1	2	-	1
CO3	2	-	1	1	-	-	1	1	1	2	-	1
CO4	2	-	-	1	-	-	-	1	1	1	-	1
CO5	2	1	1	1	-	-	1	1	1	2	1	1
WA	2	1	1	1	1	-	1	1	1	1.6	1	1

