

## **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 organize 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 tourism business management problems
PO3	Design solutions for complex tourism business management problems that meet specified needs with appropriate considerations for profits- people- planet
PO4	Conduct investigations of complex travel and tourism 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 travel and tourism management work in the solution in societal and sustainability context.
PO8	Apply ethical principles and commit to tourism professional ethics and norms of tourism and travel 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 travel and tourism business management knowledge and understanding of tourism management principles.
PO12	Recognize the need for and have the preparation and ability to engage in independent and lifelong learning.

### Quantification of PO

Based on the relevance of Attributes specified in the POs the quantification was classified into three rubrics

- 3-High relevance
- 2-Medium
- 1-low
- Relevance

As Per UGC Guidelines on Adoption of Choice-Based Credit System

## **OBJECTIVES**

1. To develop the skills required for the application of Travel and Tourism 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 Tourism management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage start ups and entrepreneurship among students pursuing education in the field of Travel and Tourism.
5. To empower students to pursue research in tourism and travel sector.
6. To ensure holistic development of tourism administration students.

## **Academic Regulations for DoS in Master of Tourism and Travel Management**

### **1. Program Title**

The Programme shall be called the ‘**Master of Tourism and Travel Management Degree Programme**’. The duration of the Programme is two years consisting of four semesters; two semesters in each year. A candidate joining the Programme shall pursue the prescribed Programme of studies.

### **2. Eligibility for Admission**

Any graduate or postgraduate in arts, science, commerce, business management, allied sciences, engineering, technology, or medical sciences of this University or from any other university considered equivalent there to shall be eligible for admission to the Programme. Further, the applicant shall have a minimum of 35% in the qualifying examination. Selection of candidates for the Programme shall be done as per the rules of the University and the Government of Karnataka.

### **3. Programme Content and Instruction**

Programme content: The Programme comprises of course of study, internship, project work, and field work as prescribed.

Pedagogy includes lectures, case studies, group discussions, quizzes, seminars, computer practical's, summer internships, factory visits, etc.

**A.** Courses in the program are of three types: Core (C), Foundation (F) and Electives (E):

**Core (C):** Core Course is the course, which is to be compulsorily studied by a student as a core requirement to complete the program. Internship Report and Project Report are part of the core courses.

**Foundation (F):** Foundation (F) courses are the courses based upon the contents that lead to knowledge enhancement that is mandatory for all disciplines.

**Elective (E):** Elective Course is a course, which can be chosen from a group of papers.

- i) **Internship Report:** In the fourth semester, the students shall undertake a team-based internship in a Travel/Tourism/Hotel/Aviation and Event based firm and prepare an Internship Report under the guidance of a faculty member. The report shall be submitted before the commencement of the fourth -semester examinations. Internships in a year should be for a continuous period of a minimum of 6 weeks in a given academic year.
- ii) Internships undergone during academic classes shall not be considered
- iii) Each student shall maintain an internship diary.
- iv) Certificates (Colour Photocopy) of each internship shall be submitted to the department along with their report

Details to mention on the Certificate:

- i) Student name and registration number
- ii) Name of the institution/organization and duration of the internship with date
- iii) Date, seal, and signature of the authority.

**Project:** Each candidate shall carry out the project work independently as per the Scheme of Teaching and Examinations under the guidance of one of the faculty members of the Department in the Institution of study. The topic and title of the dissertation shall be chosen by the candidate in consultation with the guide. The subject and topic of the dissertation shall be from the major field of study of the candidate.

Modification of only the title but not the field of work may be permitted at the time of the final submission of the dissertation report during the IV semester. If the dissertation has to be carried out in any industry/R&D labs/business organizations, outside the campus, permission shall be taken from the HOD to that effect.

For more details regarding the project work, students can refer to “Project Guidelines”.

#### **4. Attendance and Conduct**

The Programme is a full-time Programme and students SHALL NOT take up any employment/course, part-time or full time during their study.

Students found violating this rule and regulations shall be removed from the Programme. A minimum attendance of 75% of actual working hours is required in each course. A student who does not satisfy the requirements of attendance and conduct SHALL NOT BE PERMITTED

to appear for the examination in the concerned course.

### 5. (A) Evaluation

Evaluation of each course is divided into continuous assessment (CA) and end-term examination with marks allocated as shown in the table. Continuous assessment will be carried out in two stages: One after the eight weeks of instruction designated as C1, the second, after sixteen weeks of instruction designated as C2. The hotel and hospitality group elective subjects C2 would be Practical components (Lab oriented marks and will be upload the marks). The end-of-term examination designated as C3 will be held between the eighteenth and twentieth week of the semester. Marks will be awarded based on continuous assessments that include announced and surprise tests, term papers/seminars/quizzes/case discussions, viva, and practical's.

The breakup of marks will be as follows:

Continuous Assessment (C1)	15 Marks
Continuous Assessment (C2)	15 Marks
Term-end examination (C3)	70 Marks
<b>Total</b>	<b>100 Marks</b>

Term-end examination (C3) will be of 3 Hours duration for each subject. Setting questionpapers and evaluation of answer scripts.

- I. Question papers in three sets shall be set by the internal examiner for a course. Whenever there are no sufficient internal examiners, the Chairman of BoE shall get the question papers set by external examiners.
- II. The Board of Examiners shall scrutinize and approve the question papers and scheme of valuation.
- III. Questions are not to be set from the practical components area in the C3 examination of the concerned course.
- IV. There shall be a valuation for all theory papers by the examiner. In case a candidate secures less than 30% in C1 and C2 put together in a course, the

candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course. In case a candidate's class attendance in a course is less than 75% or as stipulated by the University, the candidate is said to have DROPPED that course, and such a candidate is not allowed to appear for C3 in that course.

Example:  $C1+C2 = (15+15=30 \text{ Marks})$ , 30% of 30 Marks =9 Marks (\*) (Qualifying Marks)

\*Less than 09 Marks in  $C1+C2$  is a Drop, anything more than that is considered a Pass

Teachers offering the courses will place the above details in the Department Council meeting during the last week of the semester, before the commencement of C3, and subsequently, a notification about the above will be brought out by the Chairman of the Department before the commencement of the C3 examination. A copy of this notification shall also be sent to the office of the Registrar and Deputy Registrar (Evaluation).

In case a candidate secures less than 30% in C3, he/she may choose the **DROP/MAKEUP**

Option. In case a candidate secures more than or equal to 30% in C3, but his/her grade (G)

= 4, then he/she may be declared to have been conditionally successful in this course, provided that such a benefit of conditional clearance based on  $G=4$  shall not be availed for more than 8 credits for the entire program of Master's Degree of two years. In case a candidate secures less than 30% in C3, he/she may choose the DROP/MAKE-UP option.

Example

$C3 = 70 \text{ Marks}$ , Eligible is 30% of 70 Marks is 21 (\*)

Less than 21 is a Drop and more than 21 is Pass

The candidate has to exercise his/her option to DROP immediately within 10 days from the date of notification of results.

A makeup examination for odd semester courses will be conducted along with the next regular odd semester examinations and for even semester courses along with

the next regular even semester examination. If a candidate is still unsuccessful, he/she may opt for DROP or again take up the MAKE-UP examination; however, not exceeding double the duration norm in one stretch from the date of joining the course.

A candidate has to re-register for the DROPPED course when the course is offered again by the department. A candidate who is said to have DROPPED project work has to re-register for the same subsequently within the stipulated period. The details of any dropped course will not appear on the grade card.

The tentative/provisional grade card will be issued by the Controller (Evaluation) at the end of every semester indicating the courses completed successfully. This statement will not contain the list of DROPPED courses.

Upon successful completion of the Master's degree, a final grade card consisting of grades of all courses completed by the candidate will be issued by the Controller (Evaluation).

#### **5. (B) Evaluation of courses with credit 2.**

Evaluation of courses with credit 2 will be evaluated for 50 marks through internal valuation.

#### **6. Evaluation of Internship Report, Final Project Report and Study Tour Reporting:**

Internship, Final project report and Study Tour reporting will be evaluated for 70 marks by internal and external examiners. The guide ordinarily shall be the internal examiner. A viva voce on the project report for 30 marks will be conducted by a board of two members constituted by the Chairman, BOE from the approved list of examiners.

#### **7. Calculation of Cumulative Grade point Average (CGPA)**

The grade and the grade points earned by the candidate in the course will be given below



Marks	Grade	Grade Point (GP = V x G)
30 – 39	4	V*4
40 – 49	5	V*5
50 – 59	6	V*6
60 – 64	6.5	V*6.5
65 – 69	7	V*7
70 – 74	7.5	V*7.5
75 – 79	8	V*8
80 – 84	8.5	V*8.5
85 – 89	9	V*9
90 – 94	9.5	V*9.5
95 – 100	10	V*10

P is the percentage of marks,  $P = [(C1+C2) + C3]$  secured by a candidate in a course which is rounded to the nearest integer. V is the credit value of course. G is the grade and GP is the grade point.

A candidate can withdraw from any course within ten days from the date of notification of final results. Whenever a candidate withdraws from a course, he/she has to register for the same course in case it is a hardcore course, the same course, or an alternate course if it is a soft core/open elective. A DROPPED course is automatically considered as a course withdrawn.

The overall cumulative grade point average (CGPA) of a candidate after successful completion of the required number of credits (89) is given by

$$CGPA = \Sigma GP / \text{Total number of credits}$$

Only such students, who successfully earn 89 credits in 4 semesters, without break, shall be considered for declaration of ranks and or medals.

## 8. Declaration of results

The final grade point (FGP) to be awarded to the student is based on the CGPA secured by the candidate and is given as follows.

CGPA	FGP	
	Numerical Index	Qualitative Index
$4 \leq \text{CGPA} < 5$	5	SECOND CLASS
$5 \leq \text{CGPA} < 6$	6	
$6 \leq \text{CGPA} < 7$	7	FIRST CLASS
$7 \leq \text{CGPA} < 8$	8	
$8 \leq \text{CGPA} < 9$	9	DISTINCTION
$9 \leq \text{CGPA} \leq 10$	10	

**Overall percentage =  $10 \times \text{CGPA}$  or is said to be 50% in case  $\text{CGPA} < 5$**

### EXAMPLE

Sl. No	Title of the Course	Grade (G)	Credit Value (V)	Grade Point (GP)	$\text{GP} = \text{V} \times \text{G}$
1.	XXX	30 – 39	3	4	12
2.	XXX	40 – 49	4	5	20
3.	XXX	50 – 59	4	6	24
4.	XXX	60 – 64	4	6.5	24.5
5.	XXX	65 – 69	4	7	28
6.	XXX	70 – 74	3	7.5	21.5
7.	XXX	75 – 79	3	8	24
			25		154

Total no of credits =25

$\text{CGPA} = \frac{\sum \text{GP}}{\text{Total number of credits}} \text{CGPA} = \frac{154}{25} = 6.16 = \text{FIRST}$

CLASS(Note: As per the Sections 7 & 8)

## **9. Medium of Instruction**

The medium of instruction shall be English and Students will write the examination in English. This rule does not apply to languages.

**10.** In case of any discrepancy, the general provisions of CBCS and Continuous Assessment and Grading Pattern (CAGP) of the University of Mysore will be applicable.

## **11. Academic Teaching Load Policy**

This policy outlines the minimum weekly teaching hours for faculty members of DoS in Tourism and travel Management, PBMMEC, in various academic positions. The purpose of this policy is to ensure a fair and equitable distribution of teaching responsibilities among Professors, Associate Professors, and Assistant Professors while maintaining the high-quality education and research standards of the institution.

**a. Professors:** Professors shall have a minimum teaching load of **08 hours per week**.

**b. Associate Professors:** Associate professors shall have a minimum teaching load of **12 hours per week**.

**c. Assistant Professors:** Assistant professors shall have a minimum teaching load of **16 hours per week**.

Teaching hours include in-person lectures, seminars, workshops, internship & project guidance, and any other instructional activities that require the presence of the faculty member. Teaching hours do not include administrative duties or other non-instructional responsibilities.

In the case of Internship and Project guidance, it may be noted that guidance given to 4 students will be equated to 1 one-hour workload. With this regard, the workload for each faculty will be calculated based on the students allocated to them.

**DEPARTMENT OF STUDIES IN MASTER OF TOURISM AND  
TRAVEL MANAGEMENT CHOICE BASED CREDIT SYSTEM-  
2023 – 2025.**

**MTTM Programme Structure and Syllabi  
Minimum Credits Required for MTTM Degree**

Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
I to IV	14	52	04	12	08	25	26	89

**Minimum Credits to be registered by a student in a normal phase to  
complete an MTTM Degree in four Semesters.**

Semesters	Core Course (C)		Foundation course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Number	Credits	Numbers	Credits
I	05	19	02	06	00	00	07	25
II	05	19	02	06	00	00	07	25
III	03	10	00	00	03	09	07	19
IV	01	04	00	00	05	16	06	20
<b>Total</b>	<b>14</b>	<b>52</b>	<b>4</b>	<b>12</b>	<b>08</b>	<b>25</b>	<b>26</b>	<b>89</b>

**Semester I**

<b>Sl No</b>	<b>Title of the Course</b>	<b>Core/ Foundation</b>	<b>L.T. P</b>	<b>Credit</b>	<b>Teaching hours per week</b>
01	Principles and Practices of Tourism	Core	4:0:0	4	4
02	Management Concepts in Tourism	Core	4:0:0	4	4
03	Introduction to Air Travel	Core	4:0:0	4	4
04	Hotel and Hospitality Management	Core	4:0:0	4	4
05	Tourism Geography	Core	3:0:0	3	3
<b>Choose any Two:</b>					
06	IT Applications in Tourism	Foundation	3:0:0	3	3
07	French-1	Foundation	3:0:0	3	3
08	Communication Skill and Personality Development	Foundation	3:0:0	3	3
09	Contemporary Issues in Tourism	Foundation	3:0:0	3	3
<b>Total</b>				<b>25</b>	<b>25</b>

**Semester II**

<b>Sl No</b>	<b>Title of the Course</b>	<b>Core/ Foundation</b>	<b>L.T. P</b>	<b>Credit</b>	<b>Teaching hours per week</b>
01	Tourism Products and Resources of India	Core	4:0:0	4	4
02	Travel Agency and Tour Operations	Core	4:0:0	4	4
03	Accounting and Financial Management	Core	4:0:0	4	4
04	Tourism and Hospitality Marketing	Core	4:0:0	4	4
05	Study Tour Reporting and Viva-Voce	Core	0:0:3	3	3
<b>Choose any Two:</b>					
06	French-2	Foundation	3:0:0	3	3
07	Emerging Trends in Tourism	Foundation	3:0:0	3	3
08	Tourism and Hospitality Legislations	Foundation	3:0:0	3	3
09	Tourism Business Environment	Foundation	3:0:0	3	3
<b>Total</b>				<b>25</b>	<b>25</b>

Any two foundation course from the available foundation courses shall be selected by a student at the commencement of first and second semester. The department council/affiliated college will announce at the beginning of the first and second semester, the foundation courses which will be offered during the first and second semester depending upon the availability of faculty and the demand for foundation courses. The minimum number of students opting for a foundation course should be ten.

### Semester III

Sl No	Title of the Course	Core/ Elective	L.T. P	Credit	Teaching hours per week
01	Destination Planning and Development	Core	4:0:0	4	4
02	Organizational Behavior	Core	3:0:0	3	3
03	Tourism Research Methods	Core	3:0:0	3	3
<b>Choose any one Elective Group</b>					
<b>1. Elective Group-I (Aviation Management)</b>					
01	Airport Operations Management	Elective	3:0:0	3	3
02	Air line Ticketing and Fare Construction	Elective	3:0:0	3	3
03	Air Cargo Management	Elective	3:0:0	3	3
<b>2. Elective Group-II (Hotel and Hospitality Management)</b>					
01	Food Production-1	Elective	3:0:0	3	3
02	Food and Beverage Service-1	Elective	3:0:0	3	3
03	Front office Operations	Elective	3:0:0	3	3
<b>3. Elective Group-III (Travel Agency, Tour Operation and Event Management)</b>					
01	International Tourism-1	Elective	3:0:0	3	3
02	Event and MICE Tourism	Elective	3:0:0	3	3
03	Itinerary Planning and Costing	Elective	3:0:0	3	3
<b>Total</b>				<b>19</b>	<b>19</b>

**Semester IV**

Sl No	Title of the Course	Core/ Foundation/ Elective	L.T. P	Credit	Teaching hours per week
01	Dissertation/Project Reporting and Viva –Voce.	Core	1:0:3	4	4
<b>Choose any one Elective Group</b>					
<b>1. Elective Group - VI (Aviation Management)</b>					
02	Airline Customer Service Management	Elective	3:0:0	3	3
03	Aviation Safety and Security	Elective	3:0:0	3	3
04	Cabin Crew and In flight Services	Elective	3:0:0	3	3
05	Airline Computer Reservation System	Elective	3:0:0	3	3
06	Internship in Aviation Industry	Elective	0:0:4	4	4
<b>2. Elective Group - V (Hotel and Hospitality Management)</b>					
02	Food Production-2	Elective	3:0:0	3	3
03	Food and Beverage Service-2	Elective	3:0:0	3	3
04	Accommodation Management	Elective	3:0:0	3	3
05	Hygiene and Sanitation	Elective	3:0:0	3	3
06	Internship in Hotel & Hospitality Industry	Elective	0:0:4	4	4
<b>3. Elective Group-VI (Travel Agency, Tour Operation and Event Management)</b>					
02	International Tourism-2	Elective	3:0:0	3	3
03	Event planning and promotion	Elective	3:0:0	3	3
04	GDS and Computer Reservation System	Elective	3:0:0	3	3
05	Foreign Exchange Management	Elective	3:0:0	3	3
06	Internship in Travel and Tourism Industry	Elective	0:0:4	4	4
<b>Total</b>				<b>20</b>	<b>20</b>

L = Lecture – 1 hour of lecture per week in a semester = 1 Credit

T = Seminars/Tutorials/Field Work – 2 Hours of seminars/tutorial/field work per week in a semester = 1 Credit

P = Practical – 2 hours of practical per week in a semester = 1 Credit

**Elective Groups:**

Any one group from the available Elective Groups shall be selected by a student at the commencement of the third semester. Once a group has been selected, no change in the

selected group will be allowed later in the fourth semester. The Department will announce at the end of the second semester, any one or more Elective Groups which will be offered during III and IV semesters depending upon the availability of faculty members and the demand for elective groups. An Elective Group can be offered if a minimum of ten students are opting for that group.

A student shall register for an Internship at the end of the third semester and will complete a minimum of 6 weeks of internship before the commencement of the fourth semester. It carries 4 credits.

In the fourth semester project work must be carried out for preparing the final project work report which carries 4 credits.



**Detailed syllabus of Semester -1**

**Course Code: 24L101**

**Course Title Core (1): Principles and Practices of Tourism**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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:** Comprehensive inputs on the conceptual dimensions of tourism and allied industries as well as acquaintance with the significant theoretical constructs formulated in Tourism.

**CO2:** Acquire knowledge on the concept and forms of Tourism and its relevance in the tourism industry

**CO3:** Analyze the Horizontal and Vertical Integration in Tourism Business and its environment.

**CO4:** Explore the dynamics of tourism businesses and its various impacts and prospects.

**CO5:** Acquire knowledge on the aims, objectives and ways of functioning of tourism organisations as well as the latest trends and practices of global tourism.

**ModuleNo.1:**

**14 Hours**

**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), Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/ Flexibility) inbound and outbound tourism, domestic, international tourism.

**ModuleNo.2:**

**12 Hours**

**Forms of Tourism:** Inbound Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply-factors and components.

**ModuleNo.3:**

**12 Hours**

**Tourism Industry:** Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

**ModuleNo.4:**

**14 Hours**

**Tourism Theory and Impacts:** Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doe's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model-Impacts of Tourism- Economical-Socio-cultural and Environmental.

**ModuleNo.5:**

**12 Hours**

**Tourism Organizations:** UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

**REFERENCES :**

1. Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
2. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
3. Tribe, J. (Ed.). (2009). *Philosophical Issues in Tourism*. United Kingdom: Channel View Publications.
4. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. United Kingdom: Sage Publications.
5. Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.

6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.

**Weblink and Video Content:**

1. [https://recil.ensinolusofona.pt/bitstream/10437/5239/1/definition\\_scope\\_tourism.pdf](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](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/>
5. <https://www.youtube.com/watch?v=aU8yHXL2Xy8>
6. <https://www.youtube.com/watch?v=WCK9zQyW9pc>

**Course Articulation Matrix**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	2	1	1	1	2	2	2	2	3	1	3	1
<b>CO2</b>	2	2	3	2	1	2	3	2	1	1	2	1
<b>CO3</b>	2	1	2	2	2	2	2	1	3	2	1	1
<b>CO4</b>	2	1	2	2	2	2	3	1	2	2	3	2
<b>CO5</b>	2	2	1	3	3	1	2	2	2	3	1	2
<b>WA</b>	<b>2</b>	<b>1.4</b>	<b>1.8</b>	<b>2</b>	<b>1.6</b>	<b>1.8</b>	<b>2.4</b>	<b>1.6</b>	<b>2.2</b>	<b>1.8</b>	<b>02</b>	<b>1.4</b>

**Course Code: 24L102**

**Course Title Core (2): Management Concepts in Tourism**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 management, types, skills and managers roles & Responsibilities.

CO2: Enhance knowledge of the anatomy of management and its various approaches.

CO3: Analyze and interpret the process of planning and decision making

CO4: Design organization structures based on authority, task and responsibilities.

CO5: Gain knowledge and apply the principles of directing and controlling, motivation theories and leadership styles.

**ModuleNo.1:**

**12 Hours**

**Concepts of Management** -Nature and Scope of Management - Functions of Management (POSDCORB) - Elements of Management - Types of Management - Skills of Management - Management are Science as Well as Art - Profession-Administration-Roles and Responsibilities of Manager.

**ModuleNo.2:**

**14 Hours**

**Evolution of Management**- Management thoughts of the Classical and Neo-Classical School- Fayol's Principles - FW Taylor's Scientific Management - Elton Mayo - Max Webber - Peter F Ducker - System and Contingency Approach.

**ModuleNo.3:**

**12 Hours**

**Planning**- Nature and Purpose of Planning-Steps-Principles of Planning-Types of Planning- Advantages and Limitations of Planning-Objectives-Types of Objectives – Management by Objectives (MBO) - Steps Involved in MBO and its Importance Tourism and Aviation - Strategies and Policies - Formulation – Decision Making- Importance of Planning in a Tourism Business.

**ModuleNo.4:**

**12 Hours**

**Organizing**-Nature – Types and Purpose of Organizing - Basis of Departmentation - Span of Management - Determinants of Span of Management - Line and Staff Relationship - Delegation of Authority - Decentralization and Centralizations – Organizational Structure in Tourism Business.

**ModuleNo.5:**

**14 Hours**

**Directing and Controlling**– Nature - Motivation-Types – Maslow’s Need Hierarchy Theory - Herzberg’s Motivation Theory – Leadership - Leadership Styles in Tourism – Coordinating – Controlling - Concept and Process of Controlling - Techniques of Controlling.

**Recommended for Reference:**

1. L. M Prasad - Principles and Practice of Management
2. Koontz O’ Donnel- Management and Principles
3. R D Agarwal- Organization and Management
4. Peter F Drucker- Practice of Management
5. C Sinha- Business Management
6. T. Ramaswamy- Principles of Management
7. Sharma R & Gupta K, Shashi – Principles of Management

**Weblinks and Video Content:**

1. <https://sites.google.com/view/ackkxqgibe/principles-of-management-lecture-notes-pdf>
2. [https://www.academia.edu/17630831/Principles\\_of\\_management\\_notes](https://www.academia.edu/17630831/Principles_of_management_notes)
3. [https://gurukpo.com/Content/MBA/Principles\\_and\\_Practices\\_of\\_Management.pdf](https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.pdf)
4. [https://www.tutorialspoint.com/management\\_principles/management\\_principles\\_tutorial.pdf](https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf)
5. <https://www.youtube.com/watch?v=CmC8UaCNQFc>
6. <https://www.youtube.com/watch?v=VI0Eu5uZxXQ>

**Course Articulation Matrix**

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

**Course Code: 24L103**

**Course Title Core (3): Introduction to Air Travel**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 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's and tracing them

CO5: Acquire knowledge on effect of health and health considerations on travel rules

**ModuleNo.1:**

**14 Hours**

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 Hours**

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.

**ModuleNo.3:**

**12 Hours**

Policies of Airlines – unaccompanied minor, Dangerous goods- classification, packing and marking, carrying of pet animals, trends in airline industry in new millennium.

**ModuleNo.4:**

**14 Hours**

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:****12 Hours**

Health considerations in Air travel – cabin air pressure, Immobility and Circulatory problems, Jet lag, Traveller with medical conditions, Infants, pregnant women, pre-existing illness, Traveller with disabilities, communicable diseases, and medical assistance.

**Recommended for Reference:**

1. The Airline Business in the 21th Century- Dogains R.
2. Air Travel: A Social history – Hudson, Kenneth
3. Airline ticketing- Jagmohan Negi
4. Flight reservation and airline ticketing-Jitendra K.Sharma

**Weblink and Video Content:**

1. <https://www.sciencedirect.com/topics/engineering/aircraft-seats>
2. [https://www.icao.int/publications/Documents/9082\\_9ed\\_en.pdf](https://www.icao.int/publications/Documents/9082_9ed_en.pdf)
3. <https://www.youtube.com/watch?v=-TLHTQyFvNw>
4. <https://www.youtube.com/watch?v=mhl82ChYf2o>

**Course Articulation Matrix**

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

**Course Code: 24L104**

**Course Title Core (4): Hotel and Hospitality Management**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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: 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

**ModuleNo.1:**

**14 Hours**

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:**

**12 Hours**

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.

**ModuleNo.3:**

**14 Hours**

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:**

**12 Hours**

Organization of Housekeeping – importance of housekeeping, Layout, Staff Organization, brief outline of duties of executive Housekeeper, role of control desk.

**ModuleNo.5:**

**12 Hours**

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.

**Recommended for Reference:**

1. Gray and Ligouri: 'Hotel and motel management and operations' PHI, NewDelhi, 2000.
2. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
3. Negi: Professional Hotel Management (Delhi: S.Chand).
4. Jones & Lockwood – The Management of Hotel Operations.

**Weblink and Video Content:**

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>
3. <https://www.youtube.com/watch?v=aYB1xJ1s1Cg>

**Course Articulation Matrix**

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

**Course Code: 24L105**

**Course Title Core (1): Tourism Geography**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48Hrs**

**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 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

**ModuleNo.1:**

**12 Hours**

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:**

**12 Hours**

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.

**ModuleNo.3:**

**08 Hours**

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:**

**10 Hours**

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:****6 Hours**

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.

**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 and Video Content:**

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](https://www.goodfellowpublishers.com/free_files/Chapter%203-3eafc3ad2892037d0881f6276a8499c0.pdf)
3. <https://www.youtube.com/watch?v=rcCPV5Z6y5I>
4. <https://www.youtube.com/watch?v=FNn86zT2tRY>

**Course Articulation Matrix**

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	2
CO3	2	2	-	1	-	2	3	1	1	2	1	2
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	1.8

**Course Code: 24 L106**

**Course Title Foundation (1): IT Applications in Tourism**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 the knowledge on Information technology in Tourism

CO2: Analyzing History and Evolution of GDS.

CO3: Acquire knowledge on applications of E-Tourism.

CO4: Acquire knowledge on social media in tourism promotion and development.

CO5: Acquire knowledge on Problems and Prospects IT applications in the tourism field.

**Module– I**

**10hrs**

Introduction- Impacts of Technology on tourism and aviation – Virtual Tourism-GHPS – GIS –Use of ICT–E Marketing and promotion of tourism and aviation - Payment Systems.

**Module –II**

**10hrs**

Global Distribution System: History & Evolution –GDS & CRS – Hotel Distribution System – Cases of AMADEUS-GALILEO SABRE - Changing business models of GDS.

**Module –III**

**10hrs**

Application of E – tourism: Business models – Business to business (B2B) - Mobile Applications – Online Travel Portals.

**Module –IV**

**10hrs**

Social Media– Travel Blogs –Tourism Websites –Travel and Accommodation Review Sites (Tripadvisor,Expedia) – Challenges for conventional business models & Competitive strategies.

**Module –V**

**8hrs**

Problems and Prospects –Security threats – Accessible Tourism Technology-Technology for Aviation and Hotels –Transports Technology (Monorail, Metrorail and Aviation)

**REFERENCE BOOKS**

1. Sheldon P. (2002) Tourism Information Technology, CABI.

2. Inkpen G. (2000), Information Technology for Travel and Tourism, Addison Wesley

3. Buhalis D. (2004) *Etourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
4. Poon A.(1998),*Tourism Technology and Competitive Strategies*, CABI.
5. Rayport J.F. & Jaworski B.J. (2002), *Introduction to Ecommerce*, McGraw-Hill.
- 6.Malvino A.P.(1995), *Electronic Principles*, McGraw-Hill.
- 7.Sampad Kumar Swain & Jitendra Mohan Mishra (2012),*Tourism Principles*, Oxford University Press.

**Web link and Video Content:**

- 1.<https://www.tandfonline.com/doi/full/10.1080/10548400903163160>
- 2.<https://link.springer.com/book/10.1007/978-981-16-2434-6>
- 3.<https://www.nevinainfotech.com/blog/role-of-technology-in-tourism-and-hospitality-industry/>

**Course Articulation Matrix**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	2	3	2	1	1	3	2	1	1	1	2	1
<b>CO2</b>	2	2	3	1	2	3	2	1	1	2	3	2
<b>CO3</b>	2	2	1	1	2	2	1	1	1	2	2	1
<b>CO4</b>	2	3	2	1	3	3	2	1	1	1	2	3
<b>CO5</b>	2	1	1	1	2	2	1	1	1	2	1	1
<b>WA</b>	<b>2</b>	<b>2.2</b>	<b>1.8</b>	<b>1</b>	<b>2</b>	<b>2.6</b>	<b>1.6</b>	<b>1</b>	<b>1</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>

**Course Code: 24L107**

**Course Title Foundation (2): French-1**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 proficiency in basic French with regard to reading, writing and speaking.

CO2: Experiential learning of French language, students can enrich oral and written communications skills.

CO3: Develop fluency in French through interactive sessions, role-plays, and language games.

**Module I: Parler de soi**

<b>Objectifs de Communication:</b>	<b>Tache :</b>	<b>Activités de Réception et de production orales :</b>	<b>Savoirs linguistiques :</b>
<p><b>Unit-1: Salut !</b></p> <ul style="list-style-type: none"> <li>• Saluer;</li> <li>• entrer en contact avec quelqu'un ;</li> <li>• Se présenter ;</li> <li>• s'excuser.</li> </ul>	<p>En cours de cuisine ; premiers contacts avec les membres d'un groupe.</p>	<ul style="list-style-type: none"> <li>• Comprendre des personnes qui se saluent ;</li> <li>• Echanger pour entrer en contact, saluer, s'excuser</li> <li>• Communiquer avec <i>tu</i> ou <i>vous</i></li> <li>• Comprendre les consignes de classe.</li> <li>• Epeler son nom et son prénom</li> <li>• Compter jusqu'à</li> </ul>	<ul style="list-style-type: none"> <li>• Tu ou Vous ?</li> <li>• Les jours de la semaine</li> <li>• Quelques formules de politesse</li> <li>• Quelques nationalités</li> <li>• Masculin et féminin</li> <li>• Les verbes : être / avoir</li> </ul>

		10	
<p><b>Unit – 2 : Enchanté!</b></p> <ul style="list-style-type: none"> <li>• Demander de se présenter</li> <li>• Présenter quelqu'un</li> </ul>	<p>Dans la classe de français, se présenter et remplir une fiche pour le professeur.</p>	<ul style="list-style-type: none"> <li>• Comprendre les informations essentielles dans un échange en milieu professionnel.</li> </ul>	<ul style="list-style-type: none"> <li>• La négation : ne..pas</li> <li>• Les adjectifs possessifs ; les verbes en 'er'</li> <li>• C'est, il est</li> <li>• Les nombres de 11 à 69</li> </ul>
<p><b>Unit – 3 :J'adore</b></p> <ul style="list-style-type: none"> <li>• Exprimer ses goûts.</li> <li>• Echanger sur ses projets.</li> </ul>	<p>Dans un café, participer a une soirée de rencontres rapides et remplir des fiches d'appréciation</p>	<ul style="list-style-type: none"> <li>• Comprendre une personne qui parle des goûts de quelqu'un d'autre</li> <li>• Parler de projets de week-end</li> <li>• Comprendre une demande laissée sur un répondeur téléphonique.</li> </ul>	<ul style="list-style-type: none"> <li>• Aller</li> <li>• Moi aussi</li> <li>• Les verbes en 'ir' 're' et 'oir' et leurs conjugaisons.</li> <li>• Faire du, de l',de la + sport,</li> </ul> <p>les nombres après 69</p> <ul style="list-style-type: none"> <li>• Les adjectifs possessifs</li> </ul>

**Module 2 : Echanger**

<p><b>Unité – 4 : Tu veux bien ?</b></p> <ul style="list-style-type: none"> <li>• Demander à quelqu'un de faire quelque chose</li> <li>• Demander poliment</li> <li>• Parler des actions passées</li> </ul>	<p>Organiser un programme d'activités pour accueillir une personne importante</p>	<ul style="list-style-type: none"> <li>• Comprendre le récit d'actions passées.</li> <li>• Raconter au passé à partir de situations dessinées.</li> </ul>	<ul style="list-style-type: none"> <li>• Il y a,</li> <li>• Le passé composé</li> <li>• Les pronoms après une préposition (avec lui, chez moi)</li> <li>• Les verbes : pouvoir, vouloir, venir, connaître</li> </ul>
<p><b>Unité –5 :On se voit quand ?</b></p> <ul style="list-style-type: none"> <li>• Proposer, accepter, refuser une invitation</li> <li>• Indiquer la date</li> <li>• Prendre et fixer un rendez-vous</li> <li>• Demander et indiquer l'heure</li> </ul>	<p>Organiser une soirée au cinéma avec des amis par téléphone et par courriel.</p>	<ul style="list-style-type: none"> <li>• Comprendre les informations de cartons d'invitation.</li> <li>• Prendre un rendez-vous par téléphone.</li> </ul>	<ul style="list-style-type: none"> <li>• Les pronoms directs</li> <li>• Quel(s), quelles(s)</li> <li>• L'heure et la date, les mois de l'année</li> <li>• Quelques indicateurs de temps</li> </ul>



<p><b>Unité – 6 : Bonne idée !</b></p> <ul style="list-style-type: none"> <li>• Exprimer son point de vue positif et négatif</li> <li>• S’informer sur le prix</li> <li>• Exprimer la quantité.</li> </ul>	<p>En groupes, choisir un cadeau pour un ami.</p>	<ul style="list-style-type: none"> <li>• Faire des achats dans un magasin</li> <li>• Comprendre des offres de cadeaux</li> </ul>	<ul style="list-style-type: none"> <li>• Les articles partitifs,</li> <li>• Combien ? un peu de, beaucoup de</li> <li>• Penser à, penser de, offrir, croire</li> </ul>
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**Text : Latitudes 1 (A1&A2) Régine Mérieux et Yves Loiseau Les Editions Didier, Paris, 2012 ISBN 978-2-278-06249-2**

**Course Articulation Matrix**

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

**Course Code: 24 L108**

**Course Title Foundation (3): Communication Skills and Personality Development**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 concept and process of communication.

CO2: Analyzing the role of communication media and modes in Tourism domain.

CO3: Acquire knowledge on importance of channels of communication system in travel and tourism industries.

CO4: Acquire knowledge on communication and personality development required in tourism industries.

CO5: Acquire knowledge on attitude, motivation and self esteem.

**Module No. 1:**

**10 Hrs**

**Communication Process** -Importance of Communication – Process of Communication, Objectives; Methods of Communication – Verbal, Oral, Written, Non Verbal, Body Language; Graphics – Barriers to Communication; Physical Barriers – Language (Semantic Barriers); Socio Psychological Barriers – Cross Cultural Barriers; How to overcome Barriers.

**Module No. 2:**

**10 Hrs**

**Communication Media & Modes** -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

**Module No. 3:**

**10 Hrs**

**Channels of Communication** -Letter – Job applications, Personal Letters; Enquiries and Replies, Orders and replies; Complaints and Claims; Sales Letters; Credit letters and Status Enquiries; Collection Letters -Formal Communication Meeting Notices – Agenda and Resolution, Minutes; Reports-Verbal Communication -Speeches and Presentations – Making a Presentation, Preparing the text and Interview.

**Module No. 4: 10 Hrs**

**Personality Development.** The concept of personality – Dimensions of personality –The concept of success and failure: Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes – Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude- motivation - Significance - Importance of self-motivation- Factors leading to de-motivation and Self-esteem.

**Module No. 5: 08 Hrs**

**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.

**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

**Weblink and Video Content:**

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](https://www.researchgate.net/publication/353331440_Understanding_the_Dimensions_of_Personality)
4. <https://pages.uoregon.edu/gsaucier/Saucier%202009%20Compass.pdf>
5. <https://www.youtube.com/watch?v=dhYoZ4IORYA>
6. <https://www.youtube.com/watch?v=3w32jIsRlsw>

**Course Articulation Matrix**

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

**Course Code: 24L109**

**Course Title Foundation (4): Contemporary Issues in Tourism**

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

**Teaching Hours/Week: 3**

**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 concept globalization and geo-political issues and challenges in travel and tourism field..

CO2: Analyzing the role of international Organizations in Tourism domain.

CO3: Acquire knowledge on technological issues in Tourism.

CO4: Acquire knowledge on contemporary issues and challenges in travel and Hospitality Industries.

CO5: Acquire knowledge on regenerative tourism issues and Challenges.

**Module No.1.**

**10 Hrs**

**Globalization - Geo-Political Conflicts:** Threats of Terrorism and Natural Disasters – Climate Change – Epidemic Diseases –Resource Use Issues - Contemporary Issues in Travel and Tourism (Socio - Cultural, Economic, Ecological, Political, Legal and Technological) – Common VISA and Travel Formality Issues - Analytical Perspectives of UNWTO and WTTC Reports - Sports and Its Impacts on Tourism - Major International Events – Promotion of New Routes, Spice, Silk, Ramayana Trails.

**Module No.2.**

**10 Hrs**

**International Organizations and Their Role in Tourism:** BRICS – SAARC- BCIM- Commonwealth of Nations- G8+5- G-20 Major Economies- G4 Nations- Mekong-Ganga Cooperation- ASEAN- Asia-Pacific Economic Cooperation- Shanghai Cooperation Organization – Cases on Destination Management Organizations.

**Module No.3.**

**10 Hrs**

**Technological Issues in Travel and Tourism:** Latest Trends in Travel and Tourism – Cyber and Social Media Issues - Transport Technology - Tourism Satellite Accounting - Discussions and Debates on the Current Travel Trade.

**Module No.4.**

**10 Hrs**

**Contemporary Tourism & Hospitality Challenges** -Technology, AR & Smart Tourism Destinations & Sport Tourism Capacity to Care & Wellness- Caring, hedonic & eudemonic well-being: Digital Marketing & Social Media -Digital Marketing & Innovations in Tourism, Sport, Hospitality Co-Creation of Value via Experience.

**Module No.5.**

**8 Hrs**

**Regenerative Tourism-** : Improving destinations, challenging unsustainable practices Environmental Pollution and Tourism activities-Socio-cultural and Economic issues.

**REFERENCES**

1. Kaminski, J., Benson, A.M., & Arnold, D. (2013). Contemporary Issues in Cultural Heritage Tourism. London: Routledge.
2. Cooper, C., & Hall, C. M. (2008). Contemporary Tourism: An International Approach. United Kingdom: Butterworth–Heinemann.
3. Pearce, P. G., & Butler, R.W. (2001). Contemporary Issues in Tourism Development. New York: Routledge.
4. Boniface, B., Cooper, R., & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
5. Coles, T., & Hall, M. C. (2008). International Business and Tourism Global Issues, Contemporary Interactions. London: Routledge.
6. Bhardwaj, D.S., & Chaudhary. M. (1997). Contemporary Issues in Tourism. Mumbai: Himalaya Publishing House.

**Course Articulation Matrix**

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

## II Semester Detailed syllabus

**Course Code: 24L201**

**Course Title Core (6): Tourism Products and Resources of India.**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 concept of Tourism product and its nature.

CO2: Understanding the significance of Indian architecture and monuments.

CO3: Acquire knowledge on philosophies of various religious in India.

CO4: Acquire knowledge on Indian art forms.

CO5: Acquire knowledge on natural products of India.

### **Module-1:**

**14 Hrs**

**Tourism Product**-Definition-Components-types-Characteristics of Tourism product- how tourism product different from others Types of Consumers Products- Concept of Tourism product designing-Issues and considerations-Elements-Modern tourism products.

### **Module-2:**

**12 Hrs**

**Indian-Architecture and Monuments**-Indian Temple styles-Parts-Dravida-Nagara-Vesara-Hoysala-Buddhist-Indo -Islamic architecture-World heritage Monuments of India-Cultural heritage, Tangible and Intangible heritage.

### **Module-3:**

**14 Hrs**

**Religions of India**-Hinduism-Islam-christianity-Buddhism-Jainism-Sikhism-Indian Customs and traditions-Tourism and Culture.

### **Module -4:**

**12 Hrs**

**Indian Art** - Paintings-Types –schools of Paintings-Indian Dance forms-Classical-Folk-Comparison between Classical and Folk-Dance festivals in India-Indian Music-

Types-Classical- Comparison between Karnatic and Hindustani Music-Music festivals in India-Major Fairs and festivals and its importance.

**Module -5:**

**12Hrs**

**Natural Tourism Products of India** -Landforms- Beaches-Rivers-River Islands-Hill and Mountains-Major lakes and Lagoons-Adventure sports-Wild life tourism.

**References:**

1. R Thandavan and Revathy Girish-Toirism Product, Dominant publishers and Distributors,New delhi.
2. Robinet Jacob,Sindhu Joseph and Anoop Philip-Indian Tourism products,Abhijeet Publication,delhi.
3. Dr.I C Gupta and Dr.Sushma Kasbeker, Tourism products of India, G A publication,Indoor.

**Weblink and Video content:**

- 1.<https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Tourism/3TourismProductsofIndia.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/70001/3/Unit-12.pdf>
3. [https://onlinecourses.swayam2.ac.in/cec21\\_ge26/preview](https://onlinecourses.swayam2.ac.in/cec21_ge26/preview)
- 4.[https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/S001827/P001873/M031547/ET/152826706210.15TourismProductsQ1.pdf](https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001873/M031547/ET/152826706210.15TourismProductsQ1.pdf)

**Course Articulation Matrix**

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

**Course Code: 24L202**

**Course Title Core (7): Travel Agency and Tour Operations.**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 concept of Travel agency business, types and its functions.

CO2: Understanding the evolution and growth of tour operation business.

CO3: Acquire knowledge on Itinerary planning and costing.

CO4: Acquire knowledge on travel agency and tour operation products marketing and Promotion.

CO5: Acquire knowledge on approval and setting up the travel agency business.

**Module – I**

**14 Hrs**

**Travel agency business** – 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

**Module- II**

**12 Hrs**

**Evolution of tour operation business** – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct., Case studies of major tour operation companies and packages.

**Module – III**

**12 Hrs**

**Itinerary Planning and Costing:** Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, - Tour formulation and



designing process, group tour planning and components- Tour costing and pricing- components of tour cost, consumer trends affecting the future of tour operating, consumer issues in tour operating.

**Module - IV**

**12 Hrs**

**Marketing & Promotion of tour** – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, 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.

**Module - V**

**14 Hrs**

**How to set up travel agency:** Market research, sources of funding, comparative study of various types of organization proprietorship, partnership, private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation, Office automation, Practical exercise in setting up a Travel Agency and Approval (DOT/IATA).

**Books for References:**

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi

**Web link and Video Content**

1. [https://baou.edu.in/assets/pdf/BBAATR\\_201\\_slm.pdf](https://baou.edu.in/assets/pdf/BBAATR_201_slm.pdf)
2. [https://cbseacademic.nic.in/web\\_material/Curriculum/Vocational/2018/Tourism/XII/Travel %20Agency% 20and% 20Tour% 20Operations% 20Business% 20XII.pdf](https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf)
3. [https://www.uou.ac.in/sites/default/files/slm/BTTM\(N\)-201.pdf](https://www.uou.ac.in/sites/default/files/slm/BTTM(N)-201.pdf)

**Course Articulation Matrix**

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

**Course Code: 24L203**

**Course Title Core (8): Accounting and Financial Management**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 financial accounting concepts and conventions and its preparations.

CO2: Understanding the preparations of Trading, Profit and loss account and balance sheet.

CO3: Acquire knowledge on analysis and interpretations of financial statement.

CO4: Acquire knowledge on cost accounting and budgeting process.

CO5: Acquire knowledge on significance of financial management.

**Module 1:**

**14 Hrs**

Financial Accounting-Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Users and Uses of Accounting information.

**Module 2 :**

**14 Hrs**

Preparation of Final Accounts- Trading, Profit and Loss Account and Balance Sheet – Adjustment Entries - Accounts of Non- Profit Organizations: Income and Expenditure Account – Receipts and Payments: Travel Agency & Hotel Accounting.

**Module 3:**

**12 Hrs**

Financial Statement Analysis and Interpretation- Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-Even Analysis.

**Module 4**

**12 Hrs**

Cost Accounting-Concept – Distinction Between Costing and Cost Accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs - Establishing Cost Standard, Types of Budget, Preparation of Budget, and Zero Based Budgeting.

**Module 5**

**12 Hrs**

Financial Management-Scope – Objectives – Finance Functions – Major Financial Decisions – Sources of Finance;-Long-Term and Short-Term, Advantages and Disadvantages of

Different Sources of Funds,-Capital Structure, Capital Budgeting, Internal Financial Control, Problems of Financial Management Unique to Hospitality Industry, Working Capital Management, Cash Management, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors, Role of TFCI and Other Financial Organizations.

**Books for Reference**

1. Lal, J. (2009), Accounting for Management, Himalayan Publishing House.
2. Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.
3. Grewal, T.S. & Shukla, M.C. (2010), Advanced Accounts Vol.1, Sultan Chand & Sons, Delhi.
4. Chandra, P. (2006). Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.

**Web link and Video Content**

- 1.[https://archive.mu.ac.in/myweb\\_test/MCA%20study%20material/M.C.A.%20\(Sem%20-%20II\)%20Accounting%20and%20Financial%20Management.pdf](https://archive.mu.ac.in/myweb_test/MCA%20study%20material/M.C.A.%20(Sem%20-%20II)%20Accounting%20and%20Financial%20Management.pdf)
2. [https://archive.mu.ac.in/myweb\\_test/MCA%20study%20material/M.C.A.%20\(Sem%20-%20II\)%20Accounting%20and%20Financial%20Management.pdf](https://archive.mu.ac.in/myweb_test/MCA%20study%20material/M.C.A.%20(Sem%20-%20II)%20Accounting%20and%20Financial%20Management.pdf)
3. <https://www.youtube.com/watch?v=qISkyoiGHcl>

**Course Articulation Matrix**

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	3	1	1	1	1	3
CO3	2	2	1	2	3	1	3	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	3	1	2	1	1	1
WA	2	1.6	1.6	1.8	1.4	1.6	2.2	1.4	1.6	1.2	1	2

**Course Code: 24L204**

**Course Title Core (9): Tourism and Hospitality Marketing**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 core concepts and service marketing.

CO2: Understanding the analysis and selection criteria of tourism marketing.

CO3: Attain knowledge on developing the marketing environment.

CO4: Gain knowledge on Planning, Pricing and product strategy.

CO5: Acquire knowledge on destination marketing and challenges.

**Module 1:**

**12Hrs**

**Introduction to Marketing:** Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle

**Module 2:**

**12Hrs**

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

**Module 3:**

**12Hrs**

**Developing Marketing Environment:-**Consumer Buying Behaviour-Competitive Differentiation and Marketing Strategies-New Product Development- Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place

**Module 4:**

**14Hrs**

**Planning Marketing Program:-**Product and product strategies-Product line-Product Mix- Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion,-Public relation and tools.

**Module 5:**

**14Hrs**

**Destination Marketing and Issues:** Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market- Competition of Visitors involves image Making-

Developing Package of attraction and Amenities-Globalization of Markets-Direct Marketing-Marketing on Web-Green Marketing-Ethical and social Responsibilities of Marketers-Consumerism and Legal Issues.

### Books for Reference

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
5. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.

### Web link and Video Content

1. <https://www.shopify.com/blog/marketing-management>
2. <https://dpvipracollege.in/wp-content/uploads/2023/01/Marketing-Management.pdf>
3. <https://www.ihmnotes.in/assets/Docs/Ignou/TS-06/Unit->
4. <https://umayalwomenscollege.co.in/wp-content/uploads/aqar2020-2021/criteria-2/e-content/33.pdf>

### Course Articulation Matrix

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	2
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	2
WA	2	1.6	1.6	1.8	1.4	1.6	1	1.4	1.6	1.2	1	2.2

**Course Code: 24L205**

**Course Title Core (10): Study Tour and Viva Voce Examination**

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

**Teaching Hours/Week: Practical**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70 (20 Marks for Viva Voce+50 Marks for Reporting)**

**Pedagogy: Study tour visitetc.,**

**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

Study Tour shall be offered to the students as a compulsory component. The objective of the Study tour is to give exposure to the students about attractions and resources available at a tourist destination of repute. Students have to submit the final report within 15 days of completion of the tour and the viva-voce for the same shall be conducted during the second semester examinations.

**Course Articulation Matrix**

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

**Course Code: 24L206**

**Course Title Foundation (5): French-2**

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

**Teaching Hours/Week: 3**

**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 proficiency in basic French with regard to reading, writing and speaking.

CO2: Experiential learning of French language, students can enrich oral and written communications skills.

CO3: Develop fluency in French through interactive sessions, role-plays, and language games.

**Module 1: Agir dans l'espace**

<p><b>Unité – 7: C'est où ?</b></p> <ul style="list-style-type: none"> <li>• Demander et indiquer une direction</li> <li>• Localiser ( près de, en face de..)</li> </ul>	<p>Suivre un itinéraire à l'aide d'indication par téléphone</p>	<ul style="list-style-type: none"> <li>• Comprendre des indications de direction et de lieu</li> </ul>	<ul style="list-style-type: none"> <li>• L'impératif</li> <li>• Prépositions de lieu</li> <li>• Les nombres</li> <li>• Ne.....plus ; ne ...jamais</li> <li>• Le passé composé avec être</li> </ul>
<p><b>Unité – 8: N'oubliez pas !</b></p> <ul style="list-style-type: none"> <li>• Exprimer l'obligation ou l'interdit</li> <li>• conseiller</li> </ul>	<p>Donner des informations et des conseils a un ami qui veut voyager</p>	<ul style="list-style-type: none"> <li>• écrire un message pour dire a quelqu'un ce qu'il doit faire</li> <li>• comprendre un récit de vacances sur une carte postale</li> </ul>	<ul style="list-style-type: none"> <li>• quelque chose, rien ;</li> <li>• quelqu'un, personne</li> <li>• les pronoms relatifs</li> <li>• les pronoms compléments indirects</li> </ul>



<p><b>Unité –9: Belle vue sur la mer !</b></p> <ul style="list-style-type: none"> <li>• Décrire un lieu</li> <li>• Situer,</li> <li>• Se situer dans le temps</li> </ul>	<p>Composer une présentation touristique pour un magazine ou un site internet</p>	<ul style="list-style-type: none"> <li>• Comprendre la description d'un lieu</li> <li>• Décrire une ville ou une région qu'on aime.</li> <li>• Comprendre des pictogrammes et une présentation de catalogue touristique</li> </ul>	<ul style="list-style-type: none"> <li>• Les adjectifs démonstratifs,</li> <li>• Les pronoms 'y' et 'en'</li> <li>• Les prépositions et les noms de villes, de pays, de continents</li> <li>• Tout, toute, tous et toutes.</li> </ul>
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**Module 2: Se situer dans le temps**

<p><b>Unité –10: Quel beau voyage !</b></p> <ul style="list-style-type: none"> <li>• Raconter, décrire les étapes d'une action.</li> <li>• Exprimer l'intensité et la quantité</li> <li>• interroger</li> </ul>	<p>raconter une scène insolite à l'oral et à l'écrit</p>	<ul style="list-style-type: none"> <li>• raconter les actions quotidiennes</li> <li>• écrire une biographie à partir d'éléments écrits.</li> </ul>	<ul style="list-style-type: none"> <li>• Les verbes pronominaux</li> <li>• D'abord, puis, peu, assez, trop</li> <li>• L'interrogation par l'inversion</li> <li>• 'en' pronom complément.</li> </ul>
<p><b>Unité –11: Oh ! Joli !</b></p> <ul style="list-style-type: none"> <li>• décrire quelqu'un</li> <li>• comparer</li> <li>• exprimer l'accord et le</li> </ul>	<p>En milieu professionnel, recruter quelqu'un et justifier son choix</p>	<ul style="list-style-type: none"> <li>• Décrire des personnes</li> <li>• Raconter un souvenir</li> <li>• S'exprimer sur les styles de</li> </ul>	<ul style="list-style-type: none"> <li>• L'imparfait,</li> <li>• Le passé composé</li> <li>• la description d'une personne</li> </ul>

désaccord, <ul style="list-style-type: none"> <li>• se situer dans le temps</li> </ul>		vêtements.	
<b>Unité –12:Et après ?</b> <ul style="list-style-type: none"> <li>• parler de l'avenir</li> <li>• exprimer des souhaits</li> </ul>	Discuter de l'organisation d'un voyage de groupe, puis préparer un projet.	<ul style="list-style-type: none"> <li>• Échanger sur ses projets de vacances</li> <li>• Adresser des souhaits à quelqu'un.</li> </ul>	<ul style="list-style-type: none"> <li>• Le futur simple.</li> <li>• Le subjonctif présent</li> <li>• La place des pronoms à l'impératif.</li> </ul>

**Text : Latitudes 1 (A1&A2) Régine Mérieux et Yves Loiseau Les Editions Didier, Paris, 2012 ISBN 978-2-278-06249-2**

### Course Articulation Matrix

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

**Course Code:** 24L207

**Course Title Foundation (6): Emerging Trends in Tourism**

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

**Teaching Hours/Week:** 3

**Total Contact Hours:** 48 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 Sustainable tourism Principles and Issues in tourism destination.

CO2: Understanding the Concept and classification of Adventure Tourism..

CO3: Attain knowledge on Ecotourism and its principles.

CO4: Gain knowledge on rural tourism and its allied concepts.

CO5: Acquire knowledge on health and wellness tourism.

**Module 1:**

**10 Hrs**

**Sustainable Tourism:** Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development, Environmental Issues and models of ecotourism development, Case studies of Ecotourism, Coastal Tourism and Mountain Tourism.

**Module 2:**

**10 Hrs**

**Adventure Tourism:** Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipments, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.

**Module 3:**

**10 Hrs**

**Ecotourism:** Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Sikkim

**Module 4:**

**10 Hrs**

**Rural Tourism and Ethnic Tourism:** Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India, Case Studies of Ladakh, Jharkhand.

**Module 5:**

**08 Hrs**

**Health Tourism:** Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.

**Books for reference:**

1. Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City
2. Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium.
3. Erlet Cater & Gwen Lowman: Ecotourism
4. Foster, D. S.: The Business of Travel Agency Operation and Administration

**Weblink and Video Content:**

1. <https://www.siteminder.com/r/tourism-trends/>
2. <https://www.longdom.org/open-access/emerging-trends-in-tourism-opportunities-challenges-and-implications-16849.html>
3. <https://www.gidb.org/tourism-current-global-tourism>

**Course Articulation Matrix**

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

**Course Code: 24L208**

**Course Title Foundation (7): Tourism and Hospitality Legislations:**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Law and society, Indian contract Act, and travel Agency and tour Operation related law.

CO2: Understanding the tourism policies in India.

CO3: Attain knowledge on interrelationship between Tourism and Laws.

CO4: Gain knowledge on tourism and environmental concerns..

CO5: Acquire knowledge on tourism ethics and challenges ahead.

**Module 1**

**10 Hrs**

**Introduction**-Law and society - General Principles of Contract Act – Breach of Contract – Indemnity - Guarantee – Bailment, Consumer Protection Act – Consumer issues in Hotels - Travel Agency –Tour Operations – Transportation - Carriage of persons with disability and reduced mobility.

**Module 2**

**10 Hrs**

**Tourism Policies**-Historical development of Tourism in Indian – Various committees - Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy-Role of NITI AYOOG.

**Module 3**

**10 Hrs**

**Interrelationship between Tourism and Laws**-Citizenship act (1955 and Amended acts) – Passport act (1967 and Amendments) Passport act and Passport Amendment rules (2006) – Visa regulations to visit India – FEMA and Tourism Industry -Customs Regulations in India & RBI Guidelines for foreign currencies- Foreigners Registration Act .

**Module 4**

**10 Hrs**

**Tourism and Environmental Concerns**-Environment Act (1986) – EIA guidelines - Forest Conservation Act – Wildlife Protection Act –Coastal Zone Regulation Act – Land Acquisition act - General suggestions to improve tourism in India.

**Module 5****08 Hrs**

**Tourism Ethics**-Significance – application – CSR – accessible tourism –legal policy framework – tourism and livelihood – Tourism and Human Rights – environmental, management ethics - opportunities and challenges to implementation of ethical principles in the tourism sector.

**Books for Reference**

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. Hotel and Tourism Laws –Dr.Jagmohan Negi –Frank Bros & Co.(Publishers) Ltd.
3. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
4. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
5. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
6. The Environment (Protection) Act, 1986, amended 1991

**Weblink and Video Content:**

- 1.<https://www.jetir.org/papers/JETIR1901I32.pdf>
2. <https://leverageedu.com/learn/tourism-law/>
- 3.<http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzfC81Mi5wZGZ8LzUyLnBkZg==>

**Course Articulation Matrix**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	2	2	1	3	2	3	2	3	1	1	1	1
<b>CO2</b>	2	-	2	-	1	3	1	1	1	2	-	2
<b>CO3</b>	2	2	-	1	2	2	3	1	1	2	1	2
<b>CO4</b>	2	2	-	1	3	-	2	1	1	2	1	2
<b>CO5</b>	2	2	1	3	2	1	1	2	2	2	1	2
<b>WA</b>	<b>2</b>	<b>2</b>	<b>1.33</b>	<b>2</b>	<b>2.2</b>	<b>2.25</b>	<b>1.8</b>	<b>1.6</b>	<b>1.4</b>	<b>1.8</b>	<b>1</b>	<b>1.6</b>

**Course Code: 24L209**

**Course Title Foundation (8): Tourism Business Environment**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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: familiarized with the basic concepts of Economics as well as the integration between Tourism and Economics.

CO2: Understanding the Macroeconomic environment in the tourism domain

CO3: Attain knowledge on various tourism economic policies

CO4: Gain knowledge on tourism and environmental impacts concerns..

CO5: Acquire knowledge on tourism investment initiatives taken by the government.

**Module -1**

**10 Hrs**

Micro Economic Environment: Demand & Supply: Elasticity of Demand and Supply- Law of Marginal Utility- Cost Concepts: Short Run vs. Long Run Costs, Production Function: Law of Variable Proportions - Returns to Scale - Break Even Analysis, Market Structure & Price Determination

**Module -2**

**10 Hrs**

Macro Economic Environment: Kinds of Economic System, Circular Flow of Economy, National Income Analysis: GDP- GNP- Per Capita Income- Multiplier Effect-Business Cycles-Balance of Payment, Fiscal and Monetary Policies.

**Module -3**

**10 Hrs**

Economic Policies: Internal, External, Macro and Micro Environment: Competitive Structure of Industries- Environmental Analysis and Strategic Management, Trade Policy: FEMA-GATTMRTP-GST, Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law- Social Responsibilities of Business- Social Audit.

**Module -4**

**12 Hrs**

Tourism Impacts: Positive- Negative Economic-Social-Cultural-Political-Environmental Factors Affecting Future of Tourism Business, Seasonality & Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy - Role of NITI AYOJ, Economic Survey published by the Government of India Tourism Business During Post Liberalization & Post Globalization Period, General Agreement on Tariffs and Trade (GATT)

**Module -5**

**08 Hrs**

Investment Initiatives in Tourism: Tourism Projects of Central Government- Innovation & StartUps, Technological Leadership- Make in India- SWACHATA Tourism, Public-Private Participation (PPP)- Industrial Finance-Foreign Direct Investment (FDIs)-Displacement Effect-Rules Regulations and Licenses Under Legal Environment for Starting Tourism Ventures - Tourist Spending - Costs and Benefits of Tourism to Community – Environmental Economics – World Economic Forum Reports.

**REFERENCES**

1. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.
2. Samuelson, W. F., & Marks, S. G. (2008). Managerial Economics. Toledo: John Wiley & Sons.
3. Varshney, R.L., & Maheswari, K.L. (2004). Managerial Economics. New Delhi: Sultan Chand.
4. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications.



**Weblink and Video Content:**

1. <https://core.ac.uk/download/pdf/38010718.pdf>
2. [https://www.economicssociology.eu/files/15I\\_1164\\_Vasanicova%20et%20al.pdf](https://www.economicssociology.eu/files/15I_1164_Vasanicova%20et%20al.pdf)
3. <http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzfC81Mi5wZGZ8LzUyLnBkZg==>

**Course Articulation Matrix**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	2	2	1	3	2	3	2	3	1	1	1	2
<b>CO2</b>	2	-	2	-	1	3	1	1	1	2	1	2
<b>CO3</b>	2	2	1	1	-	2	3	1	1	2	1	2
<b>CO4</b>	2	2	1	1	3	1	2	1	1	2	1	2
<b>CO5</b>	2	2	1	3	2	1	1	2	2	2	1	2
<b>WA</b>	<b>2</b>	<b>2</b>	<b>1.4</b>	<b>2</b>	<b>2</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>1.4</b>	<b>1.8</b>	<b>1</b>	<b>2</b>

### III Semester Detailed Syllabus:

**Course Code: 24L301**

**Course Title Core (11): Destination Planning and Development**

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

**Teaching Hours/Week: 4**

**Total Contact Hours: 64 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 destination development, types, products, selection process.

CO2: Acquire knowledge on the concept of destination planning, tourism potential, economic, social, cultural and environmental considerations.

CO3: Analyze 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

#### **Module -01**

**12 Hrs**

Destination Development - Types of destinations, Characteristics of destinations and products – Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

#### **Module -02**

**12 Hrs**

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 -03**

**14 Hrs**

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.

**Module -04**

**14 Hrs**

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.

**Module -05**

**12 Hrs**

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

**Weblink and Video Content:**

1. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Tourism/4DestinationPlanningandMangement.pdf>
2. <https://www.tboacademy.com/blog/effective-tourism-destination-planning/>

**Course Articulation Matrix**

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

**Course Code: 24L302**

**Course Title Core (12): Organizational Behavior**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

CO1: familiarized with the basic concepts of Organizational behavior and models in Tourism.

CO2: Understanding the Group dynamics and its determinants.

CO3: Attain knowledge on HR relates concepts.

CO4: Gain knowledge on Performance and Compensation Management System

CO5: Acquire knowledge on tourism Industrial Relations and Administrations.

**Module-1:**

**12 Hrs**

Organizational Behavior: Fundamental concepts, Nature, Scope, Contributing, Approaches, Historical evolution and Organizational Behavior Model. Foundations of Individual Behavior: Causes of human behavior, Personality, Perception, Learning, Attitudes, Values, Emotions and Moods, Job satisfaction, Motivation and Leadership.

**Module-2:**

**12 Hrs**

Group Dynamics: Determinants of Group Behavior, Types of Groups, Group Formation, Group Development, Group Composition, Group Norms and Group cohesiveness, Decision Making in Groups, and Teams v/s Groups. Organizational Change and Development: Organizational culture, Work Stress, Organizational Conflict and Negotiations, Organizational Change, Organizational Development and Effectiveness.

**Module-3:**

**12 Hrs**

Introduction to HRM and HRP: Introduction, Definition, Nature, Scope, Evolution and Development of HRM, Functions of HR Manager and HR Practices in Tourism and Travel Industry. Human Resource Planning: Objectives, Importance and Need of HRP; Process of HRP, Job Analysis, Job Description and Job Specification; Recruitment and Selection: Sources, Process, Methods, Placement and Induction; Retention of Employees.

**Module-4:**

**12 Hrs**

Performance and Compensation Management System: Human Resource Appraisal: Meaning and importance of HRA, Methods and Evaluation, Rating Errors, Competency Management, Human Resource Training and Development: Objectives, Importance, Need, Methods, Tools and Aids, Evaluation of Training Programs, Career Planning and Succession Planning. Compensation Management: Meaning, Importance, Objectives, Factors Influencing Wage Fixation, Methods of Compensation, Compensation Policy, Incentive Schemes, Benefits and Services; Human Resource Mobility: Importance and Purpose, Promotion, Demotion, Transfer, Separation, Absenteeism, Labour Turnover.

**Module 5:**

**12 Hrs**

Industrial Relations and Administrations: Administration of Discipline: Objectives and Importance, Guidelines and Procedure, Management of Grievances: Causes, Handling and Redressal Procedure, Labour Relations: Industrial Disputes, Types, Causes, Procedure for settlement, Collective Bargaining, Government and Industrial Relations programs, Trade Unions: Features, Objectives, Functions of Trade Union.

**Books for Reference:**

1. Robbins, S.P. Organizational Behavior, Prentice Hall of India.
2. Luthans, F. Organizational Behavior, Tata Mc-Graw Hill, New York.
3. K. Aswathappa, Human Resource Management , Tata Mc-Graw Hill New York.
4. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
5. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
6. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.

**Course Articulation Matrix**

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

**Course Code: 24L303**

**Course Title Core (13): Tourism Research Methods**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

**Course Outcomes:**

**CO1:** Acquire knowledge on the concepts of research, types, literature review.

**CO2:** Acquire knowledge on the concept of research design, process, 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.

**Module -1.**

**12 Hrs**

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.

**Module -2.**

**12 Hrs**

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 -3.**

**12 Hrs**

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.

**Module -4.**

**08 Hrs**

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.

**Module -5.**

**08 Hrs**

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: UK1993.
5. Ritchie, J.R.B. and Goeldner, C.R.(eds)‘Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers’, Wiley: UK.1994.

**Weblink and Video content:**

1. <https://www.emerald.com/insight/publication/doi/10.1108/9781801175463>
2. <https://www.euacademic.org/BookUpload/9.pdf>

**Course Articulation Matrix**

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

## **Elective Group-1 (Aviation Management)**

**Course Code: 24 L304**

**Course Title Elective (1): Airport Operations Management**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

### **Course Outcomes:**

**CO1:** Acquire knowledge on the Airport organizational structure.

**CO2:** Acquire knowledge on the Passenger service and principles of handling.

**CO3:** Analyze the concepts Baggage Handling and Checked baggage in the airport.

**CO4:** Explore the Air Navigation service Airspace & Air traffic service.

**CO5:** Acquire knowledge on Emergency procedures in Airport.

### **Module-1**

**12 Hrs**

Airport organizational structure, Airport terminal, passenger terminal, land side and air side, Airport charges, Air certification. Airport facilities for passengers, passenger's routing at the Airport, minimum aircraft ground time, hub & spoke system, noise management. Airport master planning, project financing, green field airports.

### **Module-2**

**12 Hrs**

Passenger service and principles of handling. Passenger handling procedure passport, P.O.E. clearance, police clearance – Departure, Arrivals, Transit / connection, over flow & Denied boarding. Embarkation & Disembarkation procedures. No show, go show – cancellation, Aircraft delays.

### **Module-3**

**08 Hrs**

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.



**Module-4**

**08 Hrs**

Air Navigation service Airspace & Air traffic service, Navigational aids & Communications. Air traffic flow management, Navigation charges, weight and balance of Aircraft, future air Navigation system.

**Module-5**

**08 Hrs**

Emergency procedures in Airport. Types of emergency, full emergency, hijack- bomb threat – Air craft accidents - Airport securities safety measures. Role of BCAS.

**Books for Reference:**

1. Raatandeeep Singh-Aviation Management
2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

**Weblink and Video content:**

1. <https://www.iata.org/en/training/delivery/digital-training/airport-ops/>
2. <https://www.mappedin.com/resources/blog/airport-operations-management-definition-types-and-how-to-improve/>

**Course Articulation Matrix**

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

**Course Code: 24L305**

**Course Title Elective (2): Airline Ticketing and Fare Construction**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

**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: Analyze 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.

**Module: 1**

**10 Hrs**

Concepts-IATA Area Number-I, II and III-City Codes-Airport Codes-airline Codes- Standard meals and Codes- CRS/GDS.

**Module: 2**

**10 Hrs**

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: 3**

**10 Hrs**

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.

**Module: 4**

**10 Hrs**

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.

**Module: 5**

**08 Hrs**

Global alliances in aviation, reservation, GDS-amadeus, Galileo, sabre, world span etc, benefits of GDS- E-ticket: checking in with an e-ticket, self service and electronic check-in, e- ticket limitations. continent pass.

**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,Newdelhi.
4. Mohinder Chand-Travel Agency management, Anmol publications PVT Ltd.,New Delhi.
5. IATA hand book on Ticketing

**Weblink and Video content:**

1. <https://www.iata.org/en/training/delivery/digital-training/airport-ops/>
2. <https://www.mappedin.com/resources/blog/airport-operations-management-definition-types-and-how-to-improve/>

**Course Articulation Matrix**

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	2	1	1	1	1	1	1	1	1
CO5	2	1	1	-	2	1	1	1	1	1	1	1	1
WA	2	1.4	1	1.5	1.8	1	1	1.2	1.6	1.4	1.6	1	1.6

**Course Code: 24L306**

**Course Title Elective (3): Air Cargo Management**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 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

**Module-1**

**10 Hrs**

**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.

**Module-2**

**10 Hrs**

**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-3**

**10 Hrs**

**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.

**Module-4**

**10 Hrs**

**Airport Familiarization for Air Cargo Handling** - Equipment used near the Aircraft – Engineering and Commercial equipment – Special Service codes – Transportation times (Flying time).

**Module-5**

**8 Hrs**

**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.

**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

**Weblink and Video content:**

1. <https://www.iata.org/en/training/delivery/digital-training/airport-ops/>
2. <https://www.mappedin.com/resources/blog/airport-operations-management-definition-types-and-how-to-improve/>

**Course Articulation Matrix**

<del>PO CO</del>	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
<b>CO1</b>	2	1	2	2	1	1	1	1	1	1	1	1
<b>CO2</b>	2	1	2	1	1	1	1	1	1	2	1	1
<b>CO3</b>	2	1	1	3	1	1	1	1	1	2	1	1
<b>CO4</b>	2	2	2	1	1	1	1	1	1	1	1	1
<b>CO5</b>	2	1	1	3	1	1	1	1	1	2	1	1
<b>WA</b>	<b>2</b>	<b>1.2</b>	<b>1.8</b>	<b>1.8</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1.6</b>	<b>1</b>	<b>1</b>

## 2. Elective Group-II (Hotel and Hospitality Management)

**Course Code:** 24 L307

**Course Title Elective (1): Food Production-1**

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

**Teaching Hours/Week:** 3

**Total Contact Hours:** 48 Hrs

**Formative Assessment Marks:** 30

**Duration of Exam:** 3 Hours

**Semester End Examination Marks:** 70

### **Course Outcomes:**

**CO1:** Acquire knowledge on the professional Kitchen and basics of cooking.

**CO2:** Acquire knowledge on the aims and methods of Cooking.

**CO3:** Analyze the Ingredients used in cooking.

**CO4:** Explore the Stocks, Sauces, Soups and Salads.

**CO5:** Acquire the practical knowledge on Vegetables cutting and Stocks.

### **Module-1**

**08 Hrs**

Professional Kitchen & Cooking: - Introduction, Definition, and its importance; Personal & Kitchen Hygiene, Uniform, Protective clothing, Kitchen Layouts (Basic, Bulk and Show kitchens), Hierarchy of Kitchen Department, Classical Kitchen Brigade. Kitchen Equipments, Fuels & Safety: Kitchen Equipments, Classification, Description, Usage, Upkeep and Storage, Kitchen Tools, Knives, Their Usage, Care & Maintenance, Workstations, Safety Procedures, Fuel – Types, Usage and Precautions.

### **Module-2**

**08 Hrs**

Aims & Objects Of Cooking Food-Techniques Used In Pre-Preparation Methods Of Cooking Food-Roasting-Grilling-Frying-Baking- Broiling- Poaching- Boiling•-Care and precautions to be taken-Selection of food for each type of cooking.

### **Module-3**

**08 Hrs**

Ingredients used in cooking: Herbs & Spices, Cereals and Pulses, Fruits and Vegetables, and Salt, Sweeteners, Fat, Milk and Milk Products: - Introduction, Types, Purchasing, Storing Considerations and their key uses in kitchen.

**Module-4**

**08 Hrs**

Stocks, Sauces, Soups and Salads: Stocks: Introduction, Classification, Usage, Preparation; Sauces: Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, Understanding their derivatives, propriety sauces, making of good sauce, emerging trends, Soups: Introduction, Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation. Salads: Introduction, compositions, types, dressings, emerging trends.

**Module-5**

**14 Hrs**

Practical on: Types of vegetables cutting: types of salad: types of soups: types of sandwich and methods of cooking.

**Text Books**

1. The food lover’s companion by Barrons
2. On food and cooking by Harold McGee
3. The professional chef by Wiley
4. Joy of cooking by Irma S
5. Mastering the Elements of Good Cooking by SaminNosrat

**Web links:**

1. <http://www.foodproduction.com>
2. <http://www.cookingmethods.com>
3. <http://www.history of cooking.com>

**Course Articulation Matrix**

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12	PSO1
CO 1	3	2	2	2	2	1	2	1	12	2	1	2	2
CO 2	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 3	3	2	2	2	1	2	2	2	2	1	1	2	2
CO 4	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 5	3	2	2	2	1	2	2	2	2	1	1	2	2
WA	3	2	2	2	1.66	1.66	2	1.66	2	1.33	1.3	2	2

**Course Code: 24 L308**

**Course Title Elective (2): Food and Beverage Service-1**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

**Course Outcomes:**

**CO1:** Acquire knowledge on the basics of food and beverage service.

**CO2:** Acquire knowledge on the food and beverage organization and staffing.

**CO3:** Analyze the food and beverages services areas and ancillary departments.

**CO4:** Explore the types of meals and menu planning.

**CO5:** Acquire the practical knowledge on food and beverage service.

**Module-1**

**10 Hrs**

**Introduction to Food and Beverage Service-** Role of catering establishment in the travel and tourism industry. Classification of catering establishments - commercial (residential and non-residential) - welfare (industrial, institutional and transport) -career opportunities in each

**Module-2**

**10 Hrs**

**Departmental Organization and Staffing:** Organization of food and Beverages Service department of a hotel- principal staff of various types of F & B service operations- duties and responsibilities of F & B service staff- attributes of a good waiter- interdepartmental relationship ( within F & B department and with other department)

**Module-3**

**10 Hrs**

**Food and Beverages Services Areas and Ancillary Departments:** Types of F & B outlets specialty restaurant - coffee shop - banquets/ functions- room service- cafeteria- grill room - discotheques - night clubs - bar - outdoor catering - garden cafe/pool side - Ancillary departments - pantry- food pickup areas - stores - linen room - plate room - wash up - kitchen stewarding

**Module-4**

**10 Hrs**

**Types of Meals and Menu Planning** - Types of meals - breakfast - lunch- dinner - supper - brunch- high tea - afternoon tea - Origin of the menu- menu planning objectives - menu terminology - basic types of menus - general menu planning - sequence of course Courses of French classical menu - table d'hôtel menu (Indian and Continental) - a la carte menu (Indian, Continental and Chinese).



**Module-5****08 Hrs**

**Practical on:** Familiarization of equipment/Briefing and de-briefing-Laying table cloth-relaying a table cloth-Laying various covers-Napkin folds- lunch folds- dinner folds-breakfast folds- Receiving guests- procedures- Service of beverages .

**Text Books**

1. Food & Beverage Service Training Manual-Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service –Lillicrap& Cousins, ELBS
3. Modern Restaurant Service –John Fuller, Hutchinson
4. Food & Beverage Service Management-Brian Varghese

**Web links:**

1. [http//www.food and Beverage.com](http://www.food and Beverage.com)
2. [http//www.food methods.com](http://www.food methods.com)

**Course Articulation Matrix**

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12	PSO1
CO 1	3	2	2	2	2	1	2	1	12	2	1	2	2
CO 2	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 3	3	2	2	2	1	2	2	2	2	1	1	2	2
CO 4	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 5	3	2	2	2	2	2	2	2	2	1	1	2	2
WA	3	2	2	2	1.8	1.6	2	1.6	2	1.4	1.3	2	2

**Course Code: 24 L309**

**Course Title Elective (3): Front Office Operations**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 Hrs**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

**Course Outcomes:**

**CO1:** Acquire knowledge on the basics of food and beverage service.

**CO2:** Acquire knowledge on the food and beverage organization and staffing.

**CO3:** Analyze the food and beverages services areas and ancillary departments.

**CO4:** Explore the types of meals and menu planning.

**CO5:** Acquire the practical knowledge on food and beverage service.

**Module – 1**

**10 Hrs**

Organisation to Front Office and Reception :Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Checkout system, Checking of reservation correspondence, preparing night clerks reports, Records and formats used in receptions, Guest Activities and Guest arrival flow charts, specimen of formats used.

**Module – 2**

**10 Hrs**

Reservation: Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry, - use of letter fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations & VIP reservations, instant reservation, instant reservation systems, Central reservation systems, Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

**Module – 3**

**10Hrs**

Registration: Various types of registration and method, Documents Generated Registration process Registration procedures for Indians and Foreigners, Walk-ins, Guests with Reservations, Groups, Crews, and Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

**Module- 4**

**10Hrs**

Information: Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling Guest Rooms keys, handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information flow chart, specimen formats used.

**Module – 5**

**08Hrs**

Lobby & Bell Desk Operation: Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff Organization, Duty rota, and work schedule, luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc. Valet car parking & Allied Guest Service, Forms and Formats used, Bell Desk Terminology.

**Text Books:**

HOTEL FRONT OFFICE – A TRAINING MANUAL BY SUDHIR ANDREWS

HOTEL FRONT OFFICE – A TRAINING MANUAL BY SURVA DEEP GOSH

HOTEL FRONT OFFICE MANAGEMENT BY RK SINGH

FRONT OFFICE OPERATIONS BY BHATNAGAR

**Web Links:**

<http://www.hotel front offices.com>

<http://www.activities at front office.com>

<http://www.front office hierarchy. Com>

**Course Articulation Matrix**

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12	PSO1
CO 1	3	2	2	2	2	1	2	1	12	2	1	2	2
CO 2	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 3	3	2	2	2	1	2	2	2	2	1	1	2	2
CO 4	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 5	3	2	2	2	1	2	2	2	2	1	1	2	2
WA	3	2	2	2	1.66	1.66	2	1.66	2	1.33	1.3	2	2

**3. Elective Group-III (Travel Agency, Tour Operation and Event Management)**

**Course Code: 24L310**

**Course Title Elective (1): International Tourism-1**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 international tourism and patterns in International Tourism.

CO2: Acquire knowledge on the Tourism resources of Asian countries.

CO3: Acquire knowledge on the Tourism Resources of East and south East Asian Countries

CO4: Explore the concept Tourism Resources of East and south East Asian Countries

CO5: Acquire knowledge on Tourism Resources of Oceania and major islands.

**MODULE-I**

**10 Hrs**

**Introduction to International Tourism** - Historical Development of Tourism– Issues Relating to International Tourism –Global level planning for tourism-Necessity for global level planning--Contemporary Trends – patterns and Issues in International Tourism- Ideals and realities-Role of ethics in international tourism.

**MODULE-II**

**10 Hrs**

**Tourism Resources of Asian Countries**-Nepal-Bhutan- Bangladesh- Kazakhstan-Pakistan-Uzbekistan-Afghanistan-Map study.

**Module -III**

**10Hr**

**Tourism Resources of East and south East Asian Countries:** Cambodia -Singapore, Malaysia, Thailand,-Indonesia - China-Japan-Vietnam--Hongkong –Philippines- Map study.

**Modul-IV**

**10Hrs**

**Tourism Resources of Oceania** – Tourism geography of Oceania – Attractions of Oceania – Australia- Newzeland –. Major Islands –Fuji- Laos--Taiwan-Map Study.

**Module-V**

**08Hrs**

**Tourism Resources of Islands in the Indian Ocean-** Maldives, Srilanka,-Seychelles-Mauritius and madagascar.

**Books for References:**

- 1) Travel Geography, Burton and Rosemary Longmen Edn. 2012.
- 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 2016.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2016.
- 5) World Geography – By Majid Hussain

**Weblink and Video content:**

1. [https://nios.ac.in/media/documents/tourism\\_337\\_courseE/337\\_Tourism\\_Eng/337\\_Tourism\\_Eng\\_L4.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L4.pdf)
2. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Tourism/2GlobalTourismGeography.pdf>
3. <https://egyankosh.ac.in/bitstream/123456789/69990/3/Unit-3.pdf>

**Course Articulation Matrix**

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12	PSO1
CO 1	3	2	2	2	2	1	2	1	12	2	1	2	2
CO 2	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 3	3	2	2	2	2	2	2	2	2	1	2	2	2
CO 4	3	2	2	2	2	2	2	2	2	2	2	1	2
CO 5	3	2	2	2	2	2	2	2	2	1	1	2	2
WA	3	2	2	2	2	1.6	2	1.8	2	1.4	1.4	2	2

**Course Code: 24L311**

**Course Title Elective (2): Event and MICE Tourism**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Conventions and Expositions,

**CO2:** Acquire knowledge on the concept of MICE, Economic and social significance.

**CO3:** Analyse the nature and purpose of conference venues- facilities.

**CO4:** Explore the concept Basic Properties of Management.

**CO5:** Acquire knowledge on Case studies: Tourism festivals, Trade Fairs.

**Module-1**

**08 Hrs**

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.

**Module-2**

**10 Hrs**

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-3**

**10Hrs**

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.

**Module-4**

**10 Hrs**

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.

**Module-5**

**10 Hrs**

Trade Shows and Exhibitions/Expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

**Books for Reference**

- 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) Avrigh,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.

**Course Articulation Matrix**

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

**Course Code: 24L312**

**Course Title Elective (3): Itinerary Planning and Costing**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Itinerary Planning & Development

**CO2:** Acquire knowledge on the Developing & Innovating Package Tour

**CO3:** Analyse the nature and purpose of Concept of Costing, Types, and Components,

**CO4:** Explore the concept Operation of Package Tour.

**CO5:** Acquire knowledge on Travel Documentation &Familiarization with TIM

**Module 1**

**10Hrs**

Itinerary Planning & Development -Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

**Module 2**

**10 Hrs**

Developing & Innovating Package Tour- Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

**Module 3**

**10 Hrs**

Concept of Costing Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.



**Module 4**

**10 Hrs**

Operation of Package Tour Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

**Module 5**

**08 Hrs**

Travel Documentation Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,

**TEXT BOOKS**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

**Course Articulation Matrix**

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

**IV SEMESTER**

**Course Code: 24L401**

**Course Title HC (1): Dissertation/Project Report and Viva -Voce**

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

**Teaching Hours/Week: 4**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70 (Project report-50, viva-20)**

**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**

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

## 1. Elective Group-IV (Aviation Management)

**Course Code:** 24L402

**Course Title Elective (4):** Airline Customer Service Management

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

**Teaching Hours/Week:** 3

**Total Contact Hours:** 48 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 airline customer and customer decision making.

CO2: Acquire knowledge on the customer handling skill and communication.

CO3: Analyse the nature and purpose of customer relationship management in airlines.

CO4: Explore the concept of Service quality aspects in aviation.

CO5: Acquire knowledge on Achieving High Customer Satisfaction Delivering, quality and technical customer support.

### **Module-1**

**10 Hrs**

AIRLINE CUSTOMER -Understanding customer, consumer behaviour, customer decision making roles and processes, consumer motivation, customer needs, customer wants – the customer in the business air travel market, the customer in the leisure air travel market, the customer in the air freight market.

### **Module-2**

**10Hrs**

CUSTOMER HANDLING SKILLS AND MANAGEMENT Listening skills, telephone handling skills, communication, getting customer feedback, behavior and personality factors to please customers, Managing stress – causes of job stress, five key skills for better time and task management, effective delegation.

**Module-3**

**10 Hrs**

CUSTOMER RELATIONSHIPS Importance of relationships, customer satisfaction, relationships in services, relationship building, discriminating customers for relationships, service branding.

**Module-4**

**08 Hrs**

SERVICE QUALITY IN AVIATION quality in services, SERVQUAL system, critical evaluation of SERVQUAL, initiating and managing quality.

**Module-5**

**10 Hrs**

Achieving High Customer Satisfaction Delivering, quality technical customer support, components of a successful service desk, trends influencing the service desk, technically savvy customers, fee based support, global support, understanding customers needs and managing expectations, a caring attitude, developing the right mix of skills.

**REFERENCE BOOKS:**

1. Services marketing – theory and cases – harsh verma v
2. Customer service : career success through customer loyalty – Paul R. Timm

**Course Articulation Matrix**

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

**Course Code: 24L403**

**Course Title Elective (5): Aviation Safety and Security**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Airport security procedure and responsibility.

**CO2:** Acquire knowledge on the physical security for the aviation environment.

**CO3:** Analyse the airport and aircraft emergencies.

**CO4:** Explore the concept of airport emergencies and noise management.

**CO5:** Acquire knowledge on airport noise management techniques.

**Module-1**

**10Hrs**

AIRPORT SECURITY Introduction, security planning, responsibility and organization, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

**Module-2**

**10 Hrs**

PHYSICAL SECURITY FOR THE AVIATION ENVIRONMENT Introduction, intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing, security lighting, window security.

**Module-3**

**10 Hrs**

AIRPORT AIRCRAFT EMERGENCIES -Types of emergencies, level of protection required, water supply and emergency access roads, communication and alarm requirements, rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

**Module-4**

**10 Hrs**

AIRPORT EMERGENCY RESPONSE AND NOISE CONTROL Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, and hostage situation.

**Module-5**

**08 Hrs**

AIRPORT NOISE CONTROL Aircraft noise, community response to aircraft noise, noise control strategies noise certification, noise monitoring procedures, night curfews, noise compatibility and land use.

**REFERENCE BOOKS:**

1. Airport operations – Ashford , Stanton, Moore.
2. Aviation and airport security – K.M.Sweet

**Course Articulation Matrix**

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

**Course Code: 24L404**

**Course Title Elective (6): Cabin Crew and Inflight Service**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 cabin crew and responsibilities.

**CO2:** Acquire knowledge on the inflight safety and security.

**CO3:** Analyse the emergencies on board and safety measures.

**CO4:** Explore the profile and job responsibilities of Cabin crew.

**CO5:** Acquire the knowledge on Health considerations and responsibilities of Cabin Crew in Air travel.

**MODULE-I**

**10 Hrs**

**Introduction to Cabin crew** - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities. **Aircraft**- Types of Aircraft, Narrow and Wide body of Aircraft- Seating, Arrangement, Classes of Service, Elementary theory of Flight.

**MODULE -II**

**10Hrs**

**In-Flight Safety and Security:** Crew Duties On Board-Documentation Used by Cabin Crew-Departure in an Airline-CC Protocol-Embarkation and Disembarkation Procedure for Passengers-Special Handling Passengers Regulatory Requirements-In Flight and Ground Announcements.

**MODULE-III**

**8Hrs**

**Emergencies on Board:** Safety Equipment-Fire and Depressurization-Evacuation on Land and Water/Brace Positions/Jungle and Sea Survival and Doors-Anti Terrorism and Bomb Scare-Hijack and Its History-The Role of Crew Resource Management and the Trouble with Culture.

**MODULE-IV**

**10 Hrs**

**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 and Theory of an Airplane.

**MODULE-V**

**10 Hrs**

**Health considerations and responsibilities of Cabin Crew 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.

**Books for Reference:**

1. Raatandeeep Singh-Aviation Management
2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

**Course Articulation Matrix**

<del>PO</del> <del>CO</del>	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



**Course Code:** 24L405

**Course Title Elective (7):** Airline Computer Reservation System

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

**Teaching Hours/Week:** 3

**Total Contact Hours:** 48 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 Encoding, Decoding and Availability.

**CO2:** Acquire knowledge on the PNR creation and Elements.

**CO3:** Analyse the Passport and VISA Information segment analysis.

**CO4:** Explore the concept Itinerary Printing segments

**Module 1.**

**12Hrs**

Introduction Encoding and decoding-Flight availability- Alternative availability entry-availability change entries- Flight information-Minimum connecting time-Selling Air Segments

**Module 2.**

**12Hrs**

Passenger Name records Mandatory elements for PNR- Name-Phone field- Ticketing Arrangements- Reference-End transaction-Optional Elements- Other service information-Special service request- Modifying PNR- Exercise for PNR creation.

**Module 3**

**12Hrs**

Passport and visa information segment-Fare quotes and rates-Pricing entries- PNR retrieval and display

**Module 4**

**12Hrs**

Itinerary Printing Issuing Tickets - Miscellaneous Entries - Hotel list display-Hotel availability-Hotel sell and pricing-Modification and cancellation

**(Note: Practical training need to be given in computer lab equipped with Amadeus reservation software.)**

REFEREENCE

1. Amadeus quick reference guide.

**Course Articulation Matrix**

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

**Course Code: 24L406**

**Course Title Elective (8): Internship in Aviation Industry**

**Course Credit (L: T: P): 4 (0:04)**

**Teaching Hours/Week: 4**

**Total Contact Hours:**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70 (20 marks for Viva and 50 marks for report).**

**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

The students have to undergo one month on the Job Training in a reputed Aviation related Organization during the fourth semester. A Project Report should be submitted by the guidance and supervision of a faculty assigned by the Department before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, supervisor and Chairman/Coordinator of the Department before the last date given by the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations (20 marks for Viva and 50 marks for report).

**Course Articulation Matrix**

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

**1. Elective Group-V (Hotel and Hospitality Management)**

**Course Code:** 24 L407

**Course Title Elective (4): Food Production-2**

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

**Teaching Hours/Week:** 3

**Total Contact Hours:** 48 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 basic Indian food and spices.

**CO2:** Acquire knowledge on the meat and fish cookery.

**CO3:** Analyse the bakery and pastry commodities.

**CO4:** Explore the practical's on Indian cuisine and Bakery.

**CO5:** Acquire knowledge on Achieving High Customer Satisfaction Delivering, quality and technical customer support.

**Module-1**

**10Hrs**

BASIC INDIAN COOKERY- Introduction to Indian food-Spices used in Indian cookery- Role of spices in Indian cookery-Equipments and techniques involved -RICE, CEREALS & PULSES- Introduction-Classification and identification cooking of rice, cereals and pulses Varieties of rice and other cereals.

**Module-2**

**10Hrs**

MEAT and FISH COOKERY-Introduction to meat cookery-Cuts of lamb/mutton-Poultry-fish cookery-Classification of fish with examples-Cooking of fish (effects of heat)-Selection of fish and shell fish-Cuts of fish with menu examples-Eggs-Classification, Grading of Eggs.

**Module-3**

**10Hrs**

**BAKERY AND PASTRY- BASIC COMMODITIES (in pastry and bakery)**-Milk-Cream-Cheese-Butter-Chocolate-Flour-Structure of wheat-Types of Wheat-Types of Flour-Processing of Wheat.

**Module-04**

**10Hrs**

Flour-Uses of Flour in Food Production-Cooking of Flour (Starch)-**SIMPLE BREADS**-Principles of bread making-Simple yeast breads Role of each ingredient in bread making-Baking temperature and its importance. **PASTRY CREAMS** Basic pastry creams- Uses in confectionery.

**Module-05**

**08Hrs**

**Practical on:** Awadhi cuisine: Chinese cuisine: bakery : Hyderabadi cuisine:Vanilla sponge,chocolate sponge-any one cookies.

**REFERENCE BOOKS:**

- 1.Food Production Operations By Parvinder S Bali
- 2.The Art And Science Of Culinary Preparation By Chesser(Acfei)
- 3.Cooking Ingredients By Christine Ingram

**Course Articulation Matrix**

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

**Course Code: 24 L408**

**Course Title Elective (4): Food and Beverage services-2**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 room services.

**CO2:** Acquire knowledge on the Non-Alcoholic Beverages and Wine services.

**CO3:** Analyse the Tobacco and its processing.

**CO4:** Explore the practical's on Room services and Wines..

**CO5:** Acquire knowledge on Achieving High Customer Satisfaction Delivering, quality and technical customer support.

**Module -01**

**10Hrs**

ROOM SERVICE:-Types of room service-centralized, decentralized and mobile-trolley and Tray set-up

House rules of room service-room service menus-Taking orders and presenting Bills.

**Module -02**

**10Hrs**

*NON-ALCOHOLIC BEVERAGES* - Classification-nourishing, stimulating, refreshing. Tea-origin and manufacture, types of tea, manufacturing brands. Coffee-origin and manufacture-types of coffee-manufacturing brands-preparation and service. Cocoa and malted beverages-origin and manufacture, types and brands, preparation and Service, Milk based drinks – juices-soft-drinks-brands-mineral and tonic water (popular brands)

**Module -03**

**10Hrs**

ALCOHOLIC BEVERAGES-WINES – Introduction, Definition, Classification - Table/still/Natural – Fortified- Sparking- Aromatized. Wine producing Countries of The World Including India.-SPIRITS - Introduction and Definition, Production of Spirit, Pot-Still method, Patent-still method, Whisky, Rum, Gin, Brandy, Vodka, Tequila, Other spirits, Proof spirits --Different Scales, Service

**Module -04**

**10Hrs**

TOBACCO-History-processing of tobacco for cigarettes and cigar-storage and service of cigars and Cigarettes. Simple Control Systems - Necessity of a good control system-functions of a-control system,

**Module-05**

**08 Hrs**

Practical: Taking Food and Beverage Orders in Restaurants-Arrangement of side boards-Preparation of six menus: continental cuisine & Indian cuisine-Service of Wines: Red wine / White/Rose wine / Sparkling wines / Fortified wines /Aromatized wines-Preparation and service of Cocktails and Mock tails (Minimum 5 Standard recipes)

**Books for Reference:**

1. Food & Beverage Service Training Manual-Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service –Lillicrap& Cousins
3. Modern Restaurant Service –John Fuller
4. Food & Beverage Service Management-Brian Varghese
5. Introduction F& B Service-Brown, Heppner & Deegan

**Course Articulation Matrix**

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

**Course Code: 24 L409**

**Course Title Elective (4): Accommodation Management**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 House Keeping Organisation.

**CO2:** Acquire knowledge on the Housekeeping Control Desk.

**CO3:** Analyse the Cleaning Equipment, Agents & Cleaning Of Guest Room.

**CO4:** Explore the Accounting, Audit and Control.

**CO5:** Acquire Linen & Laundry: Textiles, types of fibers and fabrics used in the hotels Organization .

**Module – 1**

**10Hrs**

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

**Module – 2**

**10Hrs**

Housekeeping Control Desk: Importance and role control desk , Handling telephone calls, Co-ordination with various departments, paging systems and methods, Handling difficult situations Forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and de-briefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security systems, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

**Module – 3**

**10Hrs**

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



**Module – 4**

**10Hrs**

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

**Module – 5**

**8Hrs**

Accounting, Audit and Control : Income from Accommodation, Public Room Rentals, Allowances, net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and Stationery, Reservation Expenses, Miscellaneous Expenses.

**Text Books:**

1. Managing Housekeeping Operations by Aleta A. Nitschke AH&LEI
2. Hotel Housekeeping Management & Operations by Sudhir Andrews
3. Hotel Housekeeping: A Training Manual by Sudhir Andrews
4. Hotel Housekeeping by Raghubalan
5. Theory and Practices of Professional Housekeeping by Sunita Srinivas
6. Organization of Housekeeping Management by Dr. R.K. Singh

**Course Articulation Matrix**

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

**Course Code: 24 L410**

**Course Title Elective (4): Hygiene and Sanitation**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Hygiene and Sanitation.

**CO2:** Acquire knowledge on the Housekeeping Control Desk.

**CO3:** Analyse the Cleaning Equipment, Agents & Cleaning Of Guest Room.

**CO4:** Explore the Accounting, Audit and Control.

**CO5:** Acquire Linen & Laundry: Textiles, types of fibers and fabrics used in the hotels Organization.

**Module-1**

**10Hrs**

Introduction to Hygiene and Sanitation: Hygiene, Sanitation, Importance of hygiene and sanitation in The Hospitality Industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

**Module-2**

**10Hrs**

Proper care and food sanitation, Food handling for kitchen and service staff, High-risk Foods, Preventing Contamination, Temperature Control, Storage of various food materials, Food hygiene regulation.

**Module-3**

**10Hrs**

Cleaning Methods, Cleaning Agents: Water – Hard & soft water, Detergents, Abrasives, Disinfectants, Cleaning schedules, Pest Control & waste disposal.

**Module-4**

**10Hrs**

Premises and Equipment care, Design of premises, Equipment used in kitchen: cleaning and disinfection, Protective clothing: selection, efficiency, comfort, care and maintenance

**Module-5**

**08Hrs**

FOOD SAFETY- Basic Introduction To Food Safety, Food Hazards & Risks, Contaminants and Food Hygiene, Food Hygiene Regulations, Food Safety Act, HACCP & Its terminologies, Food labelling.

**REFERENCES**

Hotel Management-Educational and Environmental Aspects-Yogendra K. Sharma

Food Science and Nutrition - Sunetra Roday

Food Hygiene- Kavita Ed Marwaha

Food and Hygiene- William Tibbles

**Course Articulation Matrix**

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

**Course Code: 24L411**

**Course Title Elective (8): Internship in Aviation Industry**

**Course Credit (L: T: P): 4 (0:04)**

**Teaching Hours/Week: 4**

**Total Contact Hours:**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70 (20 marks for Viva and 50 marks for report).**

**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

The students have to undergo one month on the Job Training in a reputed Hotel and Hospitality related Organization during the fourth semester. A Project Report should be submitted by the guidance and supervision of a faculty assigned by the Department before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, supervisor and Chairman/Coordinator of the Department before the last date given by the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations **(20 marks for Viva and 50 marks for report).**

**Course Articulation Matrix**

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

**1. Elective Group-VI (Travel Agency, Tour Operation and Event Management)**

**Course Code: 24L411**

**Course Title Elective (4): International Tourism-2**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Tourism Resources of Europe.

**CO2:** Acquire knowledge on the Tourism Resources of Middle East.

**CO3:** Analyse the Tourism Resources of Africa-.

**CO4:** Explore the Tourism resources of North America.

**CO5:** Acquire knowledge on Tourism resources of South America

**Module-I**

**10 Hrs**

Tourism Resources of Europe – England, France, Germany, Switzerland,-Italy-Austria-Spain-Portugal-Map Study.

**Module II**

**10hrs**

Tourism Resources of Middle East – Russia-Turkey, Istambul- Iran, UAE, Israel – Map Study .

**Module III**

**10hrs**

Tourism Resources of Africa-South Africa-Tanzania-Kenya-Ethiopia-Morocco-Botswana-Zimbabwe.

**Module IV**

**10hrs**

Tourism resources of North America – Canada, USA, Hawaii islands, Mexico - Caribbean Islands – Bermuda, Cuba, Jamaica, West Indies etc – Map Study.

**Module V**

**08 hrs**

Tourism resources of South America – Peru, Brazil, Argentina, Chile, Colombia-Ecuador – Venezuela and major islands–French Guiana-Falkland islands -Map Study.

**Recommended Books for Reference:**

1. Burton Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
3. Hudman, Lloyd and Jackson Ridhard, Geography of Travel and Tourism, Delmar Publisher, Edn. 1999.
4. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
5. Atlas of North America, South America and Caribbean Islands 6. Lonely Planet- USA, Canada, Mexico, Etc

**Course Articulation Matrix**

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

**Course Code: 24L413**

**Course Title Elective (5): Event Planning and Promotion**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Event Process Initiating an event.

**CO2:** Acquire knowledge on the Planning and Organizing of Corporate Events and Conferences.

**CO3:** Analyse the role of an Event Planner Main Tasks Involved in Event Planning.

**CO4:** Explore the Crisis Event Management.

**CO5:** Acquire knowledge on Trade Shows and Exhibitions/Expositions.

**Module 1.**

**10Hrs**

Event Process Initiating an event- Planning an Event's Scope - Conducting a Site Survey - Managing Client's Goals and Expectations- Site venue Layout / Design - Selecting Contracting and Managing Performers - Staging the Event.

**Module 2.**

**10Hrs**

Planning and Organizing of Corporate Events Conferences , Seminars , Meetings, Conventions, Educational or Training Events -Planning and organizing of Leisure events- Sport Events , Festivals , Concerts , Fashion Shows -Planning and organizing of private events -Weddings ,Special Party Celebrations.

**Module 3.**

**10Hrs**

The Role of an Event Planner Main Tasks Involved in Event Planning -Skills Required for Event Planners- Benefits of Successful and Safe Events- Requirements for successful events- Research, Design-Planning, Coordination, Evaluation- Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

**Module 4.**

**10Hrs**

Crisis Management Event Risk Management -How to Manage Risk - Hazard Analysis - Contingency Plans -Threat Assessment – Planning for safety.

**Module 5**

**08Hrs**

Trade Shows and Exhibitions/Expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

Books for Reference

1. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management ‘Ed’. London : CABI
3. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition
4. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
5. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
6. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management ‘Ed’. London : CABI

**Course Articulation Matrix**

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



**Course Code: 24L414**

**Course Title Elective (6): GDS and Computer Reservation System.**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Encoding, Decoding and Availability.

**CO2:** Acquire knowledge on the PNR creation and Elements.

**CO3:** Analyse the Passport and VISA Information segment analysis.

**CO4:** Explore the concept Itinerary Printing segments

**Module 1.**

**12Hrs**

Introduction- Encoding and decoding-Flight availability- Alternative availability entry-availability change entries- Flight information-Minimum connecting time-Selling Air Segments

**Module 2.**

**12Hrs**

Passenger Name records Mandatory elements for PNR- Name-Phone field- Ticketing Arrangements- Reference-End transaction-Optional Elements- Other service information-Special service request- Modifying PNR- Exercise for PNR creation.

**Module 3**

**12Hrs**

Passport and visa information segment-Fare quotes and rates-Pricing entries- PNR retrieval and display

**Module 4**

**12Hrs**

Itinerary Printing Issuing Tickets - Miscellaneous Entries - Hotel list display-Hotel availability-Hotel sell and pricing-Modification and cancellation

(Note: Practical training need to be given in computer lab equipped with Amadeus reservation software.)

REFEREENCE

1. Amadeus quick reference guide.

**Course Articulation Matrix**

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

**Course Code: 24L4 15**

**Course Title Elective (7): Foreign Exchange Management**

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

**Teaching Hours/Week: 3**

**Total Contact Hours: 48 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 Foreign Exchange Background of Exchange Rates System.

**CO2:** Acquire knowledge on the Determination of Exchange Rates Factors Affecting Exchange Rates.

**CO3:** Analyse the Foreign Exchange Exposure Management.

**CO4:** Explore the Exchange Rates Arrangement in India.

**CO5:** Explore the concept Forex Trading.

**Module 1**

**10Hrs**

Foreign Exchange Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment – SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.

**Module 2**

**10Hrs**

Determination of Exchange Rates Factors Affecting Exchange Rates – International Trade – Theories of Determination of Foreign Exchange Rates – Law of One Price –Purchasing Power Parity – Interest Parity – Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.

**Module 3**

**10Hrs**

Foreign Exchange Exposure Management Forecasting Forex Rates – Forward Rate as a Short-Term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves.

**Module 4**

**10Hrs**

Exchange Rates Arrangement in India Foreign Direct Investment-FDI Theories on Macro Level, Micro level, Development Theories, OLI theory- Cost and Benefits of FDI, Strategy for FDI – Concept of FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account – Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods – Exchange Control in India – Role of FEDAI – FEMA 1997.

**Module 5**

**08 Hrs**

Forex Trading: Forex Trading Infrastructure and Networks Controls on Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme – Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading Shipping Bill- Bill of Entry-Letter of Credit Books .

**Reference:**

1. Bhardwaj, H.P. (1994). Foreign Exchange Handbook, Wheeler Publishing
2. Bhole, L. M. (2004). Financial institutions and markets- structure, growth and innovation. (4 ed.). New Delhi: Tata Mc-Graw Hill.
3. Clark, E.(2004). International Finance, (2 ed.). Thomson Publications.
4. Gandolfo, G. (2006). International Finance and Open Economy Macro Economics, Springer International Edition.

**Course Articulation Matrix**

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

**Course Code: 24L4 16**

**Course Title Elective (8): Internship in Aviation Industry**

**Course Credit (L: T: P): 4 (0:04)**

**Teaching Hours/Week: 4**

**Total Contact Hours:**

**Formative Assessment Marks: 30**

**Duration of Exam: 3 Hours**

**Semester End Examination Marks: 70**

**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

The students have to undergo one month on the Job Training in a reputed Travel Agency/Tour Operating and Event management related Organization during the fourth semester. A Project Report should be submitted by the guidance and supervision of a faculty assigned by the Department before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, supervisor and Chairman/Coordinator of the Department before the last date given by the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations (**20 marks for Viva and 50 marks for report**).

### 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

**ANEXTURE-III**

**THEORY COMPONENTS (C1, C2, C3) – 100 MARKS**

**SCHEME OF VALUATION C1 & C2 (Theory)**

**Maximum Marks: 30**

1. C1– Two Assignment (10 marks) + One Test (5 marks) = 15 marks
2. C2– One Presentation/GD (10 marks) + One Test (5 marks) = 15 marks

**SCHEME OF VALUATION C3 (Theory)**

**DURATION: 3hrs**

**Maximum Marks: 70**

(There are three parts. Answer all questions adhering to internal choice)

**1. Part A**

**5 X 2 = 10**

There are seven questions each carrying 2 marks. Candidate has to answer any five totaling 10 marks.

**2. Part B**

**6 X 5 = 30**

There are eight questions each carrying 05 marks. Candidate has to answer any six totaling 30 marks.

**3. Part C**

**2 X 15 = 30**

There are four questions each carrying 15 marks. Candidate has to answer any two totaling 30 marks.

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**Question Paper Pattern (for 70 marks)**

**Duration: 3hrs**

**Maximum Marks: 70**

(There are three sections. Answer all questions adhering to internal choice)

**Section A**

**1. Answer any five of the following questions. Each question carries two marks.**

**(5x 2 = 10)**

- a)
- b)
- c)
- d)
- e)
- f)
- g)

**Section B**

**Answer any Six from the following questions. Each question carries five marks.**

**(6X5=30)**

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

**Section C**

**Answer any Two of the following questions. Each question carries fifteen marks.** (2X15=30)

- 10
- 11.
- 12.
- 13.

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**ANNEXTURE-II**

**List of Examiners for MTTM**

<i>Internal Examiners</i>			
<b>Sl.no</b>	<b>Name and Address</b>	<b>Subject</b>	<b>Experience</b>
1.	<b>Dr. Vinaya Kumara. K. S</b> Associate Professor/ HOD Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	Tourism and Travel Management and Commerce	15Years
2.	<b>Mr. Victor Hemanth Kumar</b> Assistant Professor Tourism & Hospitality Management Mahajana PG Centre, Mysore	Tourism & Hospitality Management	15 years
3	<b>Mr. Bharath Bhushan C</b> Assistant Professor Tourism & Hospitality Management Mahajana PG Centre, Mysore	Tourism & Hospitality Management	4 years
4	<b>Ms. Harshitha H S</b> Assistant Professor Tourism & Hospitality Management Mahajana PG Centre, Mysore	Tourism & Hospitality Management	4 years
6	<b>Dr. Thimme Gowda</b> HOD, Department of Kannada SBRR first Grade College Mysore	Kannada	26 Years
7	<b>Mr. Vincent Vasanth Kumar</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	French	16 Years



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8	<b>Dr. Sowmya. A. S</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	Hindi	6 Years
12.	<b>Smt. Sowmya. B</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	English	9 Years
13	<b>Mr.vishwanath Bhanjara</b> Assistant Professor Dept. of English Mahajana PG Centre, Mysore	English	6 Years
14	<b>Ms. Ranjitha</b> Assistant Professor Dept. of English Mahajana PG Centre, Mysore	English	5 years
15	<b>Smt. Vaibhavi</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore.	French	6 Years
16	<b>Mr.Parmeshwar Hegde</b> Assistant Professor Dept of Hindi Mahajana SBRR FGC, Mysore	Hindi	17 years
17	<b>Mr.Manjunath</b> Assistant Professor Dept of English Mahajana SBRR FGC, Mysore	English	15 years
18	<b>Mr.Bhaskar</b> Dept of Physical Education	Physical Education	12 years

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	Mahajana SBRR FGC, Mysore		
19	<p><b>Smt. Sunitha</b></p> <p>Assistant Professor</p> <p>Dept of EVS</p> <p>Mahajana SBRR FGC, Mysore</p>	EVS	10 years
20	<p><b>Smt. Manjula</b></p> <p>Assistant Professor</p> <p>Dept of Law</p> <p>Mahajana SBRR FGC, Mysore</p>	Constitution	06 years

<i>External Examiners</i>			
<b>Sl.no</b>	<b>Name and Address</b>	<b>Subject</b>	<b>Experience</b>
1.	<b>Prof. Sampad Kumar Swain</b> Professor Dept. of Tourism Administration Pondicherry University Pondicherry.	Tourism and Travel Management	22 Years
2.	<b>Dr. Binoy. T. A</b> Assistant Professor Dept. of Tourism Administration Kuvempu University Shankarghatta, Shivamogga	Tourism and Travel Management	18 Years
3.	<b>Dr. Joseph. P. D</b> Assistant Professor Dept. of Tourism Administration Mangalangothri Mangalore University Mangalore.	Tourism and Travel Management	Years
4.	<b>Dr. Joby Thomas</b> Assistant Professor Dept. of Tourism Christ University Bannerghatta, Bangalore	Tourism and Travel Management and Commerce	15 Years
5.	<b>Dr. ShekarNaik</b> Assistant Professor Dept. of Tourism Administration Mangalangothri Mangalore University, Mangalore.	Tourism and Travel Management	14 Years

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6.	<p><b>Mr.Shashi Raj. U</b> Assistant Professor Department of Tourism Sayahdri Science College, Vidya Nagar, Shivamogga</p>	Tourism and Travel Management	14 Years
7.	<p><b>Mr.Eshan. M. R</b> Assistant Professor Dept. of Tourism and Hospitality Vidya Vikas College Mysore.</p>	Tourism and Travel Management	10 Years
8.	<p><b>Mr.Abhay Kumar. H Naik</b> Assistant Professor Dept. of Tourism and Hospitality Vidya Vikas College Mysore.</p>	Tourism and Travel Management	4 Years
9.	<p><b>Mr.Jidesh Kumar K</b> Assistant Professor Dept. of Tourism and Hospitality Vidya Vikas College Mysore.</p>	Tourism and Travel Management	13 Years
10.	<p><b>Mr. Naveen Kumar TG</b> Assistant Professor Dept. of Tourism Administration Central University Kalaburgi</p>	Tourism and Travel Management	12 Years
11.	<p><b>Mr.Biju M Mathew</b> Principal, Dept. of Tourism and Hospitality Calicut catering college, Kerala</p>	Hospitality	27 Years

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12.	<b>Mr.Prashanth</b> HOD - Dept. of Computer science MathaAmrithamayee College Mysore	Computer Science	12 Years
13	<b>Mr. Ashok Sitharam Reddy</b> General Manager Hotel quorum Mysore	Hotel	23 years
14.	<b>Dr. PremaHallikere</b> Dept. of Foreign languages Karnataka Arts College Dharwad	French	8 Years
15.	<b>Smt. UshaPanchanathan</b> Assistant professor Voila Institute Yadavagiri, Mysore	French	29 Years
16.	<b>Prof.John Siluvai</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	French	12 years
17.	<b>Mr.Srikanth. K. S</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	Tourism and Travel Management	12 Years

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18.	<b>Dr. Ravi Prasad. S</b> Assistant Professor Dept. of Tourism and Hospitality Management Mahajana PG Centre, Mysore	History and Archaeology	15Years
19.	<b>Mr. George Jaison</b> Principal Dept. of Tourism and Hospitality Management Vidya Vikas College Mysore	Hospitality Management	25 Years
20.	<b>Mr.Selva Kumar</b> General Manager Hotel Yuvaraj le royale ( Yuvaraj groups of hotel) Mysore.	Hotel industry	33 years
21.	<b>Mr. Royston Joseph Ashirwad</b> Assistant Professor Dept. of Tourism and Hospitality Management Vidya Vikas college, Mysore	Tourism and Hospitality Management	10 years
22.	<b>Mr. Paul Iruthayaraj</b> Head of Dept Tourism and Hospitality Management St. Philomena's hotel management college Mysore	Tourism and Hospitality Management	23 years
23.	<b>Mr.Pankaj Mondal</b> Sous- chef Hotel quorum Mysore	Hotel	20 years

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24.	<b>Mrs. Geetha Mohan</b> Executive House Keeper Hotel quorum Mysore	Hotel	21 years
25.	<b>Mr.Sathya</b> Food & Beverage Manager Hotel quorum Mysore	Hotel	4 years
26.	<b>Mrs.Preethi chakrasali</b> Human Resource Manager Hotel Fortune Hosur Hosur Tamil Nadu	Hotel	14 years
27.	<b>Mr. Samarth G Vaidhya</b> Managing Director MVG Holidays Mysore	Travel Agency	8 Years
28.	<b>Mr. Mohammed Sarfaraz</b> General Manager MVG Holidays Mysore	Travel Agency	10 years
29.	<b>Mr.MadhuNavale</b> Assistant Professor Dept. of Tourism and Hospitality Management Vidya Vikas college, Mysore	Tourism and Hospitality	30 years

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30.	<b>Mr.MadhuNavale</b> Assistant Professor Dept. of Tourism and Hospitality Management Vidya Vikas college, Mysore	Tourism and Hospitality	30 years
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**New list of Board of Studies of Master of Tourism and Travel Management (MTTM) - (PG) for the academic years 2024-27.**

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	Chairman	Dr.Vinaya Kumara K S	Associate Professor & Head	Department of Tourism & Hospitality PG Centre, PBMMEC, KRS Road, Mysore	9449918541 vinay.banakal@gmail.com
2	Faculty Members	Dr.Chandrashekar P	Assistant Professor	Department of Business Administration, PG Centre, PBMMEC, KRS Road, Mysore	8884293888 Chanrashekar.pgc@mahajana.edu.in
		Dr.Roopesh Kumar N	Assistant Professor	HOD, Department of Commerce PG Centre, PBMMEC, KRS Road, Mysore	9611044488 kroopesha243@gmail.com
3	Two Experts from external university	Mr. Srikanth K S	Professor	Department of Tourism Administration Kuvempu University Shankarghatta, Shivamogga	9611799691 srikanthmta@gmail.com
		Dr. Ravi Prasad S	Assistant Professor	Department of studies and research in Ancient History and Archaeology, Mukthagathotri, Karnataka State Open University. Mysuru.	9663082042 raviprasadmysore@gmail.com

4	Nominee by the Vice Chancellor	Prof.S J Manjunath	Professor and Chairman	DoS in Management BIMS, Manasa Gangothi, Mysore-06	<a href="mailto:manjunath@bims.uni-mysore.ac.in">manjunath@bims.uni-mysore.ac.in</a> 9448587801
5	Two Person from Industry /Corporate Sector / Allied area	Mr.Shashidhar I H	GM	Travel India Explore 29961,7 <sup>th</sup> cross KD road,ysuru-02	9343837101 info@travelindiaexplore.com
		Mr.Samarth Vaidya	G MD	MVG Holidays7th main ,3 <sup>rd</sup> stage, Doctors colony, Gokulam Mysore-02	9845865485 sgvmysuru@gmail.com
6	Alumnus	Mr. Aditya Bhat	M MD	Aroha Hotel Mysuru	8088708233 Aditabhat.007@gmail.com