

SAVITRIBAI PHULE PUNE UNIVERSITY

**CURRICULUM
FOR**

B. Voc.
(Bachelor of Vocation)
in
Travel & Tourism

**Credit Based Semester and Grading System
with effect from the
Academic Year 2020-2021**

Syllabus

Choice Based Credit System (CBCS) 2020-2021 B.Voc (Bachelor of Vocation) in Travel & Tourism

Year/Semester	NSQF Certification	Vocational Qualification	Title Programme
First Year (Semester I) (6 Subjects+OJT)	5	Certification Course Duration – 6 months	Certification Course in Travel & Tourism
First Year (Semester II) (12 Subjects+2 OJT/Desk Research)		Diploma Duration – 1 Year	Diploma in Travel & Tourism
Second Year (Semester III & IV) (24 Subjects+4 OJT/Desk Research)	6	Advanced Diploma Duration – 2 Year	Advanced Diploma in Travel & Tourism
Third Year (Semester III & IV) (36 Subjects+6 OJT/Desk Research)	7	B.Voc Degree Duration – 3 Year	B.Voc Degree in Travel & Tourism

Note: As described in the above table, the Certification course, Diploma, Advanced Diploma & B.Voc Degree would have the same number of subjects & syllabus

1. Title:

The degree shall be titled as B. Voc. in Travel & Tourism under the Faculty of Management under Savitribai Phule Pune University w.e.f. the academic year 2020-2021 . Part II w.e.f. 2021-2022 and . Part III w.e.f. 2022-2023.

2. Objectives:

- i. To provide adequate basic understanding about Travel & Tourism and specific skill sets among the candidates.
- ii. To train the candidates in communication skills effectively.
- iii. To prepare candidates with special labs in specific courses and with suitable training from Industry
- iv. To give candidates hands on training with projects to make them Industry ready.
- v. To develop appropriate Vocational employability skills in the candidates so as to make them competent and get or provide themselves self-employment.

3. Duration:

The Course shall be a full time course and the duration of the course shall be of three years (Six Semesters).

4. Eligibility:

- (i) A candidate for being eligible for admission to the Degree course in Travel & Tourism shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- (ii) MCVC
- (iii) Any Entrance test specified by the statutory body.

5. Medium of Instruction:

Medium of instruction shall be in English only.

6. Scheme of Examination:

The Travel & Tourism Examination will be 180 credit course divided into 3 parts as per details given below:

- (i) Part I (Sem I, II) Aggregate 60 credits
- (ii) Part II (Sem III, IV) Aggregate 60 credits
- (iii) Part III (Sem V, VI) Aggregate 60 credits

There will be written Examination of 60 marks of **2 hrs and 30 Minutes** duration for every Generic course at the end of each Semester. The concurrent evaluation will carry 40 marks during each course.

For the Course in Industrial Exposure (Semester V), the project work should be undertaken where, there will be viva voce examination and Written Report which will constitute 200 marks in Total that will be bifurcated as 100 marks internal and 100 marks of external evaluation.

7. Backlog:

The candidate will be allowed to carry any number of backlog of courses prescribed for Part I, II. However a candidate shall not be admitted to Part III Examination (Semester V) unless he has passed in all courses at Part I.

8. Standard of Passing and Award of Class:

In order to pass examination a candidate has to obtain 40% marks out of 100 for each course Where the course consists of concurrent evaluation & Semester End Examination, The candidate shall obtain minimum of 40% marks (i.e. 16 out of 40 or 40 out of 100 for Project & Training Programs) in the concurrent evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project wherever applicable to pass a particular semester.

For Vocational Courses conducted by outside agencies passing standards decided by the exam conducting authorities shall be applicable.

A candidate will be said to have passed the course if the candidate passes the concurrent evaluation& Semester End Examination together.

9. Performance Grading

The performance grading shall be based on the aggregate performance of concurrent evaluation and Semester End Examination.

10. Standard of Passing:

Every candidate must secure atleast Grade E in Concurrent Evaluation and University Examination (as applicable) as separate heads of passing for each course.

11. Degree Requirements:

a) Earned Credits:

A candidate who has successfully completed all the Generic courses and accumulated, through skill courses, not less than minimum number of Credits prescribed shall be eligible to receive the Degree. The degree requirements for the program is completion of 100 earned credits.

b) Final Grade Point Requirement:

A candidate must obtain the Final Grade Point of a minimum of 50% to be eligible for award of the degree.

Marking scheme on 10 Point Scale System

Conversion Table for subject wise Marks obtained out of Hundred and Grades

Table 1: Marks to Grade and Grade Point Conversion for each paper
(Under 10 Point Scale System)

Marks Range Out of 100	Grade and Grade Description	Grade Point
80-100	O: Outstanding	10
70-79	A+ : Excellent	9
60-69	A: Very Good	8
55-59	B+ Good	7
50-54	B: Above Average	6
45-49	C: Average	5
40-44	P:Pass	4
0-39/Absent	F: Fail	0

Table 2 :For Final Cumulative Grade Point Average (CGPA) and Final Grade for Course

CGPA Range	Final Grade
09.50 - 10.00	O
08.50 - 09.49	A+
07.50 - 08.49	A
06.50 - 07.49	B+
05.50 - 06.49	B
04.25 - 05.49	C
04.00 - 04.24	P
00.00 - 03.99	F

Formula for Weighted %, SGPA & CGPA

$$1. \text{ Weighted \% (WP)} = \frac{\sum_{i=1}^n C_i * P_i}{\sum_{i=1}^n C_i}$$

$$2. \text{ SGPA} = \frac{\sum_{i=1}^k C_i * G_{P_i}}{\sum_{i=1}^n C_i}$$

$$3. \text{ CGPA} = \frac{\sum_{i=1}^n C_i * G_{P_k}}{\sum_{i=1}^n C_i}$$

Where,

C_i : Number of credits of the i^{th} paper

P_i : Marks obtained (out of 100) in the i^{th} paper

k : Number of papers in the semester.

n : Total number of papers

GP_i : Grade point earned
in the i^{th} paper

GP_k : Grade points earned
in the for all semester

The description of the final grades shall be as follows:

O: Outstanding (Excellent Analysis of the topic - 75% and above)

Accurate knowledge of the primary material, wide range of reading, logical development of ideas originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

A: Very Good (Excellent Analysis of the topic - 65 to 74 %)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

B: Good (Good Analysis and treatment of the topic - 55 to 64 %)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

C: Average (Some important points covered – 50 to 54%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

D: Satisfactory (Some points discussed – 45 to 49%)

Basic knowledge of the primary material, some organization of content, acceptable language or expression.

P: Pass (Any two of the above – 40 to 44%)

F: Fail (None of the above – 0 to 39%)

The performance of a candidate will be evaluated in terms of two indices, viz.

- a) *Semester Grade Point Average (SGPA)* which is the Grade Point Average for a semester
- b) *Cumulative Grade Point Average (CGPA)* which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the candidate has passed, the weights being the credit values of respective courses.

SGPA = Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum \{C_i * \text{GPI}\}}{\sum C_i} \text{---for a semester.}$$

Where GPI is the Grade and C is credit for the respective Course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the candidate has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$\text{CGPA} = \frac{\sum \{C_i * \text{GPI}\}}{\sum C_i} \text{---for all semesters taken together.}$$

Where GPI is the Grade and C is credit for the respective Course.

Note: If a candidate secures F grade in either or both of Concurrent Evaluation or University Evaluation for a particular course his/her credits earned for that course shall be ZERO.

Attendance: The candidate must meet the requirement of **75% attendance per semester per course** for grant of the term. The Director shall have the right to withhold the candidate from appearing for examination of a specific course if the above requirement is not fulfilled.

Since the emphasis is on continuous learning and concurrent evaluation, it is expected that the candidates study all-round the semester. *Therefore, there shall not be any preparatory leave before the University examinations.*

ATKT Rules: A candidate shall earn the credits for a given course in **MAXIMUM FOUR ATTEMPTS**. If a candidate drops a course (generic / skill) and opts for another course in lieu of the dropped course the attempts utilized for the dropped course shall be included in the maximum 4 attempts available to earn the credits for a course. The facility of dropping a course and opting for a new course in lieu of the dropped course shall be availed by the candidate only once during these four attempts available to him.

Maximum Duration for completion of the Program: The candidates shall complete the B.Voc in Travel & Tourism Program **WITHIN 4 YEARS** from the date of admission, by earning the requisite credits. The candidate will be finally declared as failed if she/he does not pass in all credits within a total period of four years. After that, such candidates will have to seek fresh admission as per the admission rules prevailing at that time.

Award of Grade Cards: The Savitribai Phule Pune University under its seal shall issue to the candidate a grade card on completion of each semester. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire program for obtaining the degree.

Final Grades: After calculating the SGPA for an individual semester and the CGPA for entire program, the value shall be matched with the grade in the Final Grade Points Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C, D, E, F.

Table II: Final Grade Points

Sr. No.	CGPA Range	Final Grade
1	09.50 - 10.00	O
2	08.50 - 09.49	A+
3	07.50 - 08.49	A
4	06.50 - 07.49	B+
5	05.50 - 06.49	B
6	04.25 - 05.49	C
7	04.00 - 04.24	P
8	0.00 - 03.99	F

A candidate who secures grade P or above in a course is said to have completed /earned the credits assigned to the course. A candidate who completed the minimum credits required for the B.Voc program shall be declared to have completed the program.

NOTE:

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent evaluation (out of 40 and University evaluation (out of 60), separately, for all courses offered by the candidate during the entire program along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire program, with break-up of Marks Scored in Concurrent Evaluation and University Evaluation (Semester Wise).
- e) Marks scored shall **not be** recorded on the Grade Card for intermediate semesters.
- f) The grade card shall also show the 10 point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.
- g) The final GPA shall not be printed unless the candidate earns the minimum 180 credits required for earning the B.Voc Degree.
- h) B Grade is equivalent to atleast 55% marks.
- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the candidate may be awarded higher final grade e.g. a candidate getting a GPA of 7.492 may be awarded grade A. The grade card shall also provide, on the reverse, the 10-point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.

Grade Improvement:

A Candidate who has secured any grade other than F (i.e. passed the BVoc in Travel & Tourism program) and desires to avail the Grade Improvement facility, may apply under Grade Improvement Scheme within five years from passing that Examination. He/she can avail not more than three attempts, according to the syllabus in existence, for grade improvement. He /she shall appear for University Evaluation of at least **1/3rd** Generic Courses (except Internships) for the purpose of Grade Improvement.

External Candidates: BVoc being a full time programme, there is no provision of external candidates.

Verification / Revaluation: Candidates can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the Savitribai Phule Pune University. There shall be Revaluation of the answer scripts of Semester-End examination but not of Industrial Exposure as per Ordinance of the University

Programme Outcome of B.Voc in Travel & Tourism:

1. Understand and apply the knowledge of Travel and Tourism.
2. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the future career.
3. Apply the concepts and skills necessary to achieve customer satisfaction.
4. Demonstrate leadership and teamwork to achieve common goals.
5. Conduct him/her in a professional and ethical manner, and practice industry-defined work ethics.
6. Communicate effectively and confidently in the classroom, community and in profession.
7. Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to maintain the unique values, traditions, and practices of the places.
8. Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the tourism industry.
9. Demonstrate ability to perform basic and supervisory level job functions in Travel and Tourism.

Title of the Programme - B. Voc In Travel & Tourism

Structure of the Course and the Scheme of Examination with Credit System

Year	Semester	Course Code	Title of the Course	Type of Course	Credits	Internal	External	Total marks
I	I	101	Business Organization and System	General	4	40	60	100
		102	Business Mathematics and Statistics	General	4	40	60	100
		103	Introduction to Functional English	General	4	40	60	100
		104	Principle & Practice of Tourism-1	Skill	4	40	60	100
		105	E-Tourism	Skill	4	40	60	100
		106	Office Automation	Skill	4	40	60	100
		107	On Job Training - Destination Visits & Report	Skill	6	100		100
			Total Semester – I			30	340	360
	II	201	Fundamentals of Business Management	General	4	40	60	100
		202	Tourism product	General	4	40	60	100
		203	Critical Thinking, Academic Writing & Presentation	General	4	40	60	100
		204	Tourism Marketing	Skill	4	40	60	100
		205	Principle & Practice of Tourism-2	Skill	4	40	60	100
		206	Travel agency & Tour Operation Business	Skill	4	40	60	100
207		On Job Training - Travel & Tour Internship	Skill	6	100		100	
		Total Semester – II			30	340	360	700

II	III	301	Travel Geography	General	4	40	60	100
		302	Communication & Personality Skill for Tourism	General	4	40	60	100
		303	Foreign Language Lab (French/German) 1	General	4	40	60	100
		304	Sale & Advertise In Tourism Management	Skill	4	40	60	100
		305	Ecotourism	Skill	4	40	60	100
		306	Hospitality management	Skill	4	40	60	100
		307	On Job Training - Tour Packaging & Itinerary Planning	Skill	6	100		100
		Total Semester – III		30	340	360	700	
	IV	401	Customer Relationship Management	General	4	40	60	100
		402	Travel Journalism	General	4	40	60	100
		403	Foreign Language Lab (French/German) 2	General	4	40	60	100
		404	Tourism Product design & destination development	Skill	4	40	60	100
		405	Tourism Impact Analysis	Skill	4	40	60	100
406		Tour Guiding & Escorting	Skill	4	40	60	100	
407		On Job Training - Study Tour and Report	Skill	6	100		100	
	Total Semester – IV		30	340	360	700		
III	V	501	Tourism Ethics, Law & Regulations	General	4	40	60	100
		502	Entrepreneurship In Tourism	General	4	40	60	100
		503	Human Resource management	General	4	40	60	100
		504	Lab In Airfares & Ticketing	Skill	4	40	60	100
		505	Sustainable Tourism Development & Trends	Skill	4	40	60	100
		506	Industrial Exposure (Project Work)	Skill	14	80	120	200
		Total Semester – V		34	280	420	700	

VI	601	Financial Accounting & Analysis of Banking Financial Statements	General	4	40	60	100
	602	Business Economics	General	4	40	60	100
	603	Environmental Education	General	4	40	60	100
	604	Travel Agency - Operation & Management	Skill	4	40	60	100
	605	Front Office Management	Skill	4	40	60	100
	606	Tourism Event Management	Skill	6	100		100
	Total Semester – VI			26	300	300	600

Total B.Voc – Travel & Tourism Management		180	1940	2160	4100
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Semester I

Business Organization and systems

Semester	I		
Course Code	101	General	4 Credits
Business Organization and systems			

Course Outcome	
1	Awareness about various activities of business, business practices and recent trends in business world.
2	Analyze challenges before the businesses and setting up of a business enterprise.
3	Develop the spirit of entrepreneurship among the students.
4	Know about the Domestic and Foreign Trade.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Nature and Evolution of Business 1.1 Human Occupations – characteristics of Business— Divisions of Business—Objectives of Business— Requisites for success in Business 1.2 Development of commerce – Evolution of Industry—The Industrial Revolution— Globalization—Emergence of MNCs 1.3 Recent Trends—Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce, On-line trading, Patents, trademarks and copy rights—Challenges before Indian business Sector	12
2	Forms of Business Organizations 2.1 Mixed Economy—Private Sector—Public Sector—Cooperative sector—Joint sector Service Sector 2.2 Forms of Business Organizations—Sole proprietorship— Partnership firm—Joint stock company—Features—Merits demerits and suitability of various forms of business	12
3	Setting up of a Business Enterprise 3.1 Decision in setting up of an enterprise—Opportunity and idea generation - Role of creativity and innovation 3.2 Project Report—Business size and Location decisions— Factors to be considered in starting a new unit—Government policies	12
4	Domestic and Foreign Trade 4.1 Whole sale and Retail Trade –Emergence of Foreign players in trading – Government policy-Effects of FDI on retail trade 4.2 Organization of finance –Insurance—Transportation and communication and other Services—Import and Export procedure	12

5	Business and Management 5.1 Objectives of Business—Changing concept, Professionalization 5.2 Nature of Management- Meaning, Definition, Nature, Importance & Functions Management an Art, Science & Profession-Management as social System 5.3 Concept of Management-Administration-Organization- Universality of management	12
		60

Learning Resources:		
1	Text Books	1. <i>Modern Business Organization - S.A. Sherlekar</i>
2	Reference Books	1. <i>Industrial Organization Management - Sherlekar</i> 2. <i>Business Organization and management – Y.K. Bhushan</i> 3. <i>Business Organization and system – Dr.M.V.Gite, Dr.R.D.Darekar, Prof.S.N.Nanaware, Dr.V.D. Barve- Success Publication,Pune</i> 4. <i>Business Environment - F. Cherunilam</i> 5. <i>Business Organization & Management – C.B. Gupta.</i> 6. <i>Entrepreneurial Development – S.S. Khanna.</i> 7. <i>Organizing and Financing of Small scale Industry – Dr. V. Desai</i>

Semester I
Business Mathematics and Statistics

Semester	I		
Course Code	102	General	Credits - 4
Business Mathematics and Statistics			

Course Outcome	
1	Awareness about various concepts of Business Mathematics & statistics to be used in Industry.
2	Know about the challenges before the businesses and business research data.
3	Use and importance of Statistics in the decision making process.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Pre-requisites (For objective type questions only) 1. Natural Numbers and Integers 2. H.C.F and L.C.M. 3. Fractions- addition, subtraction multiplication and division of two or more fractions 4. Laws of Indices 5. Ratio and Percentage 6. Proportion and partnership	14
2	Interest 1. Simple Interest 2. Compound interest (nominal and effective rate of interest) 3. Equated Monthly Instalments (EMI) (Reducing and flat rate of interest) 4. Examples Profit and Loss 1. Concept of Cost Price, Marked Price and Selling Price 2. Trade Discount and Cash Discount 3. Commission and Brokerage 4. Examples	12
3	Shares and dividends 1. Concept of Shares, face value, market value, Net Asset Value 2. Equity Shares and Preference shares 3. Dividend 4. Bonus Shares 5. Examples	08
4	Population and Sample 1. Definition and concept of Statistics 2. Scope of Statistics in Economics, Management Science and Industry 3. Concept of Population and Sample 4. Methods of Sampling: Simple Random Sampling and Stratified Random Sampling (Description of procedures only)	10

5	<p>Measures of central tendency</p> <ol style="list-style-type: none"> 1. Variables Qualitative and Quantitative, Raw data, Classification of data, 2. Frequency distribution, cumulative frequency distribution, 3. Histogram (finding mode graphically) Ogive curves and its uses. 4. Measures of central tendency: Mean, Median for ungrouped and Grouped data. <p>Measures of dispersion</p> <ol style="list-style-type: none"> 1. Concept of Dispersion 2. Measures of Dispersion – Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data 3. Measures of relative dispersion- Coefficient of range and coefficient of Variation 5. Examples 	16
		60

Note:	
	<p>Allocation of Marks:</p> <p>Theory - 30%</p> <p>Practical problems - 70%</p>

Learning Resources:		
1	Text Books	1. Business Mathematics by V.K. Kapoor (Sultan Chand And Sons)
2	Reference Books	<p>Recommended Books:</p> <ol style="list-style-type: none"> 1. Practical Business Mathematics by S.A. Bari (New Literature Publishing Company) 2. Fundamentals of Statistics by S.C. Gupta (Himalaya Publishing House) 3. Basic Statistics by B.L. Agrawal (New Age International Publishers) 4. Statistical Methods by S.P. Gupta (Sultan Chand And Sons)

Semester I
Introduction to Functional English

Semester	I		
Course Code	103	General	Credits - 4
Introduction to Functional English			

Course Outcome	
1	Acquaint the students with the various functions of English language
2	Familiarize students with the standard communication practices at workplaces
3	Prepare the students with communication competencies required in various situations

Syllabus:

Unit Number	Contents	Number of
1	<p>The Basics of English</p> <p>1.1 English Grammar: Parts of Speech, Sentence Construction, Tense etc.</p> <p>1.2 Vocabulary Skills</p> <p>1.3 Reading Strategies</p> <p>1.4 Common Errors: Nouns and Pronouns, Articles, Verbs, Concord, Adjectives, Adverbs, Prepositions, Subject-Verb Agreement</p> <p>1.5 Word Conversion</p> <p>Noun-Adjective</p> <p>Noun-Verb</p> <p>Verb-Adverb</p> <p>1.6 Reading Comprehension</p> <p>1.7 Writing Essays: Imaginative, Persuasive, Argumentative, Descriptive etc.</p> <p>1.8 Picture Description</p> <p>1.9 Transformation</p> <p>1.10 Paraphrasing</p>	12
2	<p>Functions of English</p> <p>The World English</p> <p>2.1 Primary functions:</p> <p>A) Native & Non-Native Varieties of English</p> <p>B) English as Foreign Language, Second language, International language,</p> <p>2.2 Secondary functions:</p> <p>A) Use of English in Technology</p> <p>B) Use of English in Media</p> <p>C) Use of English in Education</p> <p>D) Business English</p>	12

3	Introduction to Phonetics 3.1 Phonemes (Speech Sounds) 3.2 Vowels 3.3 Consonants 3.4 Word Accent 3.5 Stress (Word Stress & Sentence Stress) 3.6 Intonation 3.7 Useful tips for standard pronunciation 3.8 Tongue-twister exercises	12
4	Conversational Skills 4.1 Introducing self & others 4.2 Telephonic interactions: taking messages, making appointments, making enquiries regarding travel/hotel bookings, apologising, complaining, giving information, telephone etiquette 4.3 Extempore Series 4.4 Giving short speeches 4.5 Describing any personality/ product/ event /incident 4.6 Role Play	12
5	Writing Skills 5.1 Note-Taking, Note-Making 5.2 Summarizing 5.3 Writing Book Reviews 5.4 Writing Film Reviews 5.5 Poster-Making 5.6 Preparing short PowerPoint presentations Careers Skills: 5.7 Resume writing 5.8 Writing a job application 5.9 Email communication 5.10 SWOT Analysis	12
		60

Learning Resources:		
1	Books Recommended	<ol style="list-style-type: none"> 2. <i>Krishnaswamy, N. Modern English – A Book of Grammar, Usage & Composition. Macmillan India Ltd.</i> 3. <i>Eastwood, J (2005) Oxford Practice Grammar. UK: Oxford.</i> 4. <i>Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004.</i> 5. <i>Mohan Krishna & Singh, N. P. (1995) Speaking English Effectively. New Delhi: Macmillan India.</i> 6. <i>Raman, M. & S. Sharma (2011) Communication Skills, OUP, New Delhi, India.</i>

7. *Pandey J. H. (2008) Complete Grammar, Shree Book Centre, Mumbai, India.*
8. *Hewings, M. (2011) Advanced English Grammar. Cambridge Univ. Press, India.*
9. *Leech, G. & J. Svartvik (2002) A Communicative Grammar of English. Pearson, India.*
10. *Balasubramanian, T. (2013) A Textbook of English Phonetics for Indian Students, 2ndEd., Macmillan, New Delhi.*
11. *Sethi, J. and P. V. Dhamija (2007) A Course in Phonetics and Spoken English, 2ndEd., Prentice Hall, New Delhi.*

Semester I

Principle & Practice of Tourism-1

Semester	I		
Course Code	104	Skill	Credits - 4
Principle & Practice of Tourism-1			

Course Outcome	
1	Basic concepts, terms & provisions of Tourism.
2	Awareness regarding principles & practices of Tourism
3	Equip with the International Travel requirement.
4	Knowledge about various National and International tourism organizations.

Unit Number	Contents	Number of Sessions
1	Travel and tourism through the ages: Early Travels, 'Renaissance and 'Age of Grand Tours' Emergence of modern Tourism, Factors affecting growth of Tourism.	10
2	Tourism Definition, Meaning, Nature and Scope; Tourist, Traveller, visitor and Excursionist —definition and differentiation; Leisure. Recreation and Tourism inter relationship; Typology and forms of tourism international, inbound, outbound, interregional, intra-regional, domestic, international, national and other forms; social tourism	12
3	Tourism an Overview-components (5A's Attraction. Accessibility, Accommodation, Amenities and Activities), Tourism System and elements of Tourism (Lieber's model)- Characteristics of Tourism (Intangibility. Perish ability. Variability. Inseparability. Heterogeneous. Multitude of Industry, Pricing Competitiveness/ Flexibility. Interrelationship of elements)	12
4	Introduction to Tourism Industry -Travel Agency History Operation /Functions — Types. Tour Operators-Functions-Types. Accommodation Industry Types - Classification-Supplementary Souvenir Industry and Shopping; Transportation (Air, Water. Land) —Role of Transportation in Tourism (Airlines, Railways. Cruises, Coaches, Car rentals, etc.)	14
5	International travel requirements (Passport, Visa, Health certificates and insurance). Role and functions of NTO and tourism authorities of various levels (National, State, Local) Tourism Organizations- National and International ITDC, FHRAI, IATO, TAAI, UNVVTO, IATA, UFTAA, PATA	12
		60

Textbook & References

- 1 . P.N Seth Successful tourism management, sterling publishers, New Delhi
2. A K Bhatia: International Tourism Management. Sterling Publishers

3. A K Bhatia: Tourism Development: Principles and Practices • Sterling Publishers.
4. A K Bhatia : The business of Tourism concept and strategies , sterling publishers

Semester I E- Tourism

Semester	I		
Course Code	105	Skill	Credits – 4
E- Tourism			

Course Outcome	
1	Knowledge about the E commerce and digital trends in Tourism
2	Equip with various methods, concepts, types, and trends in Tourism & Travel Management
3	Ready to prepare the MIS for the industry.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to E-Tourism- Historical development- Electronic technologies' for data processing and communication- Hardware and Software-Strategic, Tactical and operational use of IT in Tourism.	12
2	E-Commerce-Starting an e-business- E marketing of tourism products- Typologies of E-tourism- Business models in the wired economy, B2B, B2C.OTA	12
3	What is CRS? How it functions? CRS for Rail Transport, Hotel Bookings. Airlines: Different package; Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.	12
4	History of Total quality management, Principles of TQM, Features of TQM, Tool and techniques of TQM, TQM implementation, Barriers to TQM implementation. MIS: Organizational Theory and Systems Approach to MIS. Conceptual Design phase of MIS, Detail design of MIS. Implementation phase. Quality Assurance and Control. Management Knowledge System.	12
5	Social Networking: Meaning. Important and its impacts on Tourism Business; Current debates in E-Tourism. Future of E-Tourism	12
		60

Note:

	Theory as well as practical orientation of E- Tourism shall made available through the use of digital mediums
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Learning Resources:

1	Reference Books	<ol style="list-style-type: none">1. Lucas Jr.. H.C. (2005) Information Technology for Management, McGraw Hill.2. Burch J and Grudnitski G (1989). Information Systems: Theory and Practice. 5thed.. John Wiley, New York.3. David V (1992). 'Foundations of Business Systems, Dryden Press, Fort Worth.4. Eliason A.L. (1987), 'Online Busine THM5P36: SKILL COURSE:EDP workshop and training in Tour Agencies. ss Computer Applications', 2nd ed.. Science Research Associates. Chicago.5. Estrada S (1993), Connecting to the Internet, O'Reilly, Sebastopol C
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Semester I
Office Automation

Semester	I		
Course Code	106	Skill	Credits - 4
Office Automation			

Course Outcome	
1	Knowledge about Basic understanding of MS Office
2	Ability to use all the programs of M.S Office and various tools.
3	Use of MS Office for the office automation.

Syllabus:

Unit Number	Contents	Number of Sessions
1	INTRODUCTION TO MS OFFICE: About MS Office, Why MS Office, What Are Documents and Templates WORD: Introduction To Document, Formatting Text, Editing Text, Creating Template, Insertion Of- Table, Image, Text Box, Cover Page, Header, Footer, Date And Time, Page Number; Margin, Page Setup, Printing Document; Mail Merge- Creating Main Document, Data Source, Adding and Removing Fields, Bulleted and Numbered Lists, Page Formatting, Graphics, Adding tables, styles	15
2	POWERPOINT: Introduction To Slide, Inserting Slide, Navigation In Presentation, Insert-Text, Text Style, Clip Art, Table, Chart, Picture, Audio, Video; Layout, Slide Design, Master Slide; Enhancing Presentation With Multimedia Effect -Animation, Transition, Slide Show, Recording Sound Slide By Slide, Auto Content Wizard, Template, Slide View, Printing Presentation, Sharing presentation, Working with multimedia, Formatting presentation, Editing presentation	15

3	<p>EXCEL: Introduction To Spreadsheet, Rows, Columns, Cells, Navigation, Selection of Cells, Resizing Columns, Series Fill, Working with Formulas, Formatting worksheets, Formatting Cells, Editing worksheet, Alignment, Conditional Formatting, Cell Styles, Inserting Chart, Data Sort, Filters, Functions, Pivot Table, Pivot Charts, Workgroup, Protecting Worksheet, Printing Worksheet ,Data tables, Workbook security, Translate worksheet, Adding graphics, Marcos, Templates, Themes, Styles, Data validation</p> <p>ACCESS: What Is Database, Creating New Database, Database through Table Wizard, Creating New Table, Rename Columns, Creating Table through Design View, Relationship, Query, Forms, Reports, Webpage</p>	15
4	<p>OUTLOOK: What Can Do with Outlook, Toolbars, Adding Contact, Address Book, Changing View, Finding Contact, Filtering Contact, Sorting Contacts, Calendar, Tasks, Journal, Inbox, Reviewing Email, Notes, Action on A Message, Personalizing Message with Signatures, Tracking Message, Automating Tasks Using Message Rules PUBLISHER: Introduction- Use The Catalogue Features, Use The</p> <p>Quick Publication Wizard, creating a Letterhead, Saving Letterhead, Changing Look of Publication, Formatting Text, Aligning the Text, Manipulating Frames, Adding Object to Publication, Banners</p>	15
		60

Note:	
	Entirely lab based training and evaluation

Learning Resources:		
1	Reference Books	<p>Textbook:</p> <ol style="list-style-type: none"> OFFICE 2016 for Dummies by Peter Weverkar Step by Step Microsoft Word 2013 by Joan Lambert and Joyce Cox Step by Step Microsoft OFFICE 2013

Semester I
On Job Training - Destination Visits & Report

Semester	I		
Course Code	107	Skill	Credits - 6
On Job Training - Destination Visits & Report			

Course Outcome	
1	Practical approach of face to face with the future industry they are going to work for.
2	To understand the basics of the travel & tourism Industry in a practical way
3	Skills to arrange the seminar/ workshop.
4	Report writing and presentation.

Students have to visit two major tourism destinations in the neighbourhood or vicinity of the institution as a case study and prepare a detailed report on the destination; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A seminar / workshop can also be arranged.

Evaluation: Evaluation can be done internally with appropriate methods such as report writing, presentations, viva-voce or poster making.

Semester II
Fundamentals of Business Management

Semester	II		
Course Code	201	General	Credits – 4
Fundamentals of Business Management			

Course Outcome	
1	Awareness about the various concepts of management
2	Understand the contemporary management practices
3	Analysis the professional challenges that managers face in various organization

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Principles of Management: 1.1 Basic Concepts: Definition of Management, Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Mary Parker Follet, Rensis Likert, Chestard Bernard, Douglas McGregor, Peter Drucker, Michael Porter and C.K. Prahlad 1.2 Approaches to Management: Scientific Approach, Systems Approach and Contingency Approach. 1.3 Managerial Competencies: Communication, team	14
2	2.1 Organization: Formal and Informal, Line and staff relationship, Centralization Vs. Decentralization, Basic issues in organizing, work specialization, chain of command, delegation, span of management, Organization Structure - bases for departmentation. 2.2 Organizational Culture: Cultural Diversity, Multi Ethnic Workforce, Organizing Knowledge resource	14
3	3.1 Planning: Nature & elements of planning, planning types and models, planning in learning organizations; Types, Steps, MBO, MBE, Planning Premises. 3.2 Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, models of decision making, increasing participation in decision making, decision-making creativity.	12
4	4.1 Controlling: Process, Standards and Bench Marking - Co-ordination- Principles of Co-ordination-Inter-dependence.	10
5	5.1 Challenges in Management: Change Management -Timing of Change- Reaction to change-Planning organizational Change-Technological Change- Effective use of Communication Devices and IT.	10
		60

Learning Resources:		
1	Text Books	Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi. Management by Koontz and Wehrich, TMGH Management by Stoner, et. al., Prentice Hall of India, New Delhi.
2	Reference Books	Management by Hellregel, Thomson Learning, Bombay Management by Robbins & Coulter, Prentice Hall of Hall of India, New Delhi. Management - Text & Cases by Satya Raju, PHI, New Delhi. Management by Richard L. Draft, Thomson South-Western

Semester II

Tourism Products

Semester	II		
Course Code	202	General	Credits – 4
Tourism Products			

Course Outcome	
1	Analysis of various classification of tourism products
2	Explain the students, heritage and background of the travel and tourism ..
3	Expose students to a systematic frame work of classification and verities of tourism products

Syllabus:

Unit Number	Contents	Number of Sessions
1	Tourism Product —Definition and Differentiation —Tourism Products and Attraction: Elements and Characteristics of Tourism Products- Typology of Tourism Products —Unique Features of Tourism Products in India: Geography of India- Physical and Political features. World’s important tourism Destinations	12
2	Cultural Resources-Performing- Arts of India, Classical Dance and Dance Styles-Indian Folk Dances-Music and musical Instruments- Handicrafts of India, Craftsmanship-Indian painting —Fairs and Festivals-Cuisines and specialty dishes	10
3	Architectural Heritage of India- India's Architectural styles-historic monuments of Tourist; significance (ancient medieval and modern)- Important Historic /Archaeological sites. Museums, Arts Galleries, Libraries their location and Assets-Religious Shrines/Centres- Hindu Buddhist, Jain. Sikh, Muslim. Christian and others —World Heritage Sites in India	12

4	Nature based Tourism; Wild Life Sanctuaries. National Parks, Botanical Gardens. Zoological Parks, Biosphere reserves; Mountain Tourism with special reference to Himalayas. Desert Tourism with special referenced to Rajasthan, Tourism in Coastal areas —Beaches, Islands, Coral Reefs; Backward Tourism with special reference to Kerala; Adventure tourism —Classification of Adventure tourism —Land based, water Based- Aero Based with suitable examples	14
5	Important Tourism Destinations in Kerala: Natural man made. Biotic emerging trends in Kerala Tourism: Responsible Tourism, Medical Tourism - Ayurveda Yoga —Backwaters Wild Life Festivals Village tourism, Eco Tourism, Alternative, Rural Agro and Sustainable Tourism	12
		60

Learning Resources:		
1	Reference & Text Books	<ol style="list-style-type: none"> 1. Jacob Robinet et al Indian Tourism Products, Abijeeth Publications. NewDelhi 2. Acharya Ram , Tourism and cultural Heritage of India: ROSA Publication 3. Basham . A L the wonder that was India : Rupa and Company , Delhi 4. Manoj Dixit, CharuSheela, Tourism Products, New Royal Books 5. Hussain AK The National Culture of India . National Book Trust New Delhi 6. Kaul H .K Travellers India Oxford University press

Semester II
Critical Thinking, Academic Writing & Presentation

Semester	II		
Course Code	203	General	Credits – 4
Critical Thinking, Academic Writing & Presentation			

Course Outcome	
1	Equip with the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments
2	Developing appropriate and impressive writing styles for various contexts.
3	To equip students for making academic presentations effectively and impressively.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Critical Thinking Introduction to critical thinking – Benefits - Barriers – Reasoning - Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension- Critical thinking in academic writing - Clarity - Accuracy – Precision - Relevance	12
2	Research for Academic Writing and the Writing Process Data collection - Use of print, electronic sources and digital sources - Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading	10
3	Accuracy in Academic Writing Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations	12
4	Writing Models - Letters - Letters to the editor - Resume and covering letters - e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda - Essays	14

5	Presentation Skills Soft skills for academic presentations - Effective communication skills – Structuring the presentation - Choosing appropriate medium – Flip charts – OHP - PowerPoint presentation – Clarity and brevity - Interaction and persuasion - Interview skills –Group Discussions	12
		60

Learning Resources:		
1	Reference & Text Books	Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. <i>Critical Thinking, Academic Writing and Presentation Skills</i> . Pearson Education and Mahatma Gandhi University

Semester II

Tourism Marketing

Semester	II		
Course Code	204	Skill	Credits – 4
Tourism Marketing			

Course Outcome	
1	Awareness of the fundamental concepts of Marketing & marketing Mix.
2	Understand the relation of marketing in reference with tourism and its association with the customers
3	Apply the knowledge - visualize and plan the tourism packages.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Marketing: Concept and definition and its significance in tourism industry. Basic concept of needs and wants; demand, product service market and sales. Significance of service and characteristics of service marketing. differentiation of product marketing. and service marketing. Defining marketing mix, the 8ps of marketing mix	16
2	Market mix in tourism industry. product: definition and level, nature of tourism product, stages of launching a new product. Product life cycle (PLC) Branding concept and need of branding of a product for a tourism company pricing: definition and influencing factors: major pricing strategies for product of tourism industry	14
3	Promotion: major tools of promotion mix —word —of-mouth information, advertising sales promotion, public relation, personal and social selling; importance of advertising in tourism, selection of messages and media, media timing. distribution: definition: factors influencing in distribution policy, distribution system, the role of travel agency tour operator as intermediaries	14
4	Destination planning and product diversification, destination marketing. marketing strategy in the new digital age —E business, E commerce and e marketing the complementary marketing. Role of media in promotion of tourism T V —Radio newspaper travel magazines — documentaries- guide book —travel writers — electronics; destination marketing —necessary attributes for an ideal tourist destination, destination life cycle, marketing strategy for promotion and development of a tourist destination	16

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Learning Resources:		
1	Reference & Text Books	<ol style="list-style-type: none"> 1. Bisht . ss (2010). Tourism marketing, market practices in tourism industry . Sarup book publishers pvt ltd new delhi 02 2. Holloway JC , plant pv(1988): marketing for tourism , pitman publishing ,London 3. Jha SM : Tourism marketing , kotler p , bowen , J and Makens j (1996) Marketing for hospitality and tourism, Prentice Hall upper sandal river , USA , NJ-07 458 4. Mac lean ,H (1984) : marketing management(tourism in your business) Canadian hotel and restaurant limited

Semester II
Principles and Practices Of Tourism II

Semester	II		
Course Code	205	Skill	Credits – 4
Principles And Practices Of Tourism II			

Course Outcome	
1	Understand the Travel Motivation theory.
2	Know about principles & practices of Tourism in detail.
3	Apply the concept of tourism planning and development.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Travel motivation—Definition of travel motivation concept of motivation—evolution of demand. Growth factors—physical motivators rest and recreation motivators health motivators ethnic and family motivators rent professional and business motivators	12
2	Demand for Tourism—measurement of tourism, types of tourist statistic—general problems of measurement methods of measurement—Tourism satellite account—Tourism barometer—Statistical review of spenders and earners of tourism—Kerala India and major world destination.	13
3	Socio economical factor in Tourism : Impacts of Tourism—Economic, Environmental, Social, cultural Economic benefits—the multiplier effect—development of infrastructure—regional development-effects on employment—tourism and economic value of cultural resources-tourism and international understanding, national integration through tourism	14

4	Tourism planning and development —tourism planning process —assessment of tourist demand- environmental dimension of tourism —carrying capacity-sustainability conservation policy responsible tourism; Features of tourist destination — essential facilities and services for tourism development-Tourism development in India-Sargent committee-5 year plan- Tourism policy	13
5	Tourism products-Definition —Product levels of Kotler-Product design —issues and	08
		60

Learning Resources:

1	Reference & Text Books	<ol style="list-style-type: none"> 1. Seth Pran Nath (1999) Successful Tourism management (vol. 1,2)7 2. Cooper Fletcher et al (1993) tourism principles and practices, Pitman 3. Bhatia A K International Tourism 4. S Babu ,S Mishra BB Panda :Tourism development revisited; Response — Sage 5. R Jacob et al: Tourism product of Indian national perspective; Abhijeet publications
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Semester II

Travel Agency and Tour Operation Business

Semester	II		
Course Code	206	Skill	Credits – 4
Travel Agency and Tour Operation Business			

Course Outcome	
1	Know about the basic concepts, terms & provisions of tour Operation Business
2	Understand the major operations of travel and tour.
3	Demonstrate the same in the working environment / Class room.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Tour Operations/travel Agency Business- Difference between agent and tour operation, Various departments of a Travel agency and its functions, How to setup a travel agency and tour operator-IATA rules and regulations for travel agency approval, DOT rules and regulations for travel agent approval, Types of organization: Proprietorship, Partnership, Corporate.	16
2	Itinerary Planning: Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary. Itineraries of Golden Triangle. Buddhist Circuit, Beach destinations, Popular Outbound Itineraries of Singapore. Malaysia, Thailand.	14
3	Visas- Visa and its types, Preparing Visa cases, Formalities required for various Visas like Schengen, UK. Us, Dubai and Far East, Verification of Endorsed Visa on the Passport.	16

4	Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, Outbound and domestic), Types of package tours; Use of CRS in travel agencies.	14
		60

Learning Resources:

1	Reference & Text Books	<ol style="list-style-type: none"> 1. Chand Mohinder (2007), Travel Agency Management: An Introductory Text (2nd revised and enlarged edition), Anmol Publications. 2. PrenNath Seth (1992) Successful Tourism Management vol.1&2, Sterling Publications, Delhi. 3. Stevens Laurence (1990) Guide to starting and operating successful Travel Agency. Delmar Publishers Inc., New York. 4. JagmohanNegi (2008) Travel Agency and Tour Operation Concepts & Principles, Kanishka Publishers. 5 Armin Dieter Lehmann, 'Travel & Tourism: An Introduction to Travel Agency Operations, McMillan Publishing Company
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Semester II

On Job Training Travel and Tour Internship

Semester	II		
Course Code	207	Skill	Credits – 4
On Job Training Travel and Tour Internship			

Course Outcome

1	Practical exposure by knowing the travel agency or tour operator.
2	Apply the basics of the travel & tourism Industry in a practical way.

Students have to undergo hands on comprehensive training or internship in a travel agency or tour operator firm for two to three weeks. They have to submit a training report also as part of the programme after the internship.

Evaluation can be done internally with appropriate methods such as report writing, presentations, viva-voce or poster making.

Semester III Travel Geography

Semester	III		
Course Code	301	General	4 Credits
Travel Geography			

Course Outcome	
1	Understand the importance of geographic knowledge to the sale of travel.
2	Apply the knowledge in the more efficient and effective counselling of clients' travel needs and desires, as far as European and Middle Eastern Destinations are concerned
3	Analysis of Geographic knowledge of travel areas can assist the student in the cross-selling and up-selling of pertinent travel products to clients.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Geography – Definition, scope and contents of geography of tourism – Physical Geography; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World.	15
2	Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development – Linkages; seasonality and destinations – seasons and climate seasonality in tourism	15
3	Tourism and Geography: Role of Geography in tourism map reading; Maps; Types of maps – Scale; Topo sheets; Signs and symbols; use of technology in geography	15

4	Tourist Destination and attractions of major countries (in brief): Asia, Africa and Middle East, Europe	15
		60

Learning Resources:		
1	Reference Books	1. Burkhardt and Madik "Tourist Past and Present and Future" Butterworth Heinemann Several Edition 2. Gilbert Sigeauxz "History of Tourism" 3. Herbert "Heritage Tourism and Society" 4. Maisels "Early civilization of the old world"-Business Books communica1978 5. Nisbet "Social change and History "Oxford University press 1972 6. Roger Housden "Sacred Journeys in a modern World "-Simon and Schuster. New York 1979 7. T Walter Wallbank "Civilization past and Present"-Scott Foresman .London 1978

Semester III

Communication & Personality Skill for Tourism

Semester	III		
Course Code	302	General	4 Credits
Communication & Personality Skill for Tourism			

Course Outcome	
1	Develop the skills of professional under graduate students for proper self explanation, social communication,.
2	Improve the personality, communication skills and develop students confidence.
3	Understand and analysis of the customer's needs and satisfaction.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Communication: Meaning, Role, Functions, Importance and Essentials of communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Classification of communication (Formal and Informal; personal, Inter-personal, Group & Mass; Vertical & Horizontal; Upward & Downward; One-way & Two-way; Verbal & Non verbal).	15

2	Telecommunication Skills: Communication over Telephone for reminder/ follow up of events, Telephone Handling Skills, Complaint Management, Resume writing and facing interviews, Report Writing..	15
3	Personality and Body Language: Definition, Types, Characteristics of personality; Importance of Dressing and& Etiquettes in Business Communication; Fiscal Expression, Eye Contact, Posture, Dressing Sense, Attitude	15
4	Customer: Definition of Customer, Internal customer, External customer; Definition of Service provider; why are some service providers better than others? Definition of satisfied/ dissatisfied customer; consequences of satisfied/ dissatisfied customers, Definition of Quality. Customer satisfaction, Customer Delight, Key areas of customer care; The product or the service itself, Sales and promotion of the services; After sales support to the customer; Organizational culture. Customer Feedback, Feedback tools.	15
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Communication: Making connections (7th edition) William J. Seiler, Addison Wesley. 2. Chrissie Wright: Handbook of practical Communication skills, Jaico Publishing House. 3. Chaturvedi P.D, Business Communication: Concepts Cases and Applications. Pearson Education. 4. Kaul, Asha (2006), Business Communication, Prentice Hall. 5. Taylor, Shieley (2003) Communication for Business, Pearson Education. 6. Sharma R.O & Mohan Krishna: Business Correspondence and Report Writing, Mcgraw Hill
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Semester III
Foreign Language Lab (French/German) - 1

Semester	III		
Course Code	303	General	4 Credits
Foreign Language Lab (French/German) - 1			

Course Outcome	
1	Awareness about any one foreign language..
2	Understand the dialogue and dialogue presentation.
3	Develop the interpreting skills and confidence.

Syllabus: French / German – I

Unit Number	Contents	Number of Sessions
1	To introduce oneself and others- Numbers+ Telephone numbers - Alphabets and to spell i name.-To order something and pay for it in a Cafd.-Introduction to Money-Euro- How is it in a German course.-Countries and Languages-Wellness and complaints- Profession-Weekend activities and hobbies-Currencies in different countries.- Classroom things- Communication: To make requests and wishes.- Calendar: Days and Months.	10

2	Country names with and without articles- Sightseeing places in Europe- Countries and languages spoken in them- To be able to describe Trivandrum- Railway station and Airport-Capitals of other Countries- To describe different types of houses and comment on them.- To describe things and people- Rooms, furniture and how to make a house ready to live in-Shifting of a house.- Repetition of "Restaurant"- Rented house, to rent a house, hostel . - To move in to a new house .	10
3	Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.- Vocabulary related to "a visit to doctor"- Daily routine-Things in a city.- Hour/clock- To fill in information in a form.- To ask "way" to somewhere to a person.- To tell the place where different people work.- Orientation in a house- To arrange appointments- Holidays and festivals- Ordinal numbers	10
4	Professions and its descriptions- Repetition of daily routine.- To handle the situation in a bank- Place details e.g. in a workshop, at the university etc. vat. prepositions- To know about sightseeing places in Berlin.- To describe a Way.- To make a city plan and to describe it- To narrate about a travel.- To write a Postcard.	10
5	To speak about vacations and holidays- To describe about an accident.- To formulate W-questions wrt. theme "Holidays"- In a supermarket and eating habits- To shop provisions-Measurements and weights- News COURSE advertisements- Time of meals, names of dishes, menu, and recipes.- Vegetables, cutlery, vessels, fruit set .	10
6	Fashion, Weather, buying clothes, and colors.- Winter holidays and summer holidays- Body parts and sports, illnesses and emotions- More body parts and vital organs- To which doctor should I go -Which doctor do you recommend ?	10
		60

Learning Resources:

1	Reference Books	French – 1) Synchronie I – Methode de Francais 2) Madangobalane – Samita Publicaion, Chennai 2007 German - Lernziel Deutsch, Max Huber verlag, Reihe 1-7
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Semester III

Sale & Advertise In Tourism Management

Semester	III		
Course Code	304	Skill	4 Credits
Sale & Advertisement In Tourism Management			

Course Outcome	
1	Understand the Sales Management and its process in Tourism Management.
2	Know the importance of Advertisement in the tourism management.
3	Analysis for media selection and preparation of budgeting for advertisement.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to sales management; Introduction, sales strategy. selling in tourism. Personal selling; Importance, Role and qualities of sales persons, organizing sales department. Recruiting and Training Sales Force.	12
2	Sales process; Significance, theories (AIDAS, Buying formula theory). process of personal selling; selling skills; Types of sales presentation, planning the presentation strategy, presentation skills; sales display; Objectives. principles of display, types of display; managing sales promotion; managing consumer promotion, types of consumer promotion, managing sales force promotion	12
3	Advertisement: Meaning, History of Advertising, types, uses and abuses of advertising, advertising methodology, strategy & approach to advertising campaigns, sales support strategies: brochures, folders, display materials, newsletters, printed publicity material; Advertisement design and development; Advertisement design and marketing objectives, advertisement presentation, creating print and electronic media.	12
4	Media selection, planning and scheduling; Media planning process, media selection process, media scheduling, International media strategy; Measuring advertisement effectiveness; Concept, types of advertising evaluation, (pre-testing and post testing techniques of advertising evaluation);	12
5	Advertising Budget - advertising budget and advertising agencies; Setting up of advertising budget, methods of budgeting. concept of advertising agencies, functions of advertising agencies.	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none">1. Anderson B Robert, Professional Sales Management, Prentice Hall Inc.2. George E Belch & Michael A Belch. Advertising and Promotion: An Integrated Marketing Communication. Perspective Irwin/ Macgraw Hill Inc.3. John A Quelch, Sales Promotion Management, Prentice Hall International. London4. Hebert Zenner. Guide to Media Management. Lincolwood, NTC Business Books.5. Smith F Roger- Sales Management-A Practitioner's guide, Van HarenPublishing.6. Sharmaq, Sangeeta& Singh Raghuvir, Advertising: Planning and Implementation, Prentice Hall of India
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Semester III Ecotourism

Semester	III		
Course Code	305	Skill	4 Credits
Ecotourism			

Course Outcome	
1	Understand the concept of Ecotourism.
2	Know about various Eco Tourism resources in India.
3	Recognize the role of Ecotourism in National and International bodies.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Environmental Studies: Definitions, components of environment, types of environment (An overview of food chains, food web and energy flow). Bio-Geo Chemical Cycles; Environmental Pollution: Air, Water and Noise Pollution with special reference to Tourism activities, Green House Effect, Depletion of Ozone layer threats due to global warming.	12
2	Concept and Origin: Emergence of Eco-Tourism, growth and development, definitions. Principles of Eco-Tourism, An overview of Eco-Tourists.	8
3	Eco-Tourism Resources in India: Caves, National Parks, Wildlife Sanctuaries, Tiger Reserves, Biosphere Reserves, Wetlands, Mangroves, Coral Reefs and Desert Ecosystem	10
4	Eco-Tourism Planning and Development Strategies: Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infra-structure Development, Industry Involvement Training Programme both at Operational and Promotional Level	15
5	Role of Eco-tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI, Case Studies of Ajanta-Ellora Development Project, Lonar Crater. Periyar National Park, Goa, Ecotourism at Himachal Pradesh.	15
		60
Learning Resources:		

1	Reference Books	<ol style="list-style-type: none"> 1. Baldwin J.H. (1985) Environmental Planning and Management, I.B.D. Dehradun. 2. Singh Ratandeeep: Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi. 3. Romila Chawla: Wildlife Tourism and Development, Sonali Publications. New Delhi. 3. Eagles P.F.J. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman). 4. Khoshov T.N. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).
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Semester III

Hospitality Management

Semester	III		
Course Code	306	Skill	4 Credits
Hospitality Management			

Course Outcome	
1	Understand the concept of Hospitality Management.
2	In depth study of Hotel Management.
3	Familiar with the various services in Hospitality Management.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Definitions- hospitality and hotel —link between hospitality and travel and tourism industry. travelers at rest , home away from home —hospitality culture , Athithi devo Bhavah expectations of the guest.	12
2	Classification and categorization of hotels —hotel ownership- a brief account of commercial hotels- residential hotels ,resort hotels ,Airport hotels , Bed and breakfast hotels , convention hotels , casino hotels , motels , emerging trends in accommodation—time share , Condominium , Home stays , tree huts, houseboats, capsule hotel, major hotel chains in India —FHRAI.	12
3	Brief account of hotel operations : front office and back office areas , public and private areas — organization and structure and function — major departments — types of rooms — use of IT in hotel industry	12
4	Front office organizational structure and functions. House keeping; organizational structure — important house keeping activities in hotels — co ordination with other departments advantages of good house keeping and problems of poor house keeping . Food and beverage operations: organizational structure and function — food product and service . restaurants. Types of menu, types of service	12

5	Security department-responsibility- security system in hotel; marketing department, HR department , engineering and maintenance department, accounting department	12
		60

Learning Resources:		
1	Reference Books	<ol style="list-style-type: none"> 1. John R Walker —introduction to hospitality management —person education India 2. Mohammed zulfikar —Introduction to tourism and hotel industry, UBS pub. New delhi 3. Dennis L Foster - VIP and Introduction to hospitality. Mcgraw hill New Delhi 4. M L ksavana and R M Brooks — front office procedures , educational institutions 5. Sudhir Andrews — Hotel front office management , mcgraw hills New Delhi

Semester III

On Job Training - Tour Packaging & Itinerary Planning

Semester	III		
Course Code	307	Skill	6 Credits
On Job Training - Tour Packaging & Itinerary Planning			

Course Outcome	
1	Practical exposure with the future industry they are going to work for.
2	Practical and hands on experience of “Tour Packaging and Itinerary Planning.

Students have to visit a nearest tour company in a city.

Fully involve in the next tour planned by the tour company.

Understand the concept of Tour Packaging and Itinerary Planning.

Prepare a complete report on the subjects in the spiral form with an experience certificate of Tour Company.

Total Duration – **45 Days**.

Evaluation: Evaluation can be done internally with appropriate methods such as presentations, viva-voce.

Semester IV

Customer Relationship Management

Semester	IV		
Course Code	401	General	4 Credits
Customer Relationship Management			

Course Outcome	
1	Develop the core concepts of CRM paradigm.
2	Understand the role of appropriate business process and technology management capabilities in managing customer relationships.
3	Understand the organizational context of CRM.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to CRM: conceptual framework of customer relationship and its management evolution. customer relationship marketing ,types of CRM-win back prospecting ,Loyalty, cross sell and up sell ,significance of CRM in modern business management	12
2	CRM strategy: introduction to CRM—Planning, strategy for CRM , process of segmentation , choice of technology, choice of organizational structure for CRM, Understanding the market intelligent enterprise.	12
3	CRM —implementation —implementation of CRM: business oriented solutions, Project management ,CRM in service , CRM in financial services	12
4	E —commerce in CRM —use of e-commerce in CRM ,CEM and data mining , information required for effective CRM	12

5	Customer loyalty and CRM : concept of loyalty at CRM :definition of loyalty , customer loyalty and customer decency, process of developing customer loyalty status of CRM in Indi.a	12
		60

Learning Resources:		
1	Text Books	1. Customer Relationship Management – Concepts and Technologies by Francis Buttle, 2nd Edition, Butterworth Heinemann, Elsevier 2. Relationship Management – Text and Cases, S. Shajahan, TMGH.
2	Reference Books	3. Kotler P Marketing management , Pearson Education 4. Saxena R marketing management Tata Mcgraw Hill 5. Ramana V Somayagulu GH customer relationship management .Excel books 6. Govinda K Bhat Customer relation management ,Himalaya

Semester IV Travel Journalism

Semester	IV		
Course Code	402	General	4 Credits
Travel Journalism			

Course Outcome	
1	Define the importance of Public Relation in travel management.
2	Know the role and qualities required of Travel Journalist.
3	Aware about ways of journalism.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Principles of Public Relations (PR) – PR Ethics – Mass Communication– Knowledge Organization and skills –Image building – Goodwill, Feedback – Roof PR in Organization	12
2	Advertising Photographer & inhabitations – Conference – Conflict – PR in Tourism Industry	12
3	Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media – Visual Media	12
4	Web Journalism – Suppliers of News – Editor – Languages and Styles – Theories of Mass Communication – News Agencies – Journalism as a Carrier and Profession	12

5	Qualities required as a reporter – Mouse Journal – Design and Make-up – Picture Editing and Caption – Man Media policies – Media representation in tourism	12
		60

Learning Resources:		
1	Reference Books	<ol style="list-style-type: none"> 1. Public Relation; Jeth Waney 2. Public Relation Hand Book 3. Janet Macdonald (2000), Travel Writing, Robert Hale, London. 4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK. 5. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK. 6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne 7. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

Semester IV

Foreign Language Lab (French/German) 2

Semester	IV		
Course Code	403	General	4 Credits
Foreign Language Lab (French/German) - 2			

Course Outcome	
1	Equip with listening, reading, speaking and writing skills in chosen foreign language.
2	Enhance the vocabulary in the selected Foreign Language.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<ol style="list-style-type: none"> 1. Listening: Understand Simple Questions and Instructions. 2. Reading: Understand Single Words and Sentences but also Signposts, Signs and Posters. 3. Speaking: Provide Short Information about the Job and the Person. 4. Writing: Fill in Forms and Provide Information About Name, Address, Nationality etc. 	12

2	<ol style="list-style-type: none"> Listening: Understand Information about the Person and the Work. Reading: Understand Simple Letters, Appointments, Invitations and Information in Short Texts. Speaking: Answer Simple Questions About One's Working Field. Writing: Write Faxes and e-mails 	12
3	<ol style="list-style-type: none"> Listening: Understand Standard Information Related to the Working Field. Reading: Understand Standard Letters and Texts about Working Processes and Product Descriptions. Speaking: Provide Information about the Job, the Departments, the Company, the Products and Processes in a Conversation or on the Phone. Writing: Answer Standard Inquiries, Make Quotations, Write Short Texts with a Familiar Content, Possibly Give Some Explanation and Answer Simple Questions. 	12
4	<ol style="list-style-type: none"> Listening: Understand Complex Information Related to the Working Field in Meetings, Discussions and at Presentations. Reading: Understand Reports and Contracts with a Company-related Content. Speaking: Describe and Explain Work Processes and Projects. Report on Meetings and Presentations. Explain Concepts and Clarify Misunderstandings. Writing: Write Formal Standard Letters and Texts about One's Field of Expertise. Explain a Graphic and Reflect the Content. 	12
5	Grammar: Future tense, imperfect tense, degrees of comparison, imperative mood. Script, Letters of alphabet, accents, sounds of groups of letters, punctuation marks, articles, nouns, sing./Pl, genders; mas./fem. Structure of sentences & types like affirmative, negative interrogative & negative interrogative, Verbs: classes of verbs and conjugation patterns, Pronominal verbs; Present tense, The idea of auxiliary verb; prepositions; pronouns- subject, interrogative, relative, possessive, emphatic ; adjectives, adverbs	12
		60

Learning Resources:

1	Reference Books	Relevant Standard Text Books, Videos, Audio CDs for the language offered to the students
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Semester IV

Tourism Product Design & Destination Development

Semester	IV		
Course Code	404	Skill	4 Credits
Tourism Product Design & Destination Development			

Course Outcome	
1	Understand the requirements to develop the product .
2	Understand the Destination Development function.
3	Develop various destination products based on the competencies in the country.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability, interpretation.	12
2	Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.	12

3	Cultural tourism product: designing, development, issues and considerations. Religious tourism product: designing, development, issues and considerations. Heritage tourism product: designing, development, issues and considerations.	12
4	Medical and health tourism product: designing, development, issues and considerations. Special Interest tourism product: designing, development, issues and considerations. Cruises as tourism product: designing, development, issues and considerations.	12
5	Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and considerations. Beaches and Islands as tourism product: designing, development, issues and considerations;	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. C. Gunn, "Tourism Planning: Basic, Concepts and Cases", Cognizant Publications 2002. 2. Nigel Morgan, Annette Pritchard, Roger Pride, "Destination Branding: Creating the Unique Proposition", Butterworth and Heinemann, 2001. 3. Richard W Butler, "The Tourism Area Life Cycle v.1: Applications and Modifications", Channel View Publications, 2006. 4. Claire(Edt) Haven Tang. Eleri Ellis(Edt) Jones, "Tourism SMEs, Service Quality and Destination Competitiveness" CABI Publishing, 2005 5. Shalini(edt) Singh, Dallen J Timothy. Ross Kingston Dowling, "Tourism in Destination Communities", CABI Publishing, 2003. 6. Crouch, Ritchie, Kossatz, "The Competitive Destination: A Sustainable Tourism Perspective" CABI Publishing. 2003.
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Semester IV

Tourism Impact Analysis

Semester	IV		
Course Code	405	Skill	4 Credits
Tourism Impact Analysis			

Course Outcome

1	Understand the importance of sustainable tourism development.
2	Develop the approach of impact analysis on tourism.
3	Know the concept of ISO 14000

Syllabus:

Unit Number	Contents	Number of Sessions
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1	Sustainable Tourism Development: Meaning, Definition, Significance, Principles, Benefits and Issues. Standardization and Certification for Tourism Sustainability- ISO 14000- Role of VV TTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development.	12
2	Economic impacts: Characteristics, Applications, Types, Regional, National and Local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism	12
3	Socio cultural impacts: Social impacts: Theories of guest-host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism; Cultural impacts: Unification of culture, natural and contrived, commercialization and trends.	12
4	Environmental impacts: With special reference to Caves, lakes, wildlife. islands & beaches, hills & mountains, bird sanctuaries	12
5	Political impacts: International, National and Regional. Carrying capacities: General approaches to assessing carrying capacities. control measures and strategic planning. Community based approach to tourism development.	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> O.P. Khandari & Ashish Chandra (2004) Tourism, Biodiversity and Sustainable Development Volume3, 6. Satish C Nigam (2006) Eco Tourism and Sustainable Development. R.K. Malhotra (2005) Socio-environmental and Legal Issues in Tourism Martin Mowforth and Ian Munt, Tourism and Sustainability. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development- Indian and Global Perspectives. David Leslie, Tourism Enterprise and Sustainable Development- International Perspectives on Responses to the Sustainability Agenda
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Semester IV Tour Guiding & Escorting

Semester	IV		
Course Code	406	Skill	4 Credits
Tour Guiding & Escorting			

Course Outcome

1	Practical Role of Tour guide and escorting operation.
2	Understand about how to deal with the emergencies during the tour.

Syllabus:

Unit Number	Contents	Number of Sessions
1	The tour guide- meaning and classification qualities of an ideal tour guide various role of tour guide the business of guiding organizing a guiding business	12
2	The guiding techniques —leadership and social skill presentation and speaking skills tour escorting ethics; The guides personality , moments of truth the seven sins of guide the service cycle. working with different age groups working under different circumstances	12
3	The role of guide and interpreter: creating ,memorable interpretations, interpreting different themes nature art architecture and incidental interpretations responsibilities to local and society tour guide code of conduct	12
4	Conducting tours pre tour plans mode of transportation types of tours traveller with special needs guidelines for working with disabled persons relationship with fellow guides motor/car operators and companies	12
5	Dealing with emergencies accidents law and order general procedures evaluation and solution complaint handling	12
		60

Learning Resources:		
1	Reference Books	<ol style="list-style-type: none"> 1. Jagmohan Negi —Travel agency and tour operations 2. Mohinder Chand —Travel agency and tour operations an introductory text 3. Dennis I Foster —Introduction to travel agency Management 4. Pat Yale-Business of tour operations

Semester IV

On Job Training - Study Tour and Report

Semester	III		
Course Code	407	Skill	6 Credits
On Job Training – Study Tour and Report			

Course Outcome	
1	Practical experience of Study Tour.

2	Report preparation and presentation.
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Students have to visit a nearest tour company in a city.

Participate with a Tour Operator in one short Tour.

Understand the practical process during tour and note it in the diary.

Prepare a complete report on the subjects in the spiral form with an experience certificate of Tour Company.

Total Duration – 45 Days.

Evaluation: Evaluation can be done internally with appropriate methods such as presentations, viva-voce.

Semester V Tourism Ethics, Law & Regulations

Semester	V		
Course Code	501	General	4 Credits
Tourism Ethics, Law & Regulations			

Course Outcome

1	Know the Tourism Laws and Regulations.
2	Understand the Travel Insurance and Safely and Security of tourist.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Laws relating to accommodation , travels agencies land tour operation sector. Law and regulations related to airlines and airways, laws related to surface transport. DCGA	12
2	Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure	12
3	Law designed for adventure Tour operation, special permits for rafting ,paragliding, helisking , and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.	12
4	Travel insurance and consumer protection act, international consumer protection acts in Tourism, Evacuation and international insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.	12
5	Safety and security of tourist, tourist police , place of Tourism in the constitution, need of tourism legislation	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Tourism guide lines published by Govt. of India ,ministry of Tourism. 2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operations
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Semester V
Entrepreneurship In Tourism

Semester	V		
Course Code	502	General	4 Credits
Entrepreneurship In Tourism			

Course Outcome	
1	Know the Entrepreneurship opportunities in Tourism.
2	Understand the use of technology and Financial planning.
3	Aware and analysis of the management issues in Tourism.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Entrepreneurship. Definition, Role and expectation. Entrepreneurial motivations. Types of Entrepreneur. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel. Tourism and Hospitality trade, Problems of entrepreneurship in travel trade; Entrepreneurial Competencies. Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurial ship in SSE and Economic Development.	12
2	Institutional Interface and Setup, Government Policy, Tourism Enterprises/Units eligible for assistance under MoT Scheme. Entrepreneurial process: Identification of an opportunity, Market Assessment, Analyzing Competitive Situation. Understanding Trade Practices, Resource Mobilization.	12
3	Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report	12
4	Ownership Structures & Organizational Framework, Financial Management Issues, HR Issues, Strategies for Growth & Stability, Managing Family Enterprises.	12
5	Management Issues in Tourism & Hospitality Industry, Entrepreneurial Case Studies of Major Travel agencies/Tour Operators i.e., Cox & Kings, Raj Travels, SOTC, etc.. and Hotels i.e.. Taj, Radisson, Welcome etc	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Vasant Desai, Entrepreneurship & Small Business Management. 2. Peter Drucker, Innovation & Entrepreneurship. 3. S.S.Khanna. Entrepreneurial Development. 4. C.B.Gupta, N.P.Srinivasan, Entrepreneurial Development. 5. D.N.Mishra, Entrepreneur and Entrepreneur Development & Planning in India.
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Semester V
Human Resource Management

Semester	V		
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Course Code	503	General	4 Credits
Human Resource Management			

Course Outcome	
1	Knowledge about basic HRM function.
2	Understand the need of Training and Development.
3	Awareness about the job evaluation and performance appraisal methods.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Human Resource Management definition — importance of HRM in service industries — Functions of HRM — Objectives of HRM	12
2	Man power planning — process of man power planning — Job analysis-process of job analysis- job description — job specification- Job Design — job enlargement- Job Enrichments.	12
3	Recruitment and selection- Selection process- Sources of recruitment —internal, external- Techniques of recruitment — direct, indirect —Selection procedure- Selection test- Placement and Induction	12
4	Training and Development — Concepts- Training Methods- Distinction between Training Development — Organizational development — self developments- On the job training - evaluation of training effectiveness.	12
5	Performance appraisal — Concepts- Methods- Barriers of effective appraisal Methods- Job Evaluation- Methods of job evaluation- job evaluation in hospitality industry — Incentives in Hospitality Industry	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> Human resource management in Hospitality Industry Management Principles and Practices - L M Prasad
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Semester V

Lab In Air-fairs & Ticketing

Semester	V		
Course Code	504	Skill	4 Credits
Lab in Air-fairs and ticketing			

Course Outcome	
1	Know the Air-fair process and ticketing .
2	Understand the Airline terminology.
3	Aware about types of fares.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Air geography-IATA areas ,Sub areas , sub regions —Time calculation —GMT variation, Concept of standard time and daylight saving time ;calculation and elapsed time, Flying time and ground time .Aviation organizations —AAI, IATA and ICAO: function role ;relevance in aviation sector.	12
2	Familiarize with OAG-3 letters city code and airport code .airline designated code, minimum connecting time , global indicator ,familiarize with aircraft: Currency regulations, familiarization with TIM passport VISA, customs regulation ,health regulation .Airport Tax ,embarkation and disembarkation process	12
3	Airlines terminology —abbreviation used in airlines its fleet, types of journey: OW,CT,RT,0J,RTVV ,Mixed class journey	12
4	Passenger ticket: reservation procedures, different Coupons —ticketing instruction and conjunction tickets-Open tickets. E tickets and it advantages —miscellaneous charges order (MCO) and prepaid ticket advice (PTA), computerized reservation packages	12
5	Types of fare —normal fare (adult .child & infant) special fares discount fares — Credit cards —concepts, types. benefit and different types of credit card .fare construction; Passengers need special handling —passengers with medical problems —expectant women-unaccompanied minors —infants —VIPs /CIPs	12
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Jagmohan Negi :travel agency and tour operations- concepts and principles (Kanishka pub : new Delhi) 2. JagmohanNegi:air travel and fare constructions .-kanishka pub. New Delhi 2004 3. Dennis L Foster: the business of travel agency operations and administrations(M c Graws hills) 4. Study kit for IATA /UFTAA
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Semester V
Sustainable Tourism Development & Trends

Semester	V		
Course Code	505	Skill	4 Credits
Sustainable Tourism Development & Trends			

Course Outcome	
1	Understand the “Sustainable Tourism Development” and its importance.
2	Do on line survey of various Eco-Tourism Markets.
3	Equip with Adventure tourism

Syllabus:

Unit Number	Contents	Number of Sessions
1	Sustainable Tourism : Definition, meaning, importance, planning for ST, Product of ST, Benefits, Global significance, Sustainable practices – ISO-14000, role of WWTC, UN-WTO(World Tourism Organization), PATA, UNEP, IUCN.	12
2	ECO-TOURISM : TRENDS & PROSPECTS Concept and Origin – Emergence of Eco-tourism, Growth and development, Definitions, Types and Typology, Actors in Eco-tourism, Why people wish to go for Eco-destinations? How Eco-tourism is different form Sustainability tourism and attraction tourism. Theories and operational practices. of Eco-tourism Business. Eco Tourism Resources in Indian National parks, Sanctuaries, Tiger Reserves.	12
3	Eco-Tourism Market – Identification of Eco-tourism market, Nature and canalization, Time of arrival , habits and preferences , group structure, Length of Stay, expenditure pattern with special case studies of developed countries : UK of USA.	12
4	Eco-Tourism Development Guidelines, construction of accommodation - Eco Lodge, Hotel Types, Eco-tourism fee collection: entrance fee, event fee etc, destinations management : Local peoples participation, job opportunities, Handy Crafts & Souvenir selling. Running Eco-tourism training programme both at operational and promotional level. Eco-tourism Organizations – International Eco-tourism Society : USA, Australia , Inland Eco-tourism organization : Rajasthan, Sikkim, Kerala, Laksha Dweep, Andaman Nicobar.	12
5	Adventure tourism Definition, Scope, trends and Opportunities in Adventure Tourism. Beginning of Adventure tourism in India. Wild life Tourism, National Parks, Sanctuaries Biosphere Reserves Marine Parks, Safaris. Mountaineering Tracking, Sea Beach, and Island Tourism, Concept of carrying capacity and impart Assessment.	12
		60

Learning Resources:		
1	Reference Books	1. Murison Alister : Hospitality and Travel Marketing , Delmar Publishing INC, New York, 1979. 2. Kotahri, Anurag (2011): A Textbook of Tourism Management, Wisdom Press, New Delhi-02 3. Kumar, Akshay (1997): Tourism Management, Commonwealth Publishers, Ansari 4. Road, Daryaganj, New Delhi-02

Semester V Industrial Exposure (Project Work)

Semester	V		
Course Code	506	Skill	14 Credits
Industrial Exposure			

Course Outcome	
1	Organize the tour or assist to organize the tour in the college or at Tour Company.
2	Develop the report writing and presentation skills.

Unit Number	Contents	Number of Sessions
	Students have to participate in a field study tour that will be arranged by the department. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospectus in tourism promotion. Students have to involve in pre tour and post tour reporting and finally submit a tour report.	

Students have to arrange a Tour with permission from college or go as an Intern in Tour Company.

Practically involve in all the arrangements bookings, permissions etc..

Understand the practical process before tour and during tour and note it in the diary.

Prepare a complete report on the subjects in the spiral form with an experience certificate of Tour Company.

Total Duration – 45 Days.

Evaluation: Evaluation can be done internally as well as externally with appropriate methods such as presentations, viva-voce.

Semester VI

Financial Accounting & Analysis of Banking Financial Statements

Semester	VI	Specialization	
Course Code	601	General	4 Credits
Financial Accounting & Analysis of Banking Financial Statements			

Course Outcome	
1	Acquire sound knowledge of basic concepts of Accounting
2	Apply the basic knowledge about recording of transactions and preparation of final Accounts.
3	Make use of banking Financial Statements.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction: Financial Accounting-definition and Scope, objectives, Accounting concepts, principles and conventions Accounting Standards in general: - AS1, AS2, AS6.	12
2	Accounting Transactions and Final Accounts :- Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books, Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit &Loss Account and Balance Sheet)	12
3	Bank Reconciliation Statement :- Meaning , importance and preparation of Bank Reconciliation Statement	08
4	Depreciation: - Meaning, need, importance and methods of charging depreciation - Written Down Value, Straight Line Method.	08
5	Banking Final Accounts Balance Sheet of Banks - Profit and Loss account - 18 Schedules to Banking Financial statements	20
		60

Note:

	Allocation of Marks: Theory - 30%
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	Practical problems - 70% Practical Problems will be asked on : <ol style="list-style-type: none"> 1. Accounting Transactions and Final Accounts 2. Bank Reconciliation Statement 3. Format of Bank final accounts
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Learning Resources:		
1	Text Books	Financial Accounting Principles & Practices : Jawahar Lal, Seema Srivastava, S. Chand & Publications.
	Reference Books	Recommended Books <i>1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)</i> <i>2. Business Accounting-Dr.G.M.Dumbre, Dr.KishorJagtap, Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune</i> <i>2. Financial accounting: By Jane Reimers (Pearson Education)</i> <i>3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw – Hill)</i> <i>4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)</i> <i>5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)</i> <i>6. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi)</i>
3	Supplementary Reading Material	Indian Accounting Standards
4	Websites	ICAI
5	Journals	<ol style="list-style-type: none"> 1. The Chartered Accountant: Journal of the Institute of Chartered Accountants of India. 2. The Accounting World : ICAI Hyderabad

Semester VI
Business Economics

Semester	VI	Specialization	
Course Code	602	Core	4 Credits
Business Economics			

Course Outcome	
1	Study the basic concept of Macro Economics and application.
2	Analyze the behavior of the economy as a whole & the relationship among broad aggregates.
3	Apply economic reasoning to problems of the economy.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Basic Concepts of Economics & macro Economics 1.1 Meaning of Economics, Micro Economics & Macro Economics 1.2 Nature and Scope of Economics, Micro Macro Economics 1.3 Significance and limitations of Economics, Micro & Macro Economics 1.4 Difference between Micro and Macro Economics	08
2	National Income 2.1 Meaning & Importance of National Income 2.2 Concept - a) Gross National Product (GNP) b) Net National Product (NNP) c) Income at Factor cost or National Income at Factor Prices d) Per Capita Income e) Personal Income (PI) f) Disposable Income (DI) 2.3 Measurement of National Income – Circular Flow of Income-Two sector model 2.4 Difficulties in Measurement of National Income	10

3	3.1 Money: 3.1.1 Meaning and functions of Money 3.1.2 Demand for Money – Classical and Keynesian Approach 3.1.3 Supply of Money a) Role of Central Bank – Credit Control- Quantitative and Qualitative b) Reserve Bank of India’s New Money Measures 3.1.4 Role of Commercial Banks – Process of Multiple Credit Creation and its limitations 3.2 Value of Money : .3.2.1 Meaning & Concept of Value of Money 3.2.2 Quantity Theory of Money 3.2.3 Cash Balance approach – Cambridge Equation - Pigou, Marshall, Keynes 3.2.4 Milton Friedman’s Approach .3.2.5 Difference between Quantity Theory and Cash Balance Approach	15
4	Inflation and Deflation 4.1 Inflation and Deflation – Meaning, Causes and effects 4.2 Demand Pull and cost Push inflation 4.3 Inflationary Gap 4.4 Philips Curve – Supply side Economics 4.5 Stagflation Trade Cycle – 4.6 Meaning, Definition and features of Trade Cycle 4.7 Phases of Trade Cycle 4.8 Policy for control of Trade Cycle – Monetary and Fiscal Measures	15
5	Public Finance 5.1 Meaning, Nature and Scope of Public Finance 5.2 Principle of Maximum Social advantage-Dr. Dalton’s Approach 5.3 Public Revenue and Expenditure 5.4 Types of Taxation 5.5 Principles of Taxation 5.6 Effects of Taxation 5.7 Causes of increasing Public Expenditure	12
		60

Learning Resources:		
1	Text Books	1. Gupta S.B. (1994) Monetary Economics, S. Chand and Co. Delhi
2	Reference Books	1. Ackey, G (1976) Macro Economics Theory and Policy, Macmillan Publishing Company, New York 2. Ahuja H. L. (2002) Macroeconomics Theory and Policy, Chand and Co. Ltd New Delhi. 3. D’souza Errol (2008) Macroeconomics : Person Publication, New Delhi. 4. Jingan M.L. (2002) Macro Economic Theory, VrindaPublication,Delhi 5. Vaish M. C. (2002) Macro Economic Theory, Vikas Publishing House, N. Delhi 6. Shapiro E (1996) Macro Economic Analysis; Galgotia Publication, New Delhi

3	Supplementary ReadingMaterial 1	<ol style="list-style-type: none"> 1. Dillard, D. (1960), The Economics of John Maynard Keynes, Crossby Lockwood and Sons, London. 2. Day A.C.L. (1960) Outline of Monetary Economics, Oxford University Press, Oxford 3. Higgins, B. (1963), Economic Development: Principles, Problems and Policies, Central Book Depot, Allahbad. 4. Keynes, J.M. (1936), The General Theory of Employment, Interest and Money, Macmillan, London. 5. Kindleberger, C.P. (1958), Economic Development, McGraw-Hill Book Company, New York. 6. Lucas, R. (1981), Studies in Business Cycle Theory, MIT Press, Cambridge, Massachusetts.
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Semester VI
Environmental Education

Semester	VI		
Course Code	603	General	4 Credits
Environmental Education			

Course Outcome	
1	Aware about the environment issues.
2	Understand the international efforts taken for environmental protection.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Objectives, Scope and Nature Meaning, definition and characteristics of environmental education — content; Importance; Factors of degradation of environment —; adverse socio — economic impacts of degradation of environment; National resource centre for environmental education; Impact of Science and technology on environment; — degradation of resources — Role of individual in conservation; Role of IT in environmental and human health.	15
2	Environmental Pollution, Management and Protection; Meaning and definition of Environmental hazards and pollution — Types of environmental hazards and disaster — Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion. Need for environmental management — function and characteristics dimensions; Factors responsible for flora and fauna extinction — Measures to conserve flora and fauna causes for forest fire- measures of prevention.	15
3	India and Environmental Issues, Policies and Movements; Major environmental problems in India — Environmental protection and polices in India — Need and objectives of conservation — Environmental conservation measures, Constitutional amendments made and Environmental laws. Environmental movements in India; Strategies for sustainable development in India	15
4	International Efforts for Environmental Protection; The Stockholm conference 1972— Brundtland commission 1983 — Nairobi conference 1982 —The Rio Summit 1992 — the Rio Declaration at the earth charter — Major achievements of the Rio Summit — Main features of the Rio Declaration — Kyoto conference and part on Global Warming 1997.	15
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Sharma. R. A. (2008). Environmental Education. Meerut: R.Lall Books Depot. 2. Sharma, B. L., & Maheswari, B. K. (2008). Education for Environmental and Human value. Meerut: R.Lall Books Depot. 3. Singh, Y. K. (2009). Teaching of environmental science. New Delhi: API-I Publishing Corporation. 4. Sharma, V. S. (2005). Environmental education. New Delhi: Anmol publication. 5. Reddy, P. K., & Reddy, N. D. (2001). Environmental Education. Hyerabad: Neelkamal publications. 6. Kelu, P. (2000). Environmental education: A conceptual analysis. Calicut: Calicut University. 7. Joy, P., & Neal. P. (1994). The handbook of environmental education: London, New Fetter Lane 8. Sharma, R. G. (1986). Environmental Education. New Delhi :Metropolitan Book Co., Pvt. Ltd
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Semester VI

Travel Agency - Operation & Management

Semester	VI		
Course Code	604	Skill	4 Credits
Travel Agency - Operation & Management			

Course Outcome	
1	Understand the Travel Agency and Tour Operators Role.
2	Know the procedure for setting the Travel agency.
3	Know the legal responsibilities of Tour Operator.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Definition of Travel Agent and Tour Operators and distinction between The two. History of travel agency system in India since the institution of Pandas to the present age . Changing status of travel agents and tour Operations. Rights , duties and nature of their activities. Role of Travel Agents and Tour Operators in the 21st century	10
2	Understanding of Travel Agency and Tour Operator <ul style="list-style-type: none"> •Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations • Genesis and growth of travel agency and tour operator business •Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc. •Functions of tour operators: Negotiation and liasioning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management. •Source of income of travel agency and tour operator: commission, service charges and mark up on tours 	14
3	Functions of Travel Agents and Tour Operators. Detailed study of the following services: (i) Planning of sight-seeing and shopping. (ii) Preparation of Itineraries. (iii) Ticketing- Rail reservations and Airline reservations. (iv) Marketing of Tourism packages. (v) Transportation, Accommodation and other auxiliary services. (vi) Providing professional knowledge and experience ,foreign currency exchange, train schedules , airline tariff , Hotel rates and documentary requirements.(vii) Economies of Travel agency, Business and need for professional guidance. How to “sell” travel.	12

4	<p>Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA) Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities.</p>	10
5	<p>Organizational structure and linkages: Organizational structure of travel Agents and Tour operators. How to form a Travel Agency & Linkages of the Travel Agents and Tour Operators with---(I) transporters (II) Accommodation providers (III) Rail and Airlines (IV) National and International Travel Associations . Job training for Guides etc. ASTA, UFTAA, Travel Agents in India, TAAI, ITDS, MTDS</p> <p>Legal responsibilities and incentives : Legal responsibilities of Travel Agents. Difficulties of Travel Agents. Incentives—Remuneration and Earning. Familiarization Trips . Important Guidelines and literature for Travel Agency business .State and Travel agency.</p> <p>Associations and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA European and Indian Directive on Tour operation</p>	14
		60

Learning Resources:

1	Reference Books	<p>Chand Mohinder., “Travel Agency Management: An Introductory Text.” Anmol Publication Pvt. Ltd. New Delhi 2000</p> <ul style="list-style-type: none"> • Jagmohan S. Negi “Tourist Guide and Tour Operation; Planning and Management, Kanishka Publication.2004 • Dennis L. Foster: “The Business Of Travel Agency; Operation and Admission” Mc Graw Hill, Singapore. 1990 Reference Books: • Sethi, Praveen., “Strategies for the future of Travel & Tourism” Rajat Publication, New Delhi.P.P. 190-261, 1999 • Kreishan K Kamra, Mohinder Chand, “Basics of Tourism, Theory, operations & Practices” Kanishka Publication, 2004, New Delhi • Lehmann,A.D. “ Travel Agency , Policies and Procedures Manual”, Delmar Publication Inc. New York. 1998. • The Indian Travel Agent : Chatterjee • Travel Agent & Tour Operation : Jagmohan Negi • Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan/ McGraw, Singapore, 18
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Semester VI

Front Office Management

Semester	VI		
Course Code	605	Skill	4 Credits
Front Office Management			

Course Outcome	
1	Know the Front office Management in Travel Management.
2	Understand the reservations, methods of reservations and cancellation of reservations.
3	Application of the accounting function in front office.

Syllabus:

Unit Number	Contents	Number of Sessions

1	Front Office organization charts- Front Office personnel- job descriptions of Front Office staffs inter departmental relationship between FO and other departments- F & B Sales Security-Purchase- Human Resource- Qualities of FO staffs, types of rooms —types of room rates; Types of plans: - continental plan- European plan- American plan- Modified American plan- Bermuda plan.	15
2	Reservation- types of reservation- Guaranteed reservation- non guaranteed reservation- travel agents reservation- corporate reservation-group reservation- Source of reservation- importance of reservation- methods of reservation- Basic reservation activities- Reservation records and documents- reservation charts- computerized reservation system- rights and liabilities of hotels and travel agencies in room reservations- commission terms- hotel tariff terms- reservation terms- cancellation terms- terms of payment- miscellaneous.	15
3	Registration- registration activities- Pre-arrival registration- room assignment and room rate- Checking the methods of payments- Maintenance of registration records- Flow of guest information between front office and other departments. Room change- issue of room keys- Walk-in- guests-Guest with non guaranteed reservation- Guest with guaranteed reservation	15
4	Functions of Front Office accounting system- Types of accounts- the FO accounting cycle creation of an account- Maintenance of an account- Settlement of accounts- methods of handling guest accounts- Manually- Computerized accounting- types of settlement- Cash settlement, credit settlement- calculation of room position .Emergency procedures- Medical emergency theft ,death ,fire .Drunk Guest- Dealing with guest problems. Telephone services telephone equipment, telephone procedure-telephone manners- Telex and Fax messages- Equipment and procedures .Safety Locker Management. Bell desk —location — Function —procedure -Scanty baggage- procedure -Wake-up call. procedure.	15
		60

Learning Resources:

1	Reference Books	<ol style="list-style-type: none"> 1. Jerome Vallen ; Check in and checkout 2. Sudhir Andrews; Hotel front office training manual 3. Sue Baker, P. Brady, J. Huyton ; Principles of hotel front office operation 4. Bruce Braham; Hotel front office 5. Dennis Foster ‘ Front office operation and administration 6. Peter Abbott; Front office procedures and management 7. S.K Bhatnagar; Front Office Management 8. Micheal . L.Kasavama; Front Office procedures
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Semester VI

Tourism Event Management

Semester	VI		
Course Code	606	Skill	6 Credits
Tourism Event Management			

Course Outcome	
1	Knowledge about arranging the event for tourism.
2	Apply the knowledge for arranging the event for tourism products.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Event management —Definition —meaning and scope-Role of events in promotion of Tourism —Cultural —festival and religious, business etc.. Need of events management. Key factor for best event management.	15
2	Aim of event, Develop a mission .Establish objectives, Preparing event proposal use of planning tools	15
3	Protocols. dress codes ,staging. staffing ,leadership, Traits and characteristics	15
4	Process of management- planning and organizing events budgeting — Sponsorship subsidies —Registration —Documentation —Public relations and evaluation	15
5	Entrepreneurship opportunities in event management —Trade fare — seminar conference and meeting-Exhibition — case study of Kerala Travel Mart; Event promotion — marketing events —interrelation between event and tourism industry.	15
	Practical: Arrange one event at College Level or City Level by making the groups of students and students have to market their Product,	15
		75

Learning Resources:

Reference Books	
	<ol style="list-style-type: none"> 1. Event management ,Purnima kumara ,Anmol publishers 2. Event management for Tourism , Der wagen Pearson 3. Successful event management Shone A Cengage Learning