



**KANNUR UNIVERSITY**

**FOUR YEARS UNDERGRADUATE PROGRAMME SYLLABUS**

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT  
(BTTM)**

*(2024 Admission onwards)*

## **PREFACE**

Tourism is a fundamental human activity that involves people traveling to destinations outside their usual environment for various purposes. It may include leisure and recreation, business and professional activities, cultural exchange, or simply the desire to explore new places and gain enriching experiences. The tourism industry not only satisfies this inherent human wanderlust but also stimulates economic growth, generates employment opportunities, and fosters cultural understanding and appreciation. The tourism and hospitality industry is a dynamic and multifaceted sector that plays a crucial role in the global economy. It encompasses a wide range of businesses and services that cater to the needs of travelers, tourists, and visitors. From hotels and restaurants to tour operators, airlines, and cruise lines, the industry offers a diverse array of experiences and opportunities for both leisure and business travelers.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travelers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to

employment globally, providing numerous job opportunities across various sectors. This will multiply in the coming decade. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate Programs in the state. The present total employment generated from tourism in Kerala is estimated to be 1.2 million. The peculiar dynamics of the industry require professionals to adapt and innovate continuously to meet the evolving needs and expectations of travelers while ensuring sustainability and responsible tourism practices. All these clearly show the need for quality trained manpower for the tourism industry that can be fulfilled through the implementation of outcome-based curriculum in universities and colleges.

### **RATIONALE AND NATURE OF BTTM PROGRAMME**

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of the industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travelers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BTTM program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic background.

## **BOARD OF STUDIES & EXPERT COMMITTEE MEMBERS**

BTTM of Kannur University is a new generation course which strides towards quality postgraduate education in North Malabar, which is poised to become a major tourism destination. The Expert Committee for syllabus reconstruction has left no stone unturned in designing this program. Syllabi of several post-graduate Programs in India and abroad has been referred in drafting a new and updated syllabus for this program. Moreover, as tourism is a dynamic and multi-disciplinary subject of study, all contemporary aspects have been carefully woven into designing this program. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest growing industry, through this program.

**BOS CHAIRPERSON:** Dr. Sindhu Joseph, Assistant Professor and Head, PG Dept of TTM, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.

### **BOS MEMBERS**

1. Dr. Dileep M.R, Associate Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad. (Director, KITTS, Trivandrum)
2. Dr. Binoy T A, Associate Professor, Central University of Kerala, Kasaragod.
3. Dr. Hafees V K, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
4. Dr. Shemeer Babu T, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
5. Dr. Joseph P D, Assistant Professor, Department of TTM, Mangalore University, Karnataka.
6. Anujith S, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
7. Shelji Mathew, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
8. Sanoop Kumar P V, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
9. Prasoon John, Assistant Professor, Department of Travel and Tourism, People's Co-operative Arts & Science College, Munnad, Kasaragod.

10. Paveesh Kumar A G, Assistant Professor, Department of Tourism, M M Knowledge Arts & Science College Karakkund, Kannur

**EXPERT COMMITTEE SPECIAL INVITEES**

1. Sri. Mohammad Vaseem C, Junior Research Fellow, Kannur University.
2. Agney Sai C, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
3. Dr. Reshma P T, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
4. Sri. Mahadevan P, Regional Co-Ordinator, and Auditor (South Asia). Green Destinations, The Netherlands.

### PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

|     |  |
|-----|--|
| PO1 | <b>Critical Thinking and Problem-Solving:</b> Apply critical thinking skills to analyze information and develop effective problem-solving strategies for tackling complex challenges.  |
| PO2 | <b>Effective Communication and Social Interaction:</b> Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.  |
| PO3 | <b>Holistic Understanding:</b> Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.   |
| PO4 | <b>Citizenship and Leadership:</b> Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.   |
| PO5 | <b>Global Perspective:</b> Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world.  |
| PO6 | <b>Ethics, Integrity and Environmental Sustainability:</b> Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being. |



**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

The broad objective of the BTTM program is to create professional managers, leaders, and researchers in the tourism/hospitality industry. Program Specific Outcomes (PSOs) include:

|      |  |
|------|--|
| PSO1 | Develop a comprehensive and multidisciplinary understanding of the tourism concepts, principles, practices, and hospitality industry.  |
| PSO2 | Cultivate technical and interpersonal skills, including teamwork, communication, and leadership abilities, to thrive in competitive, dynamic, and diverse work environments, and adapt to various roles in multicultural contexts. |
| PSO3 | Demonstrate proficiency in hotel, airline, and tour operations by applying management principles effectively.  |
| PSO4 | Create innovative digital strategies for hospitality industry and apply technological solutions to streamline tourism operations and thereby enhance tourist experiences and service quality                                       |
| PSO5 | Apply project management and entrepreneurial skills in conceptualizing, realizing, and implementing various tourism and hospitality projects.  |
| PSO6 | Leverage research-based knowledge and skills to benefit the tourism industry, as well as society at large.   |



## **CAREER OPTIONS AFTER THE BTTM PROGRAMME**

After successful completion of the program, the students should be competent to work in tourism and Hospitality industry including Airlines, Airports, Tour Operation Companies, Travel Agencies, Travel Departments of Corporate Firms, event management companies, Hospitality sector, Cruise ships, Transport Operators, Government Agencies, Academics, Research, Consultancies, NGOs etc. Above all, the program encourages entrepreneurship also.

### **1) Technical Research and Development**

- Social Scientists
- Research Coordinators/Project Officers/Assistants of various welfare Programmes of Government /NGOs
- Agencies of National & International repute

### **2) Education**

- Teaching faculty in Colleges, National and state Institutes in Travel & Tourism
- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE) which offer Tourism as a Vocational Course
- Resource persons for various firms/institutes/colleges/university centers

### **3) Administrators**

- Tourism Information Officers (TIO) in Department of Tourism (DOT)-Kerala and other state/ central ministries
- Hospitality Managers/ Hospitality assistants in KTDC likewise
- Extension Officers or Officers on Special duties assisting Tourism projects.
- Information Assistants
- District Tourism Promotion Council (DTPC) Secretaries

### **4) Tour Operations and Travel Agency Business**

- Senior Tour Consultant
- Junior Tour Consultant
- Information Assistant
- Marketing Executive / Sales Executive
- General Sales Agent (GSA)

### **5) Product Design and Development**

- Product developers
- Interior / Landscape designers of Firm / Hotels / Spas / Consultancy services

- Event Management
- Entertainment

#### **6) Marketing and Sales**

- Sales promotion personnel
- Trusted Cost Accountants (TCA) of Government's Promotional Campaigns (domestic and overseas)
- Consumer awareness campaigns

#### **7) Hospitality / Service jobs**

- Front Office Managers
- Restaurant / Bed and Breakfast Inns Managers / HR Managers
- Spa attendants / Health assistants in spas / Health Resorts
- Professional Guides
- Service personnel in home stays / houseboats likewise.

### **PEDAGOGY**

The program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, Cultural Exchange Programs, and National / International Destination Visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc.

## **BTTM PROGRAMME**

*(From 2024 Admission Onwards)*

### **LEARNING ACTIVITIES**

#### **1. Study Tour**

a) During the First Semester, the students shall take up a small study tour /excursion within Kerala or to the neighboring state for a period of *not more than three days* and the tour report should be submitted to the Head of the Department soon after the tour which will be considered for internal evaluation.

b). During the third semester, the students of BTTM shall be required to undertake a study tour, National/ International, (considering the climate conditions and other academic activities, it may be changed to 4<sup>th</sup> semester) for a period of 6-9 days maximum to important tourist destinations, *national or international*, in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, and knowing the inter-relationship between tourism and different industries. At least *one leg of the journey must be by air* to gain a primary knowledge of aviation and airline industry which students' study in foundation, major and minor courses. The possibility of involving different modes of transportation in the package may be utilized.

**Important Note:** *National tours are not exclusive to North India and can occur anywhere in the country, covering at least three important tourism destinations (not attractions). Any regions of India, including the North, West, East, and South, or inter-regional, may be included in the plan.*

#### **2. Industrial Visit/ Field Visit**

The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing Industrial Visit/Field Visit reports, extreme caution must be exercised to ensure the report's material is of high quality.

#### **3. Internship**

During the fifth semester, all students must do a two-credit internship for at least three months in an approved travel agency, tour companies, airlines, airports, hotels/ resorts, seaports and tourism

NGOs. However, if a student desires to conduct internships in two separate sectors related to the tourism business, such as hotels and tour running companies/tour operations and airlines/airports, or any other combination of their choice, they can do it in two different sectors (for a total period of three months) subject to the consent from the HOD and Internship Supervisor. However, in exceptional circumstances where students are unable to attend continuously for three months, the internship can be completed by splitting it into three shorter durations (of one month each) as per the student's convenience without interfering with regular academic activities, with the agreement of the Head of Department and Internship Supervisor. It is the responsibility of the student to get permission from the principal for all the above-mentioned activities related to internship.

### **Guidelines for Internship**

1. The department may assign a teacher as Internship Supervisor to oversee student internships during the fourth semester which will be included in the workload (2 Hrs). The Internship Supervisor must forward the letters of internship received from students to the principal of the institution, and the student must obtain official permission/letter from the principal to undertake internship, which must be duly communicated to the HOD and Internship Supervisor. However, after students begin their internships, it is their responsibility to look after themselves, and the department will not supervise their daily activities, including food and lodging, transportation, and security. The HOD and Internship Supervisor are not responsible for any student wrongdoing or risks during the internship.
2. Every student is required to keep an Internship Logbook with documentary proof of their actions. The university will evaluate the internship report as part of the 6th semester examination. The internship logbook must be given to the supervisor shortly after completion of their internship.
3. Internships in training institutes/agencies should be avoided, and no grades should be awarded in such cases. It is the obligation of the HOD and Internship Supervisor to discourage such behaviours among students.
4. A confidential evaluation report for each student from the Training Supervisor of the firm/organization must be obtained by the Internship Supervisor and should be kept confidential. The same must be evaluated by the Department Council for awarding 10 marks.
5. If any student fails to undergo an internship, no marks will be awarded for Continuous Evaluation and External Evaluation. He/ she can do the internship along with the next batch of students.

### **Evaluation of Internship**

- The internal evaluation of Internship shall be done through continuous assessment by a committee internally constituted by the Department Council (with 2 or three members) where the student has enrolled for the UG program.
- The credits and marks for the Internship will be awarded only at the end of semester 6.
- The scheme of external evaluation will be mainly based on the submitted Logbook. In the absence of an Internship Logbook, no external examination will be carried out and the student will be considered as absent.

### Evaluation of Internship

A student shall do an internship of 2 credits by the end of the sixth semester. Since one

The evaluation criteria of internship will be as given below:

| Sl. No.             | Components of Evaluation  | Marks     | Weightage  |
|---------------------|---|-----------|------------|
| External Evaluation |   | <b>35</b> | <b>70%</b> |
|                     | Evaluation of the Logbook   | 25        |            |
|                     | Viva-Voce and presentation  | 10        |            |
| Internal Evaluation |   | <b>15</b> | <b>30%</b> |
|                     | Procedures followed for completing internship including timely Submission of Logbook, Punctuality of attending internship | 10        |            |
|                     | Evaluation report from the firm/ organization   | 5         |            |

## 4. Case Study

### Guidelines for Conducting Case Studies

#### Selecting the Case Study Topic

- **Relevance:** Choose a topic that is relevant to current trends, challenges, or innovations in the travel and tourism industry.

#### Structuring the Case Study

- **Title Page:** Include the title of the case study, your name, course details, and date of submission.
- **Introduction:** Provide background information on the topic, the purpose of the study, and the research questions or objectives.
- **Literature Review:** Review existing literature related to the topic to provide context and identify gaps your study will address.

- **Methodology:** Describe the research methods used for data collection and analysis. Be specific about the tools and techniques employed.
- **Findings:** Present the data collected, using charts, graphs, and tables where appropriate. Interpret the findings in relation to your research questions.
- **Conclusion:** Summarize the key points of your study, including recommendations for the industry or future research.
- **References:** List all sources cited in the study in a consistent citation style (APA, MLA, etc.).
- **Appendices:** Include any additional material that supports your study, such as questionnaires, interview transcripts, or raw data.

### Evaluation Criteria

- **Relevance and Originality:** The case study should be relevant to the field of travel and tourism management and offer original insights.
- **Analysis and Interpretation:** Provide a well-reasoned analysis and clear interpretation of the findings.
- **Clarity and Structure:** Ensure the study is well-organized, clearly written, and free of grammatical errors.
- **Practical Implications:** Highlight practical implications and recommendations for the travel and tourism industry.

### Evaluation of Project

A student pursuing UG Honours with research shall do a mandatory research project of 12 credits by the end of the eighth semester. For UG Honours students, the project is optional. Since one credit corresponds to 25 marks, the 12-credit project shall be evaluated for 300 marks. The scheme of evaluation of the Project is given below:

| Project type                   | Maximum Marks | CCA (30%) | ESE (70%) |
|--------------------------------|---------------|-----------|-----------|
| Research Project of 12 Credits | 300           | 90        | 210       |
| Research Project of 8 Credits  | 200           | 60        | 140       |

**INSTRUCTIONAL RESOURCES AND FACILITIES REQUIRED FOR BTTM**  
**(NEW GENERATION PROGRAMME)**

Each industry in an economy has its own specific requirements that prospective employees in that industry should possess. These requirements are needed for the efficient functioning of the prospective employee and to make him/her more productive. However, the present hospitality/tourism programs fail to inculcate operational skills and technical skills such as housekeeping operations, front office management, marketing skills, ability to perform front office and housekeeping operation and other planning and management activities due to the inadequate facilities available in regular arts and science colleges. Further, there exists a wide gap between academia and the tourism industry. Bridging the Gap between Hospitality/Tourism Education and Hospitality/Tourism Industry, communication skills, multilingual and operational skills, the most prominent skills needed for them to fit into the industry.

Ensuring classroom learning experiences applicable to actual management situations has been an important issue as well as a concern for higher education institutions that provide hospitality management education. To broaden students' thinking and enable them to operate outside the existing practices and paradigms, BTTM course intends to provide some form of practicum. A practical element is not only a defining characteristic of hospitality management education but also indicates its strong connection with industry. It is essential for hospitality management institutions that aim to employ the participatory approach of providing practical training, additional workshops, motivational lectures from industry experts, academic exchange program and industry visits help students to motivate them, maintain discipline, learn professional standards, and focus on their learning goals. BTTM is a new generation course, therefore, the faculty of this program must be qualified as per the UGC guidelines and University norms and should impart training to its students through a range of in-house training facilities and outdoor activities. Professionalism, enhancement of skills, community involvement and support, entrepreneurship, research, and development are the other value additions envisaged by this course which require the following mandatory infrastructural facilities in the institutions.

**Eligibility of Teaching Faculty.**

Board of Studies (BoS) recommends that all courses including Major, Minor, SEC, MDC, and VAC may be taught by teachers with qualifications such as MTTM, MTM, MBA (Tourism), MTHM and MTA. However, the minor courses such as KU1DSCTTM103 (Basics of Food Production), KU2DSCTTM105 (Housekeeping Operations), KU2DSCTTM106 (Food and

Beverage Service) and KU3DSCTTM204 (Basics of Food Science and Nutrition) may be preferably taught by teachers with the above qualification who had studied Hotel Management/ Operations as their specialization either at UG or PG level for the efficient delivery of the courses.

### **1. Infrastructure for In-House Training Facilities**

To ensure students' learning experiences align with industry demands, hospitality management schools must develop suitable physical facilities that offer adequate training opportunities. Institutions should provide spaces for training in housekeeping and front office operations, such as furnished housekeeping rooms and front office desks. Additionally, computer labs, language labs, and libraries are essential for supporting effective research and enabling students to undertake tourism consultancy work, projects, journal papers, and DPRs. Participatory training approaches that encourage student engagement and contributions are crucial, as they equip students with the professional knowledge, skills, and creativity needed for effective and efficient work in hospitality establishments.

#### **1. Field Visits (FVs)**

Experiential learning, an interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavors. In tourism and hospitality education, industry visits are valuable for extending learning beyond the traditional classroom. Students should be exposed to industry settings through pre-trip, on-trip, and post-trip activities. Institutions should regularly organize industrial visits to expose students to current industry trends and best practices.

#### **2. Training / Capacity Building Programs/ Cultural Exchange Programs**

Institutions should regularly host conferences, seminars, and workshops to exchange ideas and gain theoretical and practical knowledge, ensuring graduates are industry ready. Acting as a nodal agency for local tourism stakeholders, departments can offer students real-world event organization experience and opportunities to earn while learning. Academic exchange programs should also be explored. Enhancing communication skills is essential for managerial tasks, including business presentations, capacity building, guest interactions, and writing business documents.

#### **3. Community Engagement**

The BTTM program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women entrepreneurial groups and farm tourism units.



Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program.

**Minimum CREDIT REQUIREMENTS FOR THE DIFFERENT PATHWAYS  
IN THE BTTM PROGRAMME**

|   | <b>Academic Pathway</b>                 | <b>Major</b>              | <b>Minor</b>   | <b>Foundation Courses</b><br><b>AEC: 4 Courses</b><br><b>MDC: 3 Courses</b><br><b>SEC: 3 Courses</b><br><b>VAC: 3 Courses</b> | <b>Internship</b> | <b>Total Credits</b> |
|---|---|---------------------------|--|---|-------------------|----------------------|
|   |   | 4 Credits for each Course |  | 3 Credits for each Course   |                   |                      |
| 1 | Single Major (A)                        | 68<br>17 courses          | 24<br>6 courses (1, 2, 3 semesters)  | 39<br>13 courses  | 2                 | 133                  |
| 2 | Major (A) with multiple disciplines (B) | 68 (17 courses)           | 12+12=24 (6 courses (1, 2, 3 semesters))   | 39 (13 courses)   | 2                 | 133                  |
| 3 | Major (A) with Minor (B)                | 68                        | 24   | 39  | 2                 | 133                  |
| 4 | Major (A) with Vocational Minor (B)     | 68                        | 24   | 39  | 2                 | 133                  |
| 5 | Double Major (A1, A2)                   | A1: 48 A2: 44             | The 24 credits in the Minor stream are distributed between the two Majors. Overall, 40% of credits to be earned in the second major. 2 MDC, 2 SEC, 2 VAC and the internship should be in Major A. Total credits in Major A should be 48+ 20 = 68 (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133) |   |                   | 133                  |

**PROGRAM PATHWAYS**

In FYUGP the existing UG program are modified into five possible structures or combinations, called academic pathways. Each pathway is defined by a specific combination of Discipline-Specific Courses (DSC). The seven pathways are the following:

- 1. Single Major pathway:** This pathway may be recommended to those students who opt for an in-depth study in a particular discipline, without systematically exploring any other discipline

The students pursuing KU-FYUGP in a specific discipline shall be awarded a UG Degree in a Major discipline if they secure minimum 68 credits in that Major discipline from 17 courses (50% of the total credits of 133 required for the three-year program), out of which 10 courses should be above level 300.

Out of the remaining 26 credits required from discipline-specific courses in the first three years, the 2 credits from Internship should be in the Major discipline and 24 credits can be from any 6 discipline-specific courses other than the major discipline.

If the students continue to the fourth year of KU-FYUGP, to be eligible for a UG Degree (Honours) in the Major discipline, they should earn a further 32 credits in that Major discipline from Advanced level courses or project, and an additional 12 credits from any discipline.

Eg: BSc Chemistry Major; BA English Major; BA Economics Major

- 2. Major with Minor pathway:** This pathway may be recommended to those students who wish for an in-depth study in more than one discipline with a more focus on one discipline (Major) and relatively less focus on the other (Minor). The concept of Minor is relevant only when there is a Major discipline.

If students pursuing KU-FYUGP are awarded a Major Degree in a particular discipline, they are eligible to be awarded a Minor in another discipline of their choice, if they earn a minimum of 24 credits in the Minor discipline at the end of third year and 32 credits at the end of fourth year, to be eligible for a UG Degree (Honors) with a Major and a Minor.

Examples: BSc (Honours) Physics Major with Chemistry Minor, BA (Honours) English Major with Psychology Minor, B. Com (Honours) Commerce Major with Economics Minor

- 3. Major with multiple disciplines pathway:** This pathway is recommended for students who wish to develop core competencies in multiple disciplines of study. In this case, the credits for the minor pathway shall be distributed among the constituent disciplines/subjects.

If students pursuing KU-FYUGP are awarded a UG Degree in a Major discipline, they are eligible to get mentioned their core competencies in other discipline(s) of their choice if they have earned 12 credits from the pathway courses of a particular discipline. In the first three years of KU-FYUGP, this pathway is composed of one Major discipline with 68 credits from 17 courses, and maximum two other disciplines, with 12 credits from 3 courses in each discipline.

If the students continue to the fourth year of KU-FYUGP, the details of the credits in the Major discipline in the fourth year are the same as given for the Single Major Pathway. In the fourth year, the students need to earn an additional 12 credits from any discipline. These 12 credits can be in the form of three discipline-specific courses in any one discipline, in which case this third discipline will be added to the multiple disciplines of this pathway.

Examples: BSc (Honours) in Physics Major with Chemistry and Mathematics, BA (Honours) in Economics Major with History and English.

4. **Double Major pathway:** This pathway may be recommended to those students who wish for an in-depth study in two disciplines to more or less equal extent.

It is composed of two Major disciplines with minimum 50% credits in one Major (A) and minimum 40% credits in another Major (B) out of the total credits. In the three-year UG programme, it is specified that the student should earn a minimum of 68 credits in Major A and 53 credits in Major B to qualify for a UG degree with a Double Major. The Double Major pathway is not extended to the fourth year. In the fourth year, the student can continue to earn the required credits in either Major A or Major B to qualify for a UG Degree (Honours) / UG Degree (Honours with Research) in A or B. If he/she opts to continue with Major B in the fourth year, he/she should earn an additional 15 credits of 300-399 level in B through in-person or online courses.

Examples: BSc Physics and Chemistry Major, BA Economics and History Major, BCom Commerce and Management Major.

5. **Major with Vocational Minor pathway:** This pathway may be recommended to those students who wish for an exposure in a vocational discipline in addition to in-depth study in the Major discipline

Degree Major with Vocational Minor In the first three years of FYUGP, this pathway is composed of one Major discipline with 68 credits from 17 courses, and when the student continues to the fourth year of FYUGP, the student will be eligible for a UG Honours

Degree in a Major with a Vocational Minor, if they earn 32 credits in the chosen Vocational Minor discipline.

Examples: BSc Physics Major with Data Analysis Minor, BA English Major with Translation Minor, BCom Commerce Major with Company Secretaryship Minor

6. **Multi-disciplinary Major pathway:** The program offered by this pathway is of a multidisciplinary nature with credits distributed among the broad disciplines. For multidisciplinary major pathway, the credits for the major and minor pathways will be distributed among the broad disciplines.

The overall fraction of major and minor constituent disciplines or broad discipline should be 70 % of the total credits. For a 3-year program the credit requirements in the constituent discipline should be 94 credits and for a 4- year honours program should be 124 credits including the project.

Examples: Life Science, Data Science, Nano Science

7. **Interdisciplinary Major pathway:** This pathway program is offered jointly by two or three disciplines with credits distributed among the constituent discipline / subjects to get core competency in the interdisciplinary areas distributed among the constituent disciplines/subjects.

The overall fraction of major and minor constituent disciplines should be 70 %. For a 3-year program the credit requirements in the constituent discipline should be 94 credits and for 4-year honours program should be 124 credits including project.

Example: Econometrics, Global Studies, Biostatistics.

**Note:**

- *BTTM students can select minor courses from any discipline other than that of their own discipline. Therefore, BTTM students can choose minor courses from the “Hotel Management” discipline though it is offered by the parent department.*

**Course and Credit Structure for Different Pathways**

Course Distribution for Students in Semesters I – VI

- (1) Single Major: The 6 courses together in B and C can be in different disciplines.
- (2) Major with Multiple Disciplines: B and C represent two different disciplines.
- (3) Major with Minor: B and C represent the same Minor discipline.
- (4) Major with Vocational Minor: B and C represent the same Vocational Minor discipline

**Ability Enhancement Courses** shall be offered by language disciplines only. (AEC 1 and AEC 3 shall be offered by English discipline and AEC 2 and AEC 4 shall be offered by other languages)

**Multidisciplinary Courses:** MDC 1 and MDC 2 shall be offered by all disciplines and MDC 3 in Kerala specific content shall be offered by language disciplines only.

**Value Added Courses:** Value added courses shall be offered by all disciplines, and preference of offering value added courses in a college will be given to language or other disciplines depending upon the available workload of the respective disciplines in the college.

**Skill Enhancement Courses:** Skill Enhancement Courses shall also be offered by all disciplines, and preference of offering these courses in a college will be given to disciplines depending upon the available workload of the respective disciplines in the college.

Overall, 20% of courses shall be designed by individual faculty and the evaluation of these courses shall be internal. Courses developed by individual faculty members shall be approved by the respective Board of Studies.

## **Evaluation**

- Students shall secure a minimum of 30% for End Semester evaluation and an aggregate of 35% for successful completion of each course.
- Regarding evaluation, a one credit course may be evaluated for 25 marks, two credit for 50 marks, three credit for 75 marks and 4 credit for 100 marks.
- In the evaluation of a 4-credit theory course of 100 marks, 30 marks will be by continuous comprehensive assessment and 70 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 70 marks shall be for two hours. The duration for the end semester practical examination shall be fixed by the respective BoS. For the evaluation
- of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit – mark relation (One credit corresponds to 25 marks).
- In the evaluation of a 3- credit theory course of 75 marks, 25 marks will be by continuous comprehensive assessment and 50 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 50 marks/below 50 marks shall be of one and a half hour (1.5 hr)

- The duration for the end semester practical examination shall be fixed by the respective BoS. For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit – mark relation (One credit corresponds to 25 marks).
- In the case of courses with both theory and practicums, for course components (Theory or Practicum) with even credits the ratio of continuous comprehensive assessment (CCA) to End semester examination (ESE) is 30:70 for theory/lecture and 40:60 for practical/practicum. However, for course components with odd credits the marks are calculated following same proportion and are rounded to convenient whole numbers wherever necessary.

### **Attendance and Progress**

- The minimum attendance required for each course shall be 75 % of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the End Semester Examination.
- Condonation of shortage of attendance for a maximum of 10 days in a semester, subject to a maximum of two spells for Semesters I to VI and 10 days in a semester, subject to maximum of two spells for semesters VII to VIII separately will be granted by Vice Chancellor as per the existing rules.

### **Time limit for the completion of program**

- The maximum time limit to complete the Program for a candidate taking exit on completion of 6 semesters shall be 6 years after joining the program.
- The maximum time limit to complete the Program for the FYUGP shall not exceed 8 years after joining the program.
- Notwithstanding anything contained in these regulations, the Vice Chancellor shall for a period of one year (may be revised) from the date of coming into force of these Regulations, have the power to provide by order that these Regulations shall be applied to any Program with such modifications as may be necessary.
- Notwithstanding anything contained in these regulations, any amendments or modifications issued or notified by the UGC or state government, from time to time, shall be deemed to have been incorporated into these regulations and shall constitute an integral part there.
- These regulations or modifications as mentioned above will be applicable to admission of students to one year post graduate program (after completion of 4-year undergraduate

program) or two-year postgraduate program after completion of three-year degree program satisfying the credits as per the National Credit Framework and UGC regulations for Four Year Undergraduate Program.

**CREDIT DISTRIBUTION**

**BTTM PROGRAMME**

*From 2024 Admission Onwards*

| BTTM  | Sem                  | DSC Major | DSC-Minor | MDC       | AEC   | SEC      | VAC      | INT   | PRJ        | Total Credits |
|---|----------------------|-----------|-----------|-----------|-------|----------|----------|-------|------------|---------------|
|   | I                    | 4         | 4+4       | 3         | 3+3   | ....     | ....     | ..... | .....      | 21            |
|   | II                   | 4         | 4+4       | 3         | 3+3   | ...      | ....     | ...   | ...        | 21            |
|   | III                  | 4+4       | 4+4       | 3         | ..... | ...      | 3        | ....  | ...        | 22            |
|   | IV                   | 4+4+4     | .....     | .....     | ..... | 3        | 3+3      | ....  | ....       | 21            |
|   | V                    | 4+4+4+4+4 | .....     | ....      | ....  | 3        | .....    | ....  | ...        | 23            |
|   | VI                   | 4+4+4+4+4 | ....      | .....     | ..... | 3        | .....    | ...   | ...        | 25            |
|   | <b>3 Year UG</b>     | <b>68</b> | <b>24</b> | <b>39</b> |       |          | <b>2</b> |       |            | <b>133</b>    |
|   | VII                  | 4+4+4+4+4 | ...       | .....     | ..... | .....    | ....     | ...   | ...        | 20            |
|   | VIII                 | 4+4+4     | 4+4+4     | ....      | ....  | ....     | ...      | ....  | ★12        | 24            |
| <b>Four Years UG Program</b>  | <b>88 + 12 = 100</b> | <b>36</b> | <b>39</b> |           |       | <b>2</b> |          |       | <b>177</b> |               |
| ★ <i>12 credits Project can be taken instead of three Major courses</i> |                      |           |           |           |       |          |          |       |            |               |

# **BTTM FOUR YEAR UG PROGRAMME-**

## **COURSE STRUCTURE**



| Sem | Course Code  | Type of Course. | Course Name                         | CCA | ESE | Total | Exam    | Credits | Hrs/wk. | Total credits |
|-----|--------------|-----------------|-------------------------------------|-----|-----|-------|---------|---------|---------|---------------|
| S1  |              | AEC-1           | AEC                                 | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       | 21            |
|     |              | AEC-2           | AEC                                 | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       |               |
|     | KU1DSCTTM101 | DSC-A1          | Business of Tourism and Hospitality | 30  | 70  | 100   | 2 Hrs   | 4       | 4       |               |
|     | KU1DSCTTM102 | DSC -B1         | Travel Geography                    | 30  | 70  | 100   | 2 Hrs   | 4       | 4       |               |
|     | KU1DSCHMT103 | DSC-C1          | Front Office Management             | 30  | 70  | 100   | 2 Hrs   | 4       | 4       |               |
|     | KU1MDCTTM101 | MDC-1           | Basics of Food Production           | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       |               |
|     |              |                 |                                     |     |     |       |         |         |         |               |
| S2  |              | AEC-3           | AEC                                 | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       | 21            |
|     |              | AEC-4           | AEC                                 | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       |               |
|     | KU2DSCTTM104 | DSC A2          | Hotel Operations                    | 30  | 70  | 100   | 2 Hrs   | 4       | 4       |               |
|     | KU2DSCTTM105 | DSC-B2          | Cultural Heritage and Hospitality   | 30  | 70  | 100   | 2 Hrs   | 4       | 4       |               |
|     | KU2DSCHMT106 | DSC-C2          | Food & Beverage Service             | 30  | 70  | 100   | 1 ½ Hrs | 4       | 4       |               |
|     | KU2MDCTTM102 | MDC-2           | Special Interest Tourism            | 25  | 50  | 75    | 1 ½ Hrs | 3       | 3       |               |
|     |              |                 |                                     |     |     |       |         |         |         |               |
| S3  | KU3DSCTTM201 | DSC A3          | Tourism Products and Resources      | 30  | 70  | 100   | 2Hrs    | 4       | 4       |               |
|     | KU3DSCTTM202 | DSC-A4          | Tour Designing with Study Tour      | 35  | 65  | 100   | 2 Hrs   | 4       | 6       |               |

|    |               |         |   |    |    |     |         |   |   |    |
|----|---------------|---------|---|----|----|-----|---------|---|---|----|
|    | KU3DSCTTM203  | DSC- B3 | Tourism Law and Administration              | 30 | 70 | 100 | 2 Hrs   | 4 | 4 | 22 |
|    | KU3DSCHMT204  | DSC- C3 | Housekeeping Operations                     | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU3MDCTTM201  | MDC-3   | KS  | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    | KU3VACTTM 201 | VAC-1   | Customer Relationship Management            | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    |               |         |   |    |    |     |         |   |   |    |
| S4 | KU4DSCTTM204  | DSC-A5  | Heritage Tourism Management                 | 30 | 70 | 100 | 2 Hrs.  | 4 | 5 | 21 |
|    | KU4DSCTTM205  | DSC-A6  | Tourism Destination Mapping                 | 30 | 70 | 100 | 2 Hrs.  | 4 | 5 |    |
|    | KU4DSCTTM206  | DSC-A7  | Tour Leadership and Guiding                 | 30 | 70 | 100 | 2 Hrs.  | 4 | 6 |    |
|    | KU4SECTTM201  | SEC-1   | Business Communication                      | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    | KU4VACTTM202  | VAC-2   | Basics of Food Science and Nutrition        | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    | KU4VACTTM203  | VAC-3   | Event Management & Hospitality              | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    |               |         |   |    |    |     |         |   |   |    |
| S5 | KU5DSCTTM301  | DSC-A8  | Employability and Leadership in Hospitality | 30 | 70 | 100 | 2 Hrs   | 4 | 5 | 23 |
|    | KU5DSCTTM302  | DSC-A9  | Tourism Economics                           | 30 | 70 | 100 | 2 Hrs   | 4 | 5 |    |
|    | KU5DSCTTM303  | DSC-A10 | Hospitality Marketing                       | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU5DSCTTM304  | DSC-A11 | Management Principles                       | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU5DSCTTM305  | DSC-A12 | Tourism Transport Systems                   | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU5SECTTM301  | SEC-2   | Aviation Management                         | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |

| S6 | KU6DSCTTM306 | DSC-A13 | Organizational Behavior in Tourism          | 30 | 70 | 100 | 2 Hrs   | 4 | 4 | 22 |
|----|--------------|---------|---|----|----|-----|---------|---|---|----|
|    | KU6DSCTTM307 | DSC-A14 | Human Resource Management and Tourism       | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU6DSCTTM308 | DSC-A15 | Airport Management and Ground Handling      | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU6DSCTTM309 | DSC-A16 | Logistics Management                        | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU6DSCTTM310 | DSC-A17 | Entrepreneurship in Tourism Industry        | 30 | 70 | 100 | 2 Hrs   | 4 | 4 |    |
|    | KU6INTTTM301 | INT     | Internship                                  | 15 | 35 | 50  | .....   | 2 | 2 |    |
|    | KU6SECTTM302 | SEC-3   | Technology and Tourism                      | 25 | 50 | 75  | 1 ½ Hrs | 3 | 3 |    |
|    |              |         |   |    |    |     |         |   |   |    |
| S7 | KU7DSCTTM401 | DSC-A18 | Sustainable Development & Crisis Management | 30 | 70 | 100 | 2Hrs    | 4 | 5 | 20 |
|    | KU7DSCTTM402 | DSC-A19 | Product Design and Development              | 30 | 70 | 100 | 2Hrs    | 4 | 5 |    |
|    | KU7DSCTTM403 | DSC-A20 | Destination Planning and Management         | 30 | 70 | 100 | 2Hrs    | 4 | 5 |    |
|    | KU7DSCTTM404 | DSC-A21 | Tourism Project Management                  | 30 | 70 | 100 | 2Hrs    | 4 | 5 |    |
|    | KU7DSCTTM405 | DSC-A22 | Tourism planning                            | 30 | 70 | 100 | 2Hrs    | 4 | 5 |    |
|    |              |         |   |    |    |     |         |   |   |    |
|    | KU8DSCTTM406 | DSC-A23 | Research Methodology                        | 30 | 70 | 100 | 2Hrs    | 4 | 5 |    |

|    |   |          |   |    |     |     |      |    |    |    |  |
|----|---|----------|---|----|-----|-----|------|----|----|----|--|
| S8 | KU8DSCTTM407  | DSC-A24  | Academic Writing and Publishing                   | 30 | 70  | 100 | 2Hrs | 4  | 4  | 24 |  |
|    | KU8DSCTTM408  | DSC-A25  | Financial Management in Tourism                   | 30 | 70  | 100 | 2Hrs | 4  | 4  |    |  |
|    | <b>OR (instead of Core Courses 19 to 21 in Major)</b>         |          |   |    |     |     |      |    |    |    |  |
|    | KU8PRJTTM498  | PRJ(H)   | Research Project (Honors)                         | 90 | 210 | 300 | ...  | 12 | 13 |    |  |
|    | <b>OR (instead of any two Core Courses 19 to 21 in Major)</b> |          |   |    |     |     |      |    |    |    |  |
|    | KU8PRJTTM499  | PRJ(H-R) | Research Project                                  | 60 | 140 | 200 | ...  | 8  | 8  |    |  |
|    | KU6DSCTTM409  | DCE-1    | Digital and Social Media Communication in Tourism | 30 | 70  | 100 | 2Hrs | 4  | 5  |    |  |
|    | KU8DSCTTM410  | DCE-2    | Cargo Management                                  | 30 | 70  | 100 | 2Hrs | 4  | 5  |    |  |

### DISTRIBUTION OF MINOR COURSES IN BTTM

| Sem | Course Code  | Minor Course | Course Name                       | Discipline                    |
|-----|--------------|--------------|-----------------------------------|-------------------------------|
| 1   | KU1DSCTTM102 | DSC -B1      | Travel Geography                  | Tourism and Travel Management |
| 1   | KU1DSCHMT103 | DSC-C1       | Front Office Management           | Hotel Management              |
| 2   | KU2DSCTTM105 | DSC-B2       | Cultural Heritage and Hospitality | Tourism and Travel Management |
| 2   | KU2DSCHMT106 | DSC-C2       | Food & Beverage Service           | Hotel Management              |
| 3   | KU3DSCTTM203 | DSC- B3      | Tourism Law and Administration    | Tourism and Travel Management |
| 3   | KU3DSCHMT204 | DSC- C3      | Housekeeping Operations           | Hotel Management              |



# DETAILED SYLLABUS-BTTM

## FIRST SEMESTER

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 1</b> | <b>KU1DSCTTM101</b> | <b>BUSINESS OF TOURISM AND HOSPITALITY</b> |
|-------------------|---------------------|--|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU1DSCTTM101   |                  |                   |                    |             |
| Course Title   | BUSINESS OF TOURISM AND HOSPITALITY  |                  |                   |                    |             |
| Type of Course | DSC-A1   |                  |                   |                    |             |
| Semester       | 1  |                  |                   |                    |             |
| Academic Level | 100 – 199  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   |                    | 60          |
| Course Summary | This course is intended to provide an awareness on the fundamentals of tourism, including important ideas, history, types of components, motives, determinants, and career options in the tourism business. This course provides in-depth knowledge and comprehension of the geographical features, climate, culture, and tourism resources of Kerala. |                  |                   |                    |             |

### Course Outcomes (COs):

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used                      |
|-----|--|------------------|---------------------|--|
| CO1 | To understand the concepts of tourism and hospitality and the historical background of tourism and hospitality | R                | C                   | Quiz/ Practical Assignment /Observation of |

|   |  |    |   |   |
|---|--|----|---|---|
|   | industry   |    |   | Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2   | Identify the components, elements and travel motivational factors of Tourism | U  | P |   |
| CO3   | Evaluate the Effectiveness of Different Tourism Resources in Kerala          | E  | P |   |
| CO4   | Design Comprehensive Tourism Circuits and Itineraries for Kerala.            | An | P |   |
| CO5   | Describe the Key Components of Kerala's Tourism Landscape                    | R  | F |   |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br/>                 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |  |    |   |   |

**DETAILED SYLLABUS:**

| Module   | Unit                             | Content   |
|----------|----------------------------------|---|
| <b>I</b> | <b>Basic Concepts of Tourism</b> |   |
|          | 1.                               | Definition and Basic concepts of Tourism-Meaning, and Importance of Tourism, Definition and Distinction between Travelers, Visitors, Excursionist, Tourist, Transit visitor, Leisure, and Recreation.   |
|          | 2.                               | History and evolution of tourism (Brief): Roman early travel, trade routes, Empire, and concept of annual holiday, Grand Tour, dark age, renaissance in Tourism-Thomas cook & early organized travel – Introduction of Air, rail, and water transport (Brief) |
|          | 3.                               | Modern tourism - Travel and tourism in medieval Europe: Feudalism, Crusades, Renaissance, Exploration (in brief)- Industrial Revolution.  |
|          | 4.                               | Components and elements of tourism-7A of Tourism.   |
|          | 5                                | International Tourism, Inbound, Outbound, Inter-Regional, Intra-Regional, Domestic, Internal, and National Tourism- Social (paid) Tourism- Mass tourism v/s Alternative tourism- Classification of Tourists (Cohen’s Classification, Plog’s Classification)   |

|            |                                  |   |
|------------|----------------------------------|---|
|            | 6                                | Inter- relation between various segments & travel industry network- Tourism system and its components- career opportunities   |
| <b>II</b>  | <b>Typology of Tourism</b>       |   |
|            | 7                                | Travel motivational factors- Wanderlust and Sunlust- Push and Pull Factors of Tourism- Maslow’s theory  |
|            | 8                                | Determinants of travel behavior -Basics of Tourism demand, Net travel propensity, Gross travel propensity   |
|            | 9                                | Types of Tourist Statistics (Volume, Value, Visitor Profiles).  |
|            | 10                               | Contemporary trends in Indian Tourism-Travel formalities to India   |
|            | 11                               | Major service Providers: Accommodation, Transportation(Airlines, Coaches, Cruises, Trains)- Rent A car-MICE.  |
| <b>III</b> | <b>Kerala Tourism (In brief)</b> |   |
|            | 12                               | Geographical features of Kerala (in brief)- Western Ghats- Climate- Monsoon- “God’s Own Country” Campaign.  |
|            | 13                               | Backwaters of Kerala (in brief): (Kochi, Alappuzha, Kumarakom, Kollam, Kasaragod)   |
|            | 14                               | Hill Stations of Kerala (in brief): (Wayanad, Munnar, Ponmudi, Gavi, Ranipuram, Vagamon, Nelliampathy)  |
|            | 15                               | Beaches of Kerala (in brief): (Kannur, Kochi, Varkala, Kovalam, Kanyakumari, Bekal)   |
|            | 16                               | <ul style="list-style-type: none"> <li>• Important Rivers of Kerala (in brief)</li> <li>• Lakes (in brief): (Periyar, Vembanad, Ashtamudi, Pookode, Shasthamkotta)</li> <li>• Dams: Idukki, Malampuzha, Mullapperiyar, Thenmala, Banasura Sagar, Mattupetty, Neyyar, Kakkayam, Cheruthoni</li> <li>• Waterfalls (in brief): Athirappally, Vazhachal, Soochippara, Thommakuthu, Thusharagiri, Palaruvi, Meenmutti)</li> <li>• Islands (Kuruva, Darmadam, Pathiramanal)</li> <li>• Mangroves (Sambranikkodi, Kadalundi, Kavvayi)</li> </ul> |



|           |   |   |
|-----------|---|---|
|           |   | <ul style="list-style-type: none"> <li>• Plantations of Kerala (in brief) (Tea, Coffee, Cardamoms, Pepper, Rubber)</li> </ul>   |
|           | 17  | Wildlife of Kerala (in brief): Major Wildlife Sanctuaries (Wayanad, Aralam, Chimmini, Thattekkad, Idukki, Neyyar) and National Parks (Silent Valley, Eravikulam), Tiger Reserves (Periyar, Parambikkulam)   |
| <b>IV</b> | <b>Manmade Tourism Attractions of Kerala (In brief)</b> |   |
|           | 18  | Heritage Monuments: Padmanabhapuram Palace, Krishnapuram Palace, Mattancherry Palace, Jewish Synagogue, St. Francis Church, Tripunithura Hill Palace Museum, Thalasseri Fort, Gundert Bungalow, Bekal Fort, Edakkal Caves, Thekkekudi Cave Temple   |
|           | 19  | Amusement Parks, Theme parks, Arts and Craft Villages, Shopping and Convention Centers  |
|           | 20  | <ul style="list-style-type: none"> <li>• Main Art Forms (Kathakali, Theyyam, Kalarippayattu, Koodiyattam, Mohiniyattam).</li> <li>• Handicrafts- Fairs and Festivals (Boat Races of Kerala, Thrissur Pooram, Onam).</li> <li>• Cuisines, Paintings (Mural Painting), Museums (Napier Museum, State Museum, Hill Palace Museum)</li> </ul> |
|           | 21  | Major Religions and shrines   |
|           | 22  | Responsible tourism in Kerala- Major destinations   |
|           | 23  | USP of Kerala: Houseboats, Ayurveda, Backwaters   |
|           | 24  | Major Tourism Circuits of Kerala- Major Tourism Projects of Kerala – Eco-tourism Projects   |
| <b>V</b>  | <b>Teacher Specific Content (12 Hrs)</b>                |   |

**Note: Recommended Learning Activity to achieve COs 3, 4, 5;**

*Fam Trip: Organize a familiarization trip within Kerala or to the neighboring state, based on Unit III and IV (Preferable an Excursion, Max 1-3 days): Students should study and report a specific area of Kerala tourism (e.g., Uniqueness, SWOT Analysis, visitor satisfaction, Local engagement, stakeholder perceptions, and any other) and present their results in an oral presentation.*

**References:**

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- Riginos, M. (2012). *The making of modern tourism: The cultural history of the British experience, 1600-2000*. Palgrave Macmillan.
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- Eric Zuelow, (2015) *A History of Modern Tourism*, Palgrave Macmillan Publishers, UK
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- Dileep, M. R. (2018). *Tourism: Concepts, theory, and practice*. IK International Pvt Ltd.
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- Kokkranikal, J., & Morrison, A. (2011). "Community Networks and Sustainable Livelihoods in Tourism: The Role of Entrepreneurial Innovation." *Tourism Planning & Development*, 8(2), 137-156.
- Chettiparamb, A., & Kokkranikal, J. (2012). "Responsible Tourism and Sustainability: The Case of Kumarakom in Kerala, India." *Journal of Policy Research in Tourism, Leisure and Events*, 4(3), 302-326.
- Lonely Planet – Kerala
- [www.keralatourism.org](http://www.keralatourism.org)

**CO-PSO Mapping:**

| CO's | Program Outcomes (PO's) |      |      |      |      |      |
|------|-------------------------|------|------|------|------|------|
|      | PSO1                    | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1  | 1                       | 1    | 1    | 2    | -    | 1    |

|     |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|
| CO2 | 1 | 2 | 1 | 2 | - | - |
| CO3 | 1 | 1 | 1 | 2 | - | - |
| CO4 | 2 | 3 | 3 | 1 | 1 | 1 |
| CO5 | 3 | - | 1 | - | 2 | 1 |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**Assessment Rubrics:**

| Evaluation Type  |   | Marks      |
|--|---|------------|
| End Semester Evaluation  |   | <b>70</b>  |
| Continuous Evaluation  |   | <b>30</b>  |
| a)   | FAM Trip /                                    | 30         |
|  | 1.Report and viva voce                        | 20         |
|  | 2. Leadership, Involvement                    | 10         |
| <i>Those who did not go for FAM Trip may obtain 30 marks for CCE by.</i> |   |            |
| b)   | Case Studies : (15 marks)                     |            |
|  | Assignments/ Seminar Presentations: (5 marks) |            |
|  | Test Paper: (10 marks)                        |            |
| <b>Total</b>   |   | <b>100</b> |

|                   |                     |                         |
|-------------------|---------------------|-------------------------|
| <b>SEMESTER 1</b> | <b>KU1DSCTTM102</b> | <b>TRAVEL GEOGRAPHY</b> |
|-------------------|---------------------|-------------------------|

|                |                  |
|----------------|------------------|
| Programme      | BTM              |
| Course Code    | KU1DSCTTM102     |
| Course Title   | Travel Geography |
| Type of Course | Minor-B1         |
| Semester       | 1                |
| Academic Level | 100 – 199        |

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   |                    | 60          |
| Course Summary | This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|---|------------------|---------------------|---|
| CO1 | Understand the concept of travel geography and familiarize with geographical diversity features of India  | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2 | Analyze and describe the Geographic resources of tourism in India   | An               | P                   |   |
| CO3 | Analyze and describe the physical features of Kerala, examining its impact on travel patterns and tourism experiences.  | E                | P                   |   |
| CO4 | Develop practical map reading, interpretation, and analysis skills to plan travel routes, identify geographical features, and evaluate destination suitability for tourism development. | Ap               | P                   |   |
| CO5 | Apply geographical concepts and principles to analyze the impact of geography on tourism development  | Ap               | P                   |   |

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

**DETAILED SYLLABUS:**

| Module     | Unit                                    | Content   |
|------------|---|---|
| <b>I</b>   | <b>Introduction to Travel Geography</b> |   |
|            | 1                                       | Definition and scope of travel geography, Geographical Factors impacting tourism: latitude, longitude, and altitude.                                    |
|            | 2                                       | Overview of key geographical concepts – Continents, regions, transportation and economic activities (In Brief)  |
|            | 3                                       | Study of India's diverse topography: Northern mountains or Himalayas, Northern Plains, Peninsular Plateau, Great Indian Desert, Coastal Plains, Islands |
|            | 4                                       | Climatic regions- Climatic classification by Koeppen  |
|            | 5                                       | Drainage System – Himalayan and Peninsular Rivers   |
|            | 6                                       | Natural Vegetation and soil types   |
| <b>II</b>  | <b>Geographic Resources of India</b>    |   |
|            | 7                                       | Major Hill Stations, Mountains, Glaciers, Caves, Valleys, Lakes, Beaches  |
|            | 8                                       | Other Geographic formations with tourism potential in India – National Parks, Wildlife Sanctuaries, Biosphere Reserves                                  |
|            | 9                                       | IUCN Protected Area categories  |
|            | 10                                      | Impact of physical geography on tourism destinations in India   |
| <b>III</b> | <b>Geographical Features of Kerala</b>  |   |
|            | 11                                      | Physiographic features of Kerala – Highland, Midland, Lowland   |
|            | 12                                      | Popular tourist destinations and attractions in Kerala  |
|            | 13                                      | Exploration of Kerala's backwaters and their significance   |
|            | 14                                      | Western Ghats – Drainage - Rivers   |
|            | 15                                      | Climate of Kerala – Monsoon in Kerala   |

|           |   |   |
|-----------|---|---|
|           | 16  | Impact of Climate in Kerala Tourism             |
| <b>IV</b> | <b>Introduction to Map Study</b>                      |   |
|           | 17  | Maps and its use: Cartography                   |
|           | 18  | Maps: scale, Types of maps, Online/Digital map  |
|           | 19  | Uses of Maps with focus on Travel and Tourism   |
|           | 20  | Important Digital Maps or Apps.                 |
|           | 21  | Toposheets – Signs and Symbols                  |
|           | 22  | Use of GIS, GPS, Remote Sensing and 3 D Mapping |
| <b>V</b>  | <b>Teacher Based Content- Content (12 Hrs.)</b>       |   |
|           | <b>Recommended Frameworks.</b>                        |   |
|           | Case studies on how natural features attract tourists |   |

**Note: Recommended Learning Activity:**

*Prepare a field visit report on a chosen destination in Kerala analyzing its geographical features (excursion-1 day).*

**References**

- Husain, Majid, World geography, Rawat Publications, Jaipur, 2016
- Ashok K, Ghosh, physical geography – A landscape Appreciation, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi-11001,2011
- Anon, World geography, Houghton Mifflin Harcourt Publishing company, Orlando, Florida, 2016
- Hudman, E Lloyd and Jackson H Richard, Geography of Travel and Tourism, Delmar Cengage Learning, USA, 2003
- S.A Qazi, Principles of Physical Geography, APH Publishing,2009
- Richard H. Bryant , Physical Geography Made Simple , Elsevier Science · 2013
- R.B. Bunnett, Seema Mehra Parihar, , Pearson Education India, ISBN 9789353940614, 9353940613
- World Health Organization, United Nations Environment Programme, World Health Organization, 1991, ISBN 9789241544160, 9241544163

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**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 3    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 1    | -    | 2    | -    | 1    |
| CO 3 | 2    | 2    | -    | 2    | -    | 1    |
| CO 4 | 2    | 2    | -    | 1    | -    | -    |
| CO 5 | -    | -    | -    | 2    | 1    | 1    |

**Assessment Rubrics:**

| Evaluation Type         |                     | Marks      |
|-------------------------|---------------------|------------|
| End Semester Evaluation |                     | <b>70</b>  |
| Continuous Evaluation   |                     | <b>30</b>  |
| a)                      | Test Paper- 1       | 10         |
| b)                      | Field Report (IV)   | 20         |
| <b>OR</b>               |                     |            |
| a)                      | Test Paper- 1       | 10         |
| b)                      | Case Study          | 15         |
| c)                      | Seminar/ Assignment | 5          |
| <b>Total</b>            |                     | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                |
|-------------------|---------------------|--------------------------------|
| <b>SEMESTER 1</b> | <b>KU1DSCHMT103</b> | <b>FRONT OFFICE MANAGEMENT</b> |
|-------------------|---------------------|--------------------------------|

|             |                     |
|-------------|---------------------|
| Program     | BTTM                |
| Course Code | <b>KU1DSCHMT103</b> |

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Title   | FRONT OFFICE MANAGEMENT   |                  |                   |                    |             |
| Type of Course | Minor-C1  |                  |                   |                    |             |
| Semester       | 1   |                  |                   |                    |             |
| Academic Level | 100 – 199   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                | -                 | -                  | 60          |
| Course Summary | Students will be equipped with the knowledge, skills, and attitudes necessary to effectively manage front office operations and contribute to the success of hospitality establishments in providing exceptional guest experiences. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|--|------------------|---------------------|---|
| CO1 | Understand the various types of hotels and their features. | U                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation /<br>Technology-based assessment |
| CO2 | Explain the structure of the Front Office Department.      | U                | P                   |   |
| CO3 | Handle Reservation activities.                             | Ap               | P                   |   |
| CO4 | Deal effectively with Guests & Colleagues.                 | Ap               | P                   |   |
| CO5 | Maintain Personal Care & Safety at accommodations.         | Ap               | P                   |   |

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)



**DETAILED SYLLABUS:**

| Module     | Unit   | Content  |
|------------|--|--|
| <b>I</b>   | <b>Structure of Front Office Department</b>    |  |
|            | 1.   | Functional Organization of Front office- Front Desk Layout and Equipment   |
|            | 2.   | Front office functions- Personnels.  |
|            | 3.   | Reservation Activities: Processing of reservation request, Systems & Tools used  |
|            | 4.   | Arrival Procedures: Receiving, Greeting, Welcoming A Guest, Assessing Guest Requirements, Registration & Rooming Procedure, Room Change              |
|            | 5.   | Important Concepts: Over Booking, Scanty Baggage, Room Position, Cancellation, Amendment, Walk-in Guest, walking a Guest, Blacklisted Guest.         |
| <b>II</b>  | <b>Handling Guest</b>                          |  |
|            | 6.   | Attend to guest queries: Handling Guest Requests   |
|            | 7.   | Message Handling Procedure: Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure          |
|            | 8.   | Checkout & Settlement: Procedures at Reception, Cash Section, Bell Desk  |
|            | 9.   | Reduction of Late Charges: Effective Billing & Collection.   |
| <b>III</b> | <b>Standard Operating Procedures (SOPs)</b>    |  |
|            | 10.  | Check-In & Check-Out Process: Front office Communication, Importance of inter-departmental Communication, Types & Methods of Communication           |
|            | 11.  | Handling of Special Situations: DNS, DNA, RNA, NI (No information, Scanty Baggage Guest, Refusing Accommodation, Blacklisted Guest, Walking A Guest) |
|            | 12.  | Assist guest in check-in and checkout process: – ‘Express Check-Out’& ‘Self-Check-Out’   |
|            |  | 13.  |
|            | 14.  | Staff Organization, Duty Rotas & Work Schedule.  |
| <b>IV</b>  | <b>General Front Office Supervisory Skills</b> |  |

|          |   |   |
|----------|---|---|
|          | 15.                                       | Front Office Supervisory Skills: Communicating with Guests, Handling Guest Requests   |
|          | 16.                                       | Importance of Handling Mail without Delay, Sorting of Mail  |
|          | 17.                                       | Manual Key Control Procedure, Left Luggage Procedures, Handling of Special Situations Like – VIP / Spat / DG Guests FIT, VIP, Group, Foreigner. |
|          | 18.                                       | Hotel / Front Office Security System: Methods, Equipment Used, Card Key Control, Emergency Procedures, Management's Role in Security            |
|          | 19.                                       | Front office Systems: Non-Automated, Semi-Automated, Fully- Automated   |
| <b>V</b> | <b>Teacher Specific Content (12 Hrs.)</b> |   |

**Note: Compulsory Learning Activity**

1. Case studies of travel companies having best customer service should be given to achieve CO 3 and CO4.

**References:**

- Negi, J., & Manohar, G. (2009). Hospitality Management. Laxmi Publications Ltd.
- Zulfikar, Mohammed. (2009) Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management. New Delhi, Vikas Publishing House
- Bhakta, A. (2012). Professional Hotel Front Office Management. Tata McGraw Hill Education Private Limited.
- Andrews, S. (2013). Hotel front office: A Training Manual. Tata McGraw-Hill Education.
- Negi, J. M. S. (2002). Professional Hotel Management, S. Chand Publishing.
- Baker, Sue (2011). *Principles of Hotel Front Office Operations*. Hampshire, Cengage Learning
- Bardi, James A. (2011) Hotel Front Office Management. Hoboken, N.J., John Wiley & Sons,
- Dr. B.K. Chakravarti. (2010) Hotel Front Office Training Manual.
- Foster, Dennis L. (1992) Rooms at the Inn. Simon & Schuster Books for Young Readers,
- Zulfikar, Mohammed. (2009) Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management. New Delhi, Vikas Publishing House

**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 1    | -    | -    | -    | -    | -    |
| CO 2 | 1    | 1    | -    | -    | -    | 1    |
| CO 3 | 2    | 2    | 2    | 1    | -    | 1    |
| CO 4 | 1    | 2    | 2    | 1    | -    | 2    |
| CO 5 | 1    | 1    | -    | -    | -    | 2    |

**Assessment Rubrics:**

**Correlation Levels:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | <b>70</b>  |
| Continuous Evaluation   |               | <b>30</b>  |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Case study    | 15         |
| c)                      | Seminar       | 5          |
| <b>Total</b>            |               | <b>100</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                  |
|-------------------|---------------------|----------------------------------|
| <b>SEMESTER 1</b> | <b>KU1MDCTTM101</b> | <b>BASICS OF FOOD PRODUCTION</b> |
|-------------------|---------------------|----------------------------------|

|                |                           |                  |          |           |             |
|----------------|---------------------------|------------------|----------|-----------|-------------|
| Programme      | BTTM                      |                  |          |           |             |
| Course Code    | KU1MDCTTM101              |                  |          |           |             |
| Course Title   | BASICS OF FOOD PRODUCTION |                  |          |           |             |
| Type of Course | MDC-1                     |                  |          |           |             |
| Semester       | 1                         |                  |          |           |             |
| Academic Level | 100 – 199                 |                  |          |           |             |
| Course Details | Credit                    | Lecture per week | Tutorial | Practical | Total Hours |

|                |  |   |          |          |    |
|----------------|--|---|----------|----------|----|
|                |  |   | per week | per week |    |
|                | 3  | 3 |          |          | 45 |
| Pre-requisites | Basic Knowledge about Hotel organization   |   |          |          |    |
| Course Summary | This course prepares the student to understand the basic theory of food production |   |          |          |    |

**Course Outcomes (CO):**

| CO   | CO Statement   | Cognitive Level* | K. Cat. | Evaluation Tools used                                  |
|--|--|------------------|---------|--|
| CO1  | Understand the fundamental principles of food production.          | U                | F       | Instructor-created exams / Quiz                        |
| CO2  | Gain knowledge of various cooking methods and techniques           | U                | C       | Practical Assignment / Observation of Practical Skills |
| CO3  | Learn about kitchen organization, equipment, and safety practices. | U                | P       | Instructor-created exams / Home Assignments            |
| CO4  | Develop skills in menu planning, food costing, and presentation    | An               | P       | Instructor-created exams / Quiz                        |
| * - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |         |  |

**DETAILED SYLLABUS:**

| Module | Unit                                   | Content   |
|--------|--|---|
| I      | <b>Introduction to Food Production</b> |   |
|        | 1                                      | History and evolution of cooking(brief)- Basic culinary terms and definitions-  |
|        | 2                                      | Organizational chart of kitchen department of a large hotel. -Executive chef, Sous chef, Chef de partie, Commis and Trainee |

|            |                                       |   |
|------------|---------------------------------------|---|
|            | 3                                     | Kitchen layout and workflow--types of kitchens. Layout of Receiving Areas. Lay out of storage Area. Lay out of service and wash-up, Kitchen Stewarding- safety protocols and emergency procedures   |
|            | 4                                     | Kitchen Equipment and Cooking Fuels —Sources of Energy –Rules for Reheating of food/ réchauffé cooking- Waste management and sustainability practices- Food safety and hygiene practices  |
| <b>II</b>  | <b>Cooking Methods and Techniques</b> |   |
|            | 5                                     | Food constituents -Methods of cooking food  |
|            | 6                                     | Basic principles of cooking food – medium of liquid (boiling, steaming, stewing, poaching and braising), medium of fat (frying, grilling and roasting), dry method of cooking (baking, smoking, broiling and microwave cooking). Advantages and disadvantages of all the above methods. |
|            | 7                                     | Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids- Flavorings and seasonings – Sweetening – Thickenings- Principles of seasoning and flavoring   |
|            | 8                                     | Stocks -Definition, components, Types, and uses of stock—Sauces-importance of sauces-thickening agent used in sauces, Classification of sauces.   |
|            | 9                                     | Soups– Types of soup- preparation of soup- garnishing for soup. Accompaniment and garnishes   |
| <b>III</b> | <b>Cooking Materials</b>              |   |
|            | 10                                    | Herbs: Uses and Varieties of Herbs- Preserving Fresh Herbs  |
|            | 11                                    | Spices: uses and Varieties -Uses of Spices. Condiments: Uses and Varieties of Condiments  |
|            | 12                                    | Salads — types of salad – salad dressing  |
|            |                                       | Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts – Varieties of Yoghurts-Creams-Types of Cream- Storage of Cream.  |
|            | 13                                    | Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese.   |
|            | 14                                    | Butter-Introduction- -Types of Butter.  |
|            | 15                                    | Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages  |
| <b>IV</b>  | <b>Food Presentation</b>              |   |
|            | 16                                    | Basic plating and presentation techniques (Practical)   |
|            | 17                                    | Trends in food presentation and gastronomy (Practical)-   |
|            | 18                                    | Important Tasks performed in Food and Beverage Service (Familiarization)<br>Task-01: Holding Service Spoon & Fork   |

|          |   |
|----------|---|
|          | Task-02: Carrying a Tray / Salver<br>Task-03: Laying a Tablecloth<br>Task-04: Changing a Tablecloth during service<br>Task-05: Placing meal plates & clearing soiled plates<br>Task-06: Stocking Sideboard<br>Task-07: Service of Water<br>Task-08. Using Service Plate &Crumbing down<br>Task-09: Napkin Folds<br>Task-10: Changing dirty ashtray<br>Task-11: Cleaning & polishing glassware |
| <b>V</b> | <b>Teacher Specific Content (12 Hrs.)</b>   |

**Compulsory Learning Activity:**

*Visit to Professional Food Production Institutes and reporting (Based on Unit IV) to achieve COs 2, 3, and 4.*

**References**

Labensky, S. R., Hause, A. M., & Martel, P. A. (2014). On Cooking: A Textbook of Culinary Fundamentals. Pearson.

Escoffier, A. (2011). The Escoffier Cookbook: A Guide to the Fine Art of Cookery. Crown Publishing.

McGee, H. (2004). On Food and Cooking: The Science and Lore of the Kitchen. Scribner.

Gisslen, W. (2018). Professional Cooking. Wiley.

Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). Food and Beverage Management. Routledge.

Allen, M., & Albala, K. (2011). The Business of Food: Encyclopedia of the Food and Drink Industries. ABC-CLIO.

National Restaurant Association. (2017). ServSafe Manager. NRA.

Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and Beverage Service. Hodder Education.

Arora Krishna: Theory of Cookery, Frnak Bros & Co. Publisher Ltd.

Thangam Phillip: Modern Cookery, Orient Longman. 3. Arvind Saraswat: Professional Chef.

Parvinder S Bali., Food production operations: Oxford University Publication.

**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 1    | -    | -    | -    | 1    |
| CO 3 | 2    | -    | -    | 2    | -    | -    |
| CO 4 | 2    | -    | -    | 3    | -    | -    |

**Assessment Rubrics:**

| Evaluation Type  |                      | Marks     |
|--|----------------------|-----------|
| End Semester Evaluation  |                      | <b>50</b> |
| Continuous Evaluation  |                      | <b>25</b> |
| a)   | Field Report         | 15        |
| b)   | Practicum (Module 4) | 10        |
| Practicum must be conducted by the teacher at the end of the semester. |                      |           |
| <b>Total</b>   |                      | <b>75</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**SECOND SEMESTER**

|                   |                     |                         |
|-------------------|---------------------|-------------------------|
| <b>SEMESTER 2</b> | <b>KU2DSCTTM104</b> | <b>HOTEL OPERATIONS</b> |
|-------------------|---------------------|-------------------------|

|                |                  |                  |                   |                    |             |
|----------------|------------------|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM             |                  |                   |                    |             |
| Course Code    | KU2DSCTTM104     |                  |                   |                    |             |
| Course Title   | Hotel Operations |                  |                   |                    |             |
| Type of Course | DSC-A2           |                  |                   |                    |             |
| Semester       | 2                |                  |                   |                    |             |
| Academic Level | 100 - 199        |                  |                   |                    |             |
| Course Details | Credit           | Lecture per week | Tutorial per week | Practical per week | Total Hours |

|                |  |   |   |  |    |
|----------------|--|---|---|--|----|
|                | 4  | 4 | - |  | 60 |
| Course Summary | This course covers a comprehensive overview of hotel operations, including front office, housekeeping, food and beverage, management, and administration topics essential for students pursuing a career in the Travel, Tourism, and hospitality industry. |   |   |  |    |

**Course Outcomes (CO):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used                                  |
|--|---|------------------|---------------------|--|
| CO1  | Understand the basics of hospitality operation.   | U                | C                   | Instructor-created exams / Quiz                        |
| CO2  | Apply knowledge and skills in front office operation  | Ap               | P                   | Practical Assignment / Observation of Practical Skills |
| CO3  | Apply knowledge and skills in housekeeping operations   | Ap               | P                   | Seminar Presentation / Group Tutorial Work             |
| CO4  | Demonstrate the ability to learn about key aspects of a Food and Beverage Service Personnel                   | Ap               | P                   | Instructor-created exams / Home Assignments            |
| CO5  | Learn about the importance of professionalism, quality service delivery and teamwork in the service Industry. | Ap               | P                   | Viva Voce  |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |  |

| Module | Unit                               | Content  |
|--------|------------------------------------|--|
| I      | <b>Introduction Hotel Industry</b> |  |
|        | 1                                  | Overview of the hospitality industry-Origin of the hotel industry- Accommodation Concept: Types of Hotels    |
|        | 2                                  | Types of hotels -categorization and classification of hotels-FHRAI-Major hotel chains in the world and India |
|        | 3                                  | Major types of rooms- Supplementary accommodation  |
|        | 4                                  | Functional Departments of Hotel: Front Office, catering, Food and Beverage,                                  |



|     |   |   |
|-----|---|---|
|     |   | Housekeeping, Engineering, Human Resource, Finance and Account, Marketing.  |
| II  | <b>Introduction to Hotel Operations</b> |   |
|     | 5                                       | Bell desk- functions of the bell desk   |
|     | 6                                       | Lobby- lobby manager- Duties and responsibilities- concierge  |
|     | 7                                       | Maintenance. Different types of maintenance practice - Planned maintenance (preventive, corrective) and Reactive maintenance (breakdown, emergency). Guest room maintenance. Contract maintenance |
|     | 8                                       | Organization chart of maintenance department – luxury and small hotels. Duties and Responsibilities of maintenance department.  |
|     | 9                                       | Fuel: Types of fuels used in the catering industry - comparison of calorific values and other properties  |
|     | 10                                      | LPG and its properties, precautions to be taken while handling LPG- Principle of Bunsen Burner- Advantages of electricity as kitchen fuel- Microwave heating.                                     |
| III | <b>Hotel Safety and Security</b>        |   |
|     | 11                                      | Refrigeration and Air-conditioning.: Air conditioning- conditions for comfort, relative humidity, de-humidification, dew-point control, unit of air conditioner.                                  |
|     | 12                                      | Unit air-conditioner - window type and split type-Centralized air conditioner- direct type and chilled type   |
|     | 13                                      | Water Systems: Cold water supply systems- direct and indirect. Hot water generation and supply system central and localized system. Solar water heater.   |
|     | 14                                      | Flushing cisterns, water taps, water traps and water closets  |
|     | 15                                      | Fire Prevention: Fire triangle. Classes of fire. Fire extinguishers and colour code. Fire Detectors and alarms, automatic fire detectors-cum-extinguishing devices.                               |
| IV  | <b>Accounting in the Hotel Industry</b> |   |
|     | 16                                      | Revenue and non-revenue generating departments of hotel, Night auditor: Role and Functions, Working procedure   |
|     | 17                                      | Financial statement analysis: Importance and Limitation of ratio analysis, Types of Ratios, Liquidity Ratio, Leverage Ratio, Activity or Turnover Ratio, Profitability Ratio, Operating ratio,    |
|     | 18                                      | Food Cost Ratio, Room Occupancy Ratio, Double Occupancy Ratio, Yield management Ratio,  |
|     | 19                                      | YIELD MANAGEMENT: Elements of Yield Management, Measuring Yield Management, Challenges in Yield Management  |

|   |    |  |
|---|----|--|
|   | 20 | Hotel Metrics: key performance indicators (KPIs)- Types of hotel metrics- Improving hotel KPIs- Profit hotel metrics- Operations hotel metrics |
| <b>Module 5: Teacher Specific Content. (12 Hrs)</b> |    |  |

**Reference:**

- Schmidgall, R. S. &Damitio, J. Hospitality Industry Financial Accounting. 2nd ed. USA: USA: Educational Institute of American Hotel and Lodging Association.
- Cote, R. Understanding Hospitality Accounting-I, 4th ed. USA: Educational Institute of American Hotel and Lodging Association.
- Gupta, R.L. & Radhaswamy, M. Advance Accountancy. New Delhi: Sultan Chand & Sons.
- Parajuli, Dilip. Hotel Accounting and Inventory Management. Kathmandu, Bhundipuram.
- Hotel Engineering – Sujith Ghosal; Oxford Higher Education.
- Textbook of Hotel Maintenance - Dr. N.C. Goyal, Dr. K.C. Arora; Standard Publishers Distributors.
- Hospitality Facilities Management and Design – David M. Stripanuk; Educational Institute American Hotel & Lodging Association
- Hotel Management and Operations, Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)

**Mapping of COs with PSOs**

|  | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--|------|------|------|------|------|
|  | -    | -    | -    | -    | -    |
|  | 1    | 2    | -    | -    | 2    |
|  | 2    | 2    | -    | -    | 1    |
|  | 2    | 1    | 2    | -    | 1    |
|  | 2    | 2    | -    | -    | 2    |
|  |      |      |      |      |      |

**Assessment Rubrics:**

| Evaluation Type         |                      | Marks      |
|-------------------------|----------------------|------------|
| End Semester Evaluation |                      | <b>70</b>  |
| Continuous Evaluation   |                      | <b>30</b>  |
| a)                      | Test Paper- 1        | 10         |
| b)                      | Field Report         | 10         |
| c)                      | Practicum (Module 4) | 10         |
| <b>Total</b>            |                      | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 2</b> | <b>KU2DSCTTM105</b> | <b>CULTURAL HERITAGE AND HOSPITALITY</b> |
|-------------------|---------------------|--|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM  |                  |                   |                    |             |
| Course Code    | KU2DSCTTM105  |                  |                   |                    |             |
| Course Title   | CULTURAL HERITAGE AND HOSPITALITY   |                  |                   |                    |             |
| Type of Course | Minor- B2   |                  |                   |                    |             |
| Semester       | 1   |                  |                   |                    |             |
| Academic Level | 100 – 199   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Course Summary | This course will introduce students to the rich and diverse cultural heritage of India, and they will learn about the various aspects of Indian culture, such as its languages, religions, art, architecture, music, dance, cuisine, and customs. It would also explore the history, geography, and diversity of India, and how its culture has been shaped by various internal and external influences over the millennia. Students will also examine the challenges and opportunities for preserving and promoting India's cultural heritage in the modern world. |                  |                   |                    |             |

### Course Outcomes (CO):

| CO   | CO Statement   | Cognitive Level* | K. Cat. | Evaluation Tools used                                  |
|--|--|------------------|---------|--|
| CO1  | To introduce the students to the diversity and richness of Indian culture and heritage.  | U                | F       | Instructor-created exams / Quiz                        |
| CO2  | To explore the various aspects of Indian culture and heritage, such as art, literature, philosophy, religion, architecture, music, dance, and theatre. | An               | C       | Practical Assignment / Observation of Practical Skills |
| CO3  | To recognize and analyze the historical and contemporary influences on Indian culture and heritage   | An               | P       | Instructor-created exams / Home Assignments            |
| CO4  | To develop a critical and analytical understanding of the contemporary issues and challenges faced by Indian culture and heritage.                     | An               | M       | Instructor-created exams / Quiz                        |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |         |  |

**DETAILED SYLLABUS:**

| Module     | Unit   | Content   |
|------------|--|---|
| <b>I</b>   | <b>Introduction to Indian Culture and Heritage</b> |   |
|            | 1  | Definition and concept of culture and heritage  |
|            | 2  | Features and characteristics of Indian culture and heritage, Unity, and diversity in India  |
|            | 3  | Relationship between tourism and cultural heritage  |
|            | 4  | Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India                                   |
|            | 5  | Very Brief introduction to the History of India (Ancient, Medieval and Modern period)   |
| <b>II</b>  | <b>Art and Literature of India</b>                 |   |
|            | 6  | Development and evolution of Indian art (Brief)   |
|            | 7  | Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.   |
|            | 8  | Indian Cuisine and its regional variations- Indian cuisines and hotel industry-regional variations- gastronomy and tourism  |
| <b>III</b> | <b>Philosophy and Religion of India</b>            |   |
|            | 9  | Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion   |
|            | 10   | Religions of India, Hinduism, Buddhism, Jainism, Sikhism, Islam, Christianity   |
|            | 11   | Pilgrimage destinations of important religions and faiths, Important Religious Festivals  |
| <b>IV</b>  | <b>Architecture of India</b>                       |   |
|            | 12   | Features and elements of Indian architecture  |
|            | 13   | Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles. |
|            | 14   | Impact of globalization and modernization on Indian culture and heritage  |
|            | 15   | Threats and risks to Indian culture and heritage  |
|            | 16   | Preservation and promotion of Indian culture and heritage   |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b>           |   |

**Note: Compulsory Learning activity:**

1. Field Trip to a local heritage destination and reporting (Preferably Excursion)

**References**

- Upinder Singh, A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson
- Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
- Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press

- Michell, George (1990), The Penguin Guide to the Monuments of India, Volume 1: Buddhist, Jain, Hindu, 1990, Penguin Books
- Nilsson, Sten (1968). European Architecture in India 1750–1850. London: Faber and Faber.
- Rowland, Benjamin, The Art, and Architecture of India: Buddhist, Hindu, Jain, 1967 (3rd edn.), Pelican History of Art, Penguin
- Satish Chandra, Medieval India: From Sultanat to the Mughals- Mughal Empire, -
- RS Sharma, India's Ancient Past
- Neeraj Agarwal, Tourism and Cultural Heritage of India
- SP Gupta and Lal Krishna, Cultural tourism in India - Museums, Monuments and Art

### Mapping of COs with PSOs

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 1    | -    | -    | -    | 1    |
| CO 3 | 2    | -    | -    | 2    | -    | -    |
| CO 4 | 2    | -    | -    | 3    | -    | -    |

### Assessment Rubrics:

| Evaluation Type         |                   | Marks      |
|-------------------------|-------------------|------------|
| End Semester Evaluation |                   | <b>70</b>  |
| Continuous Evaluation   |                   | <b>30</b>  |
| a)                      | Test Paper- 1     | 10         |
| b)                      | Field Trip Report | 20         |
| <b>Total</b>            |                   | <b>100</b> |

### Correlation Levels:

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                    |
|-------------------|---------------------|------------------------------------|
| <b>SEMESTER 2</b> | <b>KU2DSCHMT106</b> | <b>FOOD &amp; BEVERAGE SERVICE</b> |
|-------------------|---------------------|------------------------------------|

|                |                         |                  |                   |                    |             |
|----------------|-------------------------|------------------|-------------------|--------------------|-------------|
| Program        | BTTM                    |                  |                   |                    |             |
| Course Code    | <b>KU2DSCHMT106</b>     |                  |                   |                    |             |
| Course Title   | Food & Beverage Service |                  |                   |                    |             |
| Type of Course | Minor- C2               |                  |                   |                    |             |
| Semester       | 2                       |                  |                   |                    |             |
| Academic Level | 100 - 199               |                  |                   |                    |             |
| Course Details | Credit                  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4                       | 4                |                   |                    | 60          |

|                |  |
|----------------|--|
| Pre-requisites | Basic knowledge of Hotel Operations  |
| Course Summary | This course provides students with the knowledge and skills necessary to excel in the food and beverage service sector of the hospitality and tourism industry. Topics covered include service techniques, customer relations, menu knowledge, and professionalism in the restaurants. |

**Course Outcomes (CO):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used                                  |
|--|---|------------------|---------------------|--|
| CO1  | Understand the importance of food and beverage service and its various concepts | U                | C                   | Instructor-created exams / Quiz                        |
| CO2  | Develop skills in various food and beverage service techniques                  | Ap               | P                   | Practical Assignment / Observation of Practical Skills |
| CO3  | Prepare different types of menus and their importance in food service.          | Ap               | P                   | Seminar Presentation / Group Tutorial Work             |
| CO4  | Demonstrate the ability of a Food and Beverage Service Personnel                | Ap               | P                   | Instructor-created exams / Home Assignments            |
| CO5  | Learn and practice professionalism and teamwork in the service Industry.        | Ap               | P                   | Viva Voce  |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |  |

**DETAILED SYLLABUS:**

| Module    | Unit   | Content  |
|-----------|--|--|
| <b>I</b>  | <b>Introduction to Food and Beverage Service</b> |  |
|           | 1  | Evolution of the Food Service industry - Culinary Terminology  |
|           | 2  | Types of restaurants and their characteristics   |
|           | 3  | Sectors of Food Service Industry - (Primary and Secondary Sectors, Commercial and Welfare Sectors)                         |
|           | 4  | Organizational Hierarchy of Food and Beverage Service Department- functions and responsibilities                           |
|           | 5  | Attributes, Duties and Responsibilities of Food and Beverage Service Personnel- Personal hygiene • Grooming of F & B staff |
| <b>II</b> | <b>Food and Beverage Service Organization</b>    |  |

|            |   |  |
|------------|---|--|
|            | 6                                       | <b>F &amp; B Service Equipment:</b> Familiarization & Selection factors of: Cutlery, Crockery, Glassware, Flatware, Hollowware - Special equipment, trolleys and trays, other equipment used in food and beverage service (furniture, linen, buffet equipment and disposables).<br><br>Personal equipment of service staff. French terms related to equipment  |
|            | 7                                       | <b>Food Service Areas (F &amp; B Outlets)</b><br>• Specialty Restaurants, Coffee Shop, Cafeteria, Fast Food (Quick Service Restaurants), Grill Room, Banquets, Bar, Vending Machines, Discotheque- Ancillary Departments (Pantry, Food pick-up area, Store)  |
|            | 8                                       | Food and Beverage Service Methods, Menu, Types of Meals, Room Service  |
|            | 9                                       | Banquets Booking-Banquets Service - Job description of banquet manager- Outdoor Catering   |
| <b>III</b> | <b>Food Service Operations</b>          |  |
|            | 10                                      | Styles of food service – Waiter service, Self-service, Assisted Service.   |
|            | 11                                      | Introduction to Menu - Types of menus - À la carte, Table d'hôte, Banquet menu, Cyclic menu, Carte du jour, plat du jour.- Mise-en-scene and Mise-en-place.-Points to be considered while planning menu. Menu planning and pricing strategies  |
|            | 12                                      | Food safety and hygiene practices  |
|            |   | importance of Food Plating -Types of Food Plating -Techniques used in Food Plating- Components of Food Plating   |
|            | 13                                      | Restaurant operations and service standards-   |
|            | 14                                      | -Customer feedback and complaints handling, telephone manners, dining, and service etiquettes  |
| <b>IV</b>  | <b>A TO Z of Restaurant Operations.</b> |  |
|            | 15                                      | Service sequence - Taking guest reservations, receiving, and seating of guests, order taking and recording, passing orders to the kitchen, sequence of service, presentation and en-cashing the bill, presenting, collecting guest comment cards and bidding farewell to guests. Closing the restaurant  |
|            | 16                                      | Cover Layout and setting up of restaurant.   |
|            | 17                                      | Basic Technical Skills<br>Task-01: Holding Service Spoon & Fork<br>Task-02: Carrying a Tray / Salver<br>Task-03: Laying a Tablecloth<br>Task-04: Changing a Tablecloth during service<br>Task-05: Placing meal plates & clearing soiled plates<br>Task-06: Stocking Sideboard<br>Task-07: Service of Water<br>Task-08. Using Service Plate &Crumbing down<br>Task-09: Napkin Folds<br>Task-10: Changing dirty ashtray<br>Task-11: Cleaning & polishing glassware |

|   |  |
|---|--|
| V | <b>Teacher Specific Content (12 Hrs)</b> |
|---|--|

**Compulsory Learning Activity:**

1. *Visit to a hotel/ restaurant to understand Food and Beverage Service Operations*
2. *Hands-on training in tasks and procedures, Supervised practice in guest service*
3. *Practical Sessions on Unit IV Content*

**Reference:**

- Food and Beverage Service, R. Singaravelavan, Oxford University Press
- Food and beverage Service: Dennis R. Lillicrap, John A Cousins
- Food and Beverage Services: A Training Manual: Sudhir Andrews, Tata Mc Graw-Hi
- Theory of Cookery- Krishna Arora, Frank Bros. & Co. Ltd. 2000-2001.
- Principles of Food Production Operations – Yogesh Singh – I. K. International Publishing House Pvt Ltd., 2017
- Lillicrap Dennis, Cousins John & Smith Rober: Food & Beverage Service Sixth Edition, Hodder & Stoughton, 338 Euston Road, London, 2002.
- Dhawan Vijay: Food & Beverage Service, Frank & Sons, New Delhi- 2009. 3. Andrew Sudhir-38th reprint: Food & Beverage Service, Tata McGraw- Hill, New Delhi - 2009.

**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 1    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 1    | 2    | -    | -    | 2    |
| CO 3 | 2    | 2    | 1    | -    | -    | 2    |
| CO 4 | 1    | 2    | 2    | -    | -    | 2    |
| CO 5 | 1    | 2    | 2    | -    | -    | 2    |

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks     |
|-------------------------|--------------------|-----------|
| End Semester Evaluation |                    | <b>70</b> |
| Continuous Evaluation   |                    | <b>30</b> |
| a)                      | Field Visit Report | 15        |

**Correlation Levels:**



|              |                       |            |
|--------------|-----------------------|------------|
| b)           | Practicum (Module IV) | 15         |
| <b>Total</b> |                       | <b>100</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                 |
|-------------------|---------------------|---------------------------------|
| <b>SEMESTER 2</b> | <b>KU2MDCTTM102</b> | <b>SPECIAL INTEREST TOURISM</b> |
|-------------------|---------------------|---------------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU2MDCTTM102   |                  |                   |                    |             |
| Course Title   | Special Interest Tourism   |                  |                   |                    |             |
| Type of Course | MDC-2  |                  |                   |                    |             |
| Semester       | 2  |                  |                   |                    |             |
| Academic Level | 100 – 199  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3  | 3                |                   |                    | 45          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | The Special Interest Tourism course prepares students to specialize in niche tourism markets by providing them with the knowledge and skills to develop, manage, and market unique tourism experiences. Emphasizing sustainability and ethical considerations, this course equips students to contribute positively to the tourism industry and the communities it serves through the development and promotion of special interest tours/ packages. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used                      |
|-----|--|------------------|---------------------|--|
| CO1 | Identify the diversity of special interest tourism products and their relationship with tourist demand | R                | C                   | Quiz/ Practical Assignment /Observation of |
| CO2 | Analyze the relationship between special interest tourism and mass tourism                             | E                | P                   | Practical Skills/ Seminar                  |

|   |  |    |   |  |
|---|--|----|---|--|
| CO3   | Describe issues associated with the development and use of natural and cultural resources on the development of special interest tourism products;   | E  | P | Presentation / Technology-based assessment |
| CO4   | Demonstrate a range of key skills that are required to evaluate contemporary trends in special interest tourism including: Communication and literacy; Problem Solving; Independent working and learning | An | P |  |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br/>                 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |  |    |   |  |

**DETAILED SYLLABUS:**

| Module     | Unit                     | Content   |
|------------|--------------------------|---|
| <b>I</b>   | <b>Eco Tourism</b>       |   |
|            | 1.                       | Eco Tourism: Concept and Definition-Components and principles of Ecotourism Conservation  |
|            | 2.                       | Ecotourism and Community: Benefits and costs, Eco-tourism destinations in India   |
|            | 3.                       | National parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches   |
| <b>II</b>  | <b>Health Tourism</b>    |   |
|            | 4.                       | Health tourism: Ayurveda, Ayurveda treatments, thri-doshas, panchakarma-Role of Ayurveda in Tourism   |
|            | 5.                       | Medical Tourism-Origin-present status of India, Kerala--linkages medical tourism value chain  |
|            | 6.                       | Medical tourism process- medical tourism facilitators- Medical tourism indicators   |
| <b>III</b> | <b>Emerging Products</b> |   |
|            | 7.                       | Emerging products: Sustainable tourism- Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine & dark tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Film Tourism, Literary Tourism, Volunteer tourism, Doom tourism, Dark tourism, Revenge Tourism, Experiential tourism |
|            | 8.                       | Commercial attractions - Amusement Parks –Gaming -Shopping  |

|           |  |   |
|-----------|--|---|
|           | 9.                                       | Live Entertainments - House boats –tree houses- cave room-, desert camps  |
|           | 10.                                      | Tourism circuits: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits                           |
|           | 11.                                      | Voluntary tourism-doom tourism, pro-poor tourism  |
| <b>IV</b> | <b>Adventure Tourism</b>                 |   |
|           | 12.                                      | Adventure Tourism – classification of adventure tourism – land based –water based –aero based   |
|           | 13.                                      | winter sports –mountaineering – Trekking, rock climbing, ballooning<br>– camel treks and desert safaris – white water rafting – motor rallies |
| <b>V</b>  | <b>Teacher Specific Content (12 Hrs)</b> |   |

**Compulsory Learning Activity:**

1. *Field Visit to a Special Interest Tourism Destination in Kerala (Max. 2 days)*

**References:**

1. India Tourism Products: Robinet Jacob, Sindhu Joseph, Mahadevan P (2012)
2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya.
4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art, and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopedia of Tourism Resources in India/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
8. Sarina Singh (2008), Lonely Planet India.

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | 2    | 2    | 1    | -    | 2    |
| CO 2 | 2    | 1    | 2    | 1    | -    | 1    |
| CO 3 | 2    | 2    | 1    | 2    | 2    | 1    |
| CO 4 | 2    | 2    | 2    | 2    | 2    | 1    |

**Assessment Rubrics:**

**Correlation Levels:**

| Evaluation Type         |                    | Marks     |
|-------------------------|--------------------|-----------|
| End Semester Evaluation |                    | 50        |
| Continuous Evaluation   |                    | 25        |
| a)                      | Test Paper- 1      | 10        |
| b)                      | Field Visit Report | 15        |
| <b>Total</b>            |                    | <b>75</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**SEMESTER 3**

|                   |                     |                                       |
|-------------------|---------------------|---------------------------------------|
| <b>SEMESTER 3</b> | <b>KU3DSCTTM201</b> | <b>TOURISM PRODUCTS AND RESOURCES</b> |
|-------------------|---------------------|---------------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM  |                  |                   |                    |             |
| Course Code    | KU3DSCTTM201  |                  |                   |                    |             |
| Course Title   | TOURISM PRODUCTS AND RESOURCES  |                  |                   |                    |             |
| Type of Course | DSC-A3  |                  |                   |                    |             |
| Semester       | 3   |                  |                   |                    |             |
| Academic Level | 200 – 299   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites |   |                  |                   |                    |             |
| Course Summary | To educate pupils about the various tourism and resource products available in India. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|-----|--|------------------|---------------------|-----------------------|
| CO1 | Understanding of the concept of tourism products and features. | U                | C                   |                       |

|   |   |    |   |   |
|---|---|----|---|---|
| CO2   | Illustrate various natural tourism resources of the country.                | An | P | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO3   | Highlight the socio-cultural tourism resources of the country.              | E  | P |   |
| CO4   | Examine the importance of different types of transportation.                | E  | P |   |
| CO5   | Familiarize with Major tourist destinations of India and formulate packages | Ap | P |   |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br/>                 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |   |    |   |   |

**DETAILED SYLLABUS:**

| Module    | Unit   | Content  |
|-----------|--|--|
| <b>I</b>  | <b>Physical and Geographic Features of India</b> |  |
|           | 1  | Tourism products: features, types- Natural and Man-made resources: Tourism Products of India   |
|           | 2  | Physical and geographic features of India: Mountains: Himalayas and other hill stations  |
|           | 3  | Physical and geographic features of India: Mountains, islands, coastal areas, deserts  |
|           | 4  | Physical and geographic features of India: major rivers, lakes, plateaus, mountains, hill stations   |
|           | 5  | climate and seasons  |
|           | 6  | Heritage attractions– Indigenous; Colonial, Handicrafts of India; Fairs and Festivals of Social & Religious importance- Adventure Tourism: Types and destinations. |
| <b>II</b> | <b>Tourism Resources of India</b>                |  |
|           | 7  | Indian Music and Dance - Different Schools, Prominent Indian Museums, Art Galleries- Indian cuisine- Costumes  |
|           | 8  | Historical monuments of India – Ancient temples, caves, stupas, monasteries, forts, palaces  |
|           | 9  | Islamic and colonial art and architecture, major architectural styles  |
|           | 10   | Major religious places connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and Bahai Faith.                                |

|            |  |   |
|------------|--|---|
| <b>III</b> | <b>Major Tourism Products-Kerala</b>       |   |
|            | 11   | Physiography of Kerala- Kerala tourism statistics- Analysis of tourism policies of Kerala(brief)- Department of tourism- KTDC, DTPCs. |
|            | 12   | Major tourism projects-Literary tourism, Farm Tourism-Spice Tourism, Houseboats, Backwaters, Storytelling, Muziris Project.           |
|            | 13   | Ecotourism destinations- Responsible tourism destinations- Kerala Cuisine, Tourism Festivals-Craft Villages of Kerala                 |
|            | 14   | Major natural and cultural tourism products of Kerala- Monuments with Architectural importance  |
|            | 15   | Major tourism routes: Kochi, Munnar, Alappuzha, Thekkady, Kovalam, Kumarakom, Wayanad, Bekal, Wayanad,                                |
|            | 16   | Destinations. Major tourism destinations in Kerala (district-wise)-   |
| <b>IV</b>  | <b>Major Tourist Destinations of India</b> |   |
|            | 17   | Agra, Delhi, Jaipur, Mumbai, Kolkata  |
|            | 18   | Darjeeling, Mysore, Ladakh, Gangtok, Goa, Manali, Ooty, Shimla  |
|            | 19   | Jaipur, Udaipur, Jaisalmer, Amritsar, Mussoorie, Nainital, Hyderabad  |
|            | 20   | Srinagar, Ahmedabad, Chandigarh, Hampi, Aurangabad, Madurai, Rameshwaram  |
|            | 21   | Chennai, Bengaluru, Kanyakumari, Vizag, Rishikesh   |
|            | 22   | Gwalior, Varanasi, Mahabalipuram, Andaman, Lakshadweep.   |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b>   |   |

### Compulsory Learning Activities

1. A case study on a chosen travel destination in India or Kerala, analyzing its geographical features, cultural aspects, and tourism development
2. Case studies on how natural features attract tourists

### References

- Robinet Jacob, Joseph, S., & Philip, A. (2007). *Indian tourism products*. Abhijeet Publications
- Dixit, M., & Charu Sheela. (2008). *Tourism Products*.
- Manohar Sajani. (2001) *Encyclopaedia of Tourism Resources in India*. Gyan Publishing House,
- Rittichainuwat, Bongkosh N. (2018) *Special Interest Tourism*. Newcastle Upon Tyne, Cambridge Scholars Publishing.

### Mapping of COs with PSOs

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | 1    | -    | -    | -    | 2    |
| CO 2 | 1    | -    | -    | -    | -    | 1    |
| CO 3 | 2    | -    | 1    | -    | -    | 1    |
| CO 4 | 2    | -    | -    | 2    | 1    | 1    |
| CO 5 | 2    | 1    | -    | -    | 2    | 3    |

**Assessment Rubrics:**

**Correlation Levels:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | <b>70</b>  |
| Continuous Evaluation   |               | <b>30</b>  |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Assignment    | 5          |
| c)                      | Case Study    | 15         |
| <b>Total</b>            |               | <b>100</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                       |
|-------------------|---------------------|---------------------------------------|
| <b>SEMESTER 3</b> | <b>KU3DSCTTM202</b> | <b>TOUR DESIGNING WITH STUDY TOUR</b> |
|-------------------|---------------------|---------------------------------------|

|                |                                |                  |                   |                    |             |
|----------------|--------------------------------|------------------|-------------------|--------------------|-------------|
| Programme      | BTM                            |                  |                   |                    |             |
| Course Code    | KU3DSCTTM202                   |                  |                   |                    |             |
| Course Title   | TOUR DESIGNING WITH STUDY TOUR |                  |                   |                    |             |
| Type of Course | DSC-A4                         |                  |                   |                    |             |
| Semester       | 3                              |                  |                   |                    |             |
| Academic Level | 200 – 299                      |                  |                   |                    |             |
| Course Details | Credit                         | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4                              | 4                |                   | 2                  | 90          |
| Pre-requisites |                                |                  |                   |                    |             |

|                |   |
|----------------|---|
| Course Summary | This course aims to equip students with the skills of creating an itinerary for the tour package. It focuses on various components for creating a tour package and thereby it enables the students to create tour packages of different requirements. |
|----------------|---|

**Course Outcomes (CO):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Understand the concept of tour operation  | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Examine various information resources required for drawing itineraries and make use of the resources in more effective ways | A                | P                   |   |
| CO3  | Demonstrate the ability plan and cost the tour  | Ap               | P                   |   |
| CO4  | Prepare Itinerary and execute package and independent tours   | A                | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

| Module    | Unit   | Content   |
|-----------|--|---|
| <b>I</b>  | <b>Introduction to Travel/ Tour Business</b> |   |
|           | 1  | Travel agency/tour company - Organization Structure   |
|           | 2  | Types of travel agencies, functions of travel agency,   |
|           | 3  | procedures for setting up travel agency/tour business - Source of revenue   |
|           | 4  | Introduction to Tour Operation Business: History of tour operation - Types of Tour Operators, Functions   |
|           | 5  | Types of tours, FIT & GIT-Income of a tour company- Important tour companies (world and India)  |
|           | 6  | Different departments and activities in Travel / Tour companies- Online Travel Agency   |
| <b>II</b> | <b>Travel Itinerary</b>                      |   |
|           | 7  | Travel itinerary- meaning and concept, significance of itinerary, types of travel itinerary: itinerary for tourist, tour manager, tourist guide, accommodation, and |



|                                   |  |  |
|-----------------------------------|--|--|
|                                   |  | transport operator   |
|                                   | 8  | Steps in developing/planning travel itinerary- Background information for preparing itinerary, Do's, and Don'ts of an itinerary- GIT itinerary, FIT itinerary, Tailor made itinerary, special interest itinerary   |
|                                   | 9  | Resources for itinerary planning: Destination information brochure, Hotel/ ground operator brochure and tariff, Railway/Flight timetable and fare, TIM, Festival calendar, Use of various maps, Connectivity and types of transport, Weather updates, Socio-political risk factors |
|                                   | 10                                       | Valuable tips for good itinerary, Evaluation of various itineraries on National and International trips by reputed firms (Exercise)  |
| <b>Preparation of Itineraries</b> |  |  |
| <b>III</b>                        | 11                                       | Comparative study of different types of itineraries (India and Abroad)   |
|                                   | 12                                       | Learn about world tour itineraries in demand (Europe, US, Thailand, Singapore-Malaysia, Middle East itineraries, Sri Lanka, Maldives, Nepal, Bhutan)   |
|                                   | 13                                       | IRCTC Packages   |
|                                   | 14                                       | Preparing itineraries for Kerala   |
|                                   | 15                                       | Preparation of tailor-made packages for students Group using students' concession  |
| <b>Tour Packaging</b>             |  |  |
| <b>IV</b>                         | 16                                       | Introduction to tour packages, classifications of tour packages  |
|                                   | 17                                       | Components of package tour   |
|                                   | 18                                       | Costing of package tour, Components of tour costing-Fixed costs and variable costs- and preparation of cost sheet- Advantage of Tour Cost Sheet – Quotation.   |
|                                   | 19                                       | Tour pricing strategies - Tariff: Confidential Tariffs, Commission, Mark-up Service charges & other remuneration for Tour operation  |
|                                   | 20                                       | Marketing of tour package: Stages in production of the package brochure  |
| <b>V</b>                          | <b>Teacher Specific Content (12 Hrs)</b> |  |

### Compulsory Learning Activity

1. Prepare an itinerary imparting all theoretical knowledge acquired in the previous modules for the study tour (National/ International). National tours can take place anywhere in India, visiting at least three key tourist destinations (not attractions), and are not limited to North India. The plan can include any region, including South, North, Western, and Eastern India, or a combination of these.

Duration: Max. 6-9 Days; Destination: India/ Abroad.

- Tours of more than 10 days must be discouraged.
- The tour itinerary must be prepared by the students only.
- One sector air journey preferably be included in the itinerary.
- Involvement of each student in travel planning and execution must be evaluated
- Tour Diary (Minimum of 40 pages) must be evaluated by the teacher who escorted the trip (preferably group leader) and the HOD for 25 marks as follows.

- **Tour diary (Spiral Binding) : 20 marks**

Tour Diary should contain the following details.

- Tour planning process (in brief)
  - Tour itinerary
  - Daily activities
  - Description of the destinations/ attractions visited with SWOT Analysis
  - Details of activities engaged,
  - Personal experiences out of the tour with at least one photo of the destination
- 
- Involvement in tour planning and execution: 5 marks
  - Discipline during the tour : 5 marks
  - Viva-Voce and Presentation :5 Marks
- Total :15 marks**

### Special Note:

*Those who do not attend the study tour will not receive internal marks of 30. Students can pass the written examination and receive internal marks of 5 based on Viva and other assignments based on the material of this course, therefore missing the study tour will not result in a failure. (Max. marks in such cases is 65 for theory+ 5 for Viva= 70 Marks)*

### References

- Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
- Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.
- Lalita Sharma. (2010). Travel agency and tour operations: concepts and principles. New Delhi: Centrum Press.
- Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.

- Sampad Kumar swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.

**Mapping of COs with PSOs**

| CO's | Programme Outcomes (PO's) |      |      |      |      |      |
|------|---------------------------|------|------|------|------|------|
|      | PSO1                      | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1  | 1                         | -    | -    | -    | -    | -    |
| CO2  | 3                         | 1    | 1    | 1    | -    | 2    |
| CO3  | 3                         | 2    | 2    | -    | -    | 2    |
| CO4  | 3                         | 3    | 3    | -    | -    | 3    |

**Assessment Rubrics:**

| Evaluation Type         |  | Marks      |
|-------------------------|--|------------|
| End Semester Evaluation |  | <b>65</b>  |
| Continuous Evaluation   |  | <b>35</b>  |
| a)                      | Viva-Voce and Presentation                 | 5          |
| b)                      | Tour Report                                | 20         |
| c)                      | Involvement in tour planning and execution | 5          |
| d)                      | Discipline during the tour                 | 5          |
| <b>Total</b>            |  | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                       |
|-------------------|---------------------|---------------------------------------|
| <b>SEMESTER 3</b> | <b>KU3DSCTTM203</b> | <b>TOURISM LAW AND ADMINISTRATION</b> |
|-------------------|---------------------|---------------------------------------|

|                |                                |                  |                   |                    |             |
|----------------|--------------------------------|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM                           |                  |                   |                    |             |
| Course Code    | KU3DSCTTM203                   |                  |                   |                    |             |
| Course Title   | TOURISM LAW AND ADMINISTRATION |                  |                   |                    |             |
| Type of Course | MINOR-B3                       |                  |                   |                    |             |
| Semester       | 3                              |                  |                   |                    |             |
| Academic Level | 200 – 299                      |                  |                   |                    |             |
| Course Details | Credit                         | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4                              | 4                |                   |                    | 60          |

|                |  |
|----------------|--|
| Course Summary | This course explores India’s travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences. |
|----------------|--|

**Course Outcomes (CO):**

| CO  | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|---|------------------|---------------------|---|
| CO1 | Understanding legal frameworks impacting the industry   | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2 | Examine Legal principles related to contracts in the industry and specific contractual issues   | An               | P                   |   |
| CO3 | Identify the legal requirements in hotel operations and determine the guest needs, liabilities, and implementing strategies for exceptional service | A, An            | P                   |   |

\* - Remember I, understand (U), Apply (Ap), Analyze (An), Evaluate I, Create I  
 # - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)

**DETAILED SYLLABUS:**

| Module    | Unit | Introduction to Tourism Laws   |
|-----------|------|--|
| <b>I</b>  | 1.   | Overview of tourism and hospitality industry   |
|           | 2.   | Legal framework in tourism and hospitality   |
|           | 3.   | Key legal principles and concepts  |
|           | 4.   | Ethical considerations in the industry   |
|           | 5.   | Formation and elements of a contract   |
|           | 6.   | Contractual relationships in the industry  |
|           | 7.   | Liability and contractual disputes   |
|           | 8.   | Contract termination and remedies  |
|           |      | <b>Tourism Business and Laws</b>   |
| <b>II</b> | 9.   | Registration of tourism business in India  |
|           | 10.  | Government regulations impacting the industry -Licensing, permits, and compliance requirements |
|           | 11.  | Health and safety regulations  |

|            |     |  |
|------------|-----|--|
|            | 12. | Environmental laws and their implications-CRZ-Environmental Protection Act, Forest Act, Wildlife Act etc.                  |
|            | 13. | Legal requirements in hotel operations- Foreigners Registration Act- Customs and Currency Regulations- Health Certificates |
|            | 14. | Laws Relating to Hotel Premises  |
|            | 15. | Laws related to Planning & Designing   |
|            | 16. | International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security                      |
|            |     | <b>Tourists and legislation</b>  |
| <b>III</b> | 17. | Guest rights and responsibilities  |
|            | 18. | Policies & Procedures for International Tourists   |
|            | 19. | Duty of care towards guests  |
|            | 20. | Liability for accidents, injuries, and property damage   |
| <b>IV</b>  |     | <b>Teacher Specific Content-(12 Hrs)</b>   |

**Compulsory Learning Activity**

1. Case study of Kerala tourism with special preference to tourism laws.
2. Case study of Indian tourism with special preference to tourism laws.

**References**

- Anolik, A. (1995). Travel, tourism, and hospitality law. A. Anolik.
- Barth, S. C., & Barber, D. S. (2017). Hospitality law: managing legal issues in the hospitality industry. John Wiley & Sons Inc.
- Barth, S., & Hayes, D. K. (2005). Hospitality Law: Managing Legal Issues in the Hospitality Industry, 2<sup>nd</sup> Edi. John Wiley & Sons.
- Mohanty, P. (2008). Hotel Industry and Tourism in India. APH Publishing.
- Malik S. (2011) Ethical & Legal & Regulatory Aspects Tourism Business
- Albuquerque. D. (2011), Business Ethics- Principles and Practices, Oxford: New Delhi
- Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
- Goadwin R John (2014) Hotel Hospitality and Tourism Law

**Mapping of COs with PSOs**

|  |          |          |          |      |          |      |
|--|----------|----------|----------|------|----------|------|
|  | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO4 | PSO<br>5 | PSO6 |
|--|----------|----------|----------|------|----------|------|

|      |   |   |   |   |   |   |
|------|---|---|---|---|---|---|
| CO 1 | 1 | - | - | - | - | - |
| CO 2 | 2 | 1 | - | - | - | 2 |
| CO 3 | 2 | - | 1 | - | - | 2 |

**Assessment Rubrics:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | 70         |
| Continuous Evaluation   |               | 30         |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Case Study    | 15         |
| c)                      | Seminar       | 5          |
| <b>Total</b>            |               | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                |
|-------------------|---------------------|--------------------------------|
| <b>SEMESTER 3</b> | <b>KU3DSCHMT204</b> | <b>HOUSEKEEPING OPERATIONS</b> |
|-------------------|---------------------|--------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM  |                  |                   |                    |             |
| Course Code    | <b>KU3DSCHMT204</b>   |                  |                   |                    |             |
| Course Title   | Housekeeping Operations   |                  |                   |                    |             |
| Type of Course | Minor-C3  |                  |                   |                    |             |
| Semester       | 3   |                  |                   |                    |             |
| Academic Level | 200 - 299   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                | -                 | -                  | 60          |
| Course Summary | This course covers housekeeping operations, cleaning techniques, inventory management, guest satisfaction, sustainability, technology, and practical training. Students learn about the role of housekeeping in the hospitality and tourism industry and gain hands-on experience in housekeeping tasks and procedures. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement                         | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|-----|--------------------------------------|------------------|---------------------|-----------------------|
| CO1 | Develop an understanding of the Role | U                | C                   | Instructor-created    |

|   |   |    |   |  |
|---|---|----|---|--|
|   | of Housekeeping Management in tourism industry.   |    |   | exams / Quiz   |
| CO2   | Understand Housekeeping department organization and structure.  | U  | P | Practical Assignment / Observation of Practical Skills |
| CO3   | Practice the in-housekeeping department and day today life.   | Ap | P | Seminar Presentation / Group Tutorial Work             |
| CO4   | Demonstrate the ability to efficiently manage inventory related to effective housekeeping management. | Ap | P | Instructor-created exams / Home Assignments            |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br/> # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |   |    |   |  |

### DETAILED SYLLABUS:

| Module    | Unit   | Content  |
|-----------|--|--|
| <b>I</b>  | <b>Fundamentals of Housekeeping Operations</b> |  |
|           | 1  | Overview of the role and importance of housekeeping in the hospitality and tourism industry  |
|           | 2  | Attributes of Housekeeping personnel, Key duties, and responsibilities of housekeeping staff-Staff allocation & Duty Roaster in Housekeeping Departments   |
|           | 3  | Layout of room and standard supplies- Amenities & Facilities for Standard & VIP Guest Rooms- Guest room features for differently abled.  |
|           | 4  | Bed making, second service and turn down service - Lost and Found Procedure, Lost Found Register   |
|           | 5  | Records of Housekeeping Department: Room occupancy report, Guest room inspection form, Check list Floor register, Work order, Logbook, Room boys report/ Maids report, Guest special requisite register. Baby sitting and its records  |
| <b>II</b> | <b>Cleaning Techniques</b>                     |  |
|           | 6  | Cleaning Agents: Basic cleaning agent, Classification, their uses, care, storage<br><br>Cleaning methods for different areas of a hotel - Identification of cleaning equipment - Cleaning of rooms, bathroom, public area – Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area.<br>Room inspection- Check List -Public Area cleaning,<br>Room Status Reporting and Setting the priority for cleaning different areas of a hotel. |
|           | 7  | Replenishment of supplies & Linen, Inspection, Deep Cleaning, Second Service, Turn down service.   |
|           | 8  | Planning the linen and uniform room, storage of linen, linen exchange procedure, functions of uniform and uniform room, linen control  |

|   |                                |  |
|---|--------------------------------|--|
|   | 9                              | Laundry process and stages in Wash cycle -Dry cleaning procedure and handling of guest laundry -Different types of stains, stain removal agents -Safety precaution while handling chemicals. |
| <b>III</b>                                | <b>Housekeeping Management</b> |  |
|   | 10                             | Floor Operations: Key Handling Procedure – types of keys   |
|   | 11                             | Inventory control and stock management in housekeeping   |
|   | 12                             | Interior Decoration, Color Scheme, Lighting, Furniture Arrangements, Floor and Wall Covering   |
|   | 13                             | Paging systems and methods, Handling of Guest Requests, General operations of control desk.  |
| <b>IV</b>                                 | <b>Guest Satisfaction</b>      |  |
|   | 14                             | Common Indoor plants, Tools and equipment’s needed, Styles of flower arrangements  |
|   | 15                             | Environment Friendly Housekeeping Practices  |
|   | 16                             | Importance of sustainable practices in housekeeping operations, Energy and water conservation in housekeeping activities, Waste management and recycling initiatives in housekeeping.        |
| <b>Teacher Specific Content (12 Hrs.)</b> |                                |  |

**Note: Compulsory Learning Activities:**

1. *Role Plays on Housekeeping, Desk Management- Telephone Etiquettes, Handling Guest demands and Unruly Guests (Situation Handling).*
2. *Visit to a hotel or accommodation unit(Primary or supplementary) to understand Housekeeping Operations including cleaning techniques and inventory management,*  
  
*Hands-on training in housekeeping tasks and procedures*

**References:**

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.

The Professional Housekeeper – Tucker Schneider, Publisher: VNR.

Professional Management of Housekeeping Operations- Martin Jones, Publisher: Wiley & sons

Housekeeping Management" by Matt A. Casado (Pearson, 2015)

"Hotel Management and Operations" by Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox Publisher: ELST.



Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke

Hotel House Keeping – Sudhir Andrews (Publisher: Tata McGraw Hill).

The Professional Housekeeper – Tucker Schneider, Publisher: VNR.

Professional Management of Housekeeping Operations, Martin Jones, Publisher: Wiley & sons

### Mapping of COs with PSOs

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 1    | -    | -    | -    | 1    |
| CO 3 | -    | 2    | 2    | -    | -    | 2    |
| CO 4 | -    | 2    | 2    | -    | -    | -    |

### Assessment Rubrics:

| Evaluation Type         |             | Marks      |
|-------------------------|-------------|------------|
| End Semester Evaluation |             | <b>70</b>  |
| Continuous Evaluation   |             | <b>30</b>  |
| a)                      | Practicum   | 15         |
| b)                      | Field visit | 15         |
| <b>Total</b>            |             | <b>100</b> |

### Correlation Levels:

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                      |   |
|-------------------|----------------------|---|
| <b>SEMESTER 3</b> | <b>KU3VACTTM 201</b> | <b>CUSTOMER RELATIONSHIP MANAGEMENT</b> |
|-------------------|----------------------|---|

|                |                                  |                  |                   |                    |             |
|----------------|----------------------------------|------------------|-------------------|--------------------|-------------|
| Program        | BTTM                             |                  |                   |                    |             |
| Course Code    | KU3VACTTM 201                    |                  |                   |                    |             |
| Course Title   | Customer Relationship Management |                  |                   |                    |             |
| Type of Course | VAC-1                            |                  |                   |                    |             |
| Semester       | 3                                |                  |                   |                    |             |
| Academic Level | 200 – 299                        |                  |                   |                    |             |
| Course Details | Credit                           | Lecture per week | Tutorial per week | Practical per week | Total Hours |

|                |   |   |  |   |    |
|----------------|---|---|--|---|----|
|                | 3   | 3 |  | - | 45 |
| Course Summary | This course focuses on improving customer service, retention, sales, productivity, professionalism, communication skills, and personality development, aiming to streamline processes, enhance cross-functional collaboration, and prepare students for a business environment. |   |  |   |    |

**Course Outcomes (CO):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Make the students groom their personality towards a hospitality and tourism profession.  | Ap               | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Examine the importance of customer service management operations   | U                | P                   |   |
| CO3  | To prepare students to promote quality customer service management, effectively handling consumer Behavior and client relations. | Ap               | P                   |   |
| CO4  | Identify customer service principles that drive internal and external customer satisfaction and organizational success.          | Ap               | P                   |   |
| CO5  | Demonstrate an in-depth knowledge of how effective customer service relates to different types of customers in the organization. | Ap               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module   | Unit                    | Content  |
|----------|-------------------------|--|
| <b>I</b> | <b>Customer Service</b> |  |
|          | 1.                      | Customer Service- Customer Relationship Management, Stages of relationship                 |
|          | 2.                      | CRM cycle, Stakeholders in CRM, Types of CRM, Success Factors in CRM, Opportunities in CRM |
|          | 3.                      | E-CRM in Business, Technologies of e-CRM, Voice Portals, Web Phones, bots, Virtual         |

|            |   |   |
|------------|---|---|
|            |   | Customer Representatives  |
|            | 4.  | Customer Relationship Portals- Challenges of Customer Service- Coping with Challenging Customers  |
| <b>II</b>  | <b>Customer Satisfaction</b>                      |   |
|            | 5.  | Customer Satisfaction: Components, Models, Measuring Customer Satisfaction  |
|            | 6.  | Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality   |
|            | 7.  | Customer loyalty -Factors affecting customer loyalty  |
|            | 8.  | Cross-Selling and Up-Selling  |
|            | 9.  | Customer Retention- Strategies to influence customer perceptions and expectations   |
|            | 10.   | Tourist Behavior: concepts, process, Tourist’s Codes of behavior.   |
|            |   | 11.   |
|            | 12.   | KBO-Knowledge Based Organization, Performance Management.   |
| <b>III</b> | <b>Factors that Affect Customer Relationships</b> |   |
|            | 13.   | Personality: types of personality   |
|            | 14.   | Concepts of success and failure: Factors responsible for success, hurdles in achieving success, overcoming hurdles, and causes of failure.                  |
|            | 15.   | SWOC analysis - Attitude: Factors affecting attitudes, Positive attitude, Advantages, Negative Attitude, Disadvantages, Ways to develop a positive attitude |
|            | 16.   | Significance of motivation, Internal and external motives, Importance of self-motivation  |
|            | 17.   | Self-esteem: Advantages - Do's and Don'ts to develop positive self-esteem   |
|            | 18.   | Factors leading to de-motivation-Defining the difference between aggressive, submissive, and assertive behaviors – Lateral thinking                         |
| <b>IV</b>  | <b>Needs of Every Customer</b>                    |   |
|            | 19.   | Five Needs of Every Customer  |
|            | 20.   | Barriers to Excellent Customer Service - Understanding Expectations - Techniques for Exceeding Customer Expectations  |
|            | 21.   | Role of Problem solving in Customer Service   |
|            | 22.   | Professional Approaches to Apologizing & Conveying Bad News- Communications in Customer Service - Words to Use or Avoid (Practical Sessions)                |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b>          |   |

**Compulsory Learning Activity**

1. Case study of companies with best customer care strategies.
2. Screening of videos for learning customer care in the modern hospitality industry.

**References:**

- Harris, E. K. (2002). *Customer service: A practical approach*. Prentice-Hall, Inc.
- Bhat, G. (2013). *Customer Relationship Management*, Himalaya Publishing House: New Delhi.
- Daffy, C. (2011). *Once a customer, always a customer: How to deliver customer service that creates customers for life*. Oak Tree Press.
- Cook, S. (2010). *Customer care excellence: How to create an effective customer focus*. Kogan page publishers.
- Hurlock, E. B. (2006). *Personality Development*, 28th Reprint.
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- Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism*. Psychology Press.
- (PDF) Customer Satisfaction in Tourism Service Quality (researchgate.net)
- (PDF) Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples (researchgate.net)
- The-role-of-customer-care-in-a-customer-experience-transformation-vf.pdf (mckinsey.com)

**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | 2    | 3    | -    | -    | 2    |
| CO 2 | 2    | 2    | 3    | -    | -    | -    |
| CO 3 | 2    | 2    | 1    | -    | -    | 2    |
| CO 4 | 2    | 2    | 2    | -    | -    | 2    |
| CO 5 | 2    | 2    | 2    | -    | -    | 1    |

**Assessment Rubrics:**

**Correlation Levels:**

| Evaluation Type         |            | Marks     |
|-------------------------|------------|-----------|
| End Semester Evaluation |            | 50        |
| Continuous Evaluation   |            | 25        |
| a)                      | Case study | 15        |
| b)                      | Role play  | 10        |
| <b>Total</b>            |            | <b>75</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**SEMESTER 4**

|                   |                     |                                    |
|-------------------|---------------------|------------------------------------|
| <b>SEMESTER 4</b> | <b>KU4DSCTTM204</b> | <b>HERITAGE TOURISM MANAGEMENT</b> |
|-------------------|---------------------|------------------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU4DSCTTM204   |                  |                   |                    |             |
| Course Title   | Heritage Tourism Management  |                  |                   |                    |             |
| Type of Course | DSC-A5   |                  |                   |                    |             |
| Semester       | 4  |                  |                   |                    |             |
| Academic Level | 200 – 299  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | This course is designed to provide students with a comprehensive understanding of the World Heritage tourism sector. Students will gain in-depth knowledge about UNESCO World Heritage sites, their significance, and the challenges and opportunities associated with managing and promoting these sites as tourist destinations. The program emphasizes sustainable tourism practices, heritage interpretation and stakeholder management for World Heritage tourism products. Through a blend of theoretical knowledge and practical applications, students will be prepared for careers in the tourism industry, heritage site management, cultural tourism organizations, and related fields. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO  | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used                      |
|-----|---|------------------|---------------------|--|
| CO1 | To provide students with a comprehensive understanding of the concept of World Heritage and its | U                | C                   | Quiz/ Practical Assignment /Observation of |

|  |   |    |   |   |
|--|---|----|---|---|
|  | significance in the tourism industry.   |    |   | Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-<br>based assessment |
| CO2  | To explore the challenges and opportunities associated with managing and promoting World Heritage sites as tourist destinations.            | Ap | P |   |
| CO3  | To develop skills in sustainable tourism planning, heritage interpretation, and stakeholder management for World Heritage sites.            | Ap | P |   |
| CO4  | To equip students with the knowledge and tools necessary for effective marketing and management of World Heritage tourism products.         | An | P |   |
| CO5  | To familiarize students with major World Heritage destinations in India and other continents, their unique features, and tourism potential. | U  | P |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |    |   |   |

### DETAILED SYLLABUS

| Module    | Unit   | Content  |
|-----------|--|--|
| <b>I</b>  | <b>Introduction to World Heritage Tourism</b>                      |  |
|           | 1.   | Understanding Heritage- Definition of World Heritage site- Importance of World Heritage in Tourism   |
|           | 2.   | Criteria for selection as a World Heritage site  |
|           | 3.   | Categories of World Heritage sites (cultural, natural, and mixed)  |
|           | 4.   | Importance of World Heritage sites in preserving cultural and natural heritage   |
| <b>II</b> | <b>Indian World Heritage Sites-Cultural and Natural (In Brief)</b> |  |
|           | 5.   | <i>Introduction to World Heritage sites in India</i> -Types of World Heritage sites in India (cultural, natural, mixed)-Distribution of World Heritage sites across different states and regions   |
|           | 6.   | <i>Cultural World Heritage Sites in India:</i><br>Architectural Wonders (e.g., Taj Mahal, Qutub Minar, Red Fort, Fatehpur Sikri, Humayun's Tomb)<br>Religious and Spiritual Sites (e.g., Khajuraho Group of Monuments, Elephanta Caves, Ellora Caves, Ajanta Caves, Mahabodhi Temple Complex, South Indian Temples (Belur, Halebid, Mahabalipuram, Goan Churches)<br>Toy Trains of India and its tourism significance. |
|           | 7.   | Historic Cities (e.g., Ahmedabad, Jaipur, Kolkata)   |

|            |   |   |
|------------|---|---|
|            | 8.  | Archaeological Sites (e.g., Hampi, Nalanda, Khajuraho Group of Monuments)   |
|            | 9.  | Cultural Landscapes (e.g., Rajasthan's Hill Forts)  |
|            | 10.   | <i>Indian World Heritage Sites-Natural: National Parks and Wildlife Sanctuaries (brief)</i>   |
|            | 11.   | Biodiversity Hotspots (e.g., Western Ghats, Sundarbans National Park)   |
|            | 12.   | Natural Wonders (e.g., Valley of Flowers National Park, Nanda Devi)   |
| <b>III</b> | <b>Iconic World Heritage Monuments (In Brief)</b>                 |   |
|            | 13.   | <i>Iconic World Heritage Monuments of Asia: Taj Mahal (India), Angkor Wat (Cambodia), Great Wall of China (China), Petra (Jordan), Borobudur Temple Compounds (Indonesia)</i>   |
|            | 14.   | <i>Iconic World Heritage Monuments of Europe: (Colosseum (Italy), Acropolis (Greece), Stonehenge (United Kingdom), Alhambra (Spain), Neuschwanstein Castle (Germany)</i>  |
|            | 15.   | <i>Iconic World Heritage Monuments of Africa: (Pyramids of Giza (Egypt), Robben Island (South Africa), Rock-Hewn Churches of Lalibela (Ethiopia), Ruins of Great Zimbabwe (Zimbabwe), Timbuktu (Mali)</i>                                 |
|            | 16.   | <i>Iconic World Heritage Monuments of the Americas: Chichen Itza (Mexico), Statue of Liberty (United States), Moai Statues of Rapa Nui (Chile), Historic Sanctuary of Machu Picchu (Peru)</i>   |
|            | 17.   | <i>Iconic World Heritage Monuments of Australia and Oceania: (Sydney Opera House (Australia), Rapa Nui National Park (Chile), East Rennell (Solomon Islands), Tongariro National Park (New Zealand), Kakadu National Park (Australia)</i> |
| <b>IV</b>  | <b>Sustainable Management for World Heritage Sites (In Brief)</b> |   |
|            | 18.   | Challenges in managing and promoting World Heritage tourism (e.g., overcrowding, environmental degradation, lack of infrastructure, funding)  |
|            | 19.   | Visitor management strategies for World Heritage sites  |
|            | 20.   | Environmental impact assessment and mitigation measures, Stakeholder engagement and community involvement   |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b>                          |   |

**Compulsory Learning Activity:**

1. Case studies: *Sustainable tourism practices at World Heritage sites (e.g., Petra in Jordan, Galapagos Islands in Ecuador, Chitwan National Park in Nepal)*
2. *Visit local or regional Heritage sites to understand their management and tourism aspects*
3. *Cultural Exchange program with University/ Colleges / Institutions which provide hospitality education*

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- Reisinger, Y. (2009). *International Tourism: Cultures and Behaviour*. Butterworth-Heinemann.
- Singh, R. B. (Ed.). (2009). *World Heritage Sites in India: Conservation and Management*. Sundeep Prakashan.
- Pant, M. (2005). *World Heritage Sites in India: Tourism and Conservation*. Kanishka Publishers.
- Sharma, J. (Ed.). (2019). *World Heritage and Tourism in India*. Routledge.
- Shackley, M. (Ed.). (1998). *Visitor Management: Case Studies from World Heritage Sites*. Routledge.

**CO-PSO Mapping:**

| Correlation | CO's | Programme Outcomes (PO's) |      |      |      |      |      | Levels: |
|-------------|------|---------------------------|------|------|------|------|------|---------|
|             |      | PSO1                      | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |         |
|             | CO1  | 1                         | 1    | 1    | 2    | -    | 1    |         |
|             | CO2  | 1                         | 2    | 1    | 2    | -    | -    |         |
|             | CO3  | 1                         | 1    | 1    | 2    | -    | -    |         |
|             | CO4  | 2                         | 3    | 3    | 1    | 1    | 1    |         |

**Assessment Rubrics:**

**Correlation Levels**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Field Visit Report | 20         |
| <b>Total</b>            |                    | <b>100</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |



|                   |                     |                                    |
|-------------------|---------------------|------------------------------------|
| <b>SEMESTER 4</b> | <b>KU4DSCTTM205</b> | <b>TOURISM DESTINATION MAPPING</b> |
|-------------------|---------------------|------------------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM   |                  |                   |                    |             |
| Course Code    | KU4DSCTTM205   |                  |                   |                    |             |
| Course Title   | TOURISM DESTINATION MAPPING  |                  |                   |                    |             |
| Type of Course | DSC-A6   |                  |                   |                    |             |
| Semester       | 4  |                  |                   |                    |             |
| Academic Level | 200 – 299  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   | 1                  | 75          |
| Pre-requisites |  |                  |                   |                    |             |
| Course Summary | This course provides an in-depth exploration of the principles and practices of destination mapping in the context of the travel and tourism industry and analyze, plan, and map destinations, considering geographical, cultural, economic, and sustainability factors. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Understand the basic concepts of continents and countries along with their key geographical features   | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Apply time calculation skills, including flying time calculation with a basic understanding of time zones, standard time, Coordinated Universal Time (UTC), and the International Date Line. | Ap               | P                   |   |
| CO3  | Understand the tourist destinations, attractions, and accessibilities of major countries in Europe and America   | An               | P                   |   |
| CO4  | Understand the tourist destinations, attractions, and accessibilities of major countries in Asia and Africa  | An               | P                   |   |
| CO5  | Apply geographical concepts and principles to analyze, plan and map destinations.  | Ap               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| <b>Module</b> | <b>Unit</b>                                | <b>Content</b>  |
|---------------|--|---|
| <b>I</b>      | <b>Basics of World Geography</b>           |   |
|               | 1  | Earth, Latitude and Longitude   |
|               | 2  | Time Zones, GMT and IST, International Date Line  |
|               | 3  | Earth Movements – Rotation, Revolution, Day and Night, Seasons  |
|               | 4  | Atmospheric Layers and Importance   |
|               | 5  | Weather and Climate, Climatic Regions of the World (Brief)  |
|               | 6  | Major Landforms – Mountains, Plains, Plateaus; Physiographic Regions of the World and Continents (vegetation, people, culture, economy, tourism – in brief) |
|               | 7  | Natural Wonders of the World (Brief:(Ancient and New)   |
|               | 8  | Maps and its use: Cartography, scale, Types of maps, Online/Digital map<br>Uses of Maps with focus on Travel and Tourism-Important Digital Maps or Apps.    |
|               | 9  | Toposheets – Signs and Symbols-Use of GIS, GPS, Remote Sensing, 3 D Mapping   |
| <b>II</b>     | <b>Travel Geography of Europe</b>          |   |
|               | 10   | Tourist Destinations, and accessibilities of UK, Italy, and Spain (Brief)   |
|               | 11   | Tourist Destinations, Attractions and Accessibilities of France, Germany, and Switzerland (Brief)   |
|               | 12   | Mapping of important destinations in the map using 3-letter city codes (of the above)   |
| <b>III</b>    | <b>Travel Geography of Americas</b>        |   |
|               | 13   | Major Tourist Destinations, Accessibilities of Canada and USA (Brief)   |
|               | 14   | Major Tourist Destinations, and Accessibilities of Mexico and Caribbean Islands (Brief)   |
|               | 15   | Major Tourist Destinations, and Accessibilities of Brazil and Argentina (Brief)   |
|               | 16   | Mapping of important destinations in the map using 3-letter city codes (of the above)   |
| <b>IV</b>     | <b>Travel Geography of Africa and Asia</b> |   |
|               | 17   | Major Tourist Destinations, and accessibilities of South Africa, Egypt, Mauritius, and Seychelles (Brief)   |
|               | 18   | Major Tourist Destinations, and Accessibilities of China, Nepal, Bhutan, Sri Lanka, and Maldives (Brief)  |
|               | 19   | Major Tourist Destinations, and Accessibilities of Japan, and Vietnam, Malaysia, Thailand, Indonesia and Singapore (Brief)                                  |
|               | 20   | Major Tourist Destinations, and Accessibilities of Australia, New Zealand (Brief)   |
|               | 21   | Major Tourist Destinations, and Accessibilities of UAE, Egypt, Israel, and Saudi Arabia (Brief)   |
|               | 22   | Mapping of important destinations in the map using 3-letter city codes (of the above)   |
| <b>V</b>      | <b>Teacher Specific Content (12 Hrs)</b>   |   |

**Compulsory Learning Activity**

1. Problems on Time calculation and elapsed flying time

2. Case study report of destinations from all the continents (any one destination from one continent)

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- Richard H. Bryant , Physical Geography Made Simple , Elsevier Science · 2013
- [R.B. Bunnett](#), [Seema Mehra Parihar](#), , [Pearson Education India](#), ISBN 9789353940614, 9353940613
- [World Health Organization](#), [United Nations Environment Programme](#), [World Health Organization](#), 1991, ISBN 9789241544160, 9241544163
- [Robert Broadbent Matkin](#), [Dalesman](#), 1997, ISBN:9781855680968, 1855680963

**Mapping of COs with PSOs**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | -    |
| CO 2 | 2    | -    | 3    | -    | -    | 1    |
| CO 3 | 3    | -    | -    | -    | -    | -    |
| CO 4 | 3    | -    | 1    | 1    | -    | -    |
| CO 5 | 3    | 2    | 1    | 1    | -    | 2    |

**Assessment Rubrics:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | <b>70</b>  |
| Continuous Evaluation   |               | <b>30</b>  |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Case study    | 15         |
| c)                      | Seminar       | 5          |
| <b>Total</b>            |               | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                                    |
|-------------------|---------------------|------------------------------------|
| <b>SEMESTER 4</b> | <b>KU4DSCTTM206</b> | <b>TOUR LEADERSHIP AND GUIDING</b> |
|-------------------|---------------------|------------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU4DSCTTM206  |                  |                   |                    |             |
| Course Title   | TOUR LEADERSHIP & GUIDING   |                  |                   |                    |             |
| Type of Course | DSC-A7  |                  |                   |                    |             |
| Semester       | 4   |                  |                   |                    |             |
| Academic Level | 200 – 299   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                | -                 | 2                  | 90          |
| Pre-requisites |   |                  |                   |                    |             |
| Course Summary | The course teaches students about tour operation business, procedures, and operations, focusing on creating itineraries and packages for tourists. It covers administrative aspects, setting up a business, and providing better tourist experiences. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|--|------------------|---------------------|---|
| CO1 | Understand the various concepts related to tour operation business.  | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2 | Learn and practice various techniques used by the tour operator’s pre-post phases and during the tour's conduct. | U                | P                   |   |
| CO3 | Apply various procedures to conduct successful tours and how one can emerge as a leader in the process.          | Ap               | P                   |   |
| CO4 | Demonstrate the significance of travel consultancy handling procedures and protocols.                            | Ap               | P                   |   |

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

**DETAILED SYLLABUS:**

| Module | Unit | Content |
|--------|------|---------|
|--------|------|---------|

|            |                       |   |
|------------|-----------------------|---|
| <b>I</b>   | <b>Tour Planning</b>  |   |
|            | 1.                    | Tour Operation Business- A brief account of TAAI and IATO   |
|            | 2.                    | Licenses required for guiding in India at various levels (Regional, State and Local)- Essential Requirements for Starting Tour Operation Business- Procedures for Obtaining Recognition from Authorities                |
|            | 3.                    | Fiscal and nonfiscal incentives available to travel agencies and tour operators’ business.  |
|            | 4.                    | Travel Documentation (PASSPORT/VISA); Tour Documentation: Passport, Visa and other travel documents   |
|            | 5.                    | Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers,  |
|            | 6.                    | Tour Negotiation: Commitment, Allocation and Ad-hoc basis   |
|            | 7.                    | Tour Promotion- Preparation of brochure   |
| <b>II</b>  | <b>Tour Costing</b>   |   |
|            | 8.                    | Tour costing and Pricing: Fixed costs and variable costs- pricing of package tours- Factors influencing Tour Costing- Components of Tour Costing- Preparation of Cost Sheet — Advantage of Tour Cost Sheet – Quotation. |
|            | 9.                    | Tariff: Confidential Tariffs, Commission, Mark-up Service charges & other remuneration for Tour operation   |
|            | 10.                   | Tour Pricing and Pricing Strategies — marketing of tour package: Stages in production of the package brochure   |
| <b>III</b> | <b>Tour Operation</b> |   |
|            | 11.                   | Conducting Tours: Understanding Clients Need. Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Service Providers   |
|            | 12.                   | Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet   |
|            | 13.                   | Job of a tour Manager -Skill Sets for A Tour Manager  |
|            | 14.                   | Pre Tour-Preparation-On Tour Responsibilities of A Tour Manger- familiarization with a destination- liaison with local suppliers – pre tour documentation-travel essential for a tour manger                            |
|            | 15.                   | On – tour responsibilities- Receiving guest at airport/seaport-Responsibilities at the hotel-responsibilities at an attraction- responsibilities on modes of transportation0- other responsibilities                    |
|            | 16.                   | Closing the tour  |
|            | 17.                   | Travel Information Manual (TIM).  |
| <b>IV</b>  | <b>Tour Guiding</b>   |   |
|            | 18.                   | Benefits of hiring a tour guide – challenges of a tour guide- role of the tour guide  |
|            | 19.                   | Techniques of commentary  |
|            | 20.                   | Practices to be a successful tour guide: before the start of trip, during the tour, during the completion of the tour   |
|            | 21.                   | Don’ts in tour guiding- handling questions-handling awkward tourists-   |

|          |  |   |
|----------|--|---|
|          |  | dealing with the group-handling grievances –handling emergency situations   |
|          | 22.                                      | Types of overseas representatives and their duties  |
|          | 23.                                      | Principles of Effective Communication in Tour Guiding- Interpretation Techniques and Storytelling- Presentation Skills and Public Speaking- |
|          | 24.                                      | Licenses required for guiding in India at various levels (Regional, State and Local)  |
| <b>V</b> | <b>Teacher Specific Content (12 Hrs)</b> |   |

**Note: Compulsory Learning Activity**

1. Mock tour guiding
2. Assignments: Preparation of 10 different types of itineraries on major themes/ destinations (inbound and outbound)
3. Exercises on Travel Documentation (PASSPORT/VISA) Tour Documentation: Passport, Visa and other travel documents

**References:**

- Tour leadership and management shailja Sharma and Nimit Chowdhary (2018)-Sage
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**Mapping of COs with PSOs:**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | 2    |
| CO 2 | 2    | 2    | -    | -    | -    | 2    |
| CO 3 | 3    | 2    | 1    | -    | -    | 2    |
| CO 4 | 2    | 3    | -    | -    | -    | 2    |

**Assessment Rubrics:**

| Evaluation Type         |                                 | Marks      |
|-------------------------|---------------------------------|------------|
| End Semester Evaluation |                                 | 70         |
| Continuous Evaluation   |                                 | 30         |
| a)                      | Test Paper- 1                   | 10         |
| b)                      | Role play-mock guiding          | 10         |
| c)                      | Travel Documentation-Assignment | 10         |
| <b>Total</b>            |                                 | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |                               |
|-------------------|---------------------|-------------------------------|
| <b>SEMESTER 4</b> | <b>KU4SECTTM201</b> | <b>BUSINESS COMMUNICATION</b> |
|-------------------|---------------------|-------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU4SECTTM201  |                  |                   |                    |             |
| Course Title   | Business Communication  |                  |                   |                    |             |
| Type of Course | SEC-1   |                  |                   |                    |             |
| Semester       | 4   |                  |                   |                    |             |
| Academic Level | 200 – 299   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3   | 3                | -                 | -                  | 45          |
| Course Summary | This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and application level. It aims to enhance the presentation and other skills that eventually enhance students' employability for their future jobs and endeavors in the corporate world to gain a cutting edge over their counterparts within the country and across the globe. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|---|------------------|---------------------|---|
| CO1 | Prepare students themselves for the job market with excellent presentation and communication skills.                          | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2 | To establish and articulate presentations with clear goals and objectives.  | U                | P                   |   |
| CO3 | Practice Business English in practical situations.  | Ap               | P                   |   |
| CO4 | Analyse and explain the importance of soft skills required for corporate culture and professionalism in the service industry. | Ap               | P                   |   |

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

| Module    | Unit                          | Content  |
|-----------|-------------------------------|--|
| <b>I</b>  | <b>Communication</b>          |  |
|           | 1.                            | Communication: 7 Cs of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter, |
|           | 2.                            | Reports: Types of Business Reports, Reports Writing  |
|           | 3.                            | Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting   |
|           | 4.                            | Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication – Layout Options and Illustrations   |
|           | 5.                            | Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts  |
| <b>II</b> | <b>Employability Quotient</b> |  |
|           | 6.                            | Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion  |
|           | 7.                            | Facing the Interview: Frequently Asked Questions - Mock Interview  |
|           | 8.                            | Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language   |
|           | 9.                            | Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes  |



|            |   |  |
|------------|---|--|
|            | 10.                                       | General Do's and Don'ts  |
| <b>III</b> | <b>Business English</b>                   |  |
|            | 11.                                       | Business English: Salutations in the hospitality Industry & analyzing grammatical errors in spelling & punctuation                                   |
|            | 12.                                       | Common errors in spoken and written English often confused; one-word substitution, phrases, idioms   |
|            | 13.                                       | Spoken English: formal English and business-related conversations  |
|            | 14.                                       | Difference between British and American English- Vowels- Common mistakes in English pronunciation  |
|            | 15.                                       | Vocabulary pertaining to tourism and allied subjects alone need be taught.   |
| <b>IV</b>  | <b>Conversational English</b>             |  |
|            | 16.                                       | Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc. |
|            | 17.                                       | Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation   |
|            | 18.                                       | How to end a conversation-building conversation  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs.)</b> |  |

**Note: Compulsory Learning Activities:**

1. Role Plays, and Presentations,
2. Listening exercises with the help audio-visual aids for understanding formal English and business-related conversations.
2. Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality
3. Prepare resume
4. GD sessions
5. Mock Interviews

**References:**

- Chaturvedi, P. D. (2011). Business communication: Concepts, cases, and applications. Pearson Education India.
- Sharma, R. C., & Mohan, K. (2016). Business Correspondence and Report Writing: A practical approach to business & technical communication.

- Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi-paper-final-libre.pdf (d1wqtxts1xzle7.cloudfront.net)
- Kumar, R. (2010). Basic business communication. Excel Books India.

**Mapping of COs with PSO:**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | 2    | 2    | -    | -    | 2    |
| CO 2 | 2    | 1    | 2    | -    | -    | 1    |
| CO 3 | 2    | 2    | 1    | 1    | -    | 1    |
| CO 4 | 2    | 2    | 2    | 1    | -    | 1    |

**Assessment Rubrics:**

| Evaluation Type         |  | Marks     |
|-------------------------|--|-----------|
| End Semester Evaluation |  | 50        |
| Continuous Evaluation   |  | 25        |
| a)                      | Test Paper- 1                                    | 10        |
| b)                      | Role Plays                                       | 5         |
| c)                      | Any one from the Compulsory Learning Activities: | 10        |
| <b>Total</b>            |  | <b>75</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                             |                     |   |
|-----------------------------|---------------------|---|
| <b>SEMESTER</b><br><b>4</b> | <b>KU4VACTTM202</b> | <b>BASICS OF FOOD SCIENCE AND NUTRITION</b> |
|-----------------------------|---------------------|---|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU4VACTTM202   |                  |                   |                    |             |
| Course Title   | Basics of Food Science and Nutrition                                   |                  |                   |                    |             |
| Type of Course | VAC-2  |                  |                   |                    |             |
| Semester       | 4  |                  |                   |                    |             |
| Academic Level | 200 – 299  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3  | 3                | -                 | -                  | 45          |
| Pre-requisites |  |                  |                   |                    |             |
| Course Summary | This course helps to understand the biological, chemical, and physical |                  |                   |                    |             |

|  |   |
|--|---|
|  | structures of foods. It also helps the students to acquire the knowledge of food at a micro-level like its nutritive value, causes of food contamination etc. |
|--|---|

**Course Outcomes (CO):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Obtain knowledge of different food groups and their contribution to nutrition.   | U                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Acquire knowledge of beverages and its uses with attention to the preservation of their nutritive value - oriented to Traditional Indian beverages | U                | P                   |   |
| CO3  | Understand the food additives and food laws and standards governing the food adulteration  | Ap               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit  | Content   |
|-----------|---|---|
| <b>I</b>  | <b>Introduction to Food Production</b>            |   |
|           | 1.  | Kitchen Equipment–Cooking Fuel –Rules for Reheating of food/ réchauffé cooking  |
|           | 2.  | Various Methods of cooking (Moist, Dry, Frying, microwave cooking) Microwave cooking advantage & Disadvantages -Time and temperature, Effect of cooking on food items & nutrients, Care & Precautions to be taken,  |
|           | 3.  | Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids-   |
|           | 4.  | Principles of Flavorings and seasonings – Sweetening – Thickenings  |
| <b>II</b> | <b>Introduction to Food and Nutrition (Brief)</b> |   |
|           | 5.  | Stock –components, Types, and use of stock—Sauces- thickening agent used in sauces, Classification of sauces. Soups– types, preparation, garnishing for soup-Accompaniment and garnishes  |
|           | 6.  | Milk and Milk Products - Nutritive Value- Processing-Micro-organisms-Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts: Varieties of Yoghurts-Creams: Types of Cream- Storage of Cream. Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese- Butter- -Types of Butter. |
|           | 7.  | Cereals-Types, Structure-Composition and Nutritive Value  |

|            |   |  |
|------------|---|--|
|            | 8.  | Nuts and Oils- Types, Nutritive value- Toxins  |
|            | 9.  | Pulses-Types, Nutritive Value-Processing- Storage- Infestation   |
|            | 10.                                       | Herbs: Uses and Varieties of Herbs- Spices uses and Varieties - Condiments: Uses and Varieties - Salads -- types of salad – salad dressing   |
|            | 11.                                       | Vegetable and Fruit- Types, Composition-Nutritive Value  |
|            | 12.                                       | Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages Beverages-Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages |
| <b>III</b> | <b>Introduction to Food Science</b>       |  |
|            | 13.                                       | Meat-Structure-Composition-Nutritive Value   |
|            | 14.                                       | Egg- Composition - Preservation  |
|            | 15.                                       | Fats and Oils Composition -Nutritive Value   |
|            | 16.                                       | Fungi and Algae as Foods   |
|            | 17.                                       | Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages - Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages         |
| <b>IV</b>  | <b>Food Preservation and Presentation</b> |  |
|            | 18.                                       | Food additives-Food Adulteration- Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants          |
|            | 19.                                       | Food Preservation-Methods.   |
|            | 20.                                       | Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card- Types of Tests.  |
|            | 21.                                       | Menu Planning: Principles of menu planning and design- Nutritional considerations in menu planning   |
|            | 22.                                       | Basic plating and presentation techniques (Practical)- Trends in food presentation and gastronomy (Practical)                                |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b>  |  |

### Compulsory Learning Activity

1. Filed visit to a hotel or any accommodation unit to understand the basics of food production.
2. Identify the food preservation methods used by various companies for their products by examining its products.

### References:

- Food Science - B. Srilakshmi
- Food Science and Nutrition - Malathi
- Nutrition Science - B. Srilakshmi Food
- And Nutrition -P.K.Jas

### Mapping of COs with PSOs and POs:

|      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|
|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO 1 | 2    | -    | -    | -    | -    | -    |

|      |   |   |   |   |   |   |
|------|---|---|---|---|---|---|
| CO 2 | 2 | 1 | - | - | - | 1 |
| CO 3 | 2 | - | - | - | - | - |

**Assessment  
Correlation Levels**

**Rubrics:**

| Evaluation Type         |                     | Marks     |
|-------------------------|---------------------|-----------|
| End Semester Evaluation |                     | <b>50</b> |
| Continuous Evaluation   |                     | <b>25</b> |
| a)                      | Practicum/Viva-Voce | 10        |
| b)                      | Field Visit Report  | 15        |
| <b>Total</b>            |                     | <b>75</b> |

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                   |                     |   |
|-------------------|---------------------|---|
| <b>SEMESTER 4</b> | <b>KU4VACTTM203</b> | <b>EVENT MANAGEMENT &amp; HOSPITALITY</b> |
|-------------------|---------------------|---|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme      | BTTM  |                  |                   |                    |             |
| Course Code    | KU4VACTTM203  |                  |                   |                    |             |
| Course Title   | EVENT MANAGEMENT AND HOSPITALITY  |                  |                   |                    |             |
| Type of Course | VAC-3   |                  |                   |                    |             |
| Semester       | 4   |                  |                   |                    |             |
| Academic Level | 200 - 299   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3   | 3                |                   | -                  | 45          |
| Pre-requisites |   |                  |                   |                    |             |
| Course Summary | This course offers a comprehensive overview of event management, covering event functions, host facilities, operations, budgeting, and best practices of event planners worldwide, focusing on global meeting planners. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used                                       |
|-----|--|------------------|---------------------|---|
| CO1 | Enrich the knowledge level of managing different types of events.            | U                | C                   | Instructor-created exams / Practical Assignment / Practical |
| CO2 | Comprehend various technologies adopted by meetings and exhibition planners. | U                | C                   |   |
| CO3 | Apply knowledge and skills in the event business.                            | Ap               | P                   |   |

|   |  |    |   |                                    |
|---|--|----|---|------------------------------------|
| CO4   | Understand different event laws and regulations. | U  | C | Assignment / Seminar presentation/ |
| CO5   | Acquire budgeting skills specific to MICE.       | Ap | P |                                    |
| * - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)<br>Metacognitive Knowledge (M) |  |    |   |                                    |

**DETAILED SYLLABUS:**

| Module     | Unit                                     | Content   |
|------------|--|---|
| <b>I</b>   | <b>Event Business</b>                    |   |
|            | 1  | Introduction to Events: Scope - Nature - Types of Events  |
|            | 2  | Five C’s of Event Management- Trends of Event Business  |
|            | 3  | Roles and Functions of Event Manager - Attributes of Technical Staff  |
|            | 4  | Preparation of Operation Manual - Developing Record Keeping Systems.  |
| <b>II</b>  | <b>MICE Tourism</b>                      |   |
|            | 5  | MICE Tourism, features, criteria required for a MICE destination.   |
|            | 6  | Players in event business – ICPB, ICCA; the relationship between events & tourism industry; Travel marts –ITB, WTM, FITUR, KTM, etc., shopping festivals, Biennale etc. |
|            | 7  | Selection of Event Site: Individual events & Corporate events, conference & convention centers  |
|            | 8  | Types of venues- Layouts and Designs.   |
| <b>III</b> | <b>Event Laws &amp; Regulations</b>      |   |
|            | 9  | Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions  |
|            | 10                                       | Performing License - Entertainment Tax  |
|            | 11                                       | Permissions for Open Ground Events  |
|            | 12                                       | License for Serving Liquor  |
|            | 13                                       | Waste Management & Green Certification  |
|            | 14                                       | Traffic Police - Ambulance  |
|            | 15                                       | Fire and safety   |
|            | 16                                       | Permission from Municipal Corporation   |
|            | 17                                       | Indian Performing Rights Society (IPRS).  |
| <b>IV</b>  | <b>Planning and Scheduling Events</b>    |   |
|            | 18                                       | Planning and Scheduling Events: Corporate Events - Trade Shows - -  |
|            | 19                                       | Planning and Scheduling Events- Exhibitions - Events in Educational Institutions  |
|            | 20                                       | Budgeting of MICE - Use of Budget Preparation   |
|            | 21                                       | Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies  |
|            | 22                                       | Ethical Behavioral Practices in MICE industry.  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |   |

**Compulsory Learning Activity:**

1. Conduct an Event incorporating all learning.
2. Case Study of an event management company.

**References:**

- Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
- Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management ‘Ed’*. London: CABI.
- Editorial Data Group USA (2018). *Exhibition & Conference Organizers United States: Market Sales*: United States Kindle Edition.
- Johnson, N. (2014). *Event Planning Tips: The Straight Scoop on How to Run a Successful Event* (Event Planning, Event Planning Book, Event Planning Business), MCJ Publishing. Kindle Edition.
- Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series*. Alex Genadinik Publication. Kindle Edition

**Mapping of COs with PSOs:**

|      | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------|------|------|------|------|------|------|
| CO 1 | 2    | -    | -    | -    | -    | -    |
| CO 2 | 2    | 2    | 3    | -    | -    | 2    |
| CO 3 | 2    | -    | 1    | -    | -    | -    |
| CO 4 | -    | -    | -    | 3    | -    | -    |
| CO 5 | -    | 3    | 2    | -    | -    | 2    |

**Assessment**

**Correlation Levels:**

| Evaluation Type         |               | Marks     |
|-------------------------|---------------|-----------|
| End Semester Evaluation |               | <b>50</b> |
| Continuous Evaluation   |               | <b>25</b> |
| a)                      | Test Paper- 1 | 10        |
| b)                      | Case Study    | 15        |
| <b>Total</b>            |               | <b>75</b> |

**Rubrics:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**SEMESTER 5**

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 5</b> | <b>KU5DSCTTM301</b> | <b>EMPLOYABILITY AND LEADERSHIP IN</b> |
|-------------------|---------------------|--|

**HOSPITALITY**

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU5DSCTTM301  |                  |                   |                    |             |
| Course Title   | Employability and Leadership in Hospitality   |                  |                   |                    |             |
| Type of Course | DSC-A8  |                  |                   |                    |             |
| Semester       | 5   |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | The Employability and Leadership in Hospitality course prepares students for dynamic careers in the hospitality industry by combining theoretical knowledge with practical skills. Through a blend of lectures, interactive activities, and real-world applications, students develop the competencies needed to excel in leadership roles and meet the evolving demands of the industry. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Understanding personality development                               | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Analyze ones’ own personality                                       | U                | P                   |   |
| CO3  | Understand about working with others and adapting to the situations | Ap               | P                   |   |
| CO4  | Apply persuasive speaking and presentation skills                   | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**



| Module     | Unit                                      | Content   |
|------------|---|---|
| <b>I</b>   | <b>The concept of personality</b>         |   |
|            | 1.  | The concept of personality- Dimensions of personality –Types of personality- introverts and extroverts  |
|            | 2.  | Self-analysis- SWOT Analysis  |
|            | 3. -                                      | Who am I, Attributes, Importance of Self-confidence, Self Esteem, aggressive  |
|            | 4.  | Submissive and assertive behaviors - Out of box thinking, Lateral Thinking  |
|            | 5.  | Intrinsic & Extrinsic Motivators.   |
| <b>II</b>  | <b>Leadership qualities</b>               |   |
|            | 6.  | Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution  |
|            | 7.  | Conflict- reasons -conflict Management-   |
|            | 8.  | Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters.   |
|            | 9.  | Value of time, Weekly Planner To do list, Prioritizing work. Time Management- Team work   |
| <b>III</b> | <b>Emotion</b>                            |   |
|            | 10.                                       | Emotional Intelligence- emotional quotient -Emotion Scales.   |
|            | 11.                                       | Managing Emotions. -Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude –Advantages –Negative attitude                                      |
|            | 12.                                       | Differences between personalities having positive and negative attitude- Attitude Change  |
| <b>IV</b>  | <b>Leadership Orientation</b>             |   |
|            | 13.                                       | Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure-managing failures |
|            | 14.                                       | Types of Body Language, Role of Body Language- group discussion (Practical Sessions)  |
|            | 15.                                       | Interview techniques, Frequently Asked Questions - Business Etiquette, telephone etiquette-dress codes- Work ethics (Practical Sessions)                                    |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs.)</b> |   |

**Compulsory Learning Activity**

1. Mock Interview Sessions
2. Presentation and Public Speaking Exercises

**References:**

Books for Study:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

Reference Books:

3. Andrews, Sudhir. How to Succeed at Interviews.21st (rep.) New Delhi. Tata McGraw-Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B. Body Language. Delhi: Rohan Book Company. 2004
- 9.SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

**Assessment Rubrics:**

| Evaluation Type         |                       | Marks      |
|-------------------------|-----------------------|------------|
| End Semester Evaluation |                       | <b>70</b>  |
| Continuous Evaluation   |                       | <b>30</b>  |
| a)                      | Test Paper-1          | 10         |
| b)                      | Presentation          | 10         |
| c)                      | Practical (Module IV) | 10         |
| <b>Total</b>            |                       | <b>100</b> |

|                   |                     |                          |
|-------------------|---------------------|--------------------------|
| <b>SEMESTER 5</b> | <b>KU5DSCTTM302</b> | <b>TOURISM ECONOMICS</b> |
|-------------------|---------------------|--------------------------|

|                |                   |
|----------------|-------------------|
| Program        | BTTM              |
| Course Code    | KU5DSCTTM302      |
| Course Title   | TOURISM ECONOMICS |
| Type of Course | DSC-A9            |
| Semester       | <b>5</b>          |
| Academic Level | 300 – 399         |

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | The Tourism Economics course equips students with a thorough understanding of the economic aspects of tourism, emphasizing analytical skills and practical applications. Through a mix of theoretical learning and practical analysis, students gain the knowledge needed to assess the economic impact of tourism and contribute to the sustainable development of the industry. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used                     |
|--|--|------------------|---------------------|---|
| CO1  | Understand the basic concept of economics for tourism studies  | R                | C                   | Quiz/ Practical Assignment                |
| CO2  | Understand the demand and supply in tourism                    | U                | P                   | /Observation of Practical Skills/ Seminar |
| CO3  | Analyse the impact of seasonality on tourism demand and supply | E                | P                   | Presentation                              |
| CO4  | Understand the economic impacts of Tourism                     | An               | P                   | / Technology-based assessment             |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                      | Content  |
|-----------|---------------------------|--|
| <b>I</b>  | <b>Business Economics</b> |  |
|           | 1.                        | Business Economics – introduction and importance-Micro and Macro Economics                         |
|           | 2.                        | Basic Economic Problems - Concept of Demand –Types of demand-Elasticity of Demand and Their types. |
|           | 3. -                      | Accounting Costs and Economic Costs – Fixed, Variable and Total Cost;                              |
|           | 4.                        | Competition – monopoly, oligopoly  |
| <b>II</b> | <b>Demand</b>             |  |
|           | 5.                        | Tourism Demand: Elasticity of demand, Types, determinants; measurement and                         |

|            |  |   |
|------------|--|---|
|            |  | forecast of tourism demand.   |
|            | 6.                                       | Tourism supply: Determinants of tourism supply; Law of supply- Elasticity of supply, tourism supply forecasting.  |
|            | 7.                                       | Tourism and seasonality, types of seasonality, Managing Tourism Business during Economic Slowdown, and off season   |
| <b>III</b> | <b>Tourism Statistics</b>                |   |
|            | 8.                                       | Tourism Statistics: measurement of tourist statistics – volume, expenditure, and profile; tourism barometer   |
|            | 9.                                       | Tourists spending spenders and earners in international tourism- Kerala tourism statistics- Comparison of important states in India in terms of Foreign Tourist Arrivals (FTA). |
|            | 10.                                      | Critical evaluation of Indian tourism in terms of Foreign Tourist Arrivals (FTA)  |
| <b>IV</b>  | <b>Economic Impacts of Tourism</b>       |   |
|            | 11.                                      | Economic impacts of tourism – Foreign exchange, Balance of Payments, employment generation  |
|            | 12.                                      | multiplier effect – types of multipliers; regional development; Displacement effect and tourism, tourism as an invisible export   |
|            | 13.                                      | Negative economic impacts of tourism, Leakage effect, inflation and price rise, enclave tourism   |
|            | 14.                                      | Impact of economic recession on tourism.  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |   |

**References:**

1. P.L. Mehta; Managerial Economics: Analysis, Problems and Cases
2. Varshney and Maheshwari; Managerial Economics
3. D. Salvatore; Managerial Economics
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta; Managerial Economics
6. Krishnan Kamra; Economics of Tourism
7. Ashif Iqbal Fazil, S. Husain Ashraf; Tourism in India (planning & development)

**Assessment Rubrics:**

| Evaluation Type         | Marks     |
|-------------------------|-----------|
| End Semester Evaluation | <b>70</b> |
| Continuous Evaluation   | <b>30</b> |

|              |              |            |
|--------------|--------------|------------|
| a)           | Test Paper-2 | 10         |
| b)           | Assignment   | 5          |
| c)           | Seminar      | 5          |
| d)           | Case Study   | 10         |
| <b>Total</b> |              | <b>100</b> |

|                   |                     |                              |
|-------------------|---------------------|------------------------------|
| <b>SEMESTER 5</b> | <b>KU5DSCTTM303</b> | <b>HOSPITALITY MARKETING</b> |
|-------------------|---------------------|------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU5DSCTTM303  |                  |                   |                    |             |
| Course Title   | Hospitality Marketing   |                  |                   |                    |             |
| Type of Course | DSC-A10   |                  |                   |                    |             |
| Semester       | <b>5</b>  |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | <p>The course will provide insights into both theoretical and applied knowledge in the field of marketing. Students will be getting knowledge of the marketing strategies that will be required for the business to be successful. It will also introduce to the students the essentials of marketing, like what are the methods of attracting tourists which will benefit the firms and strategies as well as methods that will help them to successfully market in today’s dynamic world. The emphasis on the tourism marketing mix and digital marketing as applied in contemporary times is the hallmark of the course.</p> |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO | CO Statement | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|----|--------------|------------------|---------------------|-----------------------|
|----|--------------|------------------|---------------------|-----------------------|

|   |  |    |   |   |
|---|--|----|---|---|
| CO1   | Identify effective marketing strategies for tourism development.   | R  | C | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2   | Recognize the significance of customer orientation in tourism marketing.                                   | U  | P |   |
| CO3   | Explain how promotional tourism, hospitality, and leisure campaigns can appeal to multiple target markets. | E  | P |   |
| CO4   | Create, apply, and evaluate various marketing strategies for tourism destinations and organizations.       | An | P |   |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br/>                 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |  |    |   |   |

**DETAILED SYLLABUS:**

| Module    | Unit                         | Content   |
|-----------|------------------------------|---|
| <b>I</b>  | <b>Marketing</b>             |   |
|           | 1.                           | Marketing for Hospitality and Tourism: Meaning, Definition, Core Concepts – Marketing Philosophies  |
|           | 2.                           | Selling Vs. Marketing, Differences between Products and Service Marketing- Specific features of Tourism Marketing   |
|           | 3.                           | Role of Marketing in Tourism and Hospitality-Strategic Marketing in Tourism: Global Marketing, Direct Marketing, Target Marketing, Relationship Marketing, Experiential Marketing, E-Marketing, Green Marketing |
|           | 4.                           | Issues in Marketing -Social Responsibility and Marketing Ethics, Consumerism and Legal Issues   |
| <b>II</b> | <b>Marketing Environment</b> |   |
|           | 5.                           | Marketing Environment-Marketing Planning -Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research   |
|           | 6.                           | Consumer Markets and Consumer Behavior, Factors Affecting Tourist Behavior  |
|           | 7.                           | STP Process- Developing the Tourism Marketing Mix: Ps of Marketing  |
|           | 8.                           | Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle  |
|           | 9.                           | New Product Development process, Branding and Packaging Decisions, Destination Branding   |

|            |  |  |
|------------|--|--|
|            | 10.                                      | Strategies adopted in various stages of the Destination Life Cycle   |
| <b>III</b> | <b>Pricing Products</b>                  |  |
|            | 11.                                      | Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods -   |
|            | 12.                                      | Integrated marketing communication-Mass Media- Distribution Channel  |
|            | 13.                                      | Promotion Mix: Public Relations, Advertising, Sales Promotion, Personal Selling, and Publicity.  |
| <b>IV</b>  | <b>Digital Marketing</b>                 |  |
|            | 14.                                      | Digital Marketing- Importance, Key forms of Digital Marketing- Creativity in digital marketing; - Social media marketing   |
|            | 15.                                      | Design of marketing materials/ promotional tools (brochures, folders, pamphlets etc)-  |
|            | 16.                                      | Destination Marketing by Tourism Boards-Case Studies -Digital Technologies in Marketing- Online Marketing Domains-B2C-B2B-C2C-C2B-CRM-   |
|            | 17.                                      | Setting up Online Marketing presence Ads and Promotions Online, Types of ads, Digitalization of Word of Mouth- Internet Banner Ads, Online Video Content, Pay Per Click (PPC) Advertising, Email marketing, Websites & SEO content, Blogs, |
|            | 18.                                      | Types of digital marketing-Push & Pull; Digital advertising - Digital marketing strategy of Airbnb (case study).   |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |  |

**References:**

1. Philip Kotler, Bowens, and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. Nimit Chaudhary – Service Marketing

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper-2       | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                              |
|-------------------|---------------------|------------------------------|
| <b>SEMESTER 5</b> | <b>KU5DSCTTM304</b> | <b>MANAGEMENT PRINCIPLES</b> |
|-------------------|---------------------|------------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU5DSCTTM304   |                  |                   |                    |             |
| Course Title   | Management Principles and Hospitality  |                  |                   |                    |             |
| Type of Course | DSC-A11  |                  |                   |                    |             |
| Semester       | 5  |                  |                   |                    |             |
| Academic Level | 300 – 399  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | This course teaches learners basic management principles, competencies for good managers, employee processes, ethical conduct, corporate social responsibility, and the impact of unethical practices on performance and existence in the tourism, travel, and hospitality industries. |                  |                   |                    |             |

### Course Outcomes (COs):

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used  |
|--|---|------------------|---------------------|--|
| CO1  | Demonstrate an understanding of the fundamental management concepts.  | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar Presentation<br>/ Technology-based assessment |
| CO2  | Analyze the roles and responsibilities of managers in different organizational settings. Illustrate the basic planning, decision-making, and organizing skill sets. | U                | P                   |  |
| CO3  | Analyse and infer how individual factors influence the dynamics of employee behavioral processes.   | E                | P                   |  |
| CO4  | Analyse and infer how group factors and organizational practices influence the dynamics of employee behavioral processes.   | An               | P                   |  |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |  |



**DETAILED SYLLABUS:**

| Module     | Unit                              | Content  |
|------------|-----------------------------------|--|
| <b>I</b>   | <b>Introduction to Management</b> |  |
|            | 1                                 | Introduction to Planning: Definition and Importance of Planning-Types of Plans (Strategic, Tactical, Operational, Contingency)   |
|            | 2                                 | Management Functions (Planning, Organizing, Leading, and Controlling)<br>Levels of Management (Top, Middle, and Lower)   |
|            | 3                                 | Management Skills and Competencies-Management Roles and Responsibilities-MBO   |
|            | 4                                 | Evolution of Management Theories (Brief): Classical Theories (Scientific Management, Administrative Management), Behavioral Theories (Human Relations, Behavioral Science), Contemporary Theories (Contingency Theory, Systems Theory)             |
|            | 5                                 | Strategic Planning Process: Mission, Vision, and Objectives<br>Environmental Scanning and Analysis (SWOT, PESTEL), Strategy Formulation and Implementation   |
| <b>II</b>  | <b>Motivation and Leadership</b>  |  |
|            | 6                                 | Motivation: Need and Importance  |
|            | 7                                 | Important theories: Maslow’s need hierarchy, Alderfer – ERG, McClelland, Herzberg’s two-factor theory, Theory X and Theory Y, Expectancy Theory,   |
|            | 8                                 | Leadership: significance, types  |
|            | 9                                 | Important theories: Trait Theory of Leadership, Behavioral Theories, Managerial Grid, Fiedler’s Contingency Model, Great Man Theory- Transformational Leadership.  |
| <b>III</b> | <b>Organizing and controlling</b> |  |
|            | 10                                | Organizing and Organizational Structure-Principles of Organizing<br>Types of Organizational Structures (Functional, Divisional, Matrix), Departmentation and Span of Control.  |
|            | 11                                | Decision-Making Process: Rational and Non-rational Decision Models<br>Decision-Making Techniques (Decision Trees, Payoff Matrices: Meaning – elements – fundamental concepts   |
|            | 12                                | Introduction to Control: Definition and Importance of Control-Control Process (Establishing Standards, Measuring Performance, Taking Corrective Action)-Control Techniques and Tools-Financial Controls (Budgeting, Cost-Benefit Analysis)-Quality |

|           |  |  |
|-----------|--|--|
|           |  | Control (Total Quality Management, Six Sigma)<br>Performance Appraisal Systems                         |
| <b>IV</b> | <b>Ethics</b>                            |  |
|           | 13                                       | Business Ethics and CSR: Meaning and significance  |
|           | 14                                       | ethical and unethical behavior – nature/characteristics – objectives —levels of ethics                 |
|           | 15                                       | CSR –meaning – importance of CSR – stakeholders involved in CSR – Responsibility to each stakeholder – |
|           | 16                                       | Managing stakeholders - CSR reporting and audit  |
|           | 17                                       | Relationship between ethics and CSR  |
| <b>V</b>  | <b>Teacher Specific Content (12 Hrs)</b> |  |

**References:**

1. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
2. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Pub, London.
3. Ray Youell (1998), Tourism-An Introduction, Addison Wesley Longman, Essex.
4. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford

**Assessment Rubrics:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | <b>70</b>  |
| Continuous Evaluation   |               | <b>30</b>  |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Case study    | 10         |
| c)                      | Seminar       | 5          |
| <b>Total</b>            |               | <b>100</b> |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

|                       |                     |   |
|-----------------------|---------------------|---|
| <b>SEMESTER<br/>5</b> | <b>KU5DSCTTM305</b> | <b>TRANSPORTATION SYSTEMS AND<br/>TOURISM</b> |
|-----------------------|---------------------|---|

|                |                                    |
|----------------|------------------------------------|
| Programme      | BTTM                               |
| Course Code    | KU5DSCTTM305                       |
| Course Title   | TRANSPORTATION SYSTEMS AND TOURISM |
| Type of Course | DSC-A12                            |
| Semester       | 5                                  |
| Academic Level | 300 – 399                          |

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 5                |                   |                    | 75          |
| Pre-requisites |  |                  |                   |                    |             |
| Course Summary | This course provides a comprehensive understanding of transportation systems and their vital role in the tourism industry. The course covers essential concepts, operations, regulations, and sustainability aspects of each mode, emphasizing their significance in facilitating travel and enhancing the overall tourism experience. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO   | CO Statement   | Cognitive Level* | K. Cat. | Evaluation Tools used                                  |
|--|--|------------------|---------|--|
| CO1  | Demonstrate a comprehensive understanding of transportation systems and their role in the tourism and hospitality sector.                                      | U                | F       | Instructor-created exams / Quiz                        |
| CO2  | Evaluate the advantages and limitations of different transportation systems in the context of tourism.   | An               | C       | Practical Assignment / Observation of Practical Skills |
| CO3  | Describe the types of road transportation systems, including highways, public and private transportation services, and documentation requirements.             | An               | P       | Instructor-created exams / Home Assignments            |
| CO4  | Explain the air, rail, and water transport systems, including luxury tourist trains, mountain railways, cruise liners, and national waterways.                 | An               | M       | Instructor-created exams / Quiz                        |
| CO5  | Understand the importance of transportation documentation, regulations, and safety measures in facilitating travel and ensuring a seamless tourism experience. | U                | C       |  |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |         |  |

| Module | Unit  | Content   |
|--------|---|---|
| I      | <b>Introduction to Transportation Systems</b> |   |
|        | 1   | Definition of transportation and its components: Importance of transportation in various sectors (e.g., tourism, hospitality, trade, commerce, logistics), Advantages of transportation systems (economic development, connectivity, efficiency, safety, comfort) |
|        | 2   | Ancient modes of transportation (e.g., walking, animal-powered transport, waterways)- Development of roads and wheeled vehicles-  |

|            |  |   |
|------------|--|---|
|            | 3  | Emergence of railways and their impact on travel and trade- Advent of automobiles and the rise of road transport systems  |
|            | 4  | - Aviation and the birth of air travel- Modern transportation systems (e.g., high-speed rail, electric vehicles, ride-sharing)  |
| <b>II</b>  | <b>Surface Transportation</b>            |   |
|            | 5  | Types of surface transportation (roads, highways, railways), Modes of surface transportation (buses, cars, trucks, motorcycles), Advantages and limitations of surface transportation   |
|            | 6  | Public Road Transportation Systems: Public bus transportation services (municipal, state, and intercity), Operations and services of public transport corporations (e.g., KSRTC), Scheduled and non-scheduled bus services, Ticketing, and fare systems<br>Private Road Transportation Systems: Taxis and ride-sharing services (e.g., Uber, Ola), Limousine and luxury car services, Car rental agencies and procedures, Caravans, and recreational vehicles (RVs), Tour coaches and charter buses |
|            | 7  | Types of Roads and Highways: National highways and interstate highway systems, State and local roads, Rural and urban road networks, Toll roads and expressways, Highway infrastructure and maintenance (Brief)   |
|            | 8  | Road Transportation Documentation: Driver's licenses and vehicle registration, Insurance and liability coverage, Road taxes and toll payments, Safety regulations and traffic laws, Travel documents and permits (for international travel)   |
| <b>III</b> | <b>Air and Rail Transport system</b>     |   |
|            | 9  | Major rail transport systems in the world- British Rail, Euro Rail, Amtrack, Japanese Rail. Major metro rails in India -IRCTC, special packages for tourists  |
|            | 10                                       | Indian Rail Transport- general information about Indian railway – Types of trains, classes of journey, luxury tourist trains, mountain railways in India- high-speed rail   |
|            | 11                                       | Classes of service in India- Ticket Booking and cancellation and refund rules of all classes including Tatkal- Codes of different classes- Different types of coaches- Groups Booking, Concessional Tickets-Booking train tickets   |
| <b>IV</b>  | <b>Air and Water Transport system</b>    |   |
|            | 12                                       | Water transport network & categories of water transport -Major Water ways of the world  |
|            | 13                                       | Cruise transport, types of cruise liners, cruise packages of India and abroad – Cruise Packages to Islands of India- National waterways of India  |
|            | 14                                       | Modes of air transport: Major Airlines, Air taxis, Custom channels- Ministry of transport.  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |   |

**References**

Lumsdon, L. M., & Peeters, P. M. (2019). Transport and Tourism: Global Perspectives (4th Edition). Routledge.

Page, S. J. (2019). Transport and Tourism: Global Perspectives (4th Edition). Pearson Education.

Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). The Geography of Transport Systems (4th Edition). Routledge.

Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism* (11th Edition). SAGE Publications Ltd.

Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). *The Geography of Transport Systems* (4th Edition). Routledge.

Knowles, R., Shaw, J., & Docherty, I. (Eds.). (2014). *Transport Geographies: Mobilities, Flows and Spaces*. John Wiley & Sons.

**Assessment Rubrics:**

| Evaluation Type         |               | Marks      |
|-------------------------|---------------|------------|
| End Semester Evaluation |               | <b>70</b>  |
| Continuous Evaluation   |               | <b>30</b>  |
| a)                      | Test Paper- 1 | 10         |
| b)                      | Case study    | 10         |
| c)                      | Seminar       | 5          |
| <b>Total</b>            |               | <b>100</b> |

|                   |                     |                            |
|-------------------|---------------------|----------------------------|
| <b>SEMESTER 5</b> | <b>KU5SECTTM301</b> | <b>AVIATION MANAGEMENT</b> |
|-------------------|---------------------|----------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | <b>KU5SECTTM301</b>  |                  |                   |                    |             |
| Course Title   | Aviation Management  |                  |                   |                    |             |
| Type of Course | SEC  |                  |                   |                    |             |
| Semester       | <b>5</b>   |                  |                   |                    |             |
| Academic Level | 300 – 399  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3  | 3                |                   |                    | 45          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | This course is expected to deliver an understanding of airline operations and airport management. Students will be able to obtain a basic knowledge of airline operations and management, understand both the technical and business sides of the airline industry, and develop skills for most tasks in airline management. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | To understand air transport and its management and regarding the technical terms and codes associated with airline operations. | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Exhibit the significance of airport handling procedures and protocols.   | U                | P                   |   |
| CO3  | Communicate the developments and formalities related to airport handling.  | E                | P                   |   |
| CO4  | Familiarize with airport and airline operations.   | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                       | Content  |
|-----------|----------------------------|--|
| <b>I</b>  | <b>Civil aviation</b>      |  |
|           | 1.                         | Airline Terminology -Origin of civil aviation - History of Civil Aviation in India   |
|           | 2.                         | IATA, ICAO, AAI and DGCA   |
|           | 3.                         | Air Transport regulations: Bilateral Regulations- -Multilateral regulations- Warsaw and Chicago conventions – Freedoms of Air- Open Sky policy |
|           | 4.                         | Types of Airlines- Classes of Service and aircraft configuration -aircraft manufacturers.  |
|           | 5.                         | In-flight services   |
|           | 6.                         | Job Opportunities in airlines- Cabin Crew - Services- Job Specifications and Qualifications  |
| <b>II</b> | <b>Airlines Management</b> |  |
|           | 7.                         | IATA Areas -2 letter Codes of Airlines -3 letter city codes of major airports.   |
|           | 8.                         | Types of journeys (OW, CT, RT, OJ, RTW)  |
|           | 9.                         | E-tickets & its advantages-International Sale Indicators - Global Indicators   |
|           | 10.                        | Types of fare: Normal Fare - Special fares - Discounted Fares- ticket validity-refund-cancellation   |

|            |  |   |
|------------|--|---|
|            | 11.                                      | Insurance coverage-types of insurance for travel- Airline planning and operations: hub and spoke systems - Code sharing- - CRM and Frequent Flyer Programmes (FFPs).  |
| <b>III</b> | <b>Airport Management</b>                |   |
|            | 12.                                      | Cabin Crew – Airport Terminals—formalities for arriving, transiting, and departing passengers   |
|            | 13.                                      | Airport facilities: Check-in facilities, types –Landing facilities for departing passengers – In-flight services — Emergency equipment for disembarkation - Minimum connecting time   |
|            | 14.                                      | Passengers requiring special handling- Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage   |
|            | 15.                                      | Carry-on items – carriage of live animals - classification of dangerous goods   |
| <b>IV</b>  | <b>Operations Control</b>                |   |
|            | 16.                                      | Airline operations Control-Flight planning and Dispatch - Load control planning- Crew Operations Control  |
|            | 17.                                      | Maintenance Control-types of maintenances-Station Operations Control -Passenger processing and flight operation -Airline Disruptions and Irregular Operations-Safety and security operations by airlines-On-board safety measures |
|            | 18.                                      | Airline Key personnel and organization structure- -IATA&UFTAA fare formula (only theoretical aspects).  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |   |

**References:**

1. Graham. A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Hand Book— Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism 4. IATA course material for Passenger Ground Services

**Assessment Rubrics:**

| <b>Evaluation Type</b>  |              | <b>Marks</b> |
|-------------------------|--------------|--------------|
| End Semester Evaluation |              | <b>50</b>    |
| Continuous Evaluation   |              | <b>25</b>    |
| a)                      | Test Paper-2 | 10           |
| c)                      | Case Study   | 15           |
| <b>Total</b>            |              | <b>75</b>    |

**SEMESTER 6**

|                   |                     |   |
|-------------------|---------------------|---|
| <b>SEMESTER 6</b> | <b>KU6DSCTTM306</b> | <b>ORGANIZATIONAL BEHAVIOR IN TOURISM</b> |
|-------------------|---------------------|---|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU6DSCTTM306  |                  |                   |                    |             |
| Course Title   | Organizational Behavior in Tourism  |                  |                   |                    |             |
| Type of Course | DSC-A13   |                  |                   |                    |             |
| Semester       | <b>6</b>  |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | To make the student capable to become a tourism entrepreneur and to equip the students to prepare the Tourism business project. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Explain the Concept of Organizational Behavior   | U                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Illustrate the Organizational Culture and Ethics   | U                | P                   |   |
| CO3  | Demonstrate the Individual Behavior and Personality Traits, Group behavior, Theories of Motivation | A                | P                   |   |
| CO4  | Analyze the Concept of Organizational Change, Conflict, and power                                  | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |



| Module     | Unit   | Content   |
|------------|--|---|
| <b>I</b>   | <b>Introduction to Organizational Behavior</b> |   |
|            | 1.   | Concept of Organizational Behavior (OB): Nature and characteristics   |
|            | 2.   | Importance -Management roles, skills, and activities  |
|            | 3.   | Concept of organizational culture: elements of organizational culture in tourism, factors affecting tourism organizational culture  |
|            | 4.   | Impact of tourism organizational culture (functions and liability); Creating and sustaining tourism organizational culture  |
| <b>II</b>  | <b>Group Dynamics:</b>                         |   |
|            | 5.   | Group Dynamics: Concept of group, Types of groups. Stages of Group Development -Factors Influencing Group Behavior  |
|            | 6.   | Group norms, Group and teams; Types of teams; Creating team players from individuals building and team-based work (TBW)   |
|            | 7.   | Team Roles and Responsibilities, Teamwork -Team Building-Team Management  |
|            | 8.   | Conflict- types, stages of conflict-Conflict Management and Resolution  |
| <b>III</b> | <b>Concept of Individual Behavior:</b>         |   |
|            | 9.   | Components of individual behavior, factors affecting individual behavior - Learning, Concept of learning, conditioning, shaping and reinforcement.  |
|            | 10.  | Attitude: Concept of attitude in tourism organization, components, behavior, and attitude. - Job satisfaction in tourism organization   |
|            | 11.  | Personality and Values: Concept of personality; Relevance of values; Big Five model of personality: Theories of personality - Trait theory - psychoanalytic theory - social learning theory |
|            | 12.  | Perception, Decision Making and Emotions (Tourism): Perception and Judgements; Factors; Linking perception to individual decision making  |
| <b>IV</b>  | <b>Organizational Change</b>                   |   |
|            | 13.  | Concept of organizational change, Forces of change; Planned change; Resistance, and resistance to change: Learning organization   |
|            | 14.  | Managing Change and Innovation-Forces for Change (External and Internal) Resistance to Change and Overcoming Resistance   |
|            | 15.  | Change Management Models (Lewin's Change Model, Kotter's 8-Step   |

|          |   |
|----------|---|
|          | Model)-Innovation and Creativity in Organizations |
| <b>V</b> | <b>Teacher Specific Content(12 Hrs)</b>           |

**References:**

1. Kinicki, Angelo, and Mel Fugate. "Organizational Behavior: A Practical, Problem-Solving Approach." 2nd ed., McGraw-Hill Education, 2018.
2. Luthans, Fred. "Organizational Behavior: An Evidence-Based Approach." 13th ed., McGraw-Hill Education, 2015.
3. Nelson, Debra L., and James Campbell Quick. "Organizational Behavior: Science, the Real World, and You." 9th ed., Cengage Learning, 2018.
4. Newstrom, John W. "Organizational Behavior: Human Behavior at Work." 15th ed., McGraw-Hill Education, 2019.
5. Greenberg, Jerald. "Behavior in Organizations." 11th ed., Pearson Education, 2017.
6. McShane, Steven L., and Mary Ann Von Glinow. "Organizational Behavior." 8th ed., McGraw-Hill Education, 2018.
7. Colquitt, Jason A., Jeffery A. LePine, and Michael J. Wesson. "Organizational Behavior: Improving Performance and Commitment in the Workplace." 6th ed., McGraw-Hill Education, 2019.
8. Schermerhorn, John R., James G. Hunt, Richard N. Osborn, and Mary Uhl-Bien. "Organizational Behavior." 13th ed., John Wiley & Sons, Inc., 2017.
9. Hitt, Michael A., C. Chet Miller, and Adrienne Colella. "Organizational Behavior." 5th ed., John Wiley & Sons, Inc.,
10. Dwivedi, R. S. (2001). Human relations and organizational behaviour. Macmillan Publishers India Limited.
11. Robbins, Stephen P., and Timothy A. Judge. "Organizational Behavior." 18th ed., Pearson Education, 2019.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper-1       | 10         |
| b)                      | Assignment/Seminar | 5          |
| c)                      | Case Study         | 5          |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 6</b> | <b>KU6DSCTTM307</b> | <b>HUMAN RESOURCE MANAGEMENT AND TOURISM</b> |
|-------------------|---------------------|--|

|         |      |
|---------|------|
| Program | BTTM |
|---------|------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Code    | KU6DSCTTM307  |                  |                   |                    |             |
| Course Title   | Human Resource Management and Tourism   |                  |                   |                    |             |
| Type of Course | DSC-A14   |                  |                   |                    |             |
| Semester       | 6   |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | Upon completion of this course, students will be prepared for various HR roles within the tourism industry, including HR manager, recruitment specialist, training and development coordinator, employee relations manager, and compensation and benefits analyst. The course also lays a foundation for further studies and specialization in HRM or tourism management. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Understand the concept, importance, and scope of human resource management.                              | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Analyze the roles and responsibilities of the human resource department.                                 | U                | P                   |   |
| CO3  | Develop skills in workforce planning and talent management   | E                | P                   |   |
| CO4  | Develop skills in designing and implementing effective compensation and performance management programs. | An               | P                   |   |
| CO5  | Develop skills in managing employee grievances, disputes, and disciplinary actions.                      | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module     | Unit   | Content  |
|------------|--|--|
| <b>I</b>   | <b>Introduction to Human Resource Management</b> |  |
|            | 1  | Definition and Evolution of Human Resource Management: Scope and Functions of HRM  |
|            | 2  | Strategic Human Resource Management-Features and benefits of SHRM - Barriers to SHRM - Difference in traditional HRM and SHRM.   |
|            | 3  | The Factories Act, 1948-- The Workmen’s Compensation Act, 1923-The Maternity Benefit Act, 1961   |
|            | 4  | The Employee’s Provident Fund and Miscellaneous Provision Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labour (Prohibition and Regulation Act, 1986)  |
| <b>II</b>  | <b>Recruitment and Selection</b>                 |  |
|            | 5  | Job Analysis and Job Description- Recruitment Sources (Internal and External)-Selection Methods (Applications, Interviews, Tests)-Onboarding and Orientation   |
|            | 6  | Training and Development: Training Needs Assessment-Training Methods (On-the-Job, Off-the-Job)-Career Development and Succession Planning- Career life cycle, Process, Factors affecting Career Planning and Development                             |
|            | 7  | Talent Management: Workforce Planning and Forecasting-Talent Acquisition and Retention-Employee Engagement and Motivation  |
| <b>III</b> | <b>Compensation Management</b>                   |  |
|            | 8  | Job Evaluation and Pay Structures-Internal and External Equity-Incentive and Variable Pay Plans-Benefits and Perquisites   |
|            | 9  | Performance Management: Performance Appraisal Methods (Ratings, 360-degree, Self-appraisal)-Performance Management Systems-Feedback and Coaching-Rewarding and Recognizing Performance   |
|            | 1  | Employee Relations in Tourism: Employee Engagement and Communication-Grievance and Discipline Management- Employee Separation: Retirement, VRS, Suspension, Termination, Resignation   |
|            | 1  | Future of Work and HRM in Tourism: Gig Economy and Non-traditional Work Arrangements-Artificial Intelligence and Automation-Workforce Upskilling and Reskilling  |
| <b>IV</b>  | <b>Industrial Relations:</b>                     |  |
|            | 1  | Trade Union and Industrial Dispute: functions and role of Trade union -Unfair labour practices by employers & Trade Unions, Strikes, Layoff, Retrenchments, Closures /Lockouts, Collective Bargaining Agreements, Wage Agreements, Violations, Bonus |

|          |  |
|----------|--|
|          | gratuity, Grievances Handling Procedure(process), Weekly offs. -   |
|          | 1- Industrial dispute: Forms and Causes, Machinery for settlement of Industrial dispute  |
|          | 1A <b>very brief</b> overview of Acts: The Factories Act, 1948-- The Workmen’s Compensation Act, 1923-The Maternity Benefit Act, 1961-The Employee’s Provident Fund and Miscellaneous Provision -Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labour (Prohibition and Regulation Act, 1986) |
|          | 1 Collective Bargaining: process and types- Grievance and Disciplinary Actions: Grievance: causes, Discovery of grievance, effects of grievance,   |
|          | 1 Participative Management and employee counselling: Importance, Forms of Participative Management, Worker’s Participative Management (WPM) in India-Employee Counselling: Methods and types of Employee Counselling   |
| <b>V</b> | <b>Teacher Specific Content (12 Hrs)</b>   |

**References:**

- Tripathi & Reddy, Principles of Management, Tata Mcgraw-Hill, New Delhi,2008
- Steven W. Schmidt. Training and Development for the Workplace"
- Human Resource Management by Gupta C.B (Publisher: Sultan Chand & Sons)
- Bernadin, Human Resource Management, Tata Mcgraw Hill, 8th edition 2012
- Shashi.K.Gupta And Rosy Joshi, Human Resource Management
- [https://www.accountingnotes.net/human-resource/type-of-incentive-plans/type-ofincentive-plans/17317\)](https://www.accountingnotes.net/human-resource/type-of-incentive-plans/type-ofincentive-plans/17317)
- <https://www.economicdiscussion.net/industries/industrial-relations/32249>
- <https://www.managementstudyguide.com/job-description-specification.htm>

**Assessment Rubrics:**

| <b>Evaluation Type</b>  |                     | <b>Marks</b> |
|-------------------------|---------------------|--------------|
| End Semester Evaluation |                     | <b>70</b>    |
| Continuous Evaluation   |                     | <b>30</b>    |
| a)                      | Test Paper-2        | 10           |
| b)                      | Assignment/ Seminar | 10           |
| c)                      | Case Study          | 10           |
| <b>Total</b>            |                     | <b>100</b>   |

|                   |                     |   |
|-------------------|---------------------|---|
| <b>SEMESTER 6</b> | <b>KU6DSCTTM308</b> | <b>AIRPORT MANAGEMENT AND GROUND HANDLING</b> |
|-------------------|---------------------|---|

|             |              |
|-------------|--------------|
| Program     | BTTM         |
| Course Code | KU6DSCTTM308 |

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Title   | Airport Management and Ground Handling  |                  |                   |                    |             |
| Type of Course | DSC-A15   |                  |                   |                    |             |
| Semester       | 6   |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | Equip the students with the basic knowledge and skills required for airport operations. Enhance the student for further study and Professional Development. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Understand the structure and components of an airport, including terminals, aprons, runways, taxiways, and air navigation services. | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Analyse the importance of airports for tourism and identify the different types of airport customers, including tourists.           | U                | P                   |   |
| CO3  | Describe the various components and operations involved in airport ground handling.   | E                | P                   |   |
| CO4  | Explain the roles and responsibilities of ground handling agents and service providers.   | An               | P                   |   |
| CO5  | Develop problem-solving skills and decision-making abilities in handling operational challenges.                                    | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| Module     | Unit                                       | Content  |
|------------|--|--|
| <b>I</b>   | <b>Introduction to Airport</b>             |  |
|            | 1  | Concept of Airport – Airport and Air transport – Major Airports  |
|            | 2  | Structure of the Airport – Terminal, Apron, Runway, Taxiway etc.   |
|            | 3  | Importance of Airport for Tourism – Airport customers and tourists   |
|            | 4  | Classification of Airport – Modern Airports  |
|            | 5  | Privatization – Types of Privatizations  |
|            | 6  | Airport Operators and Investors  |
| <b>II</b>  | <b>Airport Management</b>                  |  |
|            | 7  | Airport Classification - Airport Ownership- Public-Private Partnership (PPP) - Modern Airports   |
|            | 8  | Structure of the Airport-The Airside-Runway-Taxi ways- Apron/Ramp-.Hangar-Air Navigation Services (ANS) and Air Traffic Control (ATC)- Terminal  |
|            | 9  | Structure and components of a terminal- Landside-Physical components   |
| <b>III</b> | <b>Overview of Airport Ground Handling</b> |  |
|            | 10   | Definition and scope of ground handling services   |
|            | 11   | Ground Handling Operations: Passenger handling (check-in, boarding, deplaning), Baggage handling (loading, unloading, sorting, transfer), Cargo and mail handling                          |
|            | 12   | Safety and Security in Ground Handling: Ramp safety procedures, Dangerous goods handling, Security screening and access control  |
|            |  | Customer Service in Ground Handling, Passenger assistance and special needs handling, Complaint management and conflict resolution   |
| <b>IV</b>  | <b>Ground Handling</b>                     |  |
|            | 13   | Ground Handling Operations Planning and Scheduling: Flight schedules and ground time calculations, Resource allocation and staff rostering, Contingency planning for disruptions and delay |
|            | 14   | Aircraft handling (marshalling, loading, unloading, cleaning), Ramp operations and equipment, aircraft parking, Loading, and unloading procedures, Aircraft cleaning and catering services |
|            | 15   | Passenger Handling Procedures: Check-in and boarding processes, Baggage handling   |

|  |    |   |
|--|----|---|
|  |    | and reconciliation, Passenger assistance and special needs handling   |
|  | 16 | Ground Support Equipment (GSE): Types of GSE (passenger stairs, baggage carts, belt loaders, etc.), GSE maintenance and safety procedures |
|  |    | <b>Teacher Specific Content (12 Hrs)</b>  |

**References:**

- Ashford, N. J. (2013). Airport operations. McGraw-Hill Companies, Inc.
- Dileep, M. R., & Kurien, A. (2021). Air Transport and Tourism. Routledge.
- Budd, L., & Ison, S. (2017). Air Transport Management: An International Perspective. Routledge, Taylor & Francis Group.
- Graham, A. (2014). Managing Airports: An International Perspective. Routledge.
- Ashford, N. J. (2013). Airport Operations. McGraw-Hill Companies, Inc.
- IATA Airport Handling Manual (AHM)
- IATA Ground Operations Manual (IGOM)
- Norman Ashford, et al".
- "Airport Operations" by
- Dimitrios Dimitriou "Ground Handling Operations"

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper-2       | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                             |
|-------------------|---------------------|-----------------------------|
| <b>SEMESTER 6</b> | <b>KU6DSCTTM309</b> | <b>LOGISTICS MANAGEMENT</b> |
|-------------------|---------------------|-----------------------------|

|                |                      |
|----------------|----------------------|
| Program        | BTTM                 |
| Course Code    | KU6DSCTTM309         |
| Course Title   | Logistics Management |
| Type of Course | DSC-A16              |
| Semester       | <b>6</b>             |
| Academic Level | 300 – 399            |



|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course builds necessary knowledge regarding supply chain management, logistics and different modes of transport. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Familiarize with the concept of logistics and supply chain management. | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Understand the process and procedures of logistics operations.         | U                | P                   |   |
| CO3  | Learn the process of supply chain management.                          | E                | P                   |   |
| CO4  | To familiarize demand forecast and managing economies in the process.  | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                           | Content   |
|-----------|--------------------------------|---|
| <b>I</b>  | <b>Concept of Logistics</b>    |   |
|           | 1.                             | Concept of Logistics: Introduction, Types, Logistics Management, Role of Logistics in an Economy  |
|           | 2.                             | Difference between Logistics and Supply Chain Management, Logistics and competitive advantage, Logistics Mix, organized retail in India   |
|           | 3.                             | Logistics process: Concept of Integrated Logistics, inventory, and information flow   |
|           | 4.                             | Operational objectives of integrated logistics; barriers to integration, organization structure, measurement system, inventory ownership. |
|           | 5.                             | logistics performance cycle, manufacturing support performance cycle, procurement performance cycle                                       |
| <b>II</b> | <b>Supply chain management</b> |   |

|            |   |  |
|------------|---|--|
|            | 6.  | Supply chain management: Introduction, Supply chain Performance, drivers, metrics and distribution network, network design   |
|            | 7.  | Role of demand forecasting in the supply chain, aggregate planning in the supply chain, sales, and operations planning, managing predictable variability, cycle inventory                |
|            | 8.  | Managing uncertainty in a supply chain: safety inventory, sourcing decisions, and Bullwhip effect.   |
| <b>III</b> | <b>Containerization</b>                   |  |
|            | 9.  | Containerization: Concept, classification, benefits, and constraints; Inland Container Depot (ICD)   |
|            | 10.                                       | Role and functions; CFS, export Clearance at ICD; CONCOR; ICDs under CONCOR etc  |
|            | 11.                                       | Warehousing and Distribution Centers: Concepts, elements, and functions of Warehousing– Types of Warehouses– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse  |
|            | 12.                                       | Warehousing Network in India - Central Warehousing corporation in India  |
| <b>IV</b>  | <b>Transportation Mix</b>                 |  |
|            | 13.                                       | Transportation infrastructure and network in India   |
|            | 14.                                       | Impact of the transport system on the supply chain   |
|            | 15.                                       | Factors that determine the choice of transport mode – Transportation Costs - Tools and techniques for reducing costs - Fleets – Fleet sizing and configuration – Routing and Scheduling. |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs.)</b> |  |

**References:**

- Chopra, S., & Meindl, P. (2007). *Supply chain management. Strategy, planning & operation* (pp. 265-275). Gabler.
- Leenders, M. R., & Fearon, H. E. (1997). *Purchasing and supply management. (No Title)*.
- Stock, J. R., & Lambert, D. M. (2001). *Strategic logistics management* (Vol. 4). Boston, MA: McGraw-Hill/Irwin.

**Assessment Rubrics:**

| Evaluation Type         |              | Marks     |
|-------------------------|--------------|-----------|
| End Semester Evaluation |              | <b>70</b> |
| Continuous Evaluation   |              | <b>30</b> |
| b)                      | Test Paper-2 | 10        |

|              |                    |            |
|--------------|--------------------|------------|
| c)           | Assignment/Seminar | 10         |
| c)           | Case Study         | 10         |
| <b>Total</b> |                    | <b>100</b> |

|                   |                    |   |
|-------------------|--------------------|---|
| <b>SEMESTER 6</b> | <b>KU6DSCTTM10</b> | <b>ENTREPRENEURSHIP IN TOURISM INDUSTRY</b> |
|-------------------|--------------------|---|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU6DSCTTM310  |                  |                   |                    |             |
| Course Title   | Entrepreneurship in Tourism Industry  |                  |                   |                    |             |
| Type of Course | DSC-A17   |                  |                   |                    |             |
| Semester       | <b>6</b>  |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                | 1                 |                    | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course aims to provide a comprehensive understanding of finance, management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|-----|--|------------------|---------------------|---|
| CO1 | Familiarize with the fundamental principles of financial management.                         | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2 | Identify various methods for financial management in tourism and get entrepreneurial skills. | U                | P                   |   |
| CO3 | Formulate ideas for start-ups.   | E                | P                   |   |
| CO4 | To demonstrate a learning system that inspires entrepreneurial motivation                    | An               | P                   |   |

|   |  |  |  |
|---|--|--|--|
| among students, providing a platform for creativity and innovation.   |  |  |  |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)<br/>                 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |  |  |  |

**DETAILED SYLLABUS:**

| Module    | Unit  | Content  |
|-----------|---|--|
| <b>I</b>  | <b>Introduction to Financial Management</b> |  |
|           | 1.  | Finance: Meaning, Functions; Importance, and typologies of Finance – Role of financial management, Break-even analysis,  |
|           | 2.  | Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in the tourism industry-  |
|           | 3.  | Working Capital Management: Financing current assets, Cash Management, Receivables, and inventory management -   |
|           | 4.  | Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques- Difference between financial and capital structures. Determinants of Financial Structure-  |
|           | 5.  | Types of budgets, preparation of budget, and zero-based budgeting, Working Capital Management, Cash management-  |
|           | 6.  | Contract Act,1872 --Offer& Acceptance-Consideration-Free Consent-Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract –Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums. |
| <b>II</b> | <b>Finance and Assessment</b>               |  |
|           | 7.  | Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage-  |
|           | 8.  | Dividend Policy, types of dividend policies- Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings -   |
|           | 9.  | Public Deposits; Sources of short-Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators, Government Grants and Subsidies, Bank Loans, Crowd Funding. .  |
|           | 10.   | FDI in Tourism Sector in India-Overview of financial institutions in India, Central level, and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship, TFCI,  |

|            |   |  |
|------------|---|--|
|            | 11.                                       | Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India   |
| <b>III</b> | <b>Tourism Entrepreneurship</b>           |  |
|            | 12.                                       | Tourism Entrepreneurship: Concept and definition, Functions of an Entrepreneur,  |
|            | 13.                                       | Types of Entrepreneurs, Intrapreneur, Entrepreneurial Culture; Stages in entrepreneurial process. Ethical and social responsibility challenges for entrepreneurs in tourism- Social entrepreneurship, Woman Entrepreneurship |
|            | 14.                                       | Entrepreneurship opportunities in Tourism, Tourism entrepreneurial competencies- Elements of business planning,  |
|            | 15.                                       | Preparation of project plans, Components of an ideal business plan: Market plan – Financial plan -Operational plan -Site selection-  |
|            | 16.                                       | Feasibility analysis: – aspects and method. Economic analysis, financial analysis, Market, and technological feasibility, Feasibility report.  |
| <b>IV</b>  | <b>Legal Issues</b>                       |  |
|            | 17.                                       | Ownership patterns in India, Legal issues related to emerging ventures – Registrations, Licenses   |
|            | 18.                                       | Fees and Permits regarding the tourism industry- Potential Capital and Start-Up Costs,   |
|            | 19.                                       | Starting a New Business vs Purchasing an Existing Business- Rules, regulations, and procedures relevant for small-scale industries and small-scale businesses.   |
|            | 1.  | Financing by UNWTO, ITDC, and MOT towards different projects.  |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs.)</b> |  |

**References:**

- 1. Vasant, Desai, “Entrepreneurship”, Himalaya Publishing House, 2003.
- 2. Taneja& Gupta S.L., “Entrepreneurship Development”, 2003.
- 3. Pandey, I.M., “Venture Capital –The Indian Experience”, Prentice Hall of India, 2003.
- 4. Tandon B.C., “Environment and Entrepreneur”, Chug Publications, Allahabad.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                               |
|-------------------|---------------------|-------------------------------|
| <b>SEMESTER 6</b> | <b>KU6SECTTM302</b> | <b>TECHNOLOGY AND TOURISM</b> |
|-------------------|---------------------|-------------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU6SECTTM302  |                  |                   |                    |             |
| Course Title   | Technology and Tourism  |                  |                   |                    |             |
| Type of Course | SEC   |                  |                   |                    |             |
| Semester       | 6   |                  |                   |                    |             |
| Academic Level | 300 – 399   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3   | 3                |                   |                    | 45          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course explores the integration of information technology in the tourism industry, focusing on its operational and managerial applications in tourism enterprises. |                  |                   |                    |             |

### Course Outcomes (COs):

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | To learn how the advances in information technology affect tourism businesses. | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | To familiarize students with digital applications in the Tourism Industry.     | U                | P                   |   |
| CO3  | Preparing students for the use of digital tools in the tourism industry        | E                | P                   |   |
| CO4  | To analyze the impact and trends of IT among travel intermediaries.            | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

### DETAILED SYLLABUS:

| Module | Unit | Content |
|--------|------|---------|
|--------|------|---------|

|            |  |  |
|------------|--|--|
| <b>I</b>   | <b>Introduction to Computer:</b>                       |  |
|            | 1  | MS Office: MS Word, MS Excel, MS PowerPoint-, Email and mail merge                                 |
|            | 2  | Internet of Things (IoT), Artificial Intelligence & chatbots, Role of ChatGPT and BARD in tourism  |
|            | 3  | Tourism apps- advantages & features of mobile applications   |
|            | 4  | Mobile apps as a marketing tool; role of travel apps in post covid scenario.                       |
| <b>II</b>  | <b>Impact of digitization</b>                          |  |
|            | 5  | Smart destination- digital tourist; digital touch points   |
|            | 6  | Virtual and augmented reality, voice on search   |
|            | 7  | Online payment modes – internet & mobile banking, cards, wallets, payment interface                |
|            | 8  | Location-based services; 3D modelling’ Biometrics, Robotics in tourism- smart travel facilitation. |
| <b>III</b> | <b>Digital economy in Tourism;</b>                     |  |
|            | 9  | Types of digital platforms – accommodation, transport, dining, travel experiences                  |
|            | 10   | E – Intermediaries   |
|            | 11   | Infomediaries  |
|            | 12   | Metamediaries  |
|            | 13   | Digitization in hotels post covid scenario   |
|            | 14   | Concept of smart hotels  |
|            | 15   | technology solutions used by hotels  |
|            | 16   | Property Management Systems (PMS)  |
|            | 17   | Challenges faced by hotels in adopting digital technology.   |
| <b>IV</b>  | <b>Air transport and use of information technology</b> |  |
|            | 18   | Technology solutions at airports- baggage and cargo handling systems                               |
|            | 19   | Departure control and passenger processing systems   |
|            | 20   | Gate management  |
|            | 21   | Geo location applications-airline applications   |
|            | 22   | Airline Reservation Systems.   |

|          |   |  |
|----------|---|--|
| <b>V</b> | <b>Teacher Specific Content (12 Hrs.)</b> |  |
|          | 1   | Case studies<br>Real-World Applications<br>Open-Ended Exploration and Assessment:<br>Presentation and discussion of findings<br>Group Assignment |

**References:**

- Belén Vidal, Tourism and Technology: How Tech is Revolutionizing Travel (<https://www.wearemarketing.com/blog/tourism-and-technology-how-tech-is-revolutionizing-travel.html>)
- Impact of technology on travel and tourism - statistics & facts by Statista Research Department(<https://www.statista.com/topics/7844/impact-of-technology-on-travel-and-tourism/>)
- Technology in tourism by World Tourism Organization (UNWTO), (<https://www.e-unwto.org/doi/epdf/10.18111/9789284414567>)
- Digital Transformation by UNWTO, (<https://www.unwto.org/digital-transformation>)
- Revfine, 15 Key Technology Trends Emerging in the Travel Industry in 2024, (<https://www.revfine.com/technology-trends-travel-industry/>)
- Gretzel, et.al, (2015) Smart tourism: foundations and developments, Journal of Electronic Markets([https://www.researchgate.net/publication/280719315\\_Smart\\_tourism\\_foundation\\_s\\_and\\_developments](https://www.researchgate.net/publication/280719315_Smart_tourism_foundation_s_and_developments))

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks     |
|-------------------------|--------------------|-----------|
| End Semester Evaluation |                    | <b>50</b> |
| Continuous Evaluation   |                    | <b>25</b> |
| a)                      | Test Paper- 1      | 10        |
| b)                      | Assignment/Seminar | 5         |
| c)                      | Case Study         | 10        |
| <b>Total</b>            |                    | <b>75</b> |

.....

**SEMESTER 7**

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 7</b> | <b>KU7DSCTTM401</b> | <b>SUSTAINABLE DEVELOPMENT &amp; CRISIS MANAGEMENT</b> |
|-------------------|---------------------|--|



|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU7DSCTTM401  |                  |                   |                    |             |
| Course Title   | Sustainable Development & Crisis Management   |                  |                   |                    |             |
| Type of Course | DSC-A18   |                  |                   |                    |             |
| Semester       | 7   |                  |                   |                    |             |
| Academic Level | 400 – 499   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 5                |                   |                    | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course is expected to deliver an understanding of the basics of tourism and aviation industries. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Illustrate types of crises that could arise in tourism.                   | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Create a pre-preparedness plan anticipating likely problems.              | U                | P                   |   |
| CO3  | Develop skills to use crisis management plans during the actual disaster. | E                | P                   |   |
| CO4  | Develop a communication plan for the media and public during the crisis.  | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| Module | Unit | Content |
|--------|------|---------|
|--------|------|---------|

|            |   |  |
|------------|---|--|
| <b>I</b>   | <b>Tourism Risk Management</b>          |  |
|            | 1.                                      | Tourism Risk Management: concept, issues, phases   |
|            | 2.                                      | Culture and Practical Process of Risk Management, Risk Encounter, Risk Contextualization, Phases of Risk Management, Safety guidelines         |
|            | 3.                                      | Physical and geographic features of India: Mountains, islands, coastal areas, deserts  |
|            | 4.                                      | Types and characteristics of disaster management, pre-disaster plan, limitations of disaster management  |
|            | 5.                                      | Sustainable development: The role of stakeholders, Central Government, State Government, District Administration                               |
|            | 6.                                      | Sustainable development: Armed Forces, Paramilitary Forces, Fire Services.   |
| <b>II</b>  | <b>Tourism Crisis</b>                   |  |
|            | 7.                                      | Tourism Crisis; Types, causes, and Consequences, Vulnerability of Tourism Industry to Crisis,  |
|            | 8.                                      | Types of Crisis in Tourism: Economic, Environmental and Political, Socio-Cultural Conflicts, Terrorism, global warming, and its impacts        |
|            | 9.                                      | Tourism and Health Crisis, Technological Failure, Disaster Response Mechanism in India   |
|            | 10.                                     | legislation: National Disaster Management Act -2005 National Policy on Disaster Management – 2009, National Plan on Disaster Management – 2016 |
| <b>III</b> | <b>Disaster and Risk Preparedness</b>   |  |
|            | 11.                                     | Tourism Disaster and Risk Preparedness and Planning: Disaster Preparedness   |
|            | 12.                                     | Emergency Planning, Contingency Plans and Simulation Exercises   |
|            | 13.                                     | Hazard mapping, Development of Crisis Plans, Crisis management systems and tools   |
|            | 14.                                     | Tourism Crisis Planning and Preparation  |
| <b>IV</b>  | <b>Recovery and rebuilding</b>          |  |
|            | 15.                                     | Recovery and rebuilding strategies of tourism, Case Study  |
|            | 16.                                     | Disaster and risk response: Coordination, Control and Resource Allocation  |
|            | 17.                                     | Crisis Communication in the Emergency, Long-term Recovery, and Resolution, Master Plan for Future.   |
| <b>V</b>   | <b>Teacher Specific Content(12 Hrs)</b> |  |

**References:**

- Piekarcz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism, and sports industries*. CABI.
- Alexander, D. (2018). *Natural disasters*. Routledge.
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Channel View Publications: United Kingdom
- Tourism Crisis and Disaster Management in the Asia-Pacific. (2014). CABI: United Kingdom
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.
- Henderson, J. C. (2007). *Managing tourism crises*. Routledge.
- Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, 23(2-4), 249-264.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                                       |
|-------------------|---------------------|---------------------------------------|
| <b>SEMESTER 7</b> | <b>KU7DSCTTM402</b> | <b>PRODUCT DESIGN AND DEVELOPMENT</b> |
|-------------------|---------------------|---------------------------------------|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM                                   |                  |                   |                    |             |
| Course Code    | KU7DSCTTM402                           |                  |                   |                    |             |
| Course Title   | Product Design and Development         |                  |                   |                    |             |
| Type of Course | DSC-A19                                |                  |                   |                    |             |
| Semester       | 7                                      |                  |                   |                    |             |
| Academic Level | 400 – 499                              |                  |                   |                    |             |
| Course Details | Credit                                 | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4                                      | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course |                  |                   |                    |             |

|                |   |
|----------------|---|
| Course Summary | This course makes students aware of the role of sustainable tourism in the changing global scenario. This course provides students with the necessary skills and know-how to develop their own plans and design and create sustainable tourism products considering environmental, social, political, and legal considerations while enhancing the quality of visitor experiences. It also aims to ensure a high standard of services and amenities to generate long-term demand. |
|----------------|---|

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Understand tourism planning process, strategy, and policies.          | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Design and development of new tourism products and travel circuits    | U                | P                   |   |
| CO3  | Create, apply, and evaluate various tourism product designs.          | E                | P                   |   |
| CO4  | Create confidence in students’ own abilities to create a new product. | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                               | Content  |
|-----------|------------------------------------|--|
| <b>I</b>  | <b>Product development</b>         |  |
|           | 1.                                 | Defining tourism product development- Components, levels, and characteristics of a tourist product                 |
|           | 2.                                 | 5 product levels of Philip Kotler-Developing new tourism products- Smith (1994) model of a generic tourism product |
|           | 3.                                 | Lumsdon framework (1997) of tourism offering- Tourism Systems- Leiper’s Geospatial Model,                          |
|           | 4.                                 | Mill-Morrison, Butler’s Tourism Area Life Cycle (TALC) – Doxey’s Irridex Index – Demonstration Effect              |
|           | 5.                                 | Crompton’s Push and Pull Theory, Stanley Plog’s Model, Gunn’s Model.   |
| <b>II</b> | <b>Tourism Product Development</b> |  |
|           | 6.                                 | Variables Influencing Tourism Product Development- Principles of Tourism Product                                   |

|            |   |  |
|------------|---|--|
|            |   | Development planning   |
|            | 7.  | Destination Strategy for Tourism Product Development: Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems                               |
|            | 8.  | Product Formulation View: Zeithaml and Bitner (1996) Framework- stage-gate model (Cooper), Agile-stage-gate model  |
|            | 9.  | innovative service development models: Booz, Allen, and Hamilton (BAH) model,  |
|            | 10.   | Diamond Model of Sustainable Tourism Development.  |
| <b>III</b> | <b>Principles of Tourism Product Development Planning</b> |  |
|            | 11.   | Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching  |
|            | 12.   | Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development.  |
|            | 13.   | Successful and Sustainable Developments: Establishing Present Situation Analysis: PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix |
|            | 14.   | Identifying the opportunities: Tourism Product Development Checklist -Prioritizing the destination’s own tourism sector’s objectives: Categorizing tourism destinations, Putting the Plan into Action. |
| <b>IV</b>  | <b>New Service Development</b>                            |  |
|            | 15.   | Innovation in services- disconfirmation theory-Idiosyncratic Service Experience (ISE)-   |
|            | 16.   | Cultural mapping: -The Resource-Process Framework (RPF) of New Service Development; Intellectual Resources, Organizational Resources, Physical Resources-  |
|            | 17.   | NSD process- Core Resources Needed for New Tourism Product Development- Transformative Tourism Experiences- the importance of ‘co-creation’ in a destination   |
|            | 18.   | - The impact of transformative learning theory in experiential tourism- Müller and Scheurer model on tourism experiences.  |
| <b>V</b>   | <b>Teacher Specific Content(12 Hrs)</b>                   |  |

**References:**

- McNulty, P., & Cleverdon, R. (2011). *Handbook on tourism product development*. World Tourism Organization.

- Haid, M., & Albrecht, J. N. (2021). Sustainable tourism product development: An application of product design concepts. *Sustainability*, 13(14), 7957.
- New Product Development Workbook, Government of Northwest Territories.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Froehle, C. M., & Roth, A. V. (2007). A resource-process framework of new service development. *Production and operations management*, 16(2), 169-188.
- Bitran, G., & Pedrosa, L. (1998). A structured product development perspective for service operations. *European Management Journal*, 16(2), 169-189.
- Komppula, R. (2001, October). *New-product development in tourism companies-case studies on nature-based activity operators*. In 10th Nordic Tourism Research Symposium (Vol. 18, p. 20).
- Booz, E., Allen, J., & Hamilton, C. (1968). Management of new products Booz.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 7</b> | <b>KU7DSCTTM403</b> | <b>DESTINATION PLANNING AND MANAGEMENT</b> |
|-------------------|---------------------|--|

|                |                                     |                  |                   |                    |             |
|----------------|-------------------------------------|------------------|-------------------|--------------------|-------------|
| Program        | BTTM                                |                  |                   |                    |             |
| Course Code    | KU7DSCTTM403                        |                  |                   |                    |             |
| Course Title   | Destination Planning and Management |                  |                   |                    |             |
| Type of Course | DSC-A20                             |                  |                   |                    |             |
| Semester       | 7                                   |                  |                   |                    |             |
| Academic Level | 400 – 499                           |                  |                   |                    |             |
| Course Details | Credit                              | Lecture per week | Tutorial per week | Practical per week | Total Hours |

|                |   |   |  |   |    |
|----------------|---|---|--|---|----|
|                | 4   | 4 |  | 1 | 75 |
| Pre-requisites | No prerequisites needed for the course  |   |  |   |    |
| Course Summary | The course focuses on destination planning and development, emphasizing sustainability, stakeholder collaboration, and responsible tourism practices. Students gain knowledge and skills through lectures, case studies, group discussions, and practical projects. |   |  |   |    |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Familiarize with the sustainable tourism initiatives and their significance in tourism.                                  | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Plan and develop tourism destinations on a sustainable approach to understand tourism planning, design, and innovations. | U                | P                   |   |
| CO3  | Interpret levels, types, and new approaches to planning in their own destinations.                                       | E                | P                   |   |
| CO4  | Develop a Master Plan for Destination Development  | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                                      | Content   |
|-----------|---|---|
| <b>I</b>  | <b>Concept of Destination Development</b> |   |
|           | 1.  | Destination Management Systems–Destination Planning Guidelines          |
|           | 2.  | Destination Zone, Planning  |
|           | 3.  | Model- Destination Life cycle and Tourism Area Life cycle               |
|           | 4.  | Environment Impact Assessment (EIA).                                    |
| <b>II</b> | <b>Destination Competitiveness</b>        |   |
|           | 5.  | 10 As of successful destinations  |
|           | 6.  | Stakeholders involved in destination management- Destination governance |

|            |   |   |
|------------|---|---|
|            | 7.                                      | Public Private Partnership Model in Tourism- Tourism PPPs in India-   |
|            | 8.                                      | Diversification of Tourism Products: Importance and strategies of Tourism Product Diversification – creating trip circuits and routes-providing variety of experiences-Controlling tourist activities and levels: controlling use intensity, managing events. |
| <b>III</b> | <b>Tourist Destination Planning</b>     |   |
|            | 9.                                      | Visitor management plans and systems- ‘over-tourism’- Strategies and measures to address visitors’ growth in cities   |
|            | 10.                                     | Managing ‘new’ visitors   |
|            | 11.                                     | Risk management plans, Sustainable destinations management.   |
|            | 12.                                     | Techniques for managing visitor impact strategies for coping with the temporality of visitor attractions  |
|            | 13.                                     | Tourism Planning and its Characteristics, Types, elements, Stages, Process, and approaches  |
|            | 14.                                     | Six A’s Framework for Tourism Destinations Project  |
|            | 15.                                     | Feasibility Study-Carrying Capacity Analysis  |
|            | 16.                                     | Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation.  |
| <b>IV</b>  | <b>Destination Image Development</b>    |   |
|            | 17.                                     | Destination Marketing Mix-Destination Image-Dimensions of Tourist Destination Image   |
|            | 18.                                     | Formation of Destination Image-Factors Influencing the Formation of Destination Image   |
|            | 19.                                     | Attributes of Destination- Measurement of Destination Image   |
|            | 20.                                     | Destination Branding, Difficulties in Destination Branding- Critical Success Factors  |
|            | 21.                                     | Web-based Destination Branding: Basics of Internet Marketing, the Impact of internet marketing on destination branding, collaboration between destination branding and internet marketing   |
|            | 22.                                     | Role of DMOs in destination marketing strategies-FAM Tours  |
| <b>V</b>   | <b>Teacher Specific Content(12 Hrs)</b> |   |

**References:**

- Fyall, A., Garrod, B., Leask, A., & Wanhill, S. (Eds.). (2022). *Managing visitor attractions*. Routledge.



- WTO. (2004). Indicators of Sustainable Development for Tourism Destinations A Guidebook (English version).
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. John Wiley & Sons.
- Mowforth, M., & Munt, I. (2008). *Tourism and sustainability: Development, globalization, and new tourism in the third world*. Routledge.
- Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Routledge.
- Hall, C. M. (2014). Competitiveness and tourism, by Geoffrey Crouch and JR Brent Ritchie: Cheltenham, Edward Elgar, 2012, 2 Volumes, Vol. 1, xx+ 497 pp., Vol. 2, xi+ 565 pp, £ 360 (hardback), ISBN 978-1-84980-927-6.
- Al-Masroori, R. S. (2006). Destination Competitiveness: Interrelationships between destination planning and development strategies and stakeholders’ support in enhancing Oman’s tourism industry. *Unpublished doctoral dissertation*. Griffith University, Australia.
- [‘Overtourism’? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary \(e-unwto.org\)](#)
- Seth, P. N. (1978). Successful tourism: planning and management. *Successful tourism: planning and management*.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                                   |
|-------------------|---------------------|-----------------------------------|
| <b>SEMESTER 7</b> | <b>KU7DSCTTM404</b> | <b>TOURISM PROJECT MANAGEMENT</b> |
|-------------------|---------------------|-----------------------------------|

|                |                            |
|----------------|----------------------------|
| Program        | BTTM                       |
| Course Code    | KU7DSCTTM404               |
| Course Title   | Tourism Project Management |
| Type of Course | DSC-A21                    |
| Semester       | 7                          |
| Academic Level | 400 – 499                  |

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | To discuss the project life cycle and build a successful project from pre-implementation to completion. To introduce different project management tools and technique |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Appraise the selection and initiation of individual projects and its portfolios in an enterprise.         | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Analyze the project planning activities that will predict project costs, time schedule, and quality.      | U                | P                   |   |
| CO3  | Develop processes for successful resource allocation, communication, and risk management.                 | E                | P                   |   |
| CO4  | Evaluate effective project execution and control techniques that results in successful project completion | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| Module   | Unit | Content  |
|----------|------|--|
| <b>I</b> |      |  |
|          | 1.   | Verities of project, Project Features, Project Life Cycle  |
|          | 2.   | Project Selection: Project Identification and Screening  |
|          | 3.   | New ideas, Vision, Long-term objectives, SWOT Analysis (Strength, Weakness, Opportunities, Threats). |
|          | 4.   | Project Appraisal – Market Appraisal, Technical Appraisal, Economic Appraisal,                       |

|            |  |
|------------|--|
|            | Ecological Appraisal, and Financial  |
| <b>II</b>  | 5. Appraisal – Payback, Net Present Value (NPV), Internal Rate of Returns (IRR).   |
|            | 6. Project Selection – Decision Matrix, Technique for Order Preference using Similarity to Ideal Solution (TOPSIS), Simple Additive Weighting (SAW)  |
|            | 7. Gant Chart, Critical Path Method (CPM), Project Evaluation & Review Technique (PERT).   |
| <b>III</b> | 8. Linear time cost trade-offs in project – Direct cost, indirect cost   |
|            | 9. Project crashing Resource Consideration – Profiling, Allocation, Levelling.   |
|            | 10. Project Execution: Monitoring control cycle, Earned Value Analysis (EVA)   |
| <b>IV</b>  | 11. Project Control – Physical control, Human control, financial control.  |
|            | 12. Organizational and Behavioral Issues: Organizational Structure, Selection-Project Manager, Leadership Motivation, Communication, Risk Management |
|            | 13. Project Termination: Extinction, Addition, Integration, Starvation.  |
| <b>V</b>   | <b>Teacher Specific Content(12 Hrs)</b>  |

**References:**

**Textbook(s)**

- Jack R. Meredith and Samuel J. Mantel, Jr. – ‘Project Management- A Managerial Approach’ Eighth Edition – John Wiley & Sons Inc – 2012.
- Arun Kanda – ‘Project Management-A Life Cycle Approach’ PHI Learning Private Limited – 2011

**Reference(s)**

- ‘A Guide to Project Management Body of Knowledge’ PMBOK GUIDE, Sixth edition, Project management Institute – 2017
- Ted Klastorin – ‘Project Management, Tools, and Trade-Offs’ – John Wiley – 2011
- <https://www.amrita.edu/course/project-managemen>

**Assessment Rubrics:**

| Evaluation Type         |               | Marks     |
|-------------------------|---------------|-----------|
| End Semester Evaluation |               | <b>70</b> |
| Continuous Evaluation   |               | <b>30</b> |
| a)                      | Test Paper- 1 | 10        |

|              |                    |            |
|--------------|--------------------|------------|
| b)           | Assignment/Seminar | 10         |
| c)           | Case Study         | 10         |
| <b>Total</b> |                    | <b>100</b> |

|                   |                     |                         |
|-------------------|---------------------|-------------------------|
| <b>SEMESTER 7</b> | <b>KU7DSCTTM405</b> | <b>TOURISM PLANNING</b> |
|-------------------|---------------------|-------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU7DSCTTM405  |                  |                   |                    |             |
| Course Title   | Tourism planning  |                  |                   |                    |             |
| Type of Course | DSC-A22   |                  |                   |                    |             |
| Semester       | 7   |                  |                   |                    |             |
| Academic Level | 400 – 499   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | The objective of this course is to acquaint the students about the basic concept of tourism planning and the principles and techniques of national and regional tourism planning. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO  | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used  |
|-----|--|------------------|---------------------|--|
| CO1 | Explain the concept and importance of planning in tourism.   | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar Presentation<br>/ Technology-based assessment |
| CO2 | Describe the planning process principles and techniques and identify the various factors influencing tourism planning. | U                | P                   |  |
| CO3 | Study the various models for tourism policies  | E                | P                   |  |

|  |   |    |   |  |
|--|---|----|---|--|
| CO4  | Assess National and Kerala tourism planning framework | An | P |  |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |    |   |  |

**DETAILED SYLLABUS:**

| Module     | Unit  | Content   |
|------------|---|---|
| <b>I</b>   | <b>INTRODUCTION TO TOURISM PLANNING</b>                 |   |
|            | 1.  | Concept of planning   |
|            | 2.  | Importance of Planning  |
|            | 3.  | Planning in Tourism Sector  |
|            | 4.  | Consequences of Unplanned Tourism Development                                       |
|            | 5.  | Reasons for Tourism Planning in Destination Areas                                   |
| <b>II</b>  | <b>TOURISM PLANNING PROCESS</b>                         |   |
|            | 6.  | Principles and Techniques of Tourism Planning, Factors influencing Tourism Planning |
|            | 7.  | National and Regional Tourism Planning;   |
|            | 8.  | Co-ordinated Tourism Planning   |
|            | 9.  | Environmental Planning in Tourism   |
| <b>III</b> | <b>MODEL OF TOURISM PLANNING AND POLICY FORMULATION</b> |   |
|            | 10.   | Establishing a Tourism Policy   |
|            | 11.   | Various Models for Tourism Policy   |
|            | 12.   | Policy and Plan Formulation   |
|            | 13.   | New Challenges in Tourism Policy  |
|            | 14.   | Future World Tourism Policy Issues  |
| <b>IV</b>  | <b>TOURISM PLANNING FRAMEWORK IN INDIA AND KERALA</b>   |   |
|            | 15.   | An outline of L.K. Jha Committee-1963, National Committee on Tourism 1988           |
|            | 16.   | National Tourism Policy - 1982, National Action Plan on Tourism - 1992, National    |

|          |   |  |
|----------|---|--|
|          |   | Tourism Policy- 2002, National Tourism Policy 2015                         |
|          | 17.                                     | The latest policy document on tourism                                      |
|          | 18.                                     | Tourism and Five-Year Plans in India. Introduction of Neethi Ayog in India |
|          | 19.                                     | Tourism policies at the state level – Kerala                               |
| <b>V</b> | <b>Teacher Specific Content(12 Hrs)</b> |  |

**References:**

1. Mill, Robert Christle & Morrison, Alastair M. (1992): ‘The Tourism System – an Introductory Text: Hall
2. Clare A. Gunn: (2002) fourth Edition, ‘Tourism Planning’ Routledge
3. J.K Sharma (2004), Tourism Planning and Development a new perspective, Kanishka Publishers, New Delhi
4. Prabhat Chaudhary, (2009) ‘Tourism Policy and Planning’. Adeline Books
5. National Tourism Policy documents
6. Kerala Tourism Policy documents

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

.....

**SEMESTER 8**

|                   |                     |                             |
|-------------------|---------------------|-----------------------------|
| <b>SEMESTER 8</b> | <b>KU8DSCTTM406</b> | <b>RESEARCH METHODOLOGY</b> |
|-------------------|---------------------|-----------------------------|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU8DSCTTM406  |                  |                   |                    |             |
| Course Title   | Research Methodology  |                  |                   |                    |             |
| Type of Course | DSC-A23   |                  |                   |                    |             |
| Semester       | <b>8</b>  |                  |                   |                    |             |
| Academic Level | 400 – 499   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course provides students with the skills to conduct research in social sciences, covering topics, literature review, and strategy selection. It introduces various research philosophies, strategies, and techniques, helping students develop research proposals, analyze data, and solve managerial problems through applied research and project writing. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Learn research methodologies and get involved in areas such as data handling and novel research processes so that they can mold their future scholarly endeavors. | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Demonstrate the stages of the research process, and the principal activities, skills and ethics associated with this process.                                     | U                | P                   |   |
| CO3  | Involvement in social development through research activities on the socio-economic and political domains.  | E                | P                   |   |
| CO4  | Identify research problems and questions, keeping in mind the social and ethical issues in business.  | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| <b>Module</b> | <b>Unit</b>                 | <b>Content</b>  |
|---------------|-----------------------------|---|
| <b>I</b>      | <b>Research</b>             |   |
|               | 1.                          | Research: Meaning, Objectives and Significance of Research- Types of research – Philosophical considerations of research(brief) |
|               | 2.                          | Research process, Criteria of good research   |
|               | 3.                          | Social Science Research - Ethics in Social science research   |
|               | 4.                          | Research Process: Identifying the problem/gap in knowledge -Writing the problem statement                                       |
|               | 5.                          | Formulating the research questions and objectives.  |
| <b>II</b>     | <b>Review of Literature</b> |   |
|               | 6.                          | Review of Literature, Research Hypothesis-research design- Basic features of a good design, Types of Research Designs           |
|               | 7.                          | variables and constructs - Sampling, types of sampling, sampling errors   |
|               | 8.                          | Methods of data collection, Difference between Questionnaires and Schedules - development of schedules and questionnaires.      |
|               | 9.                          | Quantitative vs. qualitative research techniques- mixed methods   |
|               | 10.                         | Grounded Theory, Ethnography, Case studies, Content Analysis, Phenomenology, Narrative research, Bibliometric analysis.         |
| <b>III</b>    | <b>Data Collection</b>      |   |
|               | 11.                         | Collection of Primary Data, methods, Collection of Secondary data - Data Processing, Editing, Coding-                           |
|               | 12.                         | Academic writing:(Discussion on conceptual and empirical papers published in SCOPUS/ UGC listed journals)                       |
|               | 13.                         | Plagiarism- Paraphrasing, quoting, and writing summary, vocabulary, conciseness, correct paper formatting                       |
|               | 14.                         | Referencing styles- Paragraph Structure -Report writing, types of report-Structure and steps of preparing research proposal     |
|               | 15.                         | Types of project proposals, difference between proposal and report (Emphasize on practical sessions).                           |
| <b>IV</b>     | <b>Statistics</b>           |   |



|          |   |  |
|----------|---|--|
|          | 16.                                     | Statistics: Measures of central tendency- mean, median, mode; measures of dispersion- range, standard deviation, variance, etc.;   |
|          | 17.                                     | Skewness and kurtosis; Distributions- discrete and continuous; Normal distribution - correlation and regression- scatter plots, lines of best fit,   |
|          | 18.                                     | Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate. - multiple regression-  |
|          | 19.                                     | Hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, Run Test, sign tests, Wald- Wolfowitz Test, Kruskal Walis Test, Komogrov-Smirnov Test, Factor analysis, discriminant analysis, conjoint analysis (Introduce analysis using SPSS) |
| <b>V</b> | <b>Teacher Specific Content(12 Hrs)</b> |  |
|          | 1                                       |  |

**Compulsory Learning Activity**

1. Each student must prepare a research paper and present it in seminars/ conferences and produce certificates

**References:**

- Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide* Essex.
- Kothari, C. (2017). *research methodology methods and techniques* by CR Kothari. *Published by New Age International (P) Ltd., Publishers, 91.*
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students.* Pearson education.
- Cooper, D. R., Schindler, P. S., Cooper, D. R., & Schindler, P. S. (2003). *Business research methods.*

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 8</b> | <b>KU8DSCTTM407</b> | <b>ACADEMIC WRITING AND PUBLISHING</b> |
|-------------------|---------------------|--|

|             |              |
|-------------|--------------|
| Program     | BTTM         |
| Course Code | KU8DSCTTM407 |

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Title   | Academic Writing and Publishing  |                  |                   |                    |             |
| Type of Course | DSC-A24  |                  |                   |                    |             |
| Semester       | <b>8</b>   |                  |                   |                    |             |
| Academic Level | 400 – 499  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   | 1                  | 75          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | The course will emphasize philosophical reasoning, and the ability to articulate and justify philosophical stances in research. Research proposals, analyze data, attending conferences and seminars, preparing and presenting research papers and solve managerial problems through applied research and project writing are the expected outcomes. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|--|------------------|---------------------|---|
| CO1  | Understand the purpose, importance, and characteristics of academic writing.             | R                | C                   | Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment |
| CO2  | Identify and differentiate between various types of academic writing.                    | U                | P                   |   |
| CO3  | Develop a clear and concise writing style suitable for academic contexts.                | E                | P                   |   |
| CO4  | Effectively use academic vocabulary and maintain an appropriate tone.                    | An               | P                   |   |
| CO5  | Apply philosophical concepts to evaluate and justify research methodologies and methods. | An               | P                   |   |
| CO6  | Demonstrate an understanding of academic integrity and plagiarism avoidance.             | An               | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |  |                  |                     |   |

**DETAILED SYLLABUS:**

| <b>Module</b> | <b>Unit</b>   | <b>Content</b>  |
|---------------|---|---|
| <b>I</b>      | <b>Introduction to Research Philosophy(brief)</b>                         |   |
|               | 1.  | Definition and significance of research philosophy-The role of philosophy in research   |
|               | 2.  | Ontology: The nature of reality and existence- Ontological positions: realism, idealism, and relativism- Implications of ontological assumptions for research   |
|               | 3.  | Epistemology: The nature and sources of knowledge- Epistemological positions: objectivism, constructionism, and subjectivism- The relationship between the knower and the known   |
|               | 4.  | Axiology: The role of values and ethics in research-Axiological considerations: value-free vs. value-laden research- Ethical principles and guidelines in research  |
|               | 5.  | Philosophical Paradigms and Research Approaches: Positivism, post-positivism, and empiricism, Interpretivism and constructivism- Critical theory and transformative paradigms- Pragmatism and mixed methods   |
| <b>II</b>     | <b>Introduction to Academic Writing</b>                                   |   |
|               | 6.  | The Importance of Academic Writing- Types of Academic Writing (Research Papers, Literature Reviews, Essays, etc.)   |
|               | 7.  | Developing an Academic Writing Style-Using Academic Vocabulary and Tone-Organizing Ideas and Constructing Arguments   |
|               | 8.  | Plagiarism and Academic Integrity- Software to check plagiarism   |
|               | 9.  | Artificial intelligence in academic writing- popular tools and applications   |
| <b>III</b>    | <b>Presenting Literature Review and Data Analysis in Academic writing</b> |   |
|               | 10.   | Presenting literature review in academic writing (Brief): Conducting Literature Searches-Critical Analysis and Evaluation of Literature- Synthesizing Information and Identifying Research Gaps-Formulating Research Questions and Hypotheses-Writing a Literature Review-Presenting Research Methodology |
|               | 11.   | Presenting Quantitative and Qualitative Data Analysis in academic writing (Brief): Interpreting and Reporting Statistical Results- Qualitative Data Analysis Methods (Coding, Thematic Analysis, etc.)-   |
|               | 12.   | Presenting and Discussing Research Findings-Addressing Limitations and Future Research  |
| <b>IV</b>     | <b>Writing and Publishing Academic Papers</b>                             |   |
|               | 13.   | Structuring and Formatting Academic Papers (IMRaD Format)   |

|   |   |  |
|---|---|--|
|   | 14.                                     | Writing an Effective Abstract  |
|   | 15.                                     | Writing an Engaging Introduction and Compelling Conclusion-Using Figures, Tables, Reference Management |
|   | 16.                                     | Adhering to Journal Guidelines and Conventions- Responding to Peer Review and Revising Manuscripts     |
| V | <b>Teacher Specific Content(12 Hrs)</b> |  |
|   | 1                                       |  |

### Compulsory Learning Activity

1.Preparation of manuscripts for publication- Attending and presenting seminar/ conference papers.

### References:

- Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.
- Slife, B. D., & Williams, R. N. (1995). *What's behind the research? Discovering hidden assumptions in the behavioral sciences*. SAGE Publications.
- Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). University of Michigan Press.
- Craswell, G., & Poore, M. (2012). *Writing for academic success* (2nd ed.). SAGE Publications.
- Graff, G., & Birkenstein, C. (2018). *They say/I say: The moves that matter in academic writing* (4th ed.). W.W. Norton & Company.
- Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The craft of research* (3rd ed.). University of Chicago Press.
- Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.
- Saldaña, J. (2016). *The coding manual for qualitative researchers* (3rd ed.). SAGE Publications.
- Belcher, W. L. (2009). *Writing your journal article in twelve weeks: A guide to academic publishing success* (2nd ed.). SAGE Publications.
- Gastel, B., & Day, R. A. (2016). *How to write and publish a scientific paper* (8th ed.). Cambridge University Press.

Rosenfeldt, F. L., Dowling, D. A., Pepe, S., & Fullerton, M. J. (2019). How to get your academic papers published: Navigating the publication process. *British Journal of Surgery*, 106(9), 1082-1085.

**Assessment Rubrics:**

| Evaluation Type         |  | Marks      |
|-------------------------|--|------------|
| End Semester Evaluation |  | <b>70</b>  |
| Continuous Evaluation   |  | <b>30</b>  |
| a)                      | Preparation of a paper for publication/      | 20         |
| b)                      | Conference Presentation/ Public presentation | 10         |
| <b>Total</b>            |  | <b>100</b> |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 8</b> | <b>KU8DSCTTM408</b> | <b>FINANCIAL MANAGEMENT IN TOURISM</b> |
|-------------------|---------------------|--|

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Program        | BTTM  |                  |                   |                    |             |
| Course Code    | KU8DSCTTM408  |                  |                   |                    |             |
| Course Title   | Financial Management in Tourism   |                  |                   |                    |             |
| Type of Course | DSC-A25   |                  |                   |                    |             |
| Semester       | <b>8</b>  |                  |                   |                    |             |
| Academic Level | 400 – 499   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 5                |                   |                    | 75          |
| Pre-requisites | No prerequisites needed for the course  |                  |                   |                    |             |
| Course Summary | This course aims to provide a comprehensive understanding of finance, management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO | CO Statement | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|----|--------------|------------------|---------------------|-----------------------|
|----|--------------|------------------|---------------------|-----------------------|

|  |  |    |   |  |
|--|--|----|---|--|
| CO1  | Familiarize with the fundamental principles of financial management.   | R  | C | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar Presentation<br>/ Technology-based assessment |
| CO2  | Identify various methods for financial management in tourism and get entrepreneurial skills.   | U  | P |  |
| CO3  | To demonstrate a learning system that inspires entrepreneurial motivation among students providing a platform for creativity and innovation. | E  | P |  |
| CO4  | Estimate financial funds requirement for tourism entrepreneurship.   | An | P |  |
| <p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br/># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p> |  |    |   |  |

**DETAILED SYLLABUS:**

| Module     | Unit  | Content  |
|------------|---|--|
| <b>I</b>   | <b>Introduction to Financial Management</b> |  |
|            | 1.  | Finance: Meaning; Functions; Importance; and typologies of Finance   |
|            | 2.  | Role of financial management, Break – even analysis  |
|            | 3.  | Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in tourism industry     |
|            | 4.  | Working Capital Management: Financing current assets, Cash management, Receivables, and inventory management                 |
| <b>II</b>  | <b>Capital Management</b>                   |  |
|            | 5.  | Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques |
|            | 6.  | Difference between financial and capital structures. Determinants of Financial Structure                                     |
|            | 7.  | Types of budgets, preparation of budget, and zero-based budgeting  |
|            | 8.  | Working Capital Management, Cash management- Contract Act,1872 --Offer& Acceptance-Consideration-Free Consent                |
| <b>III</b> | <b>Legal Aspects and Financial Planning</b> |  |
|            | 9.  | Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract                           |

|           |  |  |
|-----------|--|--|
|           | 10.                                      | Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.  |
|           | 11.                                      | Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage   |
|           | 12.                                      | Dividend Policy, types of dividend policies  |
|           | 13.                                      | Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings                                  |
| <b>IV</b> | <b>Financial Operations</b>              |  |
|           | 14.                                      | Public Deposits; Sources of short Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators   |
|           | 15.                                      | Government Grants and Subsidies, Bank Loans, Crowd Funding.  |
|           | 16.                                      | FDI in Tourism Sector in India-Overview of financial institutions in India, Central level and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship, |
|           | 17.                                      | TFCI, Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India.  |
| <b>V</b>  | <b>Teacher Specific Content (12 Hrs)</b> |  |

**References:**

- Durkin, C., & Gunn, R. (Eds.). (2016). *Social entrepreneurship: A skills approach*. Policy Press.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Himalaya publishing house: Mumbai, India.
- Janakiram, D. B., & Rizwana, M. (2011). *Entrepreneurship development: Text and cases*. Excel Books India.
- Gupta, G. (2022). *Financial Management*. Pearson India, 2021
- Gilding, C. (2002). *Financial management for hospitality decision makers*. Routledge
- Kumar, A. (2012). *Entrepreneurship: Creating and leading an entrepreneurial organization*. Pearson Education: India.

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks     |
|-------------------------|--------------------|-----------|
| End Semester Evaluation |                    | <b>70</b> |
| Continuous Evaluation   |                    | <b>30</b> |
| a)                      | Test Paper- 1      | 10        |
| b)                      | Assignment/Seminar | 10        |

|              |            |            |
|--------------|------------|------------|
| c)           | Case Study | 10         |
| <b>Total</b> |            | <b>100</b> |

|                   |                     |  |
|-------------------|---------------------|--|
| <b>SEMESTER 8</b> | <b>KU8DSCTTM409</b> | <b>Digital and Social Media Communication in Tourism</b> |
|-------------------|---------------------|--|

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Program        | BTTM   |                  |                   |                    |             |
| Course Code    | KU8DSCTTM409   |                  |                   |                    |             |
| Course Title   | Digital and Social Media Communication in Tourism  |                  |                   |                    |             |
| Type of Course | Major-Elective   |                  |                   |                    |             |
| Semester       | <b>8</b>   |                  |                   |                    |             |
| Academic Level | 400 – 499  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4  | 4                |                   |                    | 60          |
| Pre-requisites | No prerequisites needed for the course   |                  |                   |                    |             |
| Course Summary | The course offers an introduction to the field of E-tourism reflects and provides information on intensive information applications for the tourism industry and describes the development of e-tourism as well as the motives, benefits, and challenges of the latest trends. |                  |                   |                    |             |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | Explain the concepts of e-tourism, travel intermediaries and travel websites.         | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Identify the E-business linkage with the tourism sector                               | U                | P                   |   |
| CO3  | Examine the entrepreneurial and managerial aspects of electronic business in tourism. | E                | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive |   |                  |                     |   |



Knowledge (M)

**DETAILED SYLLABUS:**

| Module     | Unit  | Content  |
|------------|---|--|
| <b>I</b>   | <b>Introduction to E- Tourism</b>             |  |
|            | 1.  | Introduction to E- Tourism – Stages of ICT revolution – ICTs and new business tools- Strategic and operational use of IT in tourism –  |
|            | 2.  | The internet and tourism A powerful combination – Networks for intermediaries-Travel Trade intermediaries – Features of a travel trade website-Implementing a travel trade website |
|            | 3.  | Online travel intermediaries, E - business for Destination Management organizations – Principles and concepts – Positioning  |
| <b>II</b>  | <b>E- Tourism</b>                             |  |
|            | 4.  | DMOs in value net – destination e business system model – e business partnership for DMOs  |
|            | 5.  | Global Distribution System: History & Evolution –CRS, HRS, GDS, Hotel Distribution System  |
|            | 6.  | Cases of Amadeus, Galileo, Sabre, Abacus -Changing Business models of GDS, NDC   |
| <b>III</b> | <b>E- Commerce in Travel Industry</b>         |  |
|            | 7.  | E-Commerce in travel industry – Framework for E-Commerce –Classification of EC by nature of transaction.   |
|            | 8.  | Feature of EC-Typologies of E tourism: Business models – Business to Business (B2B) –Business to Consumer (B2C) – Consumer to Business (C2C)                                       |
|            | 9.  | Consumer to Consumer (C2C) – Business to Employees (B2E) – Business to Government (B2G), Payment Systems in E-tourism  |
|            | 10.   | Electronic Credit Card system – Debit Card – Smart Card and E – Check System   |
| <b>IV</b>  | <b>Launching a successful Online business</b> |  |
|            | 11.   | Launching a successful Online business – Introduction of business formation and the process  |
|            | 12.   | Classification of websites – Building the websites and its process and evaluation –  |
|            | 13.   | Website Hosting (options, contract, domain name and its features) – Content creation –AI in Tourism -  |

|          |  |  |
|----------|--|--|
|          | 14.                                      | Delivery and Management – Website Design – Website Construction – Website promotion. |
| <b>V</b> | <b>Teacher Specific Content (12 Hrs)</b> |  |

**References:**

- Buhalis, D. (2003) *E-Tourism: Information Technology for Strategic Tourism Management*. Gosport: Prentice Hall
- Gary Schneider. (2008), *Electronic Commerce, 8th Edition*, Course Technology, 8th edition
- Zongqung Zhou. (2003), *E-Commerce and information Technology in Hospitality and Tourism*, Delmar Cengage Learning
- Annie Becker. (2008), *Electronic Commerce: Concepts, Methodologies, Tools and Applications*, Information Science Reference.
- Dana V Tesone. (2005), *Hospitality Information Systems and E – Commerce*, Wiley
- M.R Dileep. (2014), *Information Systems in Tourism*, Excel Books

**Assessment Rubrics:**

| Evaluation Type         |                    | Marks      |
|-------------------------|--------------------|------------|
| End Semester Evaluation |                    | <b>70</b>  |
| Continuous Evaluation   |                    | <b>30</b>  |
| a)                      | Test Paper- 1      | 10         |
| b)                      | Assignment/Seminar | 10         |
| c)                      | Case Study         | 10         |
| <b>Total</b>            |                    | <b>100</b> |

|                   |                     |                         |
|-------------------|---------------------|-------------------------|
| <b>SEMESTER 8</b> | <b>KU8DSCTTM410</b> | <b>CARGO MANAGEMENT</b> |
|-------------------|---------------------|-------------------------|

|                |                  |                  |                   |                    |             |
|----------------|------------------|------------------|-------------------|--------------------|-------------|
| Program        | BTTM             |                  |                   |                    |             |
| Course Code    | KU8DSCTTM410     |                  |                   |                    |             |
| Course Title   | Cargo Management |                  |                   |                    |             |
| Type of Course | Major-Elective   |                  |                   |                    |             |
| Semester       | <b>8</b>         |                  |                   |                    |             |
| Academic Level | 400 – 499        |                  |                   |                    |             |
| Course Details | Credit           | Lecture per week | Tutorial per week | Practical per week | Total Hours |

|                |  |   |  |  |    |
|----------------|--|---|--|--|----|
|                | 4  | 4 |  |  | 60 |
| Pre-requisites | No prerequisites needed for the course   |   |  |  |    |
| Course Summary | This course aims to impart the knowledge of the management aspects of Airports and Cargos. |   |  |  |    |

**Course Outcomes (COs):**

| CO   | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used   |
|--|---|------------------|---------------------|---|
| CO1  | To understand the structure and functioning of the airport management                   | R                | C                   | Quiz/ Practical Assignment<br>/Observation of Practical Skills/<br>Seminar<br>Presentation<br>/ Technology-based assessment |
| CO2  | Learn about the cargo industry and the operations of cargos.                            | U                | P                   |   |
| CO3  | Understand the international regulations and formalities of travel and travel documents | E                | P                   |   |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M) |   |                  |                     |   |

**DETAILED SYLLABUS:**

| Module    | Unit                                     | Content  |
|-----------|--|--|
| <b>I</b>  | <b>Introduction to Aviation Industry</b> |  |
|           | 1.                                       | Role of air transportation in tourism – major entry points in India – history of air transportation                          |
|           | 2.                                       | Major airports in India (domestic & international)   |
|           | 3.                                       | Role of AAI and DGCA.  |
|           | 4.                                       | A brief account of IATA/ICAO- Three letter city codes and airport codes.   |
|           | 5.                                       | Major world cities and airports and identifying cities and countries on the map  |
| <b>II</b> | <b>Introduction to Airports</b>          |  |
|           | 6.                                       | Guidelines for airport management – airport facilities – the check-in formalities– Baggage and excess baggage checking –     |
|           | 7.                                       | registered and unregistered baggage– piece & weight concept – excess baggage ticket (EBT) – pooling of baggage– free carryon |

|            |  |   |
|------------|--|---|
|            | 8.                                       | Dangerous goods- Introduction, classification, and Packaging Dangerous Goods  |
| <b>III</b> | <b>Travel Formalities and documents</b>  |   |
|            | 9.                                       | Labelling, marking, and handling live animal regulations– Billing and Settlement Plan   |
|            | 10.                                      | Travel formalities, travel documents required for a tourist to visit India and northeastern states –documents required to get a passport in India – |
|            | 11.                                      | TIM, types of information in TIM.   |
| <b>IV</b>  | <b>Cargo Transportation</b>              |   |
|            | 12.                                      | Cargo, meaning definition - Cargo transportation – the scope of the cargo business, the structure of cargo industry                                 |
|            | 13.                                      | Movement of cargo, airway bill preparation, cargo insurance and clauses.  |
|            | 14.                                      | Cargo terminology- Trucking, RFS, Warehousing, Trade Free Zone, Charters.   |
| <b>V</b>   | <b>Teacher Specific Content (12 Hrs)</b> |   |

**References:**

- Introduction to Airline Industry: IATA Study KIT
- Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
- Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
- Study Kit for IATA/UFTAA
- Stephen Shaw, Airline Marketing and Management, Ashgate
- Airport, aircraft and airline security, Kenneth C Moore, Butterworth-Heinemann
- Airline Business in 21st Century, Regas Doganis, Routledge

**Assessment Rubrics:**

| <b>Evaluation Type</b>  |                    | <b>Marks</b> |
|-------------------------|--------------------|--------------|
| End Semester Evaluation |                    | <b>70</b>    |
| Continuous Evaluation   |                    | <b>30</b>    |
| a)                      | Test Paper- 1      | 10           |
| b)                      | Assignment/Seminar | 10           |
| c)                      | Case Study         | 10           |
| <b>Total</b>            |                    | <b>100</b>   |