Programme Project Report (PPR)

for

Distance Learning Programme under School of Distance Education

Bachelor of Tourism and Travel Management
(BTTM)

Course Co-ordinator: Dr. Robinet Jacob

Academic support by

School of Tourism Studies
Mahatma Gandhi University
Kottayam, Kerala
Bachelor of Tourism and Travel Management (BTTM)

Programme Project Report

Mahatma Gandhi University started the School of Distance Education in 1989 with the vision of providing the opportunity for quality education to all realms of society. Since the beginning, thousands of students have availed themselves of this opportunity for higher education to a great extent throughout Kerala. Many students outside the State have also benefited from this. But after the new directions of the UGC in 2014, the University had stopped all the Off Campus Centres of the School of Distance Education both inside and outside the State.

Now it is the new endeavour of the School to revamp its functioning by offering different types of Conventional Graduate and Post Graduate Programmes in addition to Diploma and Certificate Programmes which are very relevant to contemporary society. This is being done with the academic and infrastructural support of the eminent Schools and Interdisciplinary Interuniversity Centres of the University.

(a) Programme’s mission & objectives:

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today. The aim of the Bachelor of Tourism and Travel Management (BTTM) Programme through Distance Learning Mode is to help students to develop skills for managing different functional divisions of tourism sector effectively. This Programme will provide the student with an understanding of the theory and practice of tourism and travel management.

Specific objectives of the Programme include:

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Travel Management skills of the age.
4. To develop hospitality culture and behavior and to enhance student competencies.
5. To develop entrepreneurial skills among students.

(b) Relevance of the Programme with HEI’s Mission and Goals:

A degree Programme in Tourism and Travel Management raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The Bachelor of Tourism and Travel Management (hereafter BTTM) Programme of Mahatma Gandhi University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

(c) Nature of prospective target group of learners:

A pass in Higher secondary (Plus two) or an equivalent examination is required to join the Programme. The broad objective of the Programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. After successful completion of the Programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the Programme encourages entrepreneurship also.
d) Appropriateness of Programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

This Programme places a strong emphasis on the professional development of the students. Such a qualification will enable and facilitate employment opportunities in different sectors of tourism like Tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGO’s etc. Above all, the Programme encourages entrepreneurship also. The successful completion of the Programme will help the students to understand the principles and practices of travel and tourism management and to acquire practical skills in all the major arenas of the industry. It will equip students with information technology skills of the age and to develop managerial skills and help in entrepreneurial development.

5. Instructional Design
5.1 Curriculum Design

The University is revising the curriculum and syllabi of its BTTM Programme once in every three years to ensure that the content is updated to reflect current academic knowledge and practice and also to ensure that the University used to provide the best learning experiences possible for students. As a part of curriculum design, the curriculum and syllabus revision workshop considered curriculum analysis of social needs, translating the needs into course, splitting the objectives into specific objectives, grouping the specific objectives into subjects, deriving the subjects from the classification, specifying enabling objectives, unitizing each subject matter, specification of required time and syllabus formulation. The curriculum of BTTM has been prepared by considering the challenges of offering the Programmes through Distance Mode. The Curriculum and syllabus of BTTM Distance Mode is same as the Programme of Regular Course.

5.2 Programme Details

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Semester And Title of Courses</th>
<th>Course Category</th>
<th>Contact Hrs</th>
<th>Credit</th>
<th>Marks</th>
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<tbody>
<tr>
<td>DEN1CC01</td>
<td>Common Course English I</td>
<td>Common</td>
<td>12</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>DTTICRT01</td>
<td>Methodology for tourism</td>
<td>Core</td>
<td>9</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>DTTICRT02</td>
<td>Cultural Heritage of India</td>
<td>Core</td>
<td>12</td>
<td>4</td>
<td>20</td>
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<tr>
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<td>Economics and Banking for Tourism</td>
<td>Core</td>
<td>12</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>57</td>
<td>19</td>
<td>100</td>
</tr>
<tr>
<td>Semester-II</td>
<td></td>
<td></td>
<td></td>
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</tr>
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<tr>
<td>DTT2CRT05</td>
<td>Tourism Principles and Practices</td>
<td>Core</td>
<td>9</td>
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<tr>
<td>DTT2CRT06</td>
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<td>Core</td>
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<td>4</td>
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<tr>
<td>DTT2CRT07</td>
<td>Accounting and Finance for Tourism</td>
<td>Core</td>
<td>12</td>
<td>4</td>
<td>20</td>
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<tr>
<td>DTT2CRT08</td>
<td>Tourism Resources of Kerala</td>
<td>Core</td>
<td>12</td>
<td>4</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td>57</td>
<td>19</td>
<td>100</td>
</tr>
</tbody>
</table>
### 5.3 Duration of the Programme

The normal duration of the Programme shall be three years consisting of six semesters.

### 5.4 Faculty and Support Staff Requirement

Course Co-ordinator

Dr. Robinet Jacob  
Associate Professor & Head, School of Tourism Studies, Mahatma Gandhi University  
Qualification: Master of Tourism Administration (MTA) Ph.D, M.S (Psychotherapy and Counseling), IATA- UFTAA (Standard & Consultant Courses)
Teaching faculty

The two Common Courses in English have to be taught by teachers with a Master’s degree in English along with other qualifications prescribed by the University. The Core Courses DTT1CRT01, DTT1CRT02, DTT2CRT05, DTT2CRT06, DTT3CRT09, DTT3CRT11, DTT4CRT14, DTT4CRT15, DTT5CRT21, DTT5CRT22, DTT6CRT23, DTT6CRT25 and DTT6CRT27 and all practical papers, and open course have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) / MMH qualification and other qualifications prescribed by the University. The interdisciplinary core courses like DTT1CRT04, DTT2CRT08, DTT3CRT10, DTT4CRT17, DTT5CRT19 and DTT6CRT24 have to be taught by teachers MTTM/MTA/MTM/MBA(Tourism)/M.A Economics with the above qualifications prescribed by the University. The papers DTT1CRT03, DTT2CRT07, DTT3CRT13 and DTT4CRT18 have to be taught by teachers MTTM/MTA/MTM/MBA(Tourism)/MMH/MBA/MCom along with other qualifications prescribed by the University. The papers DTT3CRT12, DTT4CRT16, DTT5CRT20 and DTT6CRT26 have to be taught by teachers with MCA/Msc. Computer Science/Msc. IT along with other qualifications prescribed by the University.

Instructional Delivery Mechanisms

The duration of the BTTM Programme of study is three academic years with six semesters. There shall be at least 60 instructional hours in a semester. The duration of odd semesters shall be from June to October and that of even semesters from November to March.

Student Support Service Systems at SDE

Learner Support Centres are established for the students at different locations within the jurisdiction of the University to facilitate contact classes and practical sessions. Printed notes will be provided from time to time and online material would be uploaded. Students would also be offered support through online open resources.

In addition to this, the university has centralized resources to enable the student support activities in respect of Information Centre, Library with good collection of books and journals, Wi-Fi connectivity and Reprographic centre.

6. Procedure for Admissions, Curriculum Transaction and Evaluation

Admission

The admission notifications for BTTM Programme will be issued in leading national and regional dailies during June-July. The detailed information regarding admission is being given on the SDE website and on the admission website. Students seeking admission will have to apply online.

Minimum Eligibility for Admission

Eligibility for admission to the Programme is a pass in Higher Secondary Examination of the State or an examination accepted by the University as equivalent thereto.

Fee Structure

Rs.16000/- for full Programme.

Programme Delivery

The Programme is being delivered with the help of SLM and Personal Contact programmes. The SLM is being despatched to the students during each semester by hand or by post. And at the end of each semester assignments are given and the marks are included in the ESA.

Evaluation

The evaluation of the Programme will consist of two parts: (a) Continuous Evaluation (CE) (b) End Semester Evaluation (ESE)
The external theory examination of all semesters shall be conducted by the University at the end of each semester/year. Internal evaluation is to be done by continuous assessment. For all courses total marks of external examination is 80 and total marks of internal evaluation is 20. Case Study will be assessed out of 100 based on the Report submitted as per the guidelines provided.

Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

**Components of Internal Evaluation of theory Marks**

<table>
<thead>
<tr>
<th>Components</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
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</tr>
<tr>
<td>Assignment</td>
<td>5</td>
</tr>
<tr>
<td>Test papers (2)</td>
<td>10</td>
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<td><strong>Total</strong></td>
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**Components of External Evaluation of Project Marks**

<table>
<thead>
<tr>
<th>Components</th>
<th>Marks</th>
</tr>
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<tr>
<td>Dissertation (External)</td>
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<tr>
<td>Viva-Voce (External)</td>
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<td><strong>Total</strong></td>
<td>80</td>
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**Components of internal Evaluation of Project**

<table>
<thead>
<tr>
<th>Components</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Punctuality</td>
<td>5</td>
</tr>
<tr>
<td>Experimentation/data collection</td>
<td>5</td>
</tr>
<tr>
<td>Knowledge</td>
<td>5</td>
</tr>
<tr>
<td>Report</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>20</td>
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</tbody>
</table>

**Components of External Evaluation of Case Study/ Itinerary Preparation**

<table>
<thead>
<tr>
<th>Components</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Report</td>
<td>50</td>
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<tr>
<td>Viva-Voce (External)</td>
<td>30</td>
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<tr>
<td>Timely Submission</td>
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<tr>
<td>Knowledge</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
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</table>

Assignments:-Assignments are to be done from 1st to 4th Semesters. At least one assignment should be done in each semester for all courses.

Viva:- A student shall appear for Viva-voce in the 6th semester for each course.

Internal Assessment Test Papers: - Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course. The results of the CE shall be displayed in SDE website. Complaints regarding the award of marks for CE if any have to be submitted to the Programme Coordinator within 15 working days from the display of marks.

A separate minimum of 40% marks each for internal and external (for both theory and practical) and aggregate minimum of 45% are required for a pass for a course. For a pass in a Programme, a separate minimum of Grade D is required for all the individual courses. If a candidate secures F Grade for any one of the courses offered in a Semester/Programme, only F grade will be awarded for that Semester/Programme until he/she improves this to D Grade or above within the permitted period. The CE and ESE ratio Students who complete the Programme with “D” grade in the Mahatma Gandhi University “Regulations for Under Graduate Programmes under Choice Based Credit System 2017”will have one betterment chance within 12 months, immediately after the publication of the result of the whole Programme All papers (theory & practical), grades are given on a 7-point scale based on the total percentage of marks (ISA+ESA).
7. Details of Library Resources

The students can also use the library resources available at the University Central Library and Learning Support Centers.

Mahatma Gandhi University Library and Information System consists of University Library, Libraries of the Schools and Libraries of the 4 Study Centres. The University Library was established in 1989. The University Library which is situated on the main campus and provides a variety of facilities and has a user-friendly environment. These include individual work spaces, room for group study and teaching, audio-visual access and online information retrieval system. The building of the University Library is 2000 sq.m in area and consists of the cellar, the ground floor and the first floor.

Academic as well as public users are given the facility to use the library. Special category membership is provided to journalists. The Library provides service from 8 am to 8 pm in three shift timings for its staff. The Library functions on an average of 345 days in a year. Reading space is provided on all the three floors housing the various sections of the library. The Library provides reading facility to visually impaired users too. For this, an electronic lab custom made for visually and physically challenged users has been set up during 2016. The libraries of teaching departments are open during working hours of the Schools.

The University Library has a Library Advisory Committee. It is an 18 member committee with the Vice-Chancellor as Chairman and University Librarian as Convener.

The library has a collection of 59,000 books, 232 journals, 2,135 Ph.D. theses and has access to 15000+ e-journals under E-Shodh Sindhu. The activities of the Library are comprehensively automated using open source library management software KOHA. OPAC, Journal Article Index, Bi-monthly Bibliography compilation and Literature Search Service are also available.

The Library is a member of the INFLIBNET Centre, Ahmedabad as well as & DELNET (Developing Library Network). As a member of these networks, the Library provides access to the resources of other major libraries in the country. In addition to the access to UGC INFONET consortium, it has access to major online databases, such as EBSCO, ProQuest dissertations and theses, Oxford Scholarship Online, IEEE All Society Periodicals Package etc. Mahatma Gandhi University had won the State IT Award during the year 2009 in the e-learning category for its online thesis digital library. The various department libraries too have a good collection of subject specific books and journals.

<table>
<thead>
<tr>
<th>A. MAHATMA GANDHI UNIVERSITY LIBRARY</th>
<th>Category</th>
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<tr>
<td>Journals</td>
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<td>E-Journals (in UGC-Infonet, renamed as E-ShodhSindhu)</td>
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<thead>
<tr>
<th>B Name of School/Centre</th>
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<tr>
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<td>1464</td>
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<table>
<thead>
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<th>Sl.No</th>
<th>Expenditure</th>
<th>Cost estimate for BTTM Programme (1000 students)</th>
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<tr>
<td>01</td>
<td>Pay and Allowance</td>
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<tr>
<td>02</td>
<td>Contact classes and evaluation</td>
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<td>03</td>
<td>Course materials</td>
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<tr>
<td>04</td>
<td>Advertisement charges</td>
<td>30,000</td>
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<tr>
<td>05</td>
<td>Postage and telephone</td>
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</tr>
<tr>
<td>06</td>
<td>Books and Periodicals</td>
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<tr>
<td>07</td>
<td>Miscellaneous</td>
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<td><strong>Total</strong></td>
<td><strong>45,20,500</strong></td>
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<tr>
<td></td>
<td>Provisions (10%)</td>
<td><strong>4,52,050</strong></td>
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<td></td>
<td><strong>Total</strong></td>
<td><strong>Rs. 49,72,550</strong></td>
</tr>
<tr>
<td></td>
<td>Cost per student per year=Rs. 4973/-</td>
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</tr>
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9. Quality Assurance Mechanism and Expected Programme Outcomes

9.1 Quality Assurance Mechanism

The SDE has devised the following mechanism for monitoring the effectiveness of the BTTM Programme to enhance its standards of curriculum, instructional design etc.

(a) Established a monitoring Committee at the University level to develop and put in place a comprehensive and dynamic internal quality assurance system to enhance the quality of the Programmes offered through distance mode as per the norms and guidelines of the University Grants Commission (Open and Distance Learning) Regulations, 2017.

(b) The SDE has an approved panel of experts for preparing SLM. The SLM prepared is being edited by the board of subject expert. The SLMs are developed with the approach of self explanatory, self-contained, self-directed, self-motivating and self-evaluating.

(c) The SDE of the University has full time faculty members exclusively for coordinating the Programme and also has a panel of qualified guest teachers for counselling students and engaging in personal contact Programmes.

9.2 Expected Programme Outcomes

Towards the end of the Programme, students will be able to:

- Gain an understanding of travel and tourism industry and its operations;
- Will develop an entrepreneur skill in the travel and tourism industry.
- Will be able to pursue further (advanced) course in travel and tourism management;
- Will be able to apprehend and appreciate tourism marketing, tourism development planning, management and measurement,
- Develop a sustainable personality to match the required professional demand of the tourism sector.
MAHATMA GANDHI UNIVERSITY

PROGRAMME DETAILS, SCHEME, AND SYLLABUS

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

(B.T.T.M)

(2017-18 Admission onwards)

PREPARED BY BOARD OF STUDIES AND FACULTY OF SOCIAL SCIENCE
ACKNOWLEDGEMENT

There are many profound personalities whose relentless support and guidance made this syllabus restructuring 2017 a success. I take this opportunity to express my sincere appreciation to all those who were part of this endeavour for restructuring the syllabus UG course in Tourism Studies under MG University Kottayam.

I express profound gratitude to the Honourable Vice-Chancellor, Pro- Vice Chancellor, Registrar, Members of the Syndicate and Academic Council for their sincere co-operation and guidance for completion of this work. I place on record my wholehearted gratitude to the members of Faculty of Tourism Studies and board of studies for their untiring efforts. I also appreciate the efforts of members of University Academic Section and other staff.

I am also grateful to all teachers who participated in the workshops organized by the University for restructuring the syllabus. I also place on record my gratitude to all professionals, academicians and other stakeholders who gave valuable suggestions in this regard.

Dean- Faculty Social Science
MG University Kottayam
SCHEME AND SYLLABUS OF

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)

INTRODUCTION

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today.

A degree programme in Tourism raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The Bachelor of Tourism and Travel Management (hereafter BTTM) programme of Mahatma Gandhi University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

AIMS AND OBJECTIVES OF THE PROGRAMME

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. Specific objectives of the programme include:

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.

2. To help students acquire practical skills in all the major arenas of the industry.

3. To orient and equip students with Information Technology skills of the age.

4. To equip students with managerial skills and help in entrepreneurial development.

5. To develop hospitality culture and behavior and to enhance student competencies.
After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

**DURATION OF THE PROGRAMME**

The programme shall be called BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM).

The duration of the BTTM programme of study is three academic years with six semesters. There shall be at least 90 working days inclusive of examinations and a minimum of 450 instructional hours in a semester. The duration of odd semesters shall be from June to October and that of even semesters from November to March.

**COURSES OF STUDY**

Total number of Courses for the BTTM programme is divided into the following:

(a) Common Courses

(b) Core Courses and

(c) Open Course

<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>6 Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Credits</td>
<td>120</td>
</tr>
<tr>
<td>Credits required from Common Course</td>
<td>08</td>
</tr>
<tr>
<td>Credits required from Core courses</td>
<td>109</td>
</tr>
<tr>
<td>Credits required from Open Course</td>
<td>03</td>
</tr>
<tr>
<td>Minimum attendance required</td>
<td>75%</td>
</tr>
</tbody>
</table>

There shall be two common courses on English, one each in the first and second semesters. There shall be an open course in the fifth semester with a choice of one paper from any other programmes or from the Physical Education department.
Industrial Training Report and Study Tour Report:

For successfully completing the BTTM programme each student has to submit Industrial Training Report and Study Tour Report at the end of the fourth and sixth semesters respectively.

**Industrial Training Report**

Students shall be required to undergo two to three weeks of practical training during the Fourth semester in any tourism related organization (Travel agency/ star hotels/ airport etc) duly approved by the head of the Institution / Department. They shall be required to submit a comprehensive training report at the end fourth semester. The report will have an internal evaluation at the end of the semester.

**Study Tour Report/ Case Study Report**

Students are also necessary to participate in the national tour conducted by the Department or to do a case study of any tourist destination in Kerala with the prior approval of the Head of the Institution during the sixth semester. The tour programme should be for a period of up to a maximum of two weeks covering important destinations. A tour report or case study report must be submitted at the end of the sixth semester. The report will have internal evaluation only.

**Project:**

All students are to do a project in the area of core course as a group consisting a maximum of five students. The projects are to be identified during the 5th semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the 6th semester and are to be produced before the examiners appointed by the University. External project evaluation and Viva / Presentation are compulsory and will be conducted at the end of the programme during the sixth semester.
### CONSOLIDATED SCHEME OF BTTM (BACHELOR OF TOURISM AND TRAVEL MANAGEMENT)

**Pattern: Model III**

**Total credits: 120**

#### SCHEME AND SYLLABUS OF BTTM

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Semester And Title of Courses</th>
<th>Course Category</th>
<th>Hrs/Week</th>
<th>Credit</th>
<th>Marks</th>
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<tbody>
<tr>
<td><strong>Semester-I</strong></td>
<td></td>
<td></td>
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<tr>
<td>TTICRT01</td>
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</tr>
<tr>
<td>TTICRT02</td>
<td>Cultural Heritage of India</td>
<td>Core</td>
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<tr>
<td>TT1CRT03</td>
<td>Principles of Management</td>
<td>Core</td>
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<tr>
<td>TT1CRT04</td>
<td>Economics and Banking for Tourism</td>
<td>Core</td>
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<td><strong>Semester-II</strong></td>
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<td>TT2CRT06</td>
<td>Geography for Tourism</td>
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<td>Accounting and Finance for Tourism</td>
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<td>TT2CRT08</td>
<td>Tourism Resources of Kerala</td>
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<td>TT3CRT09</td>
<td>Tourism Products</td>
<td>Core</td>
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<td>TT3CRT10</td>
<td>Tourism Policy and Planning</td>
<td>Core</td>
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<td>TT3CRT11</td>
<td>Transportation Management</td>
<td>Core</td>
<td>5</td>
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<td>TT3CRT12</td>
<td>Management Information System for Tourism</td>
<td>Core</td>
<td>5</td>
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<td>TT3CRT13</td>
<td>Strategic Tourism Management &amp; Entrepreneurial Development</td>
<td>Core</td>
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<td>TT4CRT14</td>
<td>Guiding Skills for Tourism</td>
<td>Core</td>
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<td>TT4CRT15</td>
<td>Travel Agency &amp; Tour Operations</td>
<td>Core</td>
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<td>TT4CRT16</td>
<td>Computerized Office Management for Tourism</td>
<td>Core</td>
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<td>TT4CRT17</td>
<td>Basics of Business Communication</td>
<td>Core</td>
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<td>TT4CRT18</td>
<td>Human Resource Management</td>
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<td>Indian Constitution &amp; Civic Consciousness</td>
<td>Core</td>
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<td>TT5CRT20</td>
<td>E-Tourism</td>
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<td>TT5CRT21</td>
<td>Airfares and Ticketing</td>
<td>Core</td>
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<td>TT5CRT22</td>
<td>Environmental Studies and Eco-Tourism</td>
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<td>Open Course</td>
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<td>TT5OPT02</td>
<td>Front Office Management</td>
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<td>TT6CRT23</td>
<td>Tourism Marketing</td>
<td>Core</td>
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<tr>
<td>TT6CRT24</td>
<td>Principles of International Business for Tourism</td>
<td>Core</td>
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<tr>
<td>TT6CRT25</td>
<td>Hospitality Management</td>
<td>Core</td>
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<tr>
<td>TT6CRT26</td>
<td>Web Designing and Online Business for Tourism</td>
<td>Core</td>
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<td>5</td>
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<tr>
<td>TT6CRT27</td>
<td>MICE Tourism</td>
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<tr>
<td>TT6STP02</td>
<td>Study Tour/Case Study &amp; Report</td>
<td>Field Study</td>
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</table>
Teaching faculty

The two Common Courses in English have to be taught by teachers with a master’s degree in English along with other qualifications prescribed by the University. The core courses TT1CRT01, TT1CRT02, TT2CRT05, TT2CRT06, TT3CRT09, TT3CRT11, TT4CRT14, TT4CRT15, TT5CRT21, TT5CRT22, TT6CRT23, TT6CRT25 and TT6CRT27 and all practical papers, and open course have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) / MMH qualification and other qualifications prescribed by the University. The interdisciplinary core courses like TT1CRT04, TT2CRT08, TT3CRT10, TT4CRT17, TT5CRT19, and TT6CRT24 have to be taught by teachers MTTM/MTA/MTM/MBA(Tourism)/M.A Economics with the above qualifications prescribed by the University. The papers TT1CRT03, TT2CRT07, TT3CRT13 and TT4CRT18 have to be taught by teachers MTTM / MTA / MTM / MBA (Tourism) / MMH / MBA / MCom along with other qualifications prescribed by the University. The papers TT3CRT12, TT4CRT16, TT5CRT20 and TT6CRT26 have to be taught by teachers with MCA / Msc. Computer Science / Msc. IT along with other qualifications prescribed by the University.
DETAILED SYLLABUS OF BTTM PROGRAMME
SEMESTER 1
TT1CRT01  METHODOLOGY FOR TOURISM

No. of credits – 3
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To understand the tourism phenomena and the distribution of the components of tourism.
2. To learn the concept and importance of tourism in different sectors.

Module 1


Module 2

Significance of tourism – Social, environmental, political, economic – Forms and types of tourism, dimensions of international and domestic tourism – Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism

Module 3

Measurement of tourism-Need for measuring tourism-Importance of tourist statistics- Types of tourist statistics--Methods of statistical measurement- General problem of measurement

Module 4

Tourism development and state intervention – Leisure development – National economic goals – political legislation, equity and social needs, social investment, regulation and government controls, regional development

Module 5

International & National Tourism Organizations- UNWTO, ICAO, IATA, PATA, UFTAA, TAAI, IATO

References:
SEMESTER 1

TT1CRT02 CULTURAL HERITAGE OF INDIA

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To familiarize the culture set up in India and its contribution to Tourism.

Module 1
Culture, civilization and heritage: meaning, definition and feature of Indian culture, Unity in diversity, assimilation and toleration.

Module 2
Indian culture through ages – a brief explanation about Indus valley civilization, Aryans. Rulers – Alexander, The Mauryas and Ashoka, Sungas, Guptas, Vardhanas, Rajputs and Marathas; Tamil Sangam – Chola, Chera, Chalukyas, Pandyas – art, architecture and temples

Module 3
Muslim Invasions – Delhi Sulthanate- Slave, Khilji, Tuglaque, Sayid and Lodhi Dynasties-Mughals in India

Module 4
Art and architecture under Mughals – painting and music – Persian and Hindi Literature – Fairs and Festivals- cultural synthesis

References:
2. Jacob, Robinet (2009): Indian Tourism Products; Abhijeet Publications, New Delhi
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi
4. I C Gupta – Tourism Products of India
5. A L Basham (2007) : The Wonder that was India, Surjeet Publication, New Delhi
SEMESTER 1
TT1CRT03  PRINCIPLES OF MANAGEMENT

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To understand the various functional areas of management in tourism industry
2. To enable the student to analysis the management process in tourism organization

Module 1

Module 2

Module 3

Module 4
Directing – Nature – Significance of motivation – Maslow’s need hierarchy theory – Herzberg’s motivation Hygiene theory – Communication Process – net work, grape wine, barriers of communication

Module 5
Controlling – Nature –Steps – Management by Exception

References:
2. S.K. Chakravarthy : Business Ethics-, IIM, Calcutta
5. Beunet, Roger: Improving Training Effectiveness
SEMESTER 1
TT1CRT04 ECONOMICS AND BANKING FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objective:
To obtain basic idea relating to economics and banking

Module 1
Definition and Scope of Managerial Economics – Role in Decision Making Process
– Economic Systems

Module 2
Demand – Types of Demand – Elasticity of Demand – Price and Income elasticity –
Determinants

Module 3
Cost analysis – Cost Concept – Break Even Analysis – Cost Control and Reduction

Module 4
Functions of Commercial Banks- RBI- Credit Creation - Weapons of credit control Â–
modern services of Banks Â– Teller system Â– credit cards etc Â– Different types of
accounts

Module 5
Modern Technology in banking – Electronic Fund Transfer system – Cheque processing
– MICR Cheques

References:
1. P.L. Mehta(2005); Managerial Economics: Analysis, Problems and Cases,Sultan
Chand, New Delhi
2. Varshney and Maheshwari (1994); Managerial Economics , Sultan Chand, New Delhi
3. D. Salvatore (2014); Managerial Economics , Oxford University Press, New Delhi
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta (2011); Managerial Economics, Tata McGraw-Hill Education, New Delhi
6. Krishnan Kamra (2006); Economics of Tourism ,Kanishka Publishers, NewDelhi
7. Ashif Iqbal Fazil,S.Husain Ashraf; Tourism in India (planning & development)
8. Mario D’Soula; Tourism development and Management
9. Kuml Chattopadyay (1995); Economic Impact of Tourism Development , Kanishka
Publishers, NewDelhi
SEMESTER 2
TT2CRT05 TOURISM PRINCIPLES AND PRACTICES

No. of credits – 3
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To realize the potential of tourism industry in India
2. To understand various elements of tourism management
3. To evaluate the role of various organization of tourism

Module 1
Growth and development of tourism in India – Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India

Module 2
Tourist motivation – Factors – types – push and pull factors – Determinants of tourism – psychological, cultural, economic, personal and social; Barriers to travel

Module 3
Impact of tourism – Meaning, positive and negative impacts of tourism – Social, cultural, economic and environmental impacts

Module 4
International conventions – Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration (general details only)

Module 5
Profile of Indian Tourism- Nature, Characteristics and Components of Indian Tourism- Role of Department of Tourism-NTO and ITDC in Promoting Indian Tourism

References:
7. Babu et al., Tourism Development: Sage publishers , New Delhi
SEMESTER 2
TT2CRT06  GEOGRAPHY FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To understand different geographical features of tourism.
2. To understand the process and linkage responsible for generation of tourism flows.

Module 1
Introduction to Geography – Definition, scope and contents of geography of tourism – Major land forms – Mountains, Plains, Plateaus and valleys

Module 2
Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development

Module 3
Geography of India: - Physical features, topography and drainage, forest wealth, seasonality and destinations – seasons and climate seasonality in tourism.

Module 4

References:
1. Christopher P Cooper (1993); Geography of Travel and Tourism, Butterworth-Heinemann, London
2. B BonifIce and C Cooper (2005); World Wide Destinations, Elsevier
3. Williams S (1998); Tourism Geography, Routledge, London
4. L E Hudman & R H Jackson (2003) : Geography of Travel & Tourism , Thomson/Delmar Learning, New Delhi
7. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi
SEMESTER 2

TT2CRT07  ACCOUNTING AND FINANCE FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To know the basic concept of accountancy and its relation to tourism.
2. To be able to understand the key facts of financial management.
3. To integrate and use the concept of accounting and financial management in tourism.

Module 1
Finance – Introduction, meaning, nature, scope and functions of finance – Application of financial management in tourism industry

Module 2

Module 3

Module 4
Preparation of final accounts without adjustment – Trading account – Profit and loss account – balance sheet of a sole trading concern

References:
2. R.L Gupta (1983); Advanced Accounting ,Sultan Chand & Sons, New Delhi
3. Jain & Narang (2001); Advanced Accounting ,Kalyani Publishers
5. S.A. Siddiqui (2011); Comprehensive Accountancy,Laxmi Publications, New Delhi
7. R.C. Chawla and C. Juneja; Double-Entry Book-Keeping
8. T.S. Grewal (1978); Introduction to Accountancy, S Chand, New Delhi
SEMESTER 2
TT2CRT08 TOURISM RESOURCES OF KERALA

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To study in brief important Tourist destinations in Kerala as well as the rich cultural heritage of the state.

Module 1
Mythological origin of Kerala- Christianity in Kerala- Cheraman Perumal Juma Masjid- Jainism and Budhism in Kerala- Pre historic remains in Kerala

Module 2
Ancient Trade and Cultural Contacts- caste hierarchy- Marumakkathayam- English colonialism- Cultural progress in the Native states of Travancore, Cochin and Malabar- Kerala Renaissance and Anti colonial Movements

Module 3
Kerala geographic Location- Physical features of Kerala- Rivers, Lakes and Back waters- Fairs and Festival of Kerala- Boat Races- Ayurvedic Tradition of Kerala- Climate of Kerala

Module 4
Pilgrim Centers in Kerala- Major Museums and Art galleries- Bellads of Kerala- Wild Life Sanctuaries and Bird Sanctuaries in Kerala- Eco tourist Destinations in Kerala

Module 5
Kerala- Capital- Districts - seaports in Kerala- Airports in Kerala- Tourist attractions of each Districts

References:
1. Rajan Gurukkal, Raghava Warrier - A Cultural History of Kerala- Vol – 1
2. Lonely Planet (2000)- Kerala , Lonely Planet
5. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
6. Authentic Handbook of Kerala; IPRD Department, Government of Kerala
SEMESTER 3
TT3CRT09  TOURISM PRODUCTS

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To familiarize different types of tourism products in India.
2. To understand the cultural tourism resources in India.

Module 1
Concept, types and characteristics of tourism products, elements of tourism products – geographical elements, Peter’s inventory of tourist attractions

Module 2
Tourism resources of India – Types, features, and diversities of Indian tourism Products

Module 3
Religious Tourism in India – Hindu, Buddhist, Jain, Sikh, Islam and Christian pilgrim centers

Module 4
Performing arts – dance forms of India, music and musical instruments, Handicrafts of India, fairs and festivals

Module 5
Natural Tourist resources – National parks, Wild life sanctuaries, Beaches and Islands, waterfalls; Desert tourism; Desert safaris and festivals

References:
1. Manoj Dixit & Charu Sheela (2010); Tourism Products, New Royal Books, Lucknow
2. IC Gupta – Tourism Products of India
3. A L Basham (2007): The Wonder that was India, Surjeet Publication, New Delhi
SEMESTER 3
TT3CRT10 TOURISM POLICY AND PLANNING

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To learn about policy making and planning in tourism

Module 1

Module 2
Tourism Planning – Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level

Module 3

Module 4
Tourism & Five Year Plans(from 10th plan onwards),Introduction of Neethi ayog in India

References:
2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi
3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi
4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication
SEMESTER 3
TT3CRT11  TRANSPORTATION MANAGEMENT

No. of credits – 3
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To learn about the various types of transportation networks
2. To understand the relationship between transportation and tourism

Module 1
Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers

Module 2

Module 3
Airport Layout –Airfield – Terminal Area – Flight support Area. Major Airlines and Airports in India - Airport facilities for passengers; Ground handling; Departure formalities – Arrival Formalities – Customs Channels

Module 4

Module 5
Logistics Management: Origin and Definition – Types of Logistics; Importance and the need of Supply Chain

References:
1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
SEMESTER 3
TT3CRT12 MANAGEMENT INFORMATION SYSTEM FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To enable the students to work with different computation process and analysis.
2. To understand the need of MIS in tourism related industries.

Module 1
Introduction to management information system – Definition characteristics management information system nature and scope of MIS

Module 2
Structure and classification of MIS: Physical components – decision support system – executive information system – transaction processing system – office automation system – Business expert system – financial marketing and human resource information system

Module 3
Information and system concepts – Types of information – kinds of system – Boundary – Interface and black box – Elements of system

Module 4
Data base – Objectives of database – advantage and disadvantages of database – database management system

References:
1. Gordan Davis (2001); Management information system; Tata McGraw-Hill Education, New Delhi
2. James A.O. Brien (2013); Management information system; Tata McGraw-Hill Education, New Delhi
SEMESTER 3
TT3CRT13 STRATEGIC TOURISM MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objective:
To develop the necessary input for inculcating new ideas for creating new ventures

Module 1
Entrepreneurship – Definition – Types of entrepreneur – competencies entrepreneur – Developing competencies

Module 2
Small scale entrepreneur – characteristics and relevance – Role of entrepreneurship in SSE and economic development – problem and support needs of SSE – Institutional set up for development of SSC

Module 3
Financial management issues in SSE – Managing asset and liabilities – Evaluating performance – Managing family enterprise – definition, issues and problems, strategies

Module 4
Strategy – concept – Nature and characteristics of strategic decision – level of strategy – benefits of strategic management

Module 5

References:
1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
3. Drucker; All Books that are Entitled Strategic Management, Business;
4. Glueck & Robinson; Strategic Management;
SEMESTER 4
TT4CRT14 GUIDING SKILLS FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To acquire an in-depth knowledge about the profession of tour guiding and escorting

Module 1
Introduction to Guiding and escorting- Meaning; concept and types of tour guide, duties and responsibilities of Guides and Escorts , various role of tour guide, the business of guiding, organizing a guiding business

Module 2
The guiding techniques- leadership and social skills, presentation and speaking skills, The guide’s personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Module 3
Guest relationship management- Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct.

Module 4
Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting

References:
1. Dennis L Foster – Introduction to Travel Agency Management
2. Pat Yale(1995); Business of Tour Operations,Longman Scientific & Technical, New Delhi
3. Pond K L(1993) ; The professional guide: Dynamics of tour guiding,
SEMESTER 4
TT4CRT15  TRAVEL AGENCY AND TOUR OPERATION BUSINESS

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To understand the inner working mechanism of the travel agency.
2. To understand various skills necessary for tour operation business.

Module 1
Travel trade – History and development of travel agency, functions, travel agent, types, responsibilities – source of income of a travel agent- setting up of travel agency; Role of IATA and approval – approval from the government – Bill settlement Plan (BSP)

Module 2
Travel agency and tour operations – Difference between travel agent and tour operator – linkages and arrangements with hotel – travel agencies and airlines – tour escorts and guides

Module 3
Organization structure of a travel agency – Information, counseling, ticketing, documentation, liaisoning, staffing, directing, planning, organizing, and controlling

Module 4
Tour operation – concept and nature of tour operation – functions – types of tour operations – type of tour operators

Module 5
Itinerary development – Meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary
(Note: Practical work of itinerary preparation, tour costing, filling of passport application and visa forms should be done among the students.)

References:
1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
5. Laurence Stevens(1990); Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
7. Betsy Fay ; Essentials of Tour Management –Prentice Hall; Mark Mancini: Conducting tours
8. Mark Mancini (1996); Conducting tours, Delmar Thomas, New York
9. H A Rogers and J A Slinn- Tourism Management of Facilities
SEMESTER 4
TT4CRT16 COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM

No. of credits – 4
No. of contact hours – 90hours / 5hours per week

Objectives:
To make the students learn the basics of computers and its use in office management

Module 1
Introduction to Computer – Classification of computer – Historical development of computer – Computer generation – Input Output devices – Memory units – Storage devices

Module 2
Word processing – M S Word – Creating, Modifying, Saving documents – Creating header and footer – Creating form letters for mail merge

Module 3

Module 4
MS PowerPoint – Introduction – Creating presentations – Formatting background, adding sounds – Slide show, Slide sorter – Setting animations – Slide Transition – Setting intervals

References:
SEMESTER 4
TT4CRT17  BASICS OF BUSINESS COMMUNICATION

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To learn the basics of communication needed for tourism industry
2. To understand the basics of business correspondence

Module 1
Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C’s of communication; Mal-functions of communication, Business Etiquette, Technology of Business Communication

Module 2
Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing

Module 3
Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution;

Module 4
Social behavior: features and factors; Personality – traits and characteristics; Group behavior; leadership in a group; interpersonal relations

References:
1. Phillip, Louis (1975) ; Organizational Communication: The Effective Management, Grid, Incorporated
2. Raman, Meenakshi and Sharma, Sangeeta (2012); Technical Communication: Principles and Practice, OUP India, New Delhi
4. Stephenson, James (1937); Principles and Practice of Commercial Correspondence
SEMESTER 4
TT4CRT18 HUMAN RESOURCE MANAGEMENT

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To learn various managerial skills necessary for the success of tourism industry
2. To learn the students about the procedures and practices applied for the manpower training and placement

Module 1
Human resource management – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism

Module 2

Module 3

Module 4
Training and Development – Nature and importance of training and development – HRD in tourism – techniques of training

Module 5

References:
1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra
4. Human Resources Management; C.B. Gupta
5. Human Resources Development; Dr. P. C. Tripathi.
SEMESTER 5
TT5CRT19  INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS

No. of credits – 4
No. of contact hours –108/6 hours per week

Objectives:
1. Enable the students to understand the various provision of Indian constitution
2. To impart civic consciousness among students.

Module 1
Indian Constitution – Preamble of the Constitution – Sources and Outstanding Features of the Constitution- Philosophy of Indian Constitution

Module 2
Indian Administration – Legislature, Executives, Judiciary; Indian Parliament-Rajya sabha, Lok Sabha-Functions of Parliament; Indian President – Powers and functions of President-Procedure for the President Election- Jurisdiction of Supreme court

Module 3
Indian Citizenship Act- Method of Acquisition and Loss of Indian Citizenship- Right to Information Act 2005

Module 4
Fundamental Rights – Fundamental Duties- Directive Principles of State Policy

Module 5
Constitutional Amendment and its Procedure; Important Amendments

References:
1. D.D. Basic (2008): An Introduction to the constitution of India, New Delhi, Prentice, Isacc:
4. K.R. Acharya: Indian Govt & Politics
SEMESTER 5
TT5CRT20   E – TOURISM

No. of credits – 4
No. of contact hours – 108HRS/6 hours per week

Objectives:
1. To study in detail the use of information technology in tourism organizations.
2. To learn how modern technology has revolutionized the travel and tourism industry.

Module 1
Internet, wireless technology, Digital convergence; Cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones

Module 2
Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV , Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport

Module 3
Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Multiple Platforms: - Desktop, Laptop, Tablets, Mobile, Video, Social Media; Online Reputation Management: - Owned Media, Earned Media and Paid Media

Module 4
History and development of CRS, Introduction to GDS (Galileo / Amadeus) - Online ticketing: Travel portals and examples as case study, trends, Disintermediation, Internet as a tool for tourism promotion

References:
1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall , New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
SEMESTER 5
TT5CRT21  AIR FARES AND TICKETING

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To study the international airfares, and to equip the students the mechanism of airfare ticketing exercise. *(All the fares and NUC’s should be provided in the question paper itself).*

Module 1
Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT) – Global indicators.

Module 2
Air Geography – IATA areas, sub areas, sub regions. Time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time.

Module 3
Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA)

Module 4

Module 5
Introduction to fare construction: Air fare-types, basic elements of airfare. Fare construction formula and basic steps using mileage principles for One Way (OW), Return Trip (RT) and Circle trip journey (CT) with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), HIP check, Back Haul Minimum Check (BHC) and CTM Check

References:
1. Jagmohan Negi (2005), ‘Air travel Ticketing and Fare construction’, Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Study Kit for IATA/UFTAA
SEMESTER 5
TT5CRT22 ENVIRONMENTAL STUDIES AND ECO TOURISM

No. of credits – 4
No. of contact hours – 72 hours / 4 hours per week

Module I
Unit 1: Multidisciplinary nature of environmental studies
Definition, scope and importance
Need for public awareness.

Unit 2: Natural Resources:
Renewable and non-renewable resources: Natural resources and associated problems.
   a) Forest resources: Use and over-exploitation, deforestation, case studies.
      Timber extraction, mining, dams and their effects on forest and tribal people.
   b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
   c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
   d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
   e) Energy resources: Growing energy needs, renewable and non renewable energy sources,
      use of alternate energy sources, Case studies.
   f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion
      and desertification
      • Role of individual in conservation of natural resources.
      • Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems
• Concept of an ecosystem
• Structure and function of an ecosystem
• Producers, consumers and decomposers
• Energy flow in the ecosystem
• Ecological succession
• Food chains, food webs and ecological pyramids.
• Introduction, types, characteristic features, structure and function of the given ecosystem:
  a. Forest ecosystem
Module II

Unit 1: Biodiversity and its conservation

- Introduction
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- India as a mega-diversity nation
- Hot-sports of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India

Unit 2: Environmental Pollution

Definition
Causes, effects and control measures of:
- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.

Unit 3: Social Issues and the Environment

- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people: its problems and concerns, Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies
- Consumerism and waste products
- Environment Protection Act
• Air (Prevention and Control of Pollution) Act
• Water (Prevention and control of Pollution) Act
• Wildlife Protection Act
• Forest Conservation Act
• Issues involved in enforcement of environmental legislation
• Public awareness

Module - III

Eco- Tourism – concept and definition – the eco- tourist character – eco-tourism products – Eco- Tourism development and is relevance – strategies of eco-tourism development, Tourism and environment linkage

Module IV

Eco- Tourism and India – Eco – tourism and World Tourism Organization – present scenario, national committee on tourism and ecological aspects of tourism.

Module – V


Human Rights in India – Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Unit 3 Human Rights and environmental rights - Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment


Internal: Field study

• Visit to a local area to document environmental grassland/hill/mountain
• Visit a local polluted site – Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds
• Study of simple ecosystem-pond, river, hill slopes, etc

(Field work Equal to 5 lecture hours)
REFERENCES

4. Clark, R.S., Marine Pollution, Clanderson Press Oxford (TB)
7. Down to Earth, Centre for Science and Environment (R)
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
18. Survey of the Environment, The Hindu (M)


23. Magazine (R) Reference (TB) Textbook

24. Sithamparanathan; Ecosystem Principles and Sustainable Agriculture, SciTech

25. J Tyler & Miller (2014); Living in the environment, Cengage Learning, New Delhi
SEMESTER 5
TT5OPT01 PUBLIC RELATIONS AND TOURISM JOURNALISM

No. of credits – 3
No. of contact hours – 72 hours / 4 hours per week

Objectives:
To study about Public relations and Travel Journalism as a career option

Module 1

Module 2
Advertising Photographer & inhabitations – Conference – Conflict – PR in Tourism Industry

Module 3
Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media –Radio & TV Media

Module 4

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

References:
1. Public Relation; Jeth Waney
2. Public Relation Hand Book
SEMESTER 5
TT5OPT02  FRONT OFFICE MANAGEMENT

No. of credits – 3
No. of contact hours – 72 hours / 4 hours per week

Objectives:
To equip the students about the details of front office management as a career opportunity

Module 1
Introduction to Hotel Industry – Types of Hotels – Introduction to Front Office – Front office operations – Front office equipment – study of various systems

Module 2
Reservation – Registration – Technology – Method of Payment – Room Rate – Front Office Communication

Module 3
Check Out and Settlement – Night audit – Telephone Operation

Module 4
Principle and Function of Catering Management – Tools of Management – organization chart

Module 5
General Manager – duties and Responsibilities – Guest satisfaction and Review – Training and development – Laws governing Food service Establishment – Employee facilities and Benefits

References:
2. Rakesh Puri; Front Office Operations & Management:
3. Jatashankar R. Tiwari (2009); Hotel Front Office Operations & Management, OUP India, New Delhi
4. Colin Dix, Chris Baird(2006); Front Office Operations, Pearson Education India, New Delhi
5. Gary K.Vallen, Jerome J.Vallen (2013); Check-In Check-Out Managing Hotel operations: Pearson, New Delhi
7. Sushil Kumar Bhatnagar; Front Office Management:
SEMESTER 5

TT5OPT03  AN INTRODUCTION TO PRINCIPLES OF TOURISM

No. of credits – 3
No. of contact hours – 72hours / 4hours per week

Objectives: To invoke interest in students with basic concepts of tourism

Module 1
Tourism- Meaning and definition, Origin and growth of tourism, Tourism development in India- pre and post war period, Factors affecting growth of modern tourism.

Module 2
Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism

Module 3
Basic travel motivators, Significance of tourism – Social, environmental, political, economic, Negative impacts of tourism

Module 4
Forms and types of Tourism, carrying capacity, factors affecting carrying capacity, sustainable tourism development.

Module 5
Tourism Products of India ( Major Cultural, Natural and Manmade), UNESCO World heritage sites in India.

Reference:
Pran Nath Seth: Successful Tourism Management (Vol 1&2) Sterling Publishers, New Delhi.
A K Bhatia: Tourism Development; Principles and Practices, Sterling Publishers, New Delhi
Robinet Jacob: Tourism Products of India; A National perspective, Abhijeeth Publications, New Delhi.
SEMMESTER 6
TT6CRT23 TOURISM MARKETING

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To equip the students the basics of marketing with special reference to tourism

Module 1
Tourism Marketing – concept – characteristics – philosophies of marketing management – customer relationship management

Module 2
Marketing research – need – process of marketing research

Module 3
Market segmentation – types of market segmentation – market planning objectives marketing mix – Ps of marketing

Module 4

Module 5
Promotion mix – Promotional budget – Promotional strategies – Service marketing techniques, Marketing of Airline (Case study)

References:
1. Ravi Shankar (2002); Service Marketing, Excel Books India, New Delhi
2. Nimit Chaudhary – Service Marketing
3. Philip Kotler, Bowens and James Makens (2010); Marketing for Tourism and Hospitality, Pearson, NewDelhi
8. Naresh Malhotra (2010); Marketing Research, Pearson Prentice Hall, New Delhi
SEMESTER 6
TT6CRT24 PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM

No. of credits – 4
No. of contact hours – 108 hours / 6 hours per week

Objectives:
To learn the basics of today’s international business

Module 1
Meaning and definition of foreign exchange – Balance of Trade and Balance of Payment – India’s Balance of Payments Problems

Module 2
The rate of exchange – determination of rate of exchange – Purchasing Power – Parity Theory

Module 3
Exchange Control – Multiple Exchange Rates – Fixed, Flexible and Floating – Fluctuations in Rate of Exchange – Causes – Objectives, Methods – Important provisions of FEMA

Module 4
Globalization of markets – production – Investment and Technology – Export Import Procedures

Module 5

References:
2. Prof. J.V. Prabhakara Rao; International Business;
3. Francis Cherunilam (2010); International Business, PHI Learning Pvt. Ltd, New Delhi
4. Sundaram and Black(1995); International Business Environment , Prentice-Hall, New Delhi
5. Bhalla and Raju; International Business Environment
SEMESTER 6
TT6CRT25  HOSPITALITY MANAGEMENT

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
1. To enable the students to understand the essentials hospitality management
2. To understand different public relation techniques used for the promotion of hospitality business

Module 1
Introduction to hospitality industry – Accommodation types and forms – Hotel concept and classification

Module 2
Categorization – Categorization of hotels on the basis of facilities provided (star system) and approval

Module 3
Important departments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co-ordination with other departments

Module 4
Guest cycle – Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc.

Module 5
Role and input in multinationals in hotel sector – Leading multinational and public sector hotel chains in India

References:
1. RK Malhotra ; Fundamentals of Hotel Management and Operations, Anmol Pub, New Delhi
2. Mohammed Zulfiker ; Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi
3. Dennis. L. Foster ; VIP and Introduction to Hospitality, Mc Graw Hill
4. M. L. Ksavana and R. M. Brooks ; Front Office procedures , Educational Institute. A.H.M.A
6. Puspinder. S. Gill ; Dynamics of Tourism –Vol.4 – Tourism and Hotel Management Anmol Pub, New Delhi
7. Jag Mohan Negi ; Hotels for Tourism Development, Metropolitan Pub, New Delhi
8. John R Walker ; Introduction to Hospitality Management , Pearson Education India
9. John R Walker ; Introduction to Hospitality Management , Pearson Education India
10. S Medlik & H Ingram: The business of Hotels , Butterworth Heinemann, New Delhi
SEMESTER 6
TT6CRT26  WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM

No. of credits – 4
No. of contact hours – 90 hours / 5 hours per week

Objectives:
To learn the basics of web designing and its use in tourism

Module 1
Introduction to windows – Start menu – Folder, Documents, Desktop, Toolbar

Module 2
Internet – History, Basic requirements; Hardware, Software, Web browser, Internet explorer, Netscape Navigator, Feature – Email, Outlook Express, World Wide Web

Module 3
Computer Networks – Introduction, Uses, Types of network, Network Topologies – FTP, Transmission Media – Magnetic media, Twisted pair media, Base band and Broadband, Fibreoptic Cable

Module 4
Introduction to HTML – HTML Tags – Forms, Frames, Tables; List – Links – Display in images; Web page designing

References:
5. Computer Fundamentals and Internet Basics By: Rohit Khurana, DK Publishers and Distributors, Delhi
SEMMESTER 6
TT6CRT27  MICE TOURISM

No. of credits – 4
No. of contact hours – 72 hours / 4 hours per week

Objectives:
To enable the students to understand the essentials of Event management

Module 1
Introduction to conventions, exhibitions and meetings (MICE) – Definition of conference and the components of the conference market – Introduction to convention venues – characteristics of conferences / conventions

Module 2
The nature of conference markets – Demand for conference facilities – Economic and social significance of conventions – impact of conventions on local and national communities – Demographic trends and Geographical Distribution – introduction to professional meeting planning – management of conference at site

Module 3
Convention / exhibition facilities – Benefits of conventions facilities – Interrelated venues – Project planning development

Module 4
Meeting planner/ convention manager – Organizing and planning events – Major attributes of meeting planners, Types of meeting planners – Convention and visitor bureaus, Bureaus structure and funding

Module 5

References:
3. Diwakar Sharma (2009), Event Planning and Management, Deep & Deep Publications. New Delhi
SEMESTER 6

TT6STP02 STUDY TOUR REPORT

No. of credits – 1

Study Tour Report\Case study Report

Each student has to submit a Study Tour Report or a Case Study Report of any tourist destination in Kerala during the sixth semester for evaluation. The evaluation is for 100 marks and should be internal only. Preparation of study tour report includes two parts: pre-tour phase and post-tour phase. Pre-tour phase involves itinerary preparation, costing etc. Post-tour phase involves detailed report on the tour.
SEMESTER 6
TT6PRP01  PROJECT/DESSERTATION

No. of credits: 2

All students are to do a project as a group consisting a maximum of five students. The projects are to be identified during the 5th semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the 6th semester and are to be produced before the examiners appointed by the University.

External project evaluation and Viva/ Presentation are compulsory and will be conducted at the end of the programme during the sixth semester. 20 % of marks are awarded through internal assessment.

The project is treated as a separate course. The course will have a credit of 2 and is compulsory for completion of the programme.