

Coimbatore - 641 046, Tamil Nadu, India

| Program | Educational Objectives (PEOs) |
|---------|--|
| | |
| PEO1 | Make the students to be aware of tourism destinations |
| PEO2 | Enables to learn the richness of the country, its geographic, socio-cultural, environmental incredibleness of tourism destinations |
| PEO3 | Able to analyse the destinations on its strength and weakness |
| PEO4 | Facilitates to attain managerial and communication skills to face the industry and competitive world effectively. |
| PEO5 | Provides entrepreneurial skills |
| PEO6 | Enables to pursue higher education |
| PEO7 | Committed to continuous learning |
| PEO8 | Develops a responsible and ethical individual |
| | |



| Program | Specific Outcomes (PSOs) |
|------------|---|
| | successful completion of B.A. Tourism and Travel Management program, the |
| students a | are expected to |
| PSO1 | Understand, analyze and design new products and services using the basic |
| 1501 | concepts, theories of tourism and allied subjects |
| PSO2 | Develop the ability to understand the limitations of the sector |
| PSO3 | Possess hands on experience on destination knowledge, marketing skills, and |
| 1303 | developing destination competitiveness |
| PSO4 | Develop entrepreneurial skills |
| PSO5 | Able to innovate and develop novel ideas which best suits the tourism destination |
| PSO6 | Understand the significance of team work and group behaviour |
| PSO7 | Have interest in higher education |
| | |



| Program | Outcomes (POs) |
|----------|---|
| On succe | ssful completion of B.A. program |
| PO1 | Ability to develop understanding and analyzing skills |
| PO2 | Develops thought process thinking |
| PO3 | Exposed to the modern technology |
| PO4 | Develops interpersonal communication |
| PO5 | Develops team work and networking culture |
| PO6 | Developing ethical understanding in all learning and deliverables |
| PO7 | Thrive towards sustainability |
| PO8 | Understand about employment opportunities |
| PO9 | Understand the necessity of being proactive to society |
| PO10 | Understand the need of continuous learning |
| | |



BHARATHIAR UNIVERSITY: COIMBATORE-641 046

B.A. TOURISM & TRAVEL MANAGEMENT CURRICULUM (CBCS pattern) Scheme of Examinations (Affiliated Colleges)

| r | | <i>(For the students admitted durin)</i> | 0 | ~ | | | , | |
|------|------------|--|---------|--------|-----------|-----|--------|-------|
| Part | Course | Title of the Course | Credits | H | ours | Max | imum 🛛 | Marks |
| | Code | | | Theory | Practical | CIA | ESE | Total |
| | | FIRST S | EMESTE | | | | | 1 |
| I | 11T | LANGUAGE – I | 4 | 6 | - | 50 | 50 | 100 |
| II | 12E | ENGLISH – I | 4 | 6 | _ | 50 | 50 | 100 |
| III | 13A | CORE : I - INTRODUCTION TO | 4 | 5 | - | 50 | 50 | 100 |
| | 15/1 | TOURISM | | 5 | | 50 | 50 | 100 |
| III | 13B | CORE : II - PRINCIPLES OF | 4 | 5 | _ | 50 | 50 | 100 |
| | | TOURISM MANAGEMENT | | | | | | |
| III | 1AA | ALLIED PAPER : I - | 3 | 6 | - | 30 | 45 | 75 |
| | | INFORMATION, | | | | | | |
| | | COMUNICATION AND | | | | | | |
| | | AUTOMATION – 1 (Full theory | | | | | | |
| | | paper) | | | | | | |
| IV | 1FA | ENVIRONMENTAL STUDIES # | 2 | 2 | - | - | 50 | 50 |
| | | Total | 21 | | | | | 525 |
| | | SECOND | SEMEST | ER | | | | |
| Ι | 21T | LANGUAGE – II | 4 | 6 | - | 50 | 50 | 100 |
| II | 22E | ENGLISH – II | 2 | 3 | - | 25 | 25 | 50* |
| II | 22E | Skill based Subject- I | 2 | 3 | - | 25 | 25 | 50** |
| | | Naan Mudhalyan: | | | | | | |
| | | Language Proficiency for | | | | | | |
| | | Employability. | | | | | | |
| | | http://kb.naanmudhalvan.in/ | | | | | | |
| | | Special:Filepath/Cambridge_Course | | | | | | |
| | | | | | | | | |
| III | 23A | Details.pdf CORE : III – ECONOMICS OF | 4 | 5 | | 50 | 50 | 100 |
| 111 | 23A | TOURISM | 4 | 5 | - | 50 | 50 | 100 |
| III | 23B | CORE : IV – TRAVEL | 4 | 5 | | 50 | 50 | 100 |
| | 250 | MANAGEMENT | - | 5 | - | 50 | 50 | 100 |
| III | 2AP | ALLIED PAPER : II - | 3 | _ | 6 | 30 | 45 | 75 |
| | | INFORMATION, | | | - | | | |
| | | COMMUNICATION AND | | | | | | |
| | | AUTOMATION – 2 (Fully Practical) | | | | | | |
| IV | 2FB | VALUE EDUCATION HUMAN | 2 | 2 | - | - | 50 | 50 |
| | | RIGHTS # | | | | | | |
| | | Total | 21 | | | | | 525 |
| | | THIRD S | EMESTE | R | | | | |
| Ι | 31T | LANGUAGE – III | 2 | 5 | - | 50 | 50 | 100 |
| III | 33A | CORE : V – FOREIGN | 2 | 5 | _ | 50 | 50 | 100 |
| | 2211 | LANGUAGE FOR | _ | | | 20 | 20 | 100 |
| | | COMMUICATION FRENCH – I | | | | | | |
| III | 33B | CORE : VI – INDIAN | 4 | 5 | - | 50 | 50 | 100 |
| | | GEOGRAPHY | | | | | | |
| III | 33C | CORE : VII – TOURISM | 4 | 5 | - | 50 | 50 | 100 |
| | | MARKETING | | | | | | |
| III | 33D | CORE : VIII – LANGUAGE FOR | 4 | 5 | - | 50 | 50 | 100 |
| | | COMMUNICATION – SPOKEN | | | | | | |
| | | ENGLISH FOR TOURISM | | | | | | |
| III | 3AA | ALLIED PAPER : III – INDIAN | 4 | 5 | - | 50 | 50 | 100 |
| ** 7 | 27.1 | CULTURAL HERITAGE | | | | 20 | | 50 |
| IV | 3ZA | SKILL BASED SUBJECT: I – | 2 | 2 | - | 20 | 30 | 50 |
| 117 | 217.4 | TRAVEL DOCUMENTATION | 2 | 2 | | - | | 50 |
| IV | 3FA 3EC | TAMIL @/ ADVANCED TAMIL # | 2 | 2 | - | 5 | U | 50 |
| | 3FC | (OR) NON – MAJOR ELECTIVE : I | | | | | | |

| | – YOGA FOR HUMAN EXCELLENCE # / WOMEN'S RIGHTS # | | | |
|--|--|----|--|-----|
| | Total | 24 | | 700 |

| | | FOURTH SEME | STER | | | | | |
|-----|------------|---|------|---|---|-----|----|------|
| Ι | 43T | LANGUAGE – IV | 2 | 5 | - | 50 | 50 | 100 |
| III | 43A | CORE : IX – FOREIGN LANGUAGE FOR COMMUNICATION – FRENCH - II | 2 | 5 | - | 50 | 50 | 100 |
| III | 43B | CORE : X – ECOLOGY, ENVIRONMENT AND TOURISM | 4 | 5 | - | 50 | 50 | 100 |
| III | 43C | CORE : XI – INDIAN TOURIST PANORAMA | 4 | 5 | - | 50 | 50 | 100 |
| III | 43D | CORE : XII – TOURISM AND ADVERTISING | 4 | 5 | - | 50 | 50 | 100 |
| III | 4AA | ALLIED PAPER : IV – TRAVEL AGENCY AND TOUR OPERATIONS | 4 | 5 | - | 50 | 50 | 100 |
| IV | 4ZB | SKILL BASED SUBJECT: II – COMMUNICATIVE ENGLISH | 2 | 2 | - | 20 | 30 | 50 |
| IV | 4ZB | SKILL BASED SUBJECT: III – | 2 | 2 | - | 20 | 30 | 50** |
| | | Naan Mudhalvan – Office Fundamentals | | | | - | | |
| | | Fundamentals | | | | | | |
| | | http://kb.naanmudhalvan.in/ | | | | | | |
| | | | | | | | | |
| IV | 415.4 | Bharathiar_University_(BU) TAMIL @ /ADVANCED TAMIL# (OR)NON- | 2 | 2 | | 5 | | 50 |
| 1V | 4FA 4FE | MAJOR ELECTIVE : II – GENERAL AWARENESS | 2 | 2 | - | 5 | 0 | 50 |
| | | Total | 26 | | | | | 750 |
| | | FIFTH SEMES | TER | | | | | |
| III | 53A | CORE : XIII – HOSPITALITY MANAGEMENT | 4 | 6 | - | 50 | 50 | 100 |
| III | 53B | CORE : XIV – HISTORY OF INDIAN ARTS | 4 | 6 | - | 50 | 50 | 100 |
| III | 53C | CORE : XV – TOURISM POLICY AND PLANNING | 4 | 6 | - | 50 | 50 | 100 |
| III | 53D | CORE : XVI – INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME) | 4 | 5 | - | 100 | - | 100 |
| III | 53A | ELECTIVE - I | 4 | 4 | - | 50 | 50 | 100 |
| IV | 5ZC | SKILL BASED SUBJECT : IV – TOUR GUIDING | 2 | 2 | - | 20 | 30 | 50 |
| | | Total | 22 | | | | | 550 |
| | | SIXTH SEMES | TER | | | | | |
| III | 63A | CORE : XVII – HUMAN RESOURCE MANAGEMENT | 4 | 6 | - | 50 | 50 | 100 |
| III | 63B | CORE : XVIII – DESTINATION MANAGEMENT | 4 | 6 | - | 50 | 50 | 100 |
| III | 63C | CORE : XIX – E - TOURISM | 4 | 6 | - | 50 | 50 | 100 |
| III | 6EA | ELECTIVE - II | 4 | 5 | - | 50 | 50 | 100 |
| III | 6EV | ELECTIVE - III | 4 | 4 | - | 50 | 50 | 100 |
| IV | 6ZD | SKILL BASED SUBJECT : V – TAMIL NADU TOURISM | 2 | 2 | - | 20 | 30 | 50 |
| IV | 6ZD | SKILL BASED SUBJECT : VI – | 2 | 2 | - | 20 | 30 | 50** |
| | | Naan Mudhalvan- Fintech Course | | | | | | |
| | | (Capital Markets / Digital Marketing/ | | | | | | |
| | | Operational Logistics) | | | | | | |
| | | http://kb.naanmudhalvan.in/ | | | | | | |
| | | Bharathiar_University_(BU) | | | | | | |
| V | 67A | EXTENSION ACTIVITIES @ SWACHH BHARAT INTERNSHIP PROGRAMME | 2 | - | - | 50 | - | 50 |
| | | Total | 26 | | | | | 650 |
| | | Grand Total | 140 | | | | | 3700 |
| | | | | • | | • | • | |

NOTE:

\$ - Includes 50 marks/30 marks/40% continuous internal assessment for core & allied, skill – based paper and practical's respectively.

* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

** Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

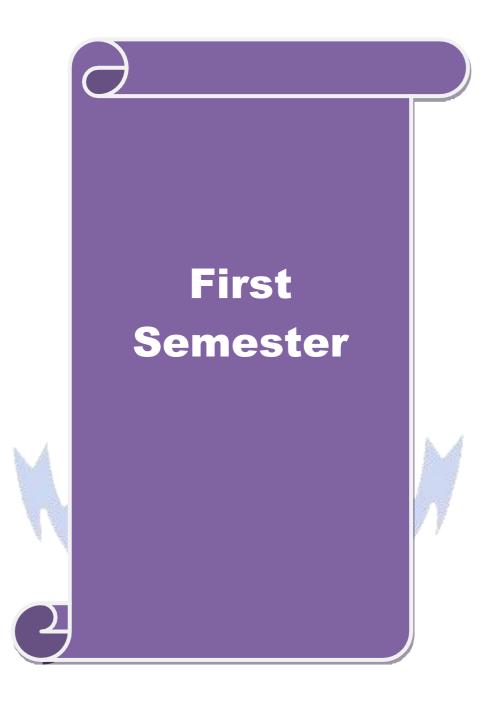
@ - No university examinations, only continuous internal assessment

- No continuous internal assessment, only university examinations

* - Two unaccounted additional credits for Swachh Bharat Internship Programme through NSS

List of elective paper (student can choose any one of the papers as electives provided the chosen elective paper has resource to teach)

| ELECITIVE – I | A) EVENT MANAGEMENT B) ENTREPRENEURSHIP DEVELOPMENT C) TRAVEL AND TOURISM INDUSTRY 4.0 |
|-----------------|---|
| ELECITIVE – II | A) ADVENTURE TOURISM B) AIRPORT FORMALITIES C) CUSTOMER RELATIONSHIP MANAGEMENT |
| ELECITIVE – III | A) PROJECT WORK ** PROJECT REPORT – 80 MARKS AND VIVA VOCE – 20 MARKS B) ORGANISATIONAL BEHAVIOUR FOR TOURISM C) TOURISM IMPACTS |



| Course code | 13A | INTRODUCTION TO TOURISM | L | Т | Р | С | |
|---|------------------------------------|---|--------|----------------|-------------|------------|--|
| Core | | CORE-I | 4 | | | 4 | |
| Pre-requisite | | Basic Idea About the Meaning of Tour, Travel and Stay | · | | 202 21 | 0- | |
| Course Object | ives: | | | | | | |
| The main objec | tives of thi | is course are to: | | | | | |
| 2. To gain an | n understar | ts of tourism, travel, tourists and travelers. Inding on the influencing factors of tourism. If tourism and tourists. | | | | | |
| Expected Cour | se Outcor | mes: | | | | | |
| - | | etion of the course, student will be able to: | | | | | |
| | | orical significances of tourism and travel | | | K | <u>[</u> 1 | |
| 2 Identify the alluring factors of tourism | | | | | | | |
| 3 Classify and distinguish the types of tourism | | | | | | | |
| | | are the best suited strategies in domestic and internati | onal | | _ | 5 5 | |
| 5 Discover | the ways | to address barriers of domestic and international touri | sm | | K | 3 | |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | | Creat | e | | |
| Tourism Prod Ages-Account Meaning of M | uct and I of Famor odern Tou | | - Trav | vel T Trave | ʻhrou l- | gh | |
| Unit:2 | | fluencing Factors and Resources of Tourism | | | l hou | 10 | |
| Technological | Advancer | Components of Tourism-Tourism Motivation (Push nents in Tourism & Its Impacts- Tourism Resources (ss) - Tourism Infrastructure (Rail, Road, Air, Water). Types of Tourism | | al, ma | | ıde | |
| | riem Daat | and Relaxation Tourism-Pleasure Travel- Religiou | c Tour | | | | |
| Tourism- Soc | ial Touris | m- Business Tourism- Ecotourism-Adventure Tourism Special Interest Tourism. | | | - | | |
| Unit:4 | | Domestic Tourism | | 15 | 5 hou | irs | |
| Barriers of D | omestic T | ning-Nature of Domestic Tourism- Benefits of D Fourism-Strategies to Boost Domestic Tourism- In of India's Domestic Tourism Statistical Data. | | | | | |
| Unit:5 | | International Tourism | | 15 | 5 hou | irs | |
| International Tourism- Ben | efits of In | Aeaning-Types of International Tourism- Nature of nternational Tourism- Barriers of International Tour ism- India as a favored International Tourism Destina | ism- S | atior | al | | |

| Ur | nit:6 | Contemporary Issues | 2 hours |
|------------|-------------|---|------------------|
| Ex | pert lectur | es, online seminars – webinars | |
| | | | |
| | | Total Lecture hours | 75 hours |
| Bo | ok(s) for s | Study | |
| 1 | Basics of [| Fourism-Kamra & Chand, Kaniskha Publishers, New Delhi | |
| 2 | Modern D | ictionary of Tourism-Raj, Ivy Publishing House, New Delhi | |
| 3 | Tourism D | evelopment- A.K.Bhatia, Sterling Publishers, New Delhi | |
| B o | Tourism, | Reference Principles, Practices, Philosophies - Goeldner, C., & Ritchie, J.R New Jers Principles and Practices- Swain, S.K. & Mishra, J.M. New Delhi: OUP. | sey: John Wiley. |
| | | ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 | | <pre>/ww.tutorialspoint.com/tourism_management/tourism_management_</pre> | introduction.h |
| Co | ourse Desig | med By: A. SURESH BABU (sureshbabu1510@gmail.com) | |
| | | | |

| Mappi | ing with | Progr <mark>an</mark> | nme Out | tcomes | 1 | 100 | | | | |
|------------|------------|-----------------------|----------------|-----------|--|-----------------------|------------|------------------------|-----|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | Μ | S | L | L | L | Μ | Μ | L | S | S |
| CO2 | S | S 🗧 | M | Μ | L | L | M | Μ | Μ | L |
| CO3 | Μ | S | Μ | M | Μ | M | M | Μ | L | Μ |
| CO4 | Μ | Μ | S | S | Μ | Μ | S | Μ | Μ | Μ |
| CO5 | S | M | Μ | Μ | Μ | Μ | Μ | $\mathbb{E}\mathbf{L}$ | M | Μ |
| | | | A 100 | 1.20 | 7-1- | 10.123 | 1 | 1 | | |
| *S-Stro | ong; M-N | Iedium; | L-Low | 197 - 194 | | and the second second | 100 | 34 | | |
| | | | Sec. | | | 38 | | | | |
| | | | | 0.1 | No. of Concession, Spinster, Spinste | Comes | 2 | | | |
| | | | and the second | | | | | | | |
| | | | | 12111 B | 11-111 12 | 3142 | | | | |

| | 13B | PRINCIPLES OF TOURISM MANAGEMENT | L | Т | Р | С | |
|---|--|---|-------------------------------------|--|---|---|--|
| Core | | CORE-II | 4 | | | 4 | |
| Pre-requisite | | Basics About Management | Syllabus 202 Version 21 | | 202 21 |)- | |
| Course Object | | | | | | | |
| The main objec | tives of thi | s course are to: | | | | | |
| | 1 | ocess of management and its concepts. | | | | | |
| | | aware of applying management functions in tourism | n sector | | | | |
| 3. To develo | p manager | ial qualities within the learners. | | | | | |
| Expected Cou | rse Outcor | nes | | | | | |
| * | | etion of the course, student will be able to: | | | | | |
| | | n of management concepts in tourism | | | K | 1 | |
| | | s of management thoughts to the present scenario | | | K | | |
| 3 Practice the communication process and leadership styles | | | | | | | |
| | Observe and discover the effective use of managerial functions in an organisation | | | | | | |
| | | ad appraise the effect of motivation and output levels | - | | K | 5 | |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate | | Creat | e | | |
| | · | | , | | | | |
| Unit:1 | | Management-An Introduction | | 15 | 5 hou | rs | |
| Introduction t | o Mana <mark>gen</mark> | nent- Meaning and Definition of Management- Natu | re of M | [anag | eme | nt- | |
| | | nt-Features of Management-Scope of Managemen | | | | | |
| Tourism Deve | | | | 8 | | | |
| | | and the second second | 1 | | | | |
| Unit:2 | N & | Evolution of Management Thoughts | | | | | |
| | | Evolution of Management Thoughts | | 14 | l hou | rs | |
| Evolution of 1 | Manageme | | t Proce | | | | |
| | | nt Thoughts- Six School of Thoughts- Managemen | | ss So | chool | - | |
| | ool- Social | | | ss So | chool | - | |
| Empirical Sch Mathematical | ool- Social | nt Th <mark>oughts- Six School of Thoug</mark> hts- Managemen I System School- Human Relations School- Decisio | | ess So ory So | chool chool | - | |
| Empirical Sch Mathematical Unit:3 | ool- Socia School. | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership | on Theo | ess So ory So 14 | chool chool | - - rs | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' | ool- Social School. s Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- | on Theo | ess Sory So 14 nunic | chool chool hou catior | - - rs | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ | s Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership ment Principles- Taylor's Management Principles- munication- Process of Communication- Barriers o | on Theo | ess Sory So 14 nunic | chool chool hou catior | - - rs | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ | s Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- | on Theo | ess Sory So 14 nunic | chool chool hou catior | - - rs | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ | s Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. | on Theo | ess Sory So 14 nunic | chool chool hou catior | - - rs I- I- | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 | s Manager bes of Com tyles of Lea | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management | on Theo | ess Sory So 14 nunic nunic 15 | chool chool hou catior catior | - - rs 1- 1- | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of | s Manager bes of Com tyles of Lea Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management | • Comn f Comn | ess Sory So 14 nunic nunic 15 | chool chool hou catior catior | - - rs I- I- | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- | s Manager bes of Com tyles of Lea Manager | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta - Budgeting- Controlling. | • Comn f Comn | ess Sory So 14 nunic nunic 15 Dire | hool chool hou catior catior | - rs l- l- | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 | s Manager bes of Com tyles of Lea Manager Reporting | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership ment Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management ment- POSDCORB- Planning- Organising- Sta - Budgeting- Controlling. Motivation and MBO | on Theo Comn f Comn ffing- | ess Sory So ory So 14 nunic nunic 15 Dire 15 | hou hou hou atior atior hou cting | - - - - - - - - - - - - - - - - - - - | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 Motivation-M | s Manager bes of Com tyles of Lea Manager Reporting- | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta Budgeting- Controlling. Motivation and MBO efinition- Nature of Motivation- Types of Motiv | ffing- | ss Sory So 14 nunic nunic 15 Dire 15 Moti | hou chool chool chool chool chou catior catior catior catior catior catior | rs I- I- Trs Trs Trs n | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 Motivation-M Need- Theorie | s Manager bes of Com tyles of Lea Manager Reporting- eaning- De es of Motiv | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta Budgeting- Controlling. Motivation and MBO efinition- Nature of Motivation- Types of Motivation- Management by Objectives (MBO) - Introd | ffing- | ss Sory So 14 nunic nunic 15 Dire 15 Moti | hou chool chool chool chool chou catior catior catior catior catior catior | rs 1- 1- <u>rs</u> 5- <u>rs</u> n | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 Motivation-M Need- Theorie | s Manager bes of Com tyles of Lea Manager Reporting- eaning- De es of Motiv | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta Budgeting- Controlling. Motivation and MBO efinition- Nature of Motivation- Types of Motiv | ffing- | ss Sory So 14 nunic nunic 15 Dire 15 Moti | hou chool chool chool chool chou catior catior catior catior catior catior | rs I- I- Trs Trs Trs n | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 Motivation-M Need- Theorie MBO- Advant | s Manager bes of Com tyles of Lea Manager Reporting- eaning- De es of Motiv | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- imunication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta Budgeting- Controlling. Motivation and MBO efinition- Nature of Motivation- Types of Motiv vation- Management by Objectives (MBO) - Introd Disadvantages of MBO. | ffing- | ss Sory So 14 nunic nunic 15 Dire 15 Moti Proc | hou chool chool chool catior catior catior catior catior catior | - rs 1- rs 7- rs 7- rs n of | |
| Empirical Sch Mathematical Unit:3 Henry Fayol' Meaning- Typ Leadership- S Unit:4 Functions of Coordinating- Unit:5 Motivation-M Need- Theorie MBO- Advant | ool- Social School. s Manager bes of Com tyles of Lea Manager Reporting- eaning- Do es of Motiv tages and D | nt Thoughts- Six School of Thoughts- Managemen I System School- Human Relations School- Decision Communication and Leadership nent Principles- Taylor's Management Principles- munication- Process of Communication- Barriers of adership- Qualities of Leadership. Functions of Management nent- POSDCORB- Planning- Organising- Sta Budgeting- Controlling. Motivation and MBO efinition- Nature of Motivation- Types of Motivation- Management by Objectives (MBO) - Introd | ffing- | ss Sory So 14 nunic nunic 15 Dire 15 Moti Proc | hou chool chool chool chool chou catior catior catior catior catior catior | - rs 1- rs 7- rs 7- rs n of | |

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| | Total Lecture hours | 75 hours |
|---------|---|-----------------|
| Bool | k(s) for Study | |
| | Essentials of Management: An International Perspective- Koontz, H., & Weihrich, H McGraw Hill. | I. New Delhi: |
| 2 N | Management- Stoner, J. A.F., & Wankel, C. New Delhi: Prentice Hall India | |
| | | |
| Book | k(s) for Reference | |
| 1 | Practice of Management- Drucker, P. F.New York: Harper & Row. | |
| Rela | ated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| | https://courses.lumenlearning.com/suny-principlesmanagement/chapter/print of-management/ | nary-functions- |
| · · · · | | |

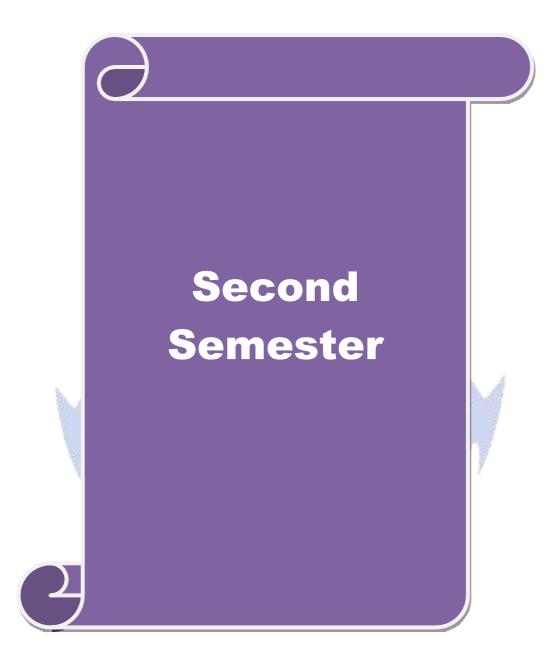
| Cos | PO1 | PO2 | nme Ou PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|---------|------------|---------|---------------|-----|-----|-----|------------|------|-----|-------------|
| CO1 | S | S | M | S | S | S | S | Μ | Μ | Μ |
| CO2 | S | S | S | M | S | S | M | M | M | S |
| CO3 | S | M | S | L | S | Μ | S | M | Μ | Μ |
| CO4 | Μ | S | Μ | S | S | S | Μ | L | Μ | Μ |
| CO5 | S | S | Μ | Μ | Μ | S | Μ | Μ | Μ | Μ |
| | 100 | 61 | | | | | | .8 7 | 1 | |
| *S-Stro | ong; M-N | Iedium; | L-Low | | | | 60 | | | |
| | | | 1925 | No. | | - | 1 | | | |

1

| Course code | 1AA | INFORMATION, COMMUNICATION AND AUTOMATION | L | T | Р | C |
|----------------------|---------------------|--|---------------|-------|-----------|-----|
| Allied | I | ALLIED-I | 3 | | | 3 |
| Pre-requisite | <u>,</u> | Basics of Computer | Sylla Vers | | 202 21 | 0- |
| Course Object | tives: | | | | | |
| The main object | ctives of thi | s course are to: | | | | |
| 1. Get intro | duced to co | mputer and its uses | | | | |
| | | he communication process | | | | |
| 3. Use of con | mputer in to | ourism and allied sector | | | | |
| Expected Cou | rse Outcor | nes | | | | |
| - | | etion of the course, student will be able to: | | | | |
| | - | est suited communication type for tourism sector | | | K | [1 |
| | - | s the communication types | | | K | 2 |
| - | | ne the uses of computer in tourism sector | | | K | 3 |
| | | nd allied services in an easy and effective manner | | | K | 6 |
| 5 Establis | hing a stror | ig database of tourism resources | | | K | 3 |
| K1 - Rememb | oer; K2 - Ui | nd <mark>er</mark> stand; K3 - Apply; K4 - An <mark>al</mark> yze; K5 - Evaluate; 1 | K6 – (| Creat | e | |
| E. | | | á. | | | |
| Unit:1 | | Communication | | 18 | 8 hou | irs |
| Communicati | on- Formal | urism Sector- Types of Communication- Verb - Informal Communication- Tools for effective Com on- Functions of Communication. | | | | al |
| Unit:2 | 1 | Information | | 18 | 3 hou | irs |
| | age of Con | Types of Information Systems- Sources of Inf nputers in Information analysis- Role of Travel guide | | | | |
| Unit:3 | | Computer and its Application | | 18 | 8 hou | irs |
| | | er- History- Need- Advantages- Application of Con | mpute | r in | trave | el |
| | | | | | | |
| Unit:4 | | Uses of Computer | | | ' hou | irs |
| | | ation system- Need- Multimedia- Electronic Mail Sy er-based reservation (Airline and Hotel Booking). | stem- | Fax | _ | |
| Unit:5 | N | Modern day Applications of Computer | | 17 | ' hou | irs |
| | | Computer- Customer Database- Development of Sho | ort filr | ns- V | /irtua | al |
| tours- Videog | raphy- Inter | ractive Websites. | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | irs |
| | 1 | | | - | | |

| Ex | pert lectures, online seminars – webinars | |
|----|--|------------------|
| | | |
| | Total Lecture hours | 90 hours |
| Bo | ook(s) for Study | |
| 1 | Fundamentals of Computers- Rajaraman, V., & Adabala, N: PHI Learning Pvt. I | .td. |
| 2 | Fundamentals of Information Technology- Bharihoke, D. New Delhi: Excel Boo | ks |
| | | |
| Bo | ook(s) for Reference | |
| 1 | Computer Applications in Tourism and Hospitality Industry- Sheikh Bilal. LAP Publishing | Lambert Academic |
| | | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 | https://www.researchgate.net/publication/330104936_The_Effect_of_IC | T_Application_on |
| | _the_Tourism_and_Hospitality_Industries_in_London | |
| | | |
| Co | ourse Designed By: A. SURESH BABU (sureshbabu1510@gmail.com) | |

| Mappi | ng with | Program | nme Ou | tcomes | 120 | | 1 | | | |
|------------|------------|---------|--------|--------|-----|------------|------------|------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | S | S | Μ | L | M | M | S | L |
| CO2 | S | S | S | S | L | Μ | S | L | Μ | М |
| CO3 | Μ | S | S | S | Μ | M | S | M | Μ | S |
| CO4 | S | Μ | S | M | S | Μ | M | M | Μ | М |
| CO5 | Μ | Μ | S | S | S | S | S | S | Μ | S |
| | | | 8 | | 32- | | | mile | and the | |



| Cou | rse code | 23A | ECONOMICS OF TOURISM | L | Т | P | С |
|--|--------------|---------------------|---|----------------|-------|-----------|-----|
| Core |) | | CORE-III | 4 | | | 4 |
| Pre | e-requisite | | Meaning of Demand and Supply | Sylla Versi | | 202 21 | 0- |
| | rse Object | | | | | | |
| The | main objec | ctives of thi | s course are to: | | | | |
| | | - | Economics | | | | |
| | | | cation and functions Economics in Tourism | | | | |
| 3. | Learn the | economical | impacts on tourism sector | | | | |
| Exp | ected Cou | rse Outcon | nes: | | | | |
| - | | | etion of the course, student will be able to: | | | | |
| 1 Describe the benefits experienced by the tourism sector. | | | | | | | 2 |
| 2 | | | | | | K | 2 |
| 3 | | | ret the impacts for the development of tourism. | | | K | 3 |
| 4 | | e tourism fo | | | | K | 2 |
| 5 | | | m tourism sector. | | | K | X |
| K1 | - Rememb | oer; K2 - Ui | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I | <u> 36 – (</u> | Creat | e | |
| | | , | A AREASA | | | | |
| Un | it:1 | | Introduction to Tourism Economics | | 14 | hou | Irs |
| Sig | nificance | | nics- Meaning and Definitio <mark>n- Tourism</mark> Econor n Economics- Benefits of Tourism Economics- M | | | | |
| Tou | ırism. 📐 | | Consider and the second | ļ | | | |
| Un | it·2 | | Demand and Supply | | 15 | hou | rs |
| | | nand- Mear | ning and Definition- Types of Tourism Demand- | Deteri | | | |
| | | | ators of Tourism Demand- Demand Elasticity- Suppl | | | | |
| Def | inition- Su | pply in Tou | arism- Process of Product Development. | | | | |
| | | 1 | | | | | |
| Uni | | | Impacts on Tourism Sector | • | | hou | |
| | | | eaning-Need to study the Impact of Tourism- Econ of Tourism- Foreign Exchange- Multiplier Effect. | omic | Impa | act c |)t |
| 100 | 115111- 500 | iai inipacts | or rourism-roleign exchange- Multiplier Effect. | | | | |
| Un | it:4 | | Forecasting | | 15 | hou | Irs |
| Τοι | rism Fore | casting- Ba | lance of payment- Balance of Trade- Inflation and Del | latior | - Bil | atera | ıl |
| Agı | reements | - Employm | ent and Income Generation. | | | | |
| | | | | | | | |
| Un | | 1 / | Policy and Planning Perspectives | | | hou | |
| | | - | nd National Economy- Tourism Contribution to GDP- limensions of tourism planning. | Tour | ısm p | 20110 | У |
| anu | plaining- | Changing | minensions of tourism planning. | | | | |
| Un | it:6 | | Contemporary Issues | | 2 | hou | Irs |
| Exp | pert lecture | es, online se | minars – webinars | | | | |
| | | | | | | | |
| | | | Total Lecture hours | | 75 | hou | Irs |
| Boo | ok(s) for S | tudy | | | | | |

| 1 | Economics of Tourism-Kamra, K.K. New Delhi: Kaniskha Publishers. |
|----|--|
| 2 | Economics of Tourism and Development- Romila Chawla, New Delhi: Sonali Publications. |
| | |
| | |
| Bo | ook(s) for Reference |
| 1 | The Economics of Recreation, Leisure and Tourism- Tribe, John. Burlington: Elsevier |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://81.47.175.201/stodomingo/attachments/article/9/EconomicImpactsofTourism.pdf |
| 2 | http://ecoursesonline.iasri.res.in/mod/page/view.php?id=4391 |
| | |
| Co | ourse Designed By: R. NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ng with | Program | nme Out | tcomes | 10 Ya | | | | | |
|------------|------------|---------|---------|--------|-------|------------|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | Μ | Μ | Μ | L | S | L | Μ |
| CO2 | S | S | S | L | М | Μ | M | Μ | Μ | Μ |
| CO3 | S | S | S | Μ | Μ | Μ | M | Μ | Μ | Μ |
| CO4 | L | S | S | L | Μ | Μ | S | S | S | Μ |
| CO5 | S | S | S | Μ | L | Μ | Μ | S | S | Μ |
| | | | | 1.11 | | 1 | 1.5 | 10 | | |

| 0 | 23B | TRAVEL MANAGEMENT | L | Т | Р | С |
|---|--|---|-----------------------------------|--|--|---|
| Core | | CORE-IV | 4 | | | 4 |
| Pre-requisite | | Basics of Travel | lla Versi | bus ion | 2020 21 |)- |
| Course Object | ives: | | • | | | |
| The main objec | tives of this | s course are to: | | | | |
| | | about the travel business. | | | | |
| | | e travellers and necessary documents to travel. | | | | |
| 3. Role and | relationship | o of allied sectors. | | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| | | tion of the course, student will be able to: | | | | |
| | 1 | cs of tourism concepts and identify the functions of tou | ırism | | K | 1 |
| | providers. | A. 1650 10 | | | | |
| 2 Classify | various do | cuments for travel and indicate its significance. | | | K | 2 |
| 3 Describe | e the types of | of traveler and administer their requisites accordingly. | | | K | 3 |
| 4 Connect | and correla | ate the role and responsibility of allied sectors. | | | K | 4 |
| 5 Adapt th | e policy an | d understand its effectiveness. | | | K | 6 |
| K1 - Rememb | er; K2 - U r | nd <mark>er</mark> stand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H | K6 - (| Creat | e | |
| Unit:1 | 1 1 | Travel Business | Å. | | 5 hou | |
| | | eaning-Significance- Travel Business- Meaning- T | ypes | 01 | | |
| | | y- Meaning and Definition- Role and Types- Func Meaning-Functions and Types. | ctions | of ' | Trave | |
| Agency-Tour | | Meaning- Functions and Types. | ctions | | | 21 |
| Agency-Tour Unit:2 | Operator- N | Meaning- Functions and Types. Travel Formalities | | 15 | 5 hou | rs |
| Agency-Tour Unit:2 Travel Forma | Operator- M lities and H - Meaning | Meaning- Functions and Types. | reign | 15 Excl | 5 hou nange | rs |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary | Operator- M lities and H - Meaning | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- | reign | 15 Excl parat | 5 hou nange ion o | rs - f |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 | Operator- M lities and H 7- Meaning | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers | reign - Prej | 15 Exch parat | 5 hou hange ion o 5 hou | rs f rs |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India | Operator- N lities and F - Meaning eaning- Ty an (NRI) - | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- | reign - Prej | 15 Excl parat 15 rists- | 5 hou hange ion o 5 hou | rs f rs rs |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India | Operator- M lities and H - Meaning eaning- Ty an (NRI) - erences tow | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travellers | reign - Prej | 15 Excl parat 15 rists- of W | 5 hou hange ion o 5 hou | rs f rs rs n |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India Tourists- Prefe Unit:4 Allied Sectors | Operator- M lities and H - Meaning - eaning- Ty an (NRI) - erences tow T - connected | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travels selection of Destination and attraction. | reign - Prej n Tou raits | 15 Exch parat 15 rists- of W | 5 hou hange ion o 5 hou · Non /ester 4 hou | rs f rs rs rs rs rs |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India Tourists- Prefe Unit:4 Allied Sectors | Operator- M lities and H - Meaning - eaning- Ty an (NRI) - erences tow T connected s- Cab Ope | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travels selection of Destination and attraction. itle of the Unit (Capitalize each Word) to Tourism and Travel- Hotels-Transport Sector- Ain | reign - Prej n Tou raits | 15 Exch parat 15 rists- of W 14 il- Ci | 5 hou hange ion o 5 hou · Non /ester 4 hou | rs f rs rs rs - |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India Tourists- Prefe Unit:4 Allied Sectors Motor Coache Unit:5 Strategies tow | Operator- M lities and H - Meaning - eaning- Ty an (NRI) - erences tow T connected s- Cab Ope T ards Touris | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travels selection of Destination and attraction. itle of the Unit (Capitalize each Word) to Tourism and Travel- Hotels-Transport Sector- Air itle of the Unit (Capitalize each Word) m Development- Agencies Working towards Tourism | r- Rai | 15 Excl parat 15 rists- of W 14 il- Ci | 5 hou hange ion o 5 hou · Non /ester 4 hou ruises | rs f rs rs rs - n |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India Tourists- Prefe Unit:4 Allied Sectors Motor Coache Unit:5 Strategies tow | Operator- M lities and H - Meaning - eaning- Ty an (NRI) - erences tow T connected s- Cab Ope T ards Touris | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For - Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travels selection of Destination and attraction. itle of the Unit (Capitalize each Word) to Tourism and Travel- Hotels-Transport Sector- Air itle of the Unit (Capitalize each Word) itle of the Unit (Capitalize each Word) itle of the Unit (Capitalize each Word) | r- Rai | 15 Excl parat 15 rists- of W 14 il- Ci | 5 hou hange ion o 5 hou · Non /ester 4 hou ruises | rs f rs rs rs rs - n |
| Agency-Tour Unit:2 Travel Forma Tour Itinerary Tour Itinerary Unit:3 Travellers- M Resident India Tourists- Prefe Unit:4 Allied Sectors Motor Coache Unit:5 Strategies tow | Operator- M lities and H - Meaning - eaning- Ty an (NRI) - erences tow T connected s- Cab Ope T ards Touris | Meaning- Functions and Types. Travel Formalities Regulations- Travel Documents- Passport-VISA- For Steps to prepare Itinerary-Importance of Itinerary- Types of Travellers pes of Travellers pes of Travellers- Indian Travellers- Traits of Indian Person of Indian Origin (PIO)- Foreign National- Travels selection of Destination and attraction. itle of the Unit (Capitalize each Word) to Tourism and Travel- Hotels-Transport Sector- Air itle of the Unit (Capitalize each Word) m Development- Agencies Working towards Tourism | r- Rai | 15 Excl parat 15 rists- of W 14 il- Cr il- Cr 14 elopn | 5 hou hange ion o 5 hou · Non /ester 4 hou ruises | rs f rs rs rs rs |

| | | Total Lecture hours | 75 hours |
|-----------|--|---|------------|
| Bo | ok(s) for S | tudy | |
| 1 | Travel Age | ncy Mgt- An Introductory Text- Mohinder Chand, New Delhi: Anmol Pu | blications |
| 2 | Travel Age Publishers | ncy Operations- Concepts and Principles- Jagmohan Negi, New Delhi: K | aniskha |
| + | T dominiers | | |
| | 1 dominers | | |
| Bo | ook(s) for R | eference | |
| Bo | ook(s) for R | eference Principles and Practices- Swain, S. K., & Mishra, J. M. Oxford University | / Press |
| 1 | ook(s) for R Tourism: 1 | Principles and Practices- Swain, S. K., & Mishra, J. M. Oxford University | / Press |
| 1 | ook(s) for R Tourism: 1 | | / Press |
| 1 | ook(s) for R Tourism: 1 Plated Onlin | Principles and Practices- Swain, S. K., & Mishra, J. M. Oxford University | / Press |

| Mappi | ng with | Program | nme Ou | tcomes | aic | 163 | 6.6 | | | |
|-------|------------|---------|--------|--------|-----------|-----|------------|------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | M | Μ | Μ | Μ | Μ | M | Μ | Μ |
| CO2 | S | S | M | S | S | S | L | Μ | L | Μ |
| CO3 | S | S | M | S | S | S | Μ | Μ | M | Μ |
| CO4 | S | M | Μ | S | S | L | M | S | Μ | Μ |
| CO5 | S | S | Μ | M | Μ | Μ | M | Μ | Μ | L |
| | | B.rg | 18 | New | Summer of | A | Silly . | 2000 | 8 | |

| Course code | 2AP | INFORMATION, COMMUNICATION AND AUTOMATION | L | Т | Р | С |
|---|---|--|--------------------------------------|--|---|---|
| Allied | | ALLIED-II | | | 3 | 3 |
| Pre-requisite | | Know to Work with Computer | Sylla Vers | | 202 21 | 0- |
| Course Object | tives: | | | | | |
| The main objec | ctives of thi | s course are to: | | | | |
| 1. Create doo | cuments in | MS Office. | | | | |
| 1 | • | with the help of computer. | | | | |
| 3. Communi | cate with se | ervice providers via electronic forms. | | | | |
| Exposted Cou | nga Autoon | nogi | | | | |
| Expected Cou | | etion of the course, student will be able to: | | | | |
| | I | ice the data. | | | K | 1 |
| | dvertising | | | | | .6 |
| | a tour sched | | | | | .0 .6 |
| 0 | | of tourist arrivals. | | | K | |
| | | vith diagrams and graphs. | | | K | |
| | c the fueld v | and gruphs. | | | 13 | |
| | | nderstand: K3 - Apply: K4 - Analyze: K5 - Evaluate: | K6 – | Creat | e | |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – | Creat | e | |
| K1 - Rememb Unit:1 Introduction to Editing a Wor | oer; K2 - U MS Offic d Documer | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a | Word | 18 Docu | B hou Iment | t- |
| K1 - Rememb Unit:1 Introduction t Editing a Wor Preview and F Unit:2 | o MS Offic d Documer Printing. | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word | Word nd Rep | 18 Docu place | 3 hou iment - Prir 3 hou | t- it i rs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of | er; K2 - Un o MS Offic d Documen Printing. Text- Parag | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a | Word nd Rep | 18 Docu place | 3 hou iment - Prir 3 hou | t- nt I rs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set | er; K2 - Un o MS Offic d Documen Printing. Text- Parag | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. | Word nd Rep | 18 Docu place 18 ginati | 3 hou Iment - Prir 3 hou on of | t- it i rs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 | ber; K2 - Un o MS Offic o Documen Printing. Text- Parag ting of Mar | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel | Word nd Rep ut- Pag | 18 Docu place 18 ginati | 3 hou iment - Prir 3 hou on of 7 hou | t- it irs |
| K1 - Rememb Unit:1 Introduction te Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction te | o MS Offic o MS Offic d Documer Printing. Text- Parag ting of Mar | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. | Word nd Rep ut- Pag | 18 Docu place 18 ginati | 3 hou iment - Prir 3 hou on of 7 hou | t- it irs |
| K1 - Rememb Unit:1 Introduction te Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction te | o MS Offic o MS Offic d Documer Printing. Text- Parag ting of Mar | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel urts of Excel- Workspace creation- Tool bar and Shor | Word nd Rep ut- Pag | 18 Docu place 18 ginati 17 Comn | 3 hou iment - Prir 3 hou on of 7 hou | t- it irs irs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 | er; K2 - Un o MS Offic d Documen Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. | Word nd Rep ut- Pag | 18 Docu place 18 ginati 17 Comm | 3 hou imenti- - Prir 3 hou on of 7 hou hands 3 hou | t- it irs irs irs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 Introduction to Shows- Prepa | o MS Offic o MS Offic d Documer Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In o Power P uring a Tou | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. MS Power point | Word nd Rep ut- Pag rtcut C | 18 Docu place 18 ginati 20mn 17 Comn 18 ions- | 3 hou iment Prir 3 hou on of 7 hou nands 3 hou Slid | t- it irs irs irs le |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 Introduction t | o MS Offic o MS Offic d Documer Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In o Power P uring a Tou | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a int- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. MS Power point coint- Creating a Slide- Adding Picture- Designs- A | Word nd Rep ut- Pag rtcut C | 18 Docu place 18 ginati 20mn 17 Comn 18 ions- | 3 hou iment Prir 3 hou on of 7 hou nands 3 hou Slid | t- it irs irs irs le |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 Introduction to Shows- Prepa | o MS Offic o MS Offic d Documer Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In o Power P uring a Tou | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a int- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. MS Power point coint- Creating a Slide- Adding Picture- Designs- A | Word nd Rep ut- Pag rtcut C | 18 Docu place 18 ginati 17 Comn 18 ions- Arriva | 3 hou iment Prir 3 hou on of 7 hou nands 3 hou Slid | t- it irs irs irs d |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 Introduction to Shows- Prepa Departure Sch Unit:5 Letter Draftin | er; K2 - Un o MS Offic d Documen Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In o Power Paring a Tom edules. g- Sending | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a int- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layor gins- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. MS Power point coint- Creating a Slide- Adding Picture- Designs- A ur Advertisement- Preparing Tour Schedule- Prepa | Word nd Rep ut- Pag rtcut C | 18 Docu place 18 ginati 17 Comm 18 ions- Arriva | 3 hou iment - Prir 3 hou on of 7 hou 3 hou 3 hou 3 hou 3 lid al an 7 hou | irs d irs |
| K1 - Rememb Unit:1 Introduction to Editing a Wor Preview and F Unit:2 Formatting of Document- Set Unit:3 Introduction to Types of data- Unit:4 Introduction to Shows- Prepa Departure Sch Unit:5 Letter Draftin | er; K2 - Un o MS Offic d Documen Printing. Text- Parag ting of Mar o Excel- Pa - Editing- In o Power Paring a Tom edules. g- Sending | Introduction to MS Office e- MS Word- Creating a Word Document- Saving a nt- Replacing- Deleting- Copying and Pasting- Find a MS Word graphs- Fonts- Columns- Tables- Borders- Page Layou graphs- Fonts- Columns- Tables- Borders- Page Layou graphs- Creating Page Numbers- Header and Footer. MS Excel arts of Excel- Workspace creation- Tool bar and Shor nserting- Deleting of Rows and Columns. MS Power point oint- Creating a Slide- Adding Picture- Designs- A ur Advertisement- Preparing Tour Schedule- Prepa Letter Drafting and Receiving Reply form Hotels- Preparing an Itine | Word nd Rep ut- Pag rtcut C | 18 Docu place 18 ginati 17 Comm 18 ions- Arriva Arriva | 3 hou iment - Prir 3 hou on of 7 hou 3 hou 3 hou 3 hou 3 lid al an 7 hou | t- nt Irs Irs Irs Ie d Irs ft |

| | | Total Lecture hours | 90 hours |
|----|--------------|--|----------|
| Bo | ook(s) for S | tudy | |
| 1 | Computer l | Fundamentals- Pradeep K.Sinha and Priti Sinha, New Delhi : BPB Publica | tions, |
| 2 | Fundament | als of Computers- Rajaraman, V., & Adabala, N: PHI Learning Pvt. Ltd. | |
| | | | |
| | | | |
| Bo | ook(s) for F | eference | |
| 1 | Introducti | on to Computers- Gary B Shelly et al. USA.: Cengage Learning | |
| | | | |
| Ke | elated Onli | ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 | | | |
| 2 | | | |
| 4 | | | |
| | | | |
| Co | ourse Desig | ed By: A. SURESH BABU (sureshbabu1510@gmail.com) | |

| Mapping with Programme Outcomes | | | | | | | | | | |
|---------------------------------|------------|-----|-----|--------|--------|------------|-----|------------|------------|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | M | Μ | S | Μ | L | Μ | S |
| CO2 | S | S | S | Μ | L | L | M | M | S | S |
| CO3 | S | Μ | S | L | Μ | L | L | M | Μ | Μ |
| CO4 | Μ | S | S | Μ | L | Μ | S | Μ | Μ | S |
| CO5 | S | S | S | S | Μ | Μ | S | Μ | M | S |
| | a second | 1 | 1 | 1-1-50 | · hour | 1.00 | 1-9 | 1 | 1.0 | |



| Course code | 33A | FOREIGN LANGUAGE FOR COMMUNICATION –FRENCH -I | L | Т | Р | C | |
|--|------------------------------|--|----------------|------|-----------|----------|--|
| Core | | CORE-V | 4 | | | 4 | |
| Pre-requisite | | Interest to Learn French | Sylla Versi | | 202 21 | 0- | |
| Course Object | | | | | | | |
| The main object | tives of thi | s course are to: | | | | | |
| 2. Know the | salutations | and numbers. and basic conversations. spondences. | | | | | |
| Expected Cou | | ▲ | | | | | |
| - | | etion of the course, student will be able to: | | | | | |
| | e in French | | | | V | [] | |
| 1 Infroduce in Freien IXI 2 Understand the basic conversation K2 | | | | | | | |
| | | | | | | .2 [2 | |
| | mple senter pout the time | | | | | .2 [] | |
| | | | | | | | |
| | | on of simple sentences | V | | | [1 | |
| KI - Rememb | er; K 2 - Ui | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K0 – (| reat | e | | |
| Unit:1 | | Introduction To French | 3 | 14 | 5 hou | | |
| Greetings, Int | roduction 1 | | 1 | 13 | o nou | Irs | |
| Oreetings, Int. | | vulliders. | | | | | |
| Unit:2 | | Basic Etiquettes | | 15 | 5 hou | irs | |
| | intries and | currencies, Physical descriptions, Correspondence, Ti | mes ar | | | | |
| 1 | 1 | | | | | | |
| Unit:3 | | Leisure Activities | | 15 | 5 hou | irs | |
| The Post Offic | ce, Food, L | eisure activities (1) Everyday life Lesson, The Restau | rant, T | he T | axi | | |
| Unit:4 | | The Station | | 14 | l hou | irs | |
| | he Bank, T | The Media (1), The Past, The Car, Going to the show | | | | | |
| | | | | | | | |
| Unit:5 | | Meals | | 14 | l hou | ırs | |
| Meals, The W | eather, The | e Telephone (1), The Café | | | | | |
| Unit:6Contemporary Issues2 hou | | | | | | | |
| Expert lecture | s, online se | minars – webinars | | | | | |
| | | Total Lecture hours | | 75 | 5 hou | irs | |
| Book(s) for S | • | | | | | | |
| 1 Contact Fre | ench Made E | asy- A Course for Beginners- Francois Makowski. | | | | | |
| | | | | | | | |

| Bo | ook(s) for Reference | | | | | | |
|----|--|--|--|--|--|--|--|
| 1 | | | | | | | |
| 2 | | | | | | | |
| | | | | | | | |
| Re | Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | | | | | | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 4 | | | | | | | |
| | | | | | | | |
| Co | ourse Designed By: A.SURESH BABU (sureshbabu1510@gmail.com) | | | | | | |

| Mappi | ng with | Program | nme Out | comes | | | | | | |
|-------|---------|---------|---------|-------|------|------------|------------|------------|------------|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | L | S 🥌 | Μ | Μ | L | S | L | L |
| CO2 | S | Μ | L | Μ | S | Μ | Μ | S | Μ | Μ |
| CO3 | S | S | L | Μ | S | Μ | M | S | L | Μ |
| CO4 | Μ | Μ | L | Μ | Μ | Μ | L | Μ | L | Μ |
| CO5 | S | Μ | L | S | S | Μ | M | Μ | L | Μ |
| | | | 12 | | A.F. | CYA | | | | |



| Course code | 33B | INDIAN GEOGRAPHY | L | Т | Р | С |
|--|---------------------------------------|--|-----------------------------|--|--|-------------------------------|
| Core | | CORE-VI | 4 | | | 4 |
| Pre-requisite | | Basics of Geography | Sylla Versi | | 2020 21 |)- |
| Course Object | | | | | | |
| The main objec | tives of thi | s course are to: | | | | |
| | | eatures of India. | | | | |
| | | cal treasures. | | | | |
| 3. Know abo | out seasona | lity and tourism. | | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| <u> </u> | | etion of the course, student will be able to: | | | | |
| 1 Describe | e the role of | f geography in tourism. | | | K | 1 |
| 2 Discuss the relationship between seasonality and tourism. | | | | | | |
| 3 Classify the type of natural resources used for tourism sector. | | | | | | |
| 4 Illustrate the geographical features of tourism system model. | | | | | | |
| 5 Assemb | le different | natural resources for tourism. | | | K | 6 |
| K1 - Rememb | er; K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | e | |
| | | | | | | |
| Unit:1 | 1 18 | Geography-An Introduction | Å | 15 | 5 hou | rs |
| States UT's a | nd Canitale | - Physical Features- The Mighty Himalayas- The Pen | | D1 . | | |
| | nu Capitais | | insula | | | |
| Unit:2 | 10 | Seasons | | 14 | l hou | |
| Unit:2 | 10 | | | 14 | l hou | |
| Unit:2 Climate- Mea Season. | 10 | Seasons ate and Tourism- Season- Meaning- Seasonality and | | 14 sm- 7 | hou Types | of |
| Unit:2 Climate- Mea Season. Unit:3 | ning- Clima | Seasons ate and Tourism- Season- Meaning- Seasonality and Vegetation | Touris | 14 sm- 7 15 | hou Fypes hou | rs |
| Unit:2 Climate- Mea Season. Unit:3 Natural Veget | ning- Clima | Seasons ate and Tourism- Season- Meaning- Seasonality and | Touris | 14 sm- 7 15 static | hou Fypes hou | rs d |
| Unit:2 Climate- Mear Season. Unit:3 Natural Veget Deforestation- | ning- Clima | Seasons ate and Tourism- Season- Meaning- Seasonality and Vegetation Vegetation Soils- Types of Soils- Forests- Types of Forests- 4 | Touris | 14 sm- 7 15 static n To | hou Fypes hou | d n |
| Unit:2 Climate- Mean Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 | ning- Clima ations and Deserts- | Seasons ate and Tourism- Season- Meaning- Seasonality and Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habi | Touris Affore itats i | 14 sm- 7 15 static n To 14 | hou Fypes hou on an ourist | rs d n rs |
| Unit:2 Climate- Mean Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 | ations and Deserts- | Seasons ate and Tourism- Season- Meaning- Seasonality and Vegetation Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habit Rivers Rivers sm- Rivers of North India- Rivers of Eastern India- R | Touris Affore itats i | 14 sm- 7 15 static n To 14 | hou Fypes hou on an ourist | rs d n rs |
| Unit:2 Climate- Mear Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 Rivers- Rivers | ations and Deserts- | Seasons Seasons Altern and Tourism- Season- Meaning- Seasonality and Vegetation Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habi Rivers Sm- Rivers of North India- Rivers of Eastern India- R hern India. | Touris Affore itats i | 14 sm- 7 sm- 7 static n To 14 of W | hou Fypes hou on an ourist | rs d n rs n |
| Unit:2 Climate- Mea Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 Rivers- Rivers India and Rive | ations and Deserts- | Seasons ate and Tourism- Season- Meaning- Seasonality and Vegetation Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habit Rivers Rivers sm- Rivers of North India- Rivers of Eastern India- R | Affore itats i | 14 sm- 7 static n To 14 of W | hou Fypes hou on an ourist hou ester | rs d n rs n rs |
| Unit:2 Climate- Mea Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 Rivers- Rivers India and Rive | ations and Deserts- | Seasons Seasons Altern and Tourism- Season- Meaning- Seasonality and Vegetation Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habit Rivers Sm- Rivers of North India- Rivers of Eastern India- R nern India. Tourism Systems al Tourist Movements- Leiper Tourism System- Airlin | Affore itats i | 14 sm- 7 static n To 14 of W 15 d Ain | hou Fypes hou on an ourisr hou ester bhou | rs n rs n rs |
| Unit:2 Climate- Mean Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 Rivers- Rivers India and River Unit:5 Factors Affect Unit:6 | ning- Clima ations and Deserts- | Seasons Season- Meaning- Seasonality and Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habi Rivers Sm- Rivers of North India- Rivers of Eastern India- R Tourism Systems | Affore itats i | 14 sm- 7 static n To 14 of W 15 d Ain | hou Fypes hou on an ourist hou ester | rs n rs n rs |
| Unit:2 Climate- Mean Season. Unit:3 Natural Veget Deforestation- Promotion. Unit:4 Rivers- Rivers India and River Unit:5 Factors Affect Unit:6 | ning- Clima ations and Deserts- | Seasons Seasons Meaning- Seasonality and Vegetation Soils- Types of Soils- Forests- Types of Forests- A Lakes- Oceans- Wetlands- Role of Natural Habi Rivers Sm- Rivers of North India- Rivers of Eastern India- R Tourism Systems al Tourist Movements- Leiper Tourism System- Airlin Contemporary Issues | Affore itats i | 14 sm- 7 static n To 14 of W 15 d Ain | hou Fypes hou on an ourisr hou ester bhou | rs n rs n rs |

| B | ook(s) for Study |
|----------|---|
| DU | |
| 1 | Physical Geography- Strahler A.N, Wiley International. |
| 2 | Physical Geography- S. Singh, Prayag Pustak Bhavan |
| | |
| | |
| Bo | bok(s) for Reference |
| 1 | An Introduction to the Geography of Tourism- Nelson, V. United Kingdom: Rowman and Littlefield Publisher. |
| 2 | The Geography of Tourism and Recreation-Hall, M., & Page, S.J. London: Routledge |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | file:///G:/BOS%20TOURISM%202020-2021/Tourism%20Geography.pdf |
| | |
| Co | ourse Designed By: R. NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ing with I | Program | nme Ou | tcomes | | | 100 | | | |
|------------|------------|---------|--------|--------|--------------------|------------|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | Μ | Μ | Μ | S | Μ | Μ | Μ |
| CO2 | S | S | S | S | S | Μ | S | S | Μ | S |
| CO3 | S | S | M | S | Μ | S | Μ | S | Μ | S |
| CO4 | S | Μ | S | S | S | Μ | S | S | Μ | S |
| CO5 | S | M | Μ | Μ | Μ | Μ | S | M | Μ | Μ |
| | | | 5.0 | 1000 | Contraction of the | | 11-1-1 | | 6.A8 | |

| Course code | 33C | TOURISM MARKETING | L | Т | Р | C | | |
|-------------------------------|---|---|------------------|----------------------|----------------|------------|--|--|
| Core | | CORE-VII | 4 | | | 4 | | |
| Pre-requisite | | Basics of Market, Customer, and Sales | Sylla Vers | | 202 21 | 0- | | |
| Course Object | | | | | | | | |
| The main object | ctives of thi | s course are to: | | | | | | |
| 2. Learn the | • | f market, marketing process. f marketing and its uses in tourism sector. skills. | | | | | | |
| Expected Cou | rse Outcor | nes: | | | | | | |
| - | | etion of the course, student will be able to: | | | | | | |
| 1 Figure of | 1 Figure out the ways to market tourism products. | | | | | | | |
| 2 Differer | tiate the cu | stomer specific marketing strategies. | | | K | 2 | | |
| 3 Illustrat | e the effecti | iveness of tourism product. | | | K | 2 | | |
| 4 Devise | customized | products and pricing. | | | K | (4 | | |
| 5 Integrat | e the tangib | le and intangibles in service experiences. | | | K | 6 | | |
| Marketing- T Services Mark | ravel Mark ceting- Mea | Concept- Definition- Importance of Marketing- C et- Meaning- Features- Commodity Market- Meanin aning- Salient Features of Services Marketing- Service STP Strategy Meaning- Need and Importance- Bases of Segmenta | ng and s Tria | d Fea ngle. 15 | tures 5 hou | s- Irs | | |
| |) - Meanin | g and Advantages- Market Positioning (P) - Meani | | | | | | |
| Unit:3 | | Tourism Product | | 1/ | hou | inc | | |
| Tourism Pro | | ing- Nature- Types- New Product Development- Broestination Life cycle. | randin | | | | | |
| Unit:4 | | Pricing | | 15 | 5 hou | irs | | |
| Pricing- Mea | 0 | pt- Definition- Pricing of Tourism Products- Strate Promotion- Meaning and types- Promotional I | 0 | | ricing | <u>y</u> - | | |
| Unit:5 | | Extended Marketing Mix | | 14 | hou | irs | | |
| Extended Mar | 0 | - Physical Evidence- Significance of Physical Evidence- ople- Importance and Managing People- Internal Mar | | ngibl | e an | d | | |

| U | Init:6 Contemporary Issues | 2 hours |
|----|---|---------------------|
| Ех | xpert lectures, online seminars – webinars | |
| | | |
| | Total Lectur | e hours 75 hours |
| Bo | book(s) for Study | L |
| 1 | Tourism Marketing- Manjula Chaudhary, New Delhi: Oxford Univer | sity Press |
| 2 | Marketing for Hospitality and Tourism-Prasanna Kumar, McGraw H | ill Education |
| | · | |
| Bo | sook(s) for Reference | |
| 1 | Marketing for Hospitality and Tourism- Philip Kotler et al., New De | elhi: Prentice Hall |
| | | |
| Re | celated Online Contents [MOOC, SWAYAM, NPTEL, Websit | es etc.] |
| 1 | | |
| | sector/documents/instructionalmaterial/wcms_218329.pdf | |
| | | |

Course Designed By: A. SURESH BABU (sureshbabu1510@gmail.com)

| Mappi | Mapping with Programme Outcomes | | | | | | | | | |
|-------|---------------------------------|-----|-----|-----|-----|------------|-----|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | S | Μ | Μ | S | M | Μ | Μ |
| CO2 | Μ | S | M | S | M | Μ | S | S | S | Μ |
| CO3 | S | S | M | S | Μ | Μ | M | Μ | Μ | Μ |
| CO4 | S | Μ | S | S | S | S | S | Μ | M | Μ |
| CO5 | S | S | Μ | Μ | Μ | Μ | M | Μ | L | Μ |
| | 1 | | - | | 0 | | 100 | 8 | 3 | |

| Course code | 33D | LANGUAGE FOR COMMUNICATION – | L | Т | P | С | | |
|--|--|--|----------------|---|-----------------------------------|----|--|--|
| Core | | SPOKEN ENGLISH FOR TOURISM CORE-VIII | 4 | | _ | 4 | | |
| Pre-requisite | | Interest to Participate in Role Plays, Writing and Public Speaking | Sylla Versi | | 202 21 | - | | |
| Course Object | tives | and Public Speaking | vers | IOII | 41 | | | |
| v | | s course are to: | | | | | | |
| Ŭ | | e of developing communication skills. | | | | | | |
| | | ers about the communication process and methods. | | | | | | |
| | | to use the communication methods in tourism-based se | ervice | es. | | | | |
| | | | | | | | | |
| Expected Cou | | | | | | | | |
| On the succes | sful comple | etion of the course, student will be able to: | | | | | | |
| 1 Describe the different forms of communication. | | | | | | | | |
| 2 Develop | pp strong communication skill sets. | | | | | | | |
| 3 Prepare | e notices, brochures, announcements and record. K3 | | | | | | | |
| 4 Connect | ect the tourists effectively. K4 | | | | | | | |
| 5 Establis | h team wor | k. | | | K | 3 | | |
| K1 - Rememb | er; K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H | X6 - (| Creat | e | | | |
| | | | | | | | | |
| Unit:1 | | Business Correspondence | 6 | | 5 hou | | | |
| | | Key Cards- Guide Books- Reports- Letters- Dialogues le Conversation- Telephone Conversation. | betwe | en T | ouris | ts | | |
| | and a | a factor of the second | 1 | | | | | |
| Unit:2 | a 1: | Listening and Speaking | <u> </u> | | 5 hou | | | |
| - | | Dialogues- Role Plays- Wide Range of Accents- Lister ore- Debates- Seminars and Group Discussions. | ning t | σΤο | urisn | 1 | | |
| Auverusemen | is- Extemp | | | | | | | |
| Comment of States | | | | | | | | |
| Unit:3 | | | | 15 | 5 hou | rs | | |
| Unit:3 Writing Skill | | Written Communication | ulars | | 5 hou king | rs | | |
| Writing Skill | s- Drafting | | culars | | | rs | | |
| Writing Skill Announcemer | s- Drafting | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. | culars | - Ma | king | | | |
| Writing Skill Announcemer Unit:4 | s- Drafting nts and Dra | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector | | - Ma | king hou | | | |
| Writing Skill Announcemer Unit:4 Testing and E | s- Drafting nts and Dra valuation in | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo | oking | - Ma 14 g a He | king hou | | | |
| Writing Skill Announcemer Unit:4 Testing and E | s- Drafting nts and Dra valuation in g order from | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector | oking | - Ma 14 g a He | king hou | | | |
| Writing Skill Announcemer Unit:4 Testing and E Room- Taking Handling by a | s- Drafting nts and Dra valuation in g order from | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C | oking | - Ma 14 g a He aint | king I hou otel | rs | | |
| Writing Skill Announcemen Unit:4 Testing and E Room- Taking Handling by a Unit:5 | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector | oking ompl | - Ma 14 g a H aint 14 | king hou | rs | | |
| Writing Skill Announcemer Unit:4 Testing and E Room- Taking Handling by a Unit:5 Preparation of | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector ency List- Preparation of Conferences list- Negotiating | oking ompl | - Ma 14 g a H aint 14 | king I hou otel | rs | | |
| Writing Skill Announcemer Unit:4 Testing and E Room- Taking Handling by a Unit:5 Preparation of | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector | oking ompl | - Ma 14 g a H aint 14 | king I hou otel | rs | | |
| Writing Skill Announcemer Unit:4 Testing and E Room- Taking Handling by a Unit:5 Preparation of | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector ency List- Preparation of Conferences list- Negotiating rary- Preparing Route Map. | oking ompl | - Ma 14 g a He aint 14 a | king I hou otel | rs | | |
| Writing Skill Announcemen Unit:4 Testing and E Room- Taking Handling by a Unit:5 Preparation of Tourists- Prep Unit:6 | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector ency List- Preparation of Conferences list- Negotiating | oking ompl | - Ma 14 g a He aint 14 a | king hou otel hou | rs | | |
| Writing Skill Announcemen Unit:4 Testing and E Room- Taking Handling by a Unit:5 Preparation of Tourists- Prep Unit:6 | s- Drafting nts and Dra valuation in g order from Guide. | Written Communication a Letter- Sending Fax- Memos- Notices- Drafting Circ fting- Sending and Receiving Mails. Communication in Hotel Sector n a given Situation- Enquiries at a Hotel Reception- Bo n Room Service- Explaining an Attraction as Guide- C Communication In Tourism Sector ency List- Preparation of Conferences list- Negotiating cary- Preparing Route Map. Contemporary Issues | oking ompl | - Ma 14 g a He aint 14 a | king hou otel hou | rs | | |

| Bo | ook(s) for Study |
|----|---|
| 1 | English for Travel and Tourism- Leo Jones, Cambridge University Press |
| 2 | English for Hotel and Tourist Industry- Red Revill and Chris, Oxford University Press |
| | |
| | |
| Bo | bok(s) for Reference |
| 1 | Communication for Business- Shirley Taylor: Pearson Education |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001853/M031461/ET/ |
| | <u>152809224414.26Q1.pdf</u> |
| | |
| Co | ourse Designed By: Mr. K. CHANDRAN (md@emperortraveline.com) |

| Mappi | ing with | Program | nme Out | comes | × * | | | | | |
|------------|------------|---------|---------|-------|-----|-----|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | S | М | S | S | S | S | S |
| CO2 | S | S | S | S | S | S | Μ | S | S | S |
| CO3 | Μ | S | S | S | S | S | Μ | S | Μ | Μ |
| CO4 | Μ | S | S | S | S | Μ | S | Μ | S | Μ |
| CO5 | Μ | Μ | S | S | S | Μ | S | S | S | Μ |
| | | | a. 19 | 15 | | | | | | |

| | 3AA | INDIAN CULTURAL HERITAGE | L | Т | Р | С | | |
|---|---|--|----------------------------------|---|---|------------------------------------|--|--|
| Allied | | ALLIED-III | 4 | | | 4 | | |
| Pre-requisite | | Basics of History | Sylla Versi | | 2020 21 | 0- | | |
| Course Object | | | | | | | | |
| The main objec | tives of thi | s course are to: | | | | | | |
| | | nistorical insights of our country. | | | | | | |
| | | al milieu of the country. | | | | | | |
| 3. Aware abo | out the phys | sical and cultural attributes of our early rulers. | | | | | | |
| Expected Cou | rse Outcon | nes: | | | | | | |
| - | | etion of the course, student will be able to: | | | | | | |
| | 1 | al richness of the country. | | | K | 1 | | |
| | ace the literature of the Vedic period. | | | | | | | |
| | Recall the contributions of the early rulers to the country. | | | | | | | |
| | | late the best practices of the early rulers. | | | K | 4 | | |
| | | d cultural exhibits of the country. | | | K | | | |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | | | | |
| | | | | ereu | | | | |
| Unit:1 | | Ancient Civilization | | 15 | 5 hou | rs | | |
| | | - UNESCO- Harappan Culture- Extent and Distribu | tion- | Tow | n | | | |
| Planning and S | Settlement ' | Types- Arts and Agriculture- Language and Script. | | | | | | |
| Unit:2 | Settlement ' | Types- Arts and Agriculture- Language and Script. Religions | | 15 | 5 hou | rs | | |
| Unit:2 Vedic Culture System- Rise | - Aryans- of Jainism | and the second s | Growt | h of | 5 hou Cast | e | | |
| Unit:2 Vedic Culture System- Rise Growth and D | - Aryans- of Jainism | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. | Growt | h of es fo | 5 hou Cast or the | e ir | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 | e- Aryans- of Jainism ecline- Inv | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas | Growt Caus | h of es fo 14 | 5 hou Cast or the: 4 hou | re ir | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult | e- Aryans- of Jainism ecline- Inv ure- Religi | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. | Growt Caus | h of es fo 14 | 5 hou Cast or the: 4 hou | re ir | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult | e- Aryans- of Jainism ecline- Inv ure- Religi | Religions Early Vedic and Later Vedic Culture- Origin and 0 and Buddhism- Principles of Buddhism and Jainism-asion of Alexander. Mauryas Outs Policy- Societal Setup- Economy under Maurya | Growt Caus | h of es fo <u>1</u> 4 niskh | 5 hou Cast or the: 4 hou | e ir rs d | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G | - Aryans- of Jainism ecline- Inv ure- Religi atribution to olden Age | Religions Early Vedic and Later Vedic Culture- Origin and Q and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. | Growt Caus s- Ka Guptas | h of es fo 14 niskh | 5 hou Cast or the: 4 hou ha and 5 hou | e ir rs d | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G Society- Econ | - Aryans- of Jainism ecline- Inv ure- Religi atribution to olden Age | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. Guptas of Guptas- Economy and Religious Growth under C ious situation under Harsha Literature and its impact | Growt Caus s- Ka Guptas | h of es fo 14 niskh 15 - Ha | 5 hou Cast or the: 4 hou ha and 5 hou | e ir rs d | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G Society- Econ Unit:5 | e- Aryans- of Jainism ecline- Inv ure- Religi tribution to olden Age omy- Relig | Religions Early Vedic and Later Vedic Culture- Origin and 0 and Buddhism- Principles of Buddhism and Jainism-asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. Guptas of Guptas- Economy and Religious Growth under Compared to the compared tot the com | Growt • Caus | h of es fo 14 niskh 15 - Ha 14 | 5 hou Cast or the 4 hou na and 5 hou rshas 4 hou | e ir rs d | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G Society- Econ Unit:5 Sangam Age- | e- Aryans- of Jainism ecline- Inv ure- Religi tribution to olden Age omy- Relig | Religions Early Vedic and Later Vedic Culture- Origin and G and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. Guptas of Guptas- Economy and Religious Growth under C ious situation under Harsha Literature and its impact Sangam Age on of Cholas, Cheras, Pandyas and Pallavas towards In | Growt • Caus | h of es fo 14 niskh 15 - Ha 14 Cultu | 5 hou Cast or the 4 hou na and 5 hou rshas 4 hou nre. | e ir rs d rs | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G Society- Econ Unit:5 Sangam Age- Unit:6 | - Aryans- of Jainism ecline- Inv ure- Religi atribution to olden Age omy- Relig | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. Guptas of Guptas- Economy and Religious Growth under C ious situation under Harsha Literature and its impact Sangam Age | Growt • Caus | h of es fo 14 niskh 15 - Ha 14 Cultu | 5 hou Cast or the 4 hou na and 5 hou rshas 4 hou | e ir rs d rs | | |
| Unit:2 Vedic Culture System- Rise Growth and D Unit:3 Mauryan Cult Kushanas Con Unit:4 Gupta Age- G Society- Econ Unit:5 Sangam Age- Unit:6 | - Aryans- of Jainism ecline- Inv ure- Religi atribution to olden Age omy- Relig | Religions Early Vedic and Later Vedic Culture- Origin and C and Buddhism- Principles of Buddhism and Jainism- asion of Alexander. Mauryas ous Policy- Societal Setup- Economy under Maurya o Indian Culture. Guptas of Guptas- Economy and Religious Growth under C ious situation under Harsha Literature and its impact Sangam Age on of Cholas, Cheras, Pandyas and Pallavas towards In Contemporary Issues | Growt • Caus | h of es fo 14 niskh 15 - Ha 14 Cultu | 5 hou Cast or the 4 hou na and 5 hou rshas 4 hou nre. | e ir rs d rs rs | | |

| Bo | pok(s) for Study |
|----|--|
| 1 | Indian Art- Partha Mitter, London: Oxford Publications, |
| 2 | Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education. |
| | |
| | |
| Bo | pok(s) for Reference |
| 1 | The Cultural Heritage of India – By Ramakrishna Mission Institute of Culture |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | https://www.drishtiias.com/images/pdf/secondary%20indian%20culture%20and%20heritag |
| | <u>e.pdf</u> |
| | |
| Co | ourse Designed By: R. SEETHALAKSHMI (seethaprof@gmail.com) |

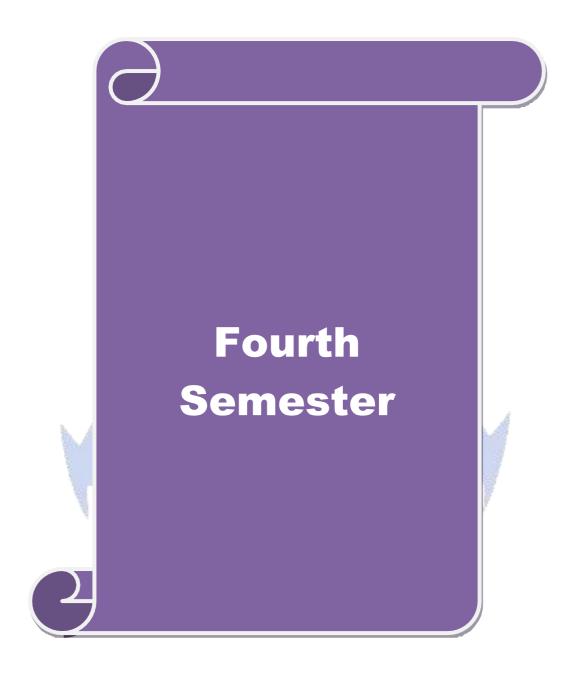
| Mappi | ing with | Program | nme Out | comes | × * | | | | | |
|------------|------------|---------|---------|-------|-----|------------|------------|-----|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | L | S | L | Μ | S | Μ | S | М |
| CO2 | S | S | Μ | Μ | L | S | S | L | S | М |
| CO3 | Μ | Μ | Μ | М | Μ | Μ | S | L | S | М |
| CO4 | Μ | S | M | Μ | Μ | Μ | Μ | Μ | S | М |
| CO5 | S | Μ | S | Μ | Μ | Μ | S | Μ | S | М |
| | | | a 19 | 11.11 | | | | | | |

| | 3ZA | TRAVEL DOCUMENTATION | L | Т | Р | C | |
|---|---|---|--------------------------------|--|--|----------------------|--|
| Skill Based Cou | urse | SKILL BASED COURSE-I | 3 | | | , , | |
| Pre-requisite | <u>)</u> | Rasic idea about Passnort Visa and Insurance | Sylla Versi | | 202 21 | 0- | |
| Course Objec | | | | | | | |
| The main object | ctives of thi | s course are to: | | | | | |
| 2. Understan | nd the impo | nalities and documents needed to travel. rtance of documents. gage restrictions. | | | | | |
| Expected Cou | rse Outcor | nes: | | | | | |
| - | | etion of the course, student will be able to: | | | | | |
| 1 Identify t areas. | the necessar | ry documents used for international travel and to restrict | ted | | K | 2 | |
| 2 Distinguish the travel guidelines of specific regions. | | | | | | | |
| 3 Classify | the Passpor | t | | | K | 2 | |
| 4 Tell the t | ypes of VIS | SA | | | K | [1 | |
| 5 Describe the baggage guidelines involved in air travel. | | | | | | | |
| K1 - Rememb | oer; K2 - U | nderstand; K3 - Apply; K4 - Analyz <mark>e; K5 -</mark> Evaluate; K | 56 – 0 | Creat | e | | |
| | | duction- Meaning- Need- Significance- Travel Formal | | | | | |
| VISA- Insuration Unit:2 Passport- De | nce- Immur finition- Tole of Pass | | n Re asspo | gulat 9 ort Is | ions. • hou ssuin | g | |
| VISA- Insurat Unit:2 Passport- De Authority- Re Obtain Passpo | nce- Immur finition- Tole of Pass | Passport Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Pa Sport Offices- Steps in Obtaining Passport- Documen | n Re asspo | gulat 9 ort Is tequin | hou bou ssuin red t | g g | |
| VISA- Insurat Unit:2 Passport- De Authority- Ro Obtain Passpor Unit:3 | nce- Immun finition- Tole of Pass ort. | Passport Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Pa Sport Offices- Steps in Obtaining Passport- Document | n Re asspo nts R | gulat 9 ort Is tequin 8 | hou boursed t | ırs g io | |
| VISA- Insurat Unit:2 Passport- De Authority- Re Obtain Passpor Unit:3 VISA- Defini | nce- Immun efinition- Toole of Pass ort. | Passport Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Pa Sport Offices- Steps in Obtaining Passport- Documen | n Re asspo nts R | gulat 9 ort Is tequin 8 | hou boursed t | ırs g io | |
| VISA- Insurat Unit:2 Passport- De Authority- Re Obtain Passpor Unit:3 VISA- Defini | nce- Immun efinition- Toole of Pass ort. | Passport Passport Sport Offices- Steps in Obtaining Passport- Documen VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI | n Re asspo nts R | gulat 9 ort Is cequin 8 Emb | hou boursed t | g 0 irs | |
| VISA- Insuration Unit:2 Passport- Detee Authority- Red Obtain Passport Unit:3 VISA- Definit Consulates- In Unit:4 Health Insuration | nce- Immun efinition- Toole of Pass ort. ition- Type nner Line P | Passport Passport Pypes- Citizenship- NRI-PIO- Dual Citizenship- Pasport Sport Offices- Steps in Obtaining Passport- Documen VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI ermit- Special Permission- Restricted Area Permit. | n Re asspo nts R ISA- | gulat 9 ort Is cequin 8 Emb | hou ssuin red t hou bassy | g 0 irs | |
| VISA- Insurat Unit:2 Passport- De Authority- Re Obtain Passpor Unit:3 VISA- Defini Consulates- In Unit:4 Health Insura Vaccination- 3 | nce- Immun offinition- Toole of Pass ort. ition- Type ition- Type nner Line P nnce- Health Special Cat | Nization Certificates- Immigration & Emigration-Custon Passport Cypes- Citizenship- NRI-PIO- Dual Citizenship- Passport Offices- Steps in Obtaining Passport- Document VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI ermit- Special Permission- Restricted Area Permit. Health Insurance h Certificates- Red Channel- Green Channel- Prohibit egory Passengers- Baggage Restrictions. Travel Insurance | n Reg assponts R ISA- | gulat 9 ort Is cequin 8 Emb 9 cems- | hou ssuin red t hou bassy hou | | |
| VISA- Insurat Unit:2 Passport- De Authority- Ro Obtain Passpor Unit:3 VISA- Defini Consulates- In Unit:4 Health Insura Vaccination- 3 Unit:5 Travel Insura | nce- Immun efinition- Tole of Pass ort. ition- Type ition- Type ince- Health Special Cat | Nization Certificates- Immigration & Emigration-Custon Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Passport Offices- Steps in Obtaining Passport- Document VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI ermit- Special Permission- Restricted Area Permit. Health Insurance h Certificates- Red Channel- Green Channel- Prohibit egory Passengers- Baggage Restrictions. | n Reg assponts R ISA- | gulat 9 ort Is cequin 8 Emb 9 cems- | hou ssuin red t hou bassy hou | | |
| VISA- Insurat Unit:2 Passport- De Authority- Ro Obtain Passpor Unit:3 VISA- Defini Consulates- In Unit:4 Health Insura Vaccination- 3 Unit:5 Travel Insura | nce- Immun efinition- Tole of Pass ort. ition- Type ition- Type ince- Health Special Cat | Nization Certificates- Immigration & Emigration-Custon Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Passport Offices- Steps in Obtaining Passport- Document VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI ermit- Special Permission- Restricted Area Permit. Health Insurance h Certificates- Red Channel- Green Channel- Prohibit egory Passengers- Baggage Restrictions. Travel Insurance Ellers Cheques- International Debit and Credit Cards-ey Restrictions. Transit and Stop-over- Meaning. | n Reg assponts R ISA- | gulat 9 ort Is cequin 8 Emb 9 cems- 8 ucher | hou ssuin red t hou bassy hou | g o irs irs | |
| VISA- Insuration Unit:2 Passport- De Authority- Ro Obtain Passport Unit:3 VISA- Defini Consulates- In Unit:4 Health Insura Vaccination- 3 Unit:5 Travel Insura Forms- E- Tic | nce- Immun efinition- Tole of Pass ort. ition- Type ition- Type ince- Health Special Cat special Cat | Nization Certificates- Immigration & Emigration-Custon Passport Sypes- Citizenship- NRI-PIO- Dual Citizenship- Passport Offices- Steps in Obtaining Passport- Document VISA s- VISA on Arrival- e-VISA- Organisation Issuing VI ermit- Special Permission- Restricted Area Permit. Health Insurance h Certificates- Red Channel- Green Channel- Prohibit egory Passengers- Baggage Restrictions. Travel Insurance Ellers Cheques- International Debit and Credit Cards- | n Reg assponts R ISA- | gulat 9 ort Is cequin 8 Emb 9 cems- 8 ucher | hou ssuin red t hou bassy hou s- C | | |

| B | ook(s) for Study |
|----------|---|
| 1 | Essentials of Aviation Management: A Guide for Aviation Service Businesses- Rodwell, J.F. United States: Kendall Hunt Publishing Company. |
| 2 | Handbook of Global Aviation Industry and Hospitality Services- Singh, R. New Delhi: Kanishka Publishers. |
| B | ook(s) for Reference Airline Operations and Management- Cook, G. N., & Billig, B. G. London: Routledge. |
| R | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | https://academy.travefy.com/wp- content/uploads/2019/05/International_Travel_Documents-Ebook_2015-Travefy.pdf |

Course Designed By:R.NARASIMMARAJ (narasimmarajj@gmail.com)

| Mappi | ng with | Program | nme Out | comes | 级 第 | 3 | | | | |
|------------|------------|---------|---------|-------|-----|-----|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | Μ | S | S | M | S | М | М |
| CO2 | S | Μ | Μ | M | S | Μ | M | S | М | М |
| CO3 | S | Μ | Μ | Μ | M | Μ | M | Μ | М | L |
| CO4 | S | Μ | S | M | Μ | Μ | M | S | М | L |
| CO5 | S | Μ | M | Μ | | Μ | M | S | М | М |
| | | | | | | | | | | |



| Course code | 43A | FOREIGN LANGUAGE FOR COMMUNICATION –FRENCH -II | L | Т | Р | С | |
|-----------------------|---|---|---------------------|----------|------------|----|--|
| Core | | CORE-IX | 4 | <u> </u> | | 4 | |
| Pre-requisite | _ | Revision of French I | Syllabus Version | | 2020 21 | 0- | |
| Course Object | | | | | | | |
| The main objec | tives of thi | s course are to: | | | | | |
| | | mportant terms of tourism in French. | | | | | |
| | | entify and use French terms for general topics. | | | | | |
| 5. White and | | e sentences in French. | | | | | |
| Expected Cou | rse Outcon | nes: | | | | | |
| - | | etion of the course, student will be able to: | | | | | |
| 1 Read an | d write the | basics French | | | K | 1 | |
| 2 Familiar | 2 Familiarise the students with different types of words and texts related to | | | | | | |
| | oitality indu | | | | | | |
| 3 Express | | | K | 2 | | | |
| 4 Construe | et a tourism | related message. | | | K | 6 | |
| 5 Reprodu | ce the tour | ism information in French | | | K | 1 | |
| K1 - Rememb | er; K2 - U1 | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | te | | |
| | | | | | | | |
| Unit:1 | | Hospitality | | 1 | 5 hou | rs | |
| The hotel, Ho | lidays, Clot | hes, The family. | 4 | | | | |
| Unit:2 | | Business | 2 | 14 | 1 hou | rs | |
| Business, Wo | rk, The doc | | | - | i nou | 15 | |
| | NA | | | | | | |
| Unit:3 | | House | | 14 | 4 hou | rs | |
| The house, T | ne telephon | e (2), Best wishes | | | | | |
| T T 1 A | | TT AR | | 4.1 | - 1 | | |
| Unit:4 | muiaa atatii | Traffic | | 1: | 5 hou | rs | |
| Traffic, The so | ervice static | on, Housework, Love, Moods | | | | | |
| Unit:5 | | Tourism | | 15 | 5 hou | rs | |
| | edia (2), L | eisure activities (2), Tourism | | | | | |
| | | | | | | | |
| Unit:6 | | Contemporary Issues | | | 2 hou | rs | |
| Expert lecture | s, online se | minars – webinars | | | | | |
| | | Total Lecture hours | | 74 | 5 hou | re | |
| Book(s) for S | tudy | Total Lecture nours | | /. | , 110U | 13 | |
| | • | asy- A Course for Beginners- Francois Makowski. | | | | | |
| | | | | | | | |
| Book(s) for R | eference | | | | | | |
| 1 | | | | | | | |
| 2 | | | | | | | |

| Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
|--|--|
| 1 | |
| 2 | |
| 4 | |
| | |
| Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com) | |

| Mappi | ng with | Program | nme Out | tcomes | | | | | | |
|-------|------------|---------|---------|--------|-----|------------|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | S | Μ | L | Μ | Μ | Μ | Μ |
| CO2 | S | Μ | S | S | Μ | Μ | Μ | Μ | Μ | Μ |
| CO3 | S | Μ | Μ | Μ | Μ | Μ | Μ | S | Μ | Μ |
| CO4 | Μ | S | Μ | Μ | Μ | Μ | Μ | S | Μ | Μ |
| CO5 | Μ | S | Μ | M | Μ | Μ | Μ | S | Μ | Μ |
| | | | 12 | all a | | Ofer B | 6. | | | |



| c understa arners abo ervation i e Outcom ul comple he import | TOURISM CORE-X Basics Understanding About Environment and Conservation and Conservation s course are to: anding about environment. out the relationship between environment and tourism nterest among the learners. nes: tion of the course, student will be able to: | 4 Sylla Versi | | 202 21 | <u>4</u> 0- |
|---|--|--|--|---|---|
| ves of this c understa arners abo ervation i e Outcom ul comple he import | Basics Understanding About Environment and Conservation s course are to: anding about environment. but the relationship between environment and tourism nterest among the learners. nes: | Versi | | | 0- |
| ves of this c understa arners abo ervation i e Outcom ul comple he import | and Conservation s course are to: anding about environment. but the relationship between environment and tourism nterest among the learners. | Versi | | | |
| ves of this c understa arners abo ervation i e Outcom ul comple he import | anding about environment. but the relationship between environment and tourism nterest among the learners. | | | | |
| c understa arners abo ervation i e Outcom ul comple he import | anding about environment. but the relationship between environment and tourism nterest among the learners. | L . | | | |
| arners abo ervation i e Outcom ul comple he import | but the relationship between environment and tourism nterest among the learners. | | | | |
| ervation i e Outcom ul comple he import | nterest among the learners. | | | | |
| e Outcom ul comple he import | nes: | | | | |
| ul comple he import | | | | | |
| ul comple he import | | | | | |
| he import | tion of the course student will be able to. | | | | |
| | and the second sec | | | T7 | - 1 |
| | ance of environment and its impacts. | | | | 1 |
| he positiv | e and negative impacts on environment on account of | touris | sm | K | 3 |
| conservat | ion methods in their locale. | | | K | 3 |
| | | | | K | 4 |
| | | | | K | X |
| | | K6 – (| Creat | e | |
| iomes of | | | 14 | 1 hou | irs |
| - aninσ- Γ | | Para | | | |
| otourism | forms- Rural Tourism- Agro Tourism- Green To | | | | |
| | Environment and Its Problems | | 1/ | l hou | rc |
| sues of | | ainah | | | |
| | č 1 | anau | | /41151 | 11 |
| 1 | | | | | |
| Env | ironment, Community and Conservation | | 15 | 5 hou | irs |
| | | | | | |
| | | munit | ty an | d the | ir |
| ation of N | atural and Cultural Heritage. | | | | |
| | Laws and Regulatory Policies | | 15 | 5 hou | irs |
| licy and T | Fourism- Tourism Policy and its impacts- Environment | ntal D | | | |
| | tal Laws and Regulations- Environment Impact Asses | | | | |
| | | | | | |
| | Contemporary Issues | | _ | 2 hou | |
| | he society ; K2 - Un introductic iomes of f eaning- E cotourism i- Advanta (ssues of f int- Respon Envi tourism o Cultural | Environment – An Introduction Introduction- Ecology-Concept/Meaning- Interaction between iomes of the World. Nature Based Tourism Interaction between iomes of the World. Nature Based Tourism eaning- Definition- Principles of Ecotourism- Environmental cotourism forms- Rural Tourism- Agro Tourism- Green Tourism forms- Rural Tourism- Agro Tourism- Green Tourism forms- Rural Tourism- Agro Tourism Green Tourism. Environment and Its Problems Issues of Ecotourism- Ecological Imbalances- Concept of Sust Interaction Environment, Community and Conservation tourism on Environment, Community and Tourism- Displace | he society about the benefits if environment conservation. ;; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - O Environment - An Introduction ntroduction- Ecology-Concept/Meaning- Interaction between Ecolo iomes of the World. Nature Based Tourism eaning- Definition- Principles of Ecotourism- Environmental Para cotourism forms- Rural Tourism- Agro Tourism- Green Tourism - Advantages and Challenges of Ecotourism. Environment and Its Problems Issues of Ecotourism- Ecological Imbalances- Concept of Sustainab nt- Responsible Tourism- Benefits- Carrying Capacity. Environment, Community and Conservation tourism on Environment, Community and Tourism- Displacement Cultural Conflict- Man and Animal Conflict – Threats to Communitation of Natural and Cultural Heritage. | he society about the benefits if environment conservation. ; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Creat Environment - An Introduction 15 ntroduction- Ecology-Concept/Meaning- Interaction between Ecology a iomes of the World. Nature Based Tourism 14 eaning- Definition- Principles of Ecotourism- Environmental Parameter totourism forms- Rural Tourism- Agro Tourism- Green Tourism- S a- Advantages and Challenges of Ecotourism. Environment and Its Problems 14 Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism- nt- Responsible Tourism- Benefits- Carrying Capacity. Environment, Community and Conservation 15 tourism on Environment, Community and Tourism- Displacement of P Cultural Conflict- Man and Animal Conflict – Threats to Community and ation of Natural and Cultural Heritage. | he society about the benefits if environment conservation. K K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create Environment - An Introduction 15 hou ntroduction- Ecology-Concept/Meaning- Interaction between Ecology and iomes of the World. 14 hou eaning- Definition- Principles of Ecotourism- Environmental Parameters for cotourism forms- Rural Tourism- Agro Tourism- Green Tourism- Special- Advantages and Challenges of Ecotourism. Environment and Its Problems 14 hou Issues of Ecotourism- Ecological Imbalances- Concept of Sustainable Tourism- nt- Responsible Tourism- Benefits- Carrying Capacity. Environment, Community and Conservation 15 hou tourism on Environment, Community and Tourism- Displacement of People Cultural Conflict- Man and Animal Conflict – Threats to Community and the ation of Natural and Cultural Heritage. |

| | | Total Lecture hours | 75 hours |
|---------------------|---------------------------|--|------------------|
| Bo | ook(s) for S | tudy | |
| 1 | Ecotourism | - Fennell, D.A. New York: Routledge Publication | |
| 2 | Ecotourism | -Principles & Practices- Ralf Buckley. | |
| | | | |
| | | | |
| Bo | ook(s) for F | eference | |
| | | | |
| 1 | A Text Bo | ok of Environmental Sciences for UG-Bharucha, Ecach. New Delhi: Or | ient Black Swan. |
| 1 | A Text Bo | ok of Environmental Sciences for UG-Bharucha, Ecach. New Delhi: Or | ient Black Swan. |
| 1 | A Text Bo | ok of Environmental Sciences for UG-Bharucha, Ecach. New Delhi: Or | ient Black Swan. |
| 1 R e | | | ient Black Swan. |
| 1 Re | elated Onli | ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 Re 1 | elated Onli https://po | ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] fs.semanticscholar.org/0e5f/d3074640978f54bebe4ded90b14cc9f8 | |
| 1 Re 1 | elated Onli https://po | ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |

| Mappi | ing with | Program | n <mark>me Ou</mark> | tcomes | 1 | | 123 | | | |
|------------|------------|---------|----------------------|--------|-----|------------|------------|-----|------------|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | M | M | Μ | Μ | Μ | S | M | Μ | Μ |
| CO2 | S | S | Μ | S | Μ | S | S | Μ | Μ | Μ |
| CO3 | S | S | S | S | S | S | S | S | S | Μ |
| CO4 | S | S | S | S | S | S | S | M | S | Μ |
| CO5 | S | S | Μ | S | Μ | S | S | M | S | Μ |
| | | 2.0 | 12 | Na la | 24 | | in the | 200 | 13 | |

State Car

| Course code | 43 C | INDIAN TOURIST PANORAMA | L | Т | Р | С | | | |
|--|---|--|----------------|--|---|----------------------------|--|--|--|
| Core | | CORE-XI | 4 | | | 4 | | | |
| Pre-requisite | | Brief Awareness on India's Tourism Resources | Sylla Versi | | 2020- 21 | | | | |
| Course Object | | | | | | | | | |
| The main objec | tives of thi | s course are to: | | | | | | | |
| 1. Learn the i | ncrediblen | ess of India. | | | | | | | |
| • | - | ible resources to suit tourism sector. | | | | | | | |
| 3. Become av | ware of nic | he and intangible assets of India. | | | | | | | |
| Expected Cour | se Outcor | nes: | | | | | | | |
| - | | etion of the course, student will be able to: | | | | | | | |
| | - | urism treasures. | | | K | 1 | | | |
| 2 Discover the intangible assets of people and place of different Indian states. | | | | | | | | | |
| | | s role in tourism. | | | K K | | | | |
| - | | rces of India to act as alluring factor. | | | K | | | | |
| | | sed on the resources. | | | K | | | | |
| , i | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | | | | | |
| | | | | | | | | | |
| Unit:1 | 7 6 | India-An Introduction | 1 | 15 | 5 hou | rs | | | |
| India-Kaleidos | scope of A | Attractions- Advantages of India in Tourist Map- | Perform | ning | Arts | - | | | |
| | | | | U | | | | | |
| Meaning- Typ | es- Forms- | States and Its Tourism Tag lines. | 3 | | | | | | |
| | es- Forms- | hand all all all all all all all all all al | | | | | | | |
| Unit:2 | A | Museums, Fairs and Festivals | | | 5 hou | | | | |
| Unit:2 Museums-Mea | aning- Typ | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of | f differ | | | | | | |
| Unit:2 Museums-Mea | aning- Typ | Museums, Fairs and Festivals | f differ | | | | | | |
| Unit:2 Museums-Mea Unknown lega | aning- Typ | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. | f differ | rent s | states | - | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 | aning- Typ cies of Ind | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. | | rent s | states 5 hou | - rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 | aning- Typ cies of Ind tuaries- Na | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa | | rent s | states 5 hou | - rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc | aning- Typ cies of Ind tuaries- Na | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa | | rent s | states 5 hou | - rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc | aning- Typ cies of Ind tuaries- Na | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa | | rent s 15 Adv | states 5 hou | rs e | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks | aning- Typ cies of Ind tuaries- Na l Stations- | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. | afaris- | rent s 15 Adv | states 5 hou entur 1 hou | rs e | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 | aning- Typ cies of Ind tuaries- Na l Stations- | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres | afaris- | rent s 15 Adv | states 5 hou entur 1 hou | rs e | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. | aning- Typ cies of Ind tuaries- Na l Stations- | Museums, Fairs and Festivals ees- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H | afaris- | rent s 15 Advo 14 Site | states 5 hou entur 1 hou es- | rs e | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts | afaris- | rent s 15 Adv 14 2 Site 14 | states 5 hou entur 4 hou 25- | rs rs rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. Unit:5 Handicrafts- | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts Literary festivals- Pottery- Weaving- Jewel m | afaris- | rent s 15 Adv 14 2 Site 14 | states 5 hou entur 1 hou es- | rs rs rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts Literary festivals- Pottery- Weaving- Jewel m | afaris- | rent s 15 Adv 14 2 Site 14 | states 5 hou entur 4 hou 25- | rs rs rs | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. Unit:5 Handicrafts- | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts Literary festivals- Pottery- Weaving- Jewel m | afaris- | $\frac{15}{\text{Adv}}$ | states 5 hou entur 4 hou 25- | rs rs rs ll | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. Unit:5 Handicrafts- Instruments- T Unit:6 | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta Carving- 'erracotta- | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts Literary festivals- Pottery- Weaving- Jewel n Idol Carving. | afaris- | $\frac{15}{\text{Adv}}$ | states 5 hou entur 4 hou ss- 4 hou Iusica | - rs rs ll | | | |
| Unit:2 Museums-Mea Unknown lega Unit:3 Wildlife Sanc Activities- Hil Unit:4 Theme Parks a Monuments. Unit:5 Handicrafts- Instruments- T Unit:6 | aning- Typ cies of Ind tuaries- Na l Stations- and Enterta Carving- 'erracotta- | Museums, Fairs and Festivals es- Galleries- Palaces- Forts- Fairs and Festivals of ia- Cultural and Spiritual Journeys. Natural Treasures and Activities ational Parks- Deserts- Gardens- Water bodies- Sa Beaches. Entertainment Centres ainment Centres- Destination of Special Interests- H Handicrafts Literary festivals- Pottery- Weaving- Jewel n Idol Carving. Contemporary Issues | afaris- | rent s 15 Advo 14 2 Site 14 - M | states 5 hou entur 4 hou ss- 4 hou Iusica | rs rs rs ll rs | | | |

| 1 | Indian Tourism Products- Jacob, R. New Delhi: Abhijeet Publications |
|----|---|
| | Other Sources |
| 1 | State Tourism Websites |
| | |
| Bo | bok(s) for Reference |
| 1 | Tourism in India- Dixit, M and Yadav, C. S. Lucknow: New Royal Publisher. |
| | |
| R | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://www.pondiuni.edu.in/sites/default/files/Tourism%20Products%20of%20Indiat200813.pdf |
| | |
| Co | ourse Designed By: R. NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ing with | Program | nme Ou | tcomes | | | | | | |
|-------|----------|---------|--------|--------|-----|-----|------------|------------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | Μ | L | S | S | Μ | S | S |
| CO2 | S | Μ | S | S | Μ | S | S | Μ | S | S |
| CO3 | S | Μ | S | S | Μ | S | S | Μ | Μ | Μ |
| CO4 | S | S | Μ | Μ | Μ | Μ | Μ | Μ | Μ | S |
| CO5 | S | Μ | Μ | Μ | M | Μ | Μ | Μ | Μ | Μ |
| | | | 2 | 7 | 1 | 18 | | 13. | | |

*S-Strong; M-Medium; L-Low

Page 40 of 89

| Course code | 43D | TOUR | RISM AND ADVERTI | ISING | L | Т | Р | С | |
|---|--|---|--|---|---|--|--|--|--|
| Core | | | CORE-XII | | 4 | | | 4 | |
| Pre-requisite | 9 | Bas | c Meaning of Adverti | sing | Sylla Versi | | 2020- 21 | | |
| Course Object | tives: | | | | | | | | |
| The main objec | ctives of thi | s course are to: | | | | | | | |
| 1. Expose le | earners to th | e concepts of a | lvertising. | | | | | | |
| • | | | nethods for tourism sect | tor. | | | | | |
| 3. Understa | nd the ethic | al principles to | be used in advertising. | | | | | | |
| Expected Cou | rse Outcor | nes: 🥢 | 15 X-2 | | | | | | |
| - | | | se, student will be able | to: | | | | | |
| | Describe the concepts of advertising and its usages in tourism sector. | | | | | | | | |
| 2 Identify | fy the impact of advertising on society. | | | | | | | | |
| 3 Analyse | the extent | o <mark>f adve</mark> rtising e | ffectiveness in tourism | | | | K | 4 | |
| 4 Apply a | dvertising c | ampaigns to ch | ange the image of the to | ourism destinati | on. | | K | 3 | |
| 5 Propose | a product s | specific advertis | ing campaign | 37.1 | | | K | 6 | |
| K1 - Rememb | oer; K2 - U 1 | nderstand; K3 - | Apply; K4 - Analyze; l | K <mark>5 - E</mark> valuate; I | K6 – (| Creat | e | | |
| . | | | | Sec. Sec. | 2 | | | | |
| TIme 4 - 1 | 1 V. 1 | | | 5 L L L L L L L L L L L L L L L L L L L | - | | | | |
| Unit:1 | Meaning & | | sing-An Introduction | istory of Advert | lising. | - | 5 hou | | |
| Advertising- | | Definition- Cor | sing-An Introduction cept of Advertising- Hi in designing an Advert | | | - Тур | | | |
| Advertising- Advertising- Advertising- Advertising- | | Definition- Cor Strategy- Steps | cept of Advertising- Hi | | | - Typ e of | | | |
| Advertising- Advertising- Advertising- Advertising. Advertising. Unit:2 Nature and So | Advertising cope of Adv | Definition- Cor Strategy- Steps Adv /ertising- Role a | cept of Advertising- Hi in designing an Advert | isement- Signif | ficanc | - Typ e of 15 | bes of 5 hou | rs | |
| Advertising- Advertising- Advertising- Advertising. Unit:2 Nature and So Agency- Its F | Advertising cope of Adv | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi | cept of Advertising- Hi in designing an Advert ertising Agency and Effects of advertising gn and Development. | isement- Signif | ficanc | - Typ e of 15 .dver | bes of 5 hou tising | rs | |
| Advertising- I Advertising- Advertising. Unit:2 Nature and So Agency- Its F Unit:3 | Advertising cope of Adv unctions- A | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi | cept of Advertising- Hi in designing an Advert ertising Agency and Effects of advertising gn and Development. Publicity | ng- Structure of | ficanc | - Typ e of 15 .dver | bes of 5 hou tising hou | rs 5 | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Adve | Advertising cope of Adv unctions- A licity – M Newsletters ertisement | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi eaning – Defin and Publicity. 7 | cept of Advertising- Hi in designing an Advert ertising Agency and Effects of advertising gn and Development. | ng- Structure of erials – Folde – Internet - France of trade | ficanc f an A rs – Films | Type of 15 dver 15 Brocc- Di | 5 hou tising hou chure: | rs 5 cs 6 – nce | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Adve | Advertising cope of Adv unctions- A licity – M Newsletters ertisement | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi eaning – Defin s – Magazines and Publicity. 7 (TTM, TTF, IT) | ertising Agency and Effects of advertising gn and Development. Publicity hition - Publicity Mat – Radio – Television Fravel trade fairs-Impor | ng- Structure of erials – Folde – Internet - France of trade | ficanc f an A rs – Films | - Typ e of 15 .dver 15 Broc - Di Natio | 5 hou tising hou chure: | rs s s nce | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Adve International 7 Unit:4 | Advertising cope of Adv unctions- A licity – M Newsletters ertisement a Frade fairs (ng- Media V | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi dvertising Desi and Publicity. 7 (TTM, TTF, ITT Med Vehicle- Media | ertising Agency and Effects of advertising and Development. Publicity nition - Publicity Mat – Radio – Television Gravel trade fairs-Impor 3, SATTE, IBTM, WTI Hia Planning Planning Process- Med | isement- Signif ng- Structure of erials – Folde – Internet - I rtance of trade M etc). | ficanc f an A f an A Films fairs- | Type of 15 dver 15 Broc Di Natic | 5 hou 5 hou tising hou thures onal a hour | rs s s nce | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Adve International 7 Unit:4 | Advertising cope of Adv unctions- A licity – M Newsletters ertisement a Frade fairs (ng- Media V | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi eaning – Defin s – Magazines and Publicity. T (TTM, TTF, IT) | ertising Agency and Effects of advertising and Development. Publicity nition - Publicity Mat – Radio – Television Gravel trade fairs-Impor 3, SATTE, IBTM, WTI Hia Planning Planning Process- Med | isement- Signif ng- Structure of erials – Folde – Internet - I rtance of trade M etc). | ficanc f an A f an A Films fairs- | Type of 15 dver 15 Broc Di Natic | 5 hou 5 hou tising hou thures onal a hour | rs s s nce | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Advo International T Unit:4 Media Plannin Scheduling- E | Advertising cope of Adv unctions- A licity – M Newsletters ertisement a Frade fairs (ng- Media V | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi eaning – Defin and Publicity. T (TTM, TTF, IT) Mec Vehicle- Media of Tourism Adve | ertising Agency and Effects of advertising gn and Development. Publicity hition - Publicity Mat – Radio – Television Fravel trade fairs-Impor 3, SATTE, IBTM, WTH lia Planning Planning Process- Med ertising. | isement- Signif ng- Structure of erials – Folde – Internet - I rtance of trade M etc). | ficanc f an A f an A Films fairs- | - Typ e of 15 .dver 15 Broc - Di Natio 14 - Meo | bes of 5 hou tising hour thures onal a hour dia | rs 5 rs 6 - nce and s | |
| Advertising- I Advertising- A Advertising. Unit:2 Nature and So Agency- Its F Unit:3 Tourism Pub Pamphlets - between Adve International T Unit:4 Media Plannin Scheduling- E Unit:5 | Advertising cope of Adv unctions- A licity – M Newsletters ertisement a Frade fairs of ng- Media V Evaluation of | Definition- Cor Strategy- Steps Adv vertising- Role a dvertising Desi eaning – Defin and Publicity. To (TTM, TTF, IT) <u>Mec</u> Vehicle- Media of Tourism Advertis | ertising Agency and Effects of advertising and Development. Publicity nition - Publicity Mat – Radio – Television Gravel trade fairs-Impor 3, SATTE, IBTM, WTI Hia Planning Planning Process- Med | isement- Signif ng- Structure of erials – Folde – Internet - T rtance of trade M etc). | ficanc f an A f an A Films fairs- | - Typ e of 15 .dver 15 Broc - Di Natio 14 - Meo | bes of bes of bout tising hour tising hour tising hour dia hour | rs 5 rs 6 - nce and s | |

| Uı | Unit:6 Contemporary Issues | | | | | | | |
|----|----------------------------|---|---------------|--|--|--|--|--|
| Ex | pert lectur | es, online seminars – webinars | | | | | | |
| | | 11 | | | | | | |
| | | Total Lecture hours | 75 hours | | | | | |
| Bo | ook(s) for S | Study | | | | | | |
| 1 | Advertisin | g Management- B. S. Rathore, New Delhi: Himalaya Publishing House. | | | | | | |
| 2 | Advertisin | g- William M. Weilbacher, Macmillan. | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| Bo | ook(s) for l | Reference | | | | | | |
| 1 | Advertisin | g in Tourism and Leisure-Nigel, M. & Annette, P. Butterworth-Heineman | | | | | | |
| | | | | | | | | |
| Re | elated Onli | ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | | | | | | |
| 1 | http://es | say.utwente.nl/68173/1/Horenberg%20Frank%20-s%201026895%2 | 0scriptie.pdf | | | | | |
| | | antilia de la | | | | | | |
| Co | ourse Desig | ned By: A. SURESH BABU (sureshbabu1510@gmail.com) | | | | | | |

| Mapping with Programme Outcomes | | | | | | | | | | | |
|---------------------------------|------------|----------|-----|-----|-----|------------|------------|------------|------------|------|--|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | |
| CO1 | S | S | S | S | S | Μ | M | M | Μ | Μ | |
| CO2 | S | S | M | Μ | Μ | Μ | S | M | S | Μ | |
| CO3 | S | S | M | Μ | S | Μ | S | S | Μ | Μ | |
| CO4 | M | Μ | S | S | S | S | S | S | Μ | Μ | |
| CO5 | М | S 🚿 | S | M | S | Μ | S | Μ | Μ | Μ | |
| | 1 | <u>a</u> | 1 | | 23 | | 1 26 | | 1 | | |

| Course code | 4AA | TRAVEL AGENCY AND TOUR OPERATIONS | L | Т | Р | С | | |
|--|--------------------|--|--------|-------|-------|-----|--|--|
| Allied | | ALLIED-IV | 4 | | | 4 | | |
| | | Basic understanding of Travel agency and | Sylla | bus | 202 | 0- | | |
| Pre-requisite | | tour operators | Vers | | 21 | | | |
| Course Object | tives: | ▲ | | | | | | |
| The main object | ctives of thi | s course are to: | | | | | | |
| 1. Understan | d the impor | rtance of travel agency and tour operators. | | | | | | |
| - | | nctions of travel intermediaries. | | | | | | |
| 3. Know abo | out setting u | p of travel agency. | | | | | | |
| | 0.1 | | | | | | | |
| Expected Cou | | | | | | | | |
| | - | etion of the course, student will be able to: | | | 12 | [] | | |
| 1 Define the role of travel intermediaries involved in tourism sector. | | | | | | | | |
| 2 Develop interpersonal skills as sales personnel in travel and tour firms. 3 Facilitate the travel and tour firms. | | | | | | | | |
| | | | | | | 6 | | |
| | h team wor | | | | | 3 | | |
| 1 | | on between the associated sectors of tourism. | | | | 3 | | |
| K1 - Rememb | er; K2 - Ui | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | e | | | |
| | | | | | | | | |
| Unit:1 | | Travel Service Providers | 1 | | 5 hou | | | |
| Business- Rol | le of Busin | ermediaries- Introduction to Travel Business- Signif ess providers in tourism development- Meaning of iaries- Role and Responsibilities. | | | | | | |
| Unit:2 | | Travel Agency | | 1/ | l hou | irc | | |
| | v- Meaning | g- Role- Functions and Responsibilities of Travel A | gents_ | | | | | |
| Qualities of | a Travel I | Personnel- Functioning and Departments of a Tra- booking platforms. | | | | | | |
| | | - Querra a star | | | | | | |
| Unit:3 | | Tour Operators | | 15 | 5 hou | irs | | |
| | r Package- | g- Role and Responsibilities of a Tour Operator- F Meaning- Components of a Tour Package- Broch | | | | | | |
| Unit:4 | | Structure of Travel Agency | | 14 | l hou | irs | | |
| | Travel Age | ncy - Necessary approvals and Recognitions- Organiz | zation | | | | | |
| | ur Operatii | ng firm - Necessary Approvals and Recognition - S | | | | | | |
| Unit:5 | Tra | vel Trade Associations and Certifications | | 15 | 5 hou | irs | | |
| | | ons and Associations (National and International) | - IAT | | | | | |
| | | estination certificates from tourism boards-IITF certificates | | | | | | |
| | | ion specialist program. | | - | | | | |
| | | | | | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | rs | | |

| | Total Lecture hours | 75 hours |
|---|---|----------------|
| Book(s) for Study | · · · · · | |
| 1 Travel Agency Management- An I Publications | Introductory Text- Mohinder Chand, New Delhi: A | nmol |
| 2 The Business of Tour Operations- | Yale, P., Pitman, London. | |
| | | |
| - · | | |
| Book(s) for Reference | | |
| 1 The Business of Travel Agency Sterling Publishers (P) Ltd. | y and Tour Operations Management- Bhatia, A | .K. New Delhi: |
| | | |
| | | |
| | C, SWAYAM, NPTEL, Websites etc.] | |
| Related Online Contents [MOOC | C, SWAYAM, NPTEL, Websites etc.] loaddocuments/Travel%20Agency%20Manag | ement/chp%20 |
| Related Online Contents [MOOC | loaddocuments/Travel%20Agency%20Manag | ement/chp%20 |

| Mappi | ng with I | Progr <mark>an</mark> | nme Out | tcomes | | 200 | | | | |
|------------|------------|-----------------------|---------|--------|-----|------------|------------|-----|------------|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | S | Μ | S | Μ | M | S | Μ | Μ |
| CO2 | S | S | S | S | S | Μ | S | M | M | Μ |
| CO3 | S | Μ | Μ | S | S | S | M | S | S | Μ |
| CO4 | Μ | Μ | Μ | S | S | S | S | S | Μ | Μ |
| CO5 | M | S | S | S | S | S | S | S | M | Μ |
| | and the | 200 | 14 | | | 1000 | 19 | 27 | 8 | |

A.F.

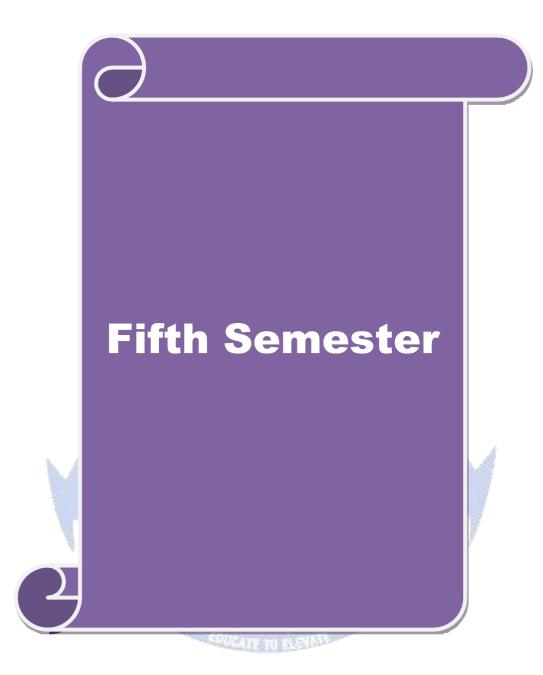
57

| Course code | 4ZB | COMMUNICATIVE ENGLISH | L | Т | Р | С |
|--|--------------------|--|----------------|-------|------------|----|
| Skill Based Cou | irse | SKILL BASED COURSE-II | 3 | | | 3 |
| Pre-requisite | | Basic of Communication | Sylla Versi | | 2020 21 |)- |
| Course Objec | | | | | | |
| e e | | s course are to: | | | | |
| | - | ortance of communication skills | | | | |
| | write busin | al materials | | | | |
| J. Lean ne | promotiona | | | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| On the succes | sful comple | etion of the course, student will be able to: | | | | |
| 1 Express | the facts ar | nd figures of t <mark>ourism effe</mark> ctively. | | | K | 2 |
| 2 Apply c | ommunicat | ion methods in all possible travel platforms effective | ly. | | K | 3 |
| 3 Demons | trate innov | at <mark>ive thinking.</mark> | | | K | 2 |
| 4 Respond | 1 effectively | y to cultural communication differences. | | | K | 3 |
| 5 Commu | nicate ethic | cally. | | | K | 3 |
| K1 - Rememb | er; K2 - U1 | nderstand; K3 - Apply; K4 - Analyze; <mark>K5 -</mark> Evaluate; | K6 – (| Creat | e | |
| | | | | | | |
| Unit:1 | | Introduction to Communication | | |) hou | |
| Introduction t Limitations of | | nication- Types- Process- Significance of Effective | Comm | nunic | ation | - |
| Linitations of | Communic | | 1 | | | |
| Unit:2 | N A | Business Letters | | 8 | 3 hou | rs |
| Business Lette | ers- Letter I | Drafting- Listening Skills- Reading Skills. | | | | |
| | | | | | | |
| Unit:3 | | Report Writing | | 8 | 3 hou | rs |
| Report Writin | 1g- Technic | al Writing- Proof reading- Project Proposal Preparati | on. | | | |
| Unit:4 | | Promotional Material Preparation | | (|) hou | rc |
| | Brochure- | Preparation of Advertisement- Pamphlets Preparatio | n - Pos | | / IIOu | 15 |
| 1 reputation of | Dioentare | reputation of reconstruction runphicts reputation | 1 105 | | | |
| Unit:5 | | Interviews and Teamwork | | 9 |) hou | rs |
| | 1 | I I I I I I I I I I I I I I I I I I I | Work | Qua | alities | - |
| Negotiation S | kills- Conv | ening a Meeting. | | | | |
| | | Contemporary Issues | | | 2 hou | re |
| Unit.6 | s, online se | eminars – webinars | | 4 | 2 mou | 15 |
| Unit:6 Expert lecture | , | | | | | |
| | | | | | - 1 | rc |
| | | Total Lecture hours | | 45 | 5 hou | 19 |
| | tudy | Total Lecture hours | <u>.</u> | 45 | o nou | |
| Expert lecture Book(s) for S 1 Personality | Developme | Total Lecture hours nt and Soft Skills- Barun. K. Mitra. Oxford University Pre on- R. K. Madhukar, Vikas Publishing House Pvt Ltd. | SS | 45 | o nou | |

| Book(s | s) for Re | ference | | | | | | | | |
|--------|-----------------------|----------|-----------|----------|----------|------------|------------|------------|------------|---------|
| | isiness co arning. | ommunica | tion: pro | cess and | product- | Mary E. | G., & Da | ana L.SV | Western (| Cengage |
| Relate | d Online | Conten | ts [MO(| OC SW | AYAM, | NPTEL | Websit | tes etc] | | |
| | | | _ | | , | | , | 8_chepte | r%201.p | df |
| Course | Designe | d By: J. | DEEPA | K (deepa | k.deepu | 5@gmail | l.com) | | | |
| Mappi | ng with | Progran | nme Out | tcomes | | | | | | |
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | S | М | М | М | М | М | S |

| COS | 101 | 104 | 105 | 104 | 105 | 100 | 10/ | 100 | 109 | 1010 |
|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|------|
| CO1 | S | S | S | S | Μ | Μ | Μ | Μ | Μ | S |
| CO2 | Μ | S | S | S | S | Μ | S | Μ | Μ | S |
| CO3 | Μ | S | S | Μ | S | S | Μ | Μ | Μ | M |
| CO4 | S | Μ | Μ | S | S | S | Μ | S | S | M |
| CO5 | S | S | Μ | S | S | S | S | Μ | S | Μ |
| | | | | 1000 | | | | | | |





| Course code | 53A | | НО | SPITAI | LITY M | IANAC | GEMEN | ЛТ | | L | Т | Р | С |
|--|---|---|--|--|---|---|---|--|--|--|--|--|--|
| Core | | | | | CORE | - XIII | | | 4 | | | | 4 |
| Pre-requisite | | | | ntal Kno | wledge | of Hos | pitality | | Sy | | bus 2020 ion 21 | | |
| - | | Ma | anagem | lent | | | | | | 4 Syllabus rsion rsion | 21 | | |
| Course Object | | • | | | | | | | | | | | |
| The main objec | | | | | | | | | | | | | |
| | d the funda | | | | | | | | | | | | |
| | rious depart | | | | | | • | | | | | | |
| 3. Examine t | he role and | ı respo | onsidili | titles of v | arious d | lepartin | ents | | | | | | |
| Expected Cou | rse Outcor | mes: | | | | | | | | | | | |
| On the succes | | | of the c | course, s | tudent v | will be a | able to: | | | | | | |
| 1 Gain fund | damental kr | nowle | edge on | hospita | lity indu | ustry | | | | | | K | 2 |
| 2 Exposure | to various | s depar | rtmenta | al activiti | ies of ho | otel ind | ustry | | | | | K | 1 |
| 3 Get hand | s on experie | ience a | after the | e industr | rial visit | t of hote | el | | | | | K | 3 |
| 4 Categoriz | e the F& B | B depa | <mark>art</mark> ment | al activit | ties | 62 | - | | | | | K | 4 |
| 5 Establish | interrelatio | <mark>onshi</mark> p | p betwe | en each | other de | epartme | e <mark>nt</mark> s | 1.10 | | | | K | 5 |
| K1 - Rememb | TZA TI | | | | other at | -parente | | | | | | | |
| | er; K2 - Ui | Inderst | stand; K | | | | ze; K5 - | Evalua | te; K6 | - (| Creat | e | |
| | ber; K 2 - Ui | | Lay | 3 - App | oly; K4 - | - Analyz | | Evalua | te; K6 | - (| | | |
| Unit:1 | | In | ntrodu | 3 - Appl ction to | ly; K4 - Hotel N | - Analyz Manage | ement | | A | | 10 |) hou | |
| Unit:1 Introduction to | o Hotels- C | Ir Growt | ntroduce th and I | Ction to Develop | ly; K4 - Hotel M ment of | - Analyz Manage Hotels | e <mark>ment</mark> - Types | of Hote | els- De | pa | 10 rtmei | hou nts of | a |
| Unit:1 Introduction t Hotel-Classifi | o Hotels- C cation and | In Growt d its | ntroduc th and I Facilit | Ction to Developmines. Alt | ly; K4 - Hotel M ment of | - Analyz Manage Hotels | e <mark>ment</mark> - Types | of Hote | els- De | pa | 10 rtmei | hou nts of | a |
| Unit:1 Introduction to | o Hotels- C cation and | In Growt d its | ntroduc th and I Facilit | Ction to Developmines. Alt | ly; K4 - Hotel M ment of | - Analyz Manage Hotels | e <mark>ment</mark> - Types | of Hote | els- De | pa | 10 rtmei | hou nts of | a |
| Unit:1 Introduction t Hotel-Classifi Apartments, C | o Hotels- C cation and | In Growt d its | ntroduc th and I Facilit ome Stay | Ction to Developmies. Alt ys etc. | ly; K4 - Hotel N ment of ternative | - Analyz Manage Hotels e Lodg | ement - Types ing Inc | of Hote | els- De | pa | 10 rtmer ats, S |) hou nts of Servi | a ce |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 | o Hotels- C cation and Cruise liners | In Growt d its rs, Hor | ntroduc th and I Facilit ome Stay | Ction to Developmies. Alt ys etc. | Hotel M Hotel M ment of ternative | - Analyz Manage Hotels E Lodg | ement - Types ing Inc | of Hote | els- De House | pai | 10 rtmen ats, S 20 |) hou nts of Servi | a ce rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin | o Hotels- C cation and Cruise liners | In Growt d its rs, Hor ization | ntroduc th and I Facilit ome Stay Hous | Ction to Developmies. Altrivia etc. se Keepi cture- I | Hotel M ment of ternative ing Dep Duties a | Analyz Manage Hotels Lodg | ement - Types ing Inc nt esponsib | of Hote lustry- | els- De House Differ | pai | 10 rtmen ats, S 20 |) hou nts of Servi | a ce rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 | o Hotels- C cation and Cruise liners | In Growt d its rs, Hor ization | ntroduc th and I Facilit ome Stay Hous | Ction to Developmies. Altrivia etc. se Keepi cture- I | Hotel M ment of ternative ing Dep Duties a | Analyz Manage Hotels Lodg | ement - Types ing Inc nt esponsib | of Hote lustry- | els- De House Differ | pai | 10 rtmen ats, S 20 |) hou nts of Servi | a ce rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin | o Hotels- C cation and Cruise liners | In Growt d its rs, Hor ization | ntroduc th and I Facilit ome Stay Hous on Strue nents- F | Ction to Developmies. Altrivia etc. se Keepi cture- I | Hotel M ment of ternative ing Dep Duties a s of a Ho | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke | ement - Types ing Inc nt esponsib | of Hote lustry- | els- De House Differ | pai | 10 rtmen its, S 20 Sec |) hou nts of Servi | rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit | o Hotels- C cation and Cruise liners ng- Organi h other Dep | In Growt d its rs, Hor ization partmo | ntroduc th and I Facilit ome Stay Hous on Struct nents- Front | Ction to Developmies. Alt ys etc. se Keepi cture- In unctions | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke | ement - Types ing Inc ing Inc nt esponsit eeping D | of Hote lustry- | els- De House Differ ent. | pai ooa | 10 rtmen its, 5 20 Sec 25 | hounts of Servi hou | rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin Liasoning wit Unit:3 Front Office- Duties and R | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio | Ir Growt d its rs, Hor ization partmo on- F ities- | ntroduc th and I Facilit ome Stay Hous on Struc nents- Fo Functior Check | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke Cment ce Depa | ement - Types ing Inc nt esponsit eeping I | of Hote lustry- illities- Departme Organi | els- De House Differ ent. | pai poa ent | 10 rtmer its, 5 20 Sec 25 ructu | hou hts of Servi hou etions hou | rs rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio | Ir Growt d its rs, Hor ization partmo on- F ities- | ntroduc th and I Facilit ome Stay Hous on Struc nents- Fo Functior Check | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke Cment ce Depa | ement - Types ing Inc nt esponsit eeping I | of Hote lustry- illities- Departme Organi | els- De House Differ ent. | pai poa ent | 10 rtmer its, 5 20 Sec 25 ructu | hou hts of Servi hou etions hou | rs rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- Duties and R Reservation-7 | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio | In Growt d its rs, Hor ization partma on- F ities- ooms- | ntroduc th and I Facilit ome Stay Hous on Struction Function Check- s- Types | Ction to Developmies. Alt ies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. | Analyz Manage Hotels Lodg Dartmer and Re ouse Ke Cment ce Depa Check | ement - Types ing Inc nt esponsib eeping I artment- c-out Pr | of Hote lustry- illities- Departme Organi | els- De House Differ ent. | pai poa ent | 10 rtmen its, 5 20 Sec 25 ructu are u | hou hts of Servi hou ctions hou ire- used | rs rs in |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin Liasoning wit Unit:3 Front Office- Duties and R Reservation-7 Unit:4 | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introduction esponsibili Types of Ro | In Growt d its rs, Hor ization partmo on- F ities- .ooms- F | ntroduc th and I Facilit ome Stay Hous on Struc nents- Fi Function Check- S- Types | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro- in Proc s of Plan Beverag | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. ge Depa | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke ce Depa Check artmen | ement - Types ing Inc nt esponsite eping I artment- c-out Pr t | of Hote lustry- oilities- Departme ocedure | Differ ent. zation | ent | 10 rtmen its, 5 20 Sec 25 ructu are u 20 | hou hts of Servi hou ctions hou ure- used hou | rs in |
| Unit:1 Introduction to Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- Duties and R Reservation- Unit:4 Food & Beve | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio esponsibili Types of Ro rage Servic | In Growt d its rs, Hor ization partmo on- F ities- .ooms- F ce- In | ntroduct th and I Facilit ome Stay Hous on Struct nents- Front Function Check- s- Types Food & ntroduct | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plan Beverage | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. ge Depa ganizatio | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke ment ce Depa Check artmen on Stru | ement - Types ing Inc ing Inc nt esponsib eping I artment- c-out Pr t cture- I | of Hote lustry- pilities- Departme Organi ocedure | els- De House Differ ent. zation s- Sof | pan poor | 10 rtmen its, \$ 20 Sec 25 ructu are u 20 & Be | hounts of Servi Servi hounts < | rs rs rs rs rs rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin Liasoning wit Unit:3 Front Office- Duties and R Reservation-7 Unit:4 | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio esponsibili Types of Ro rage Service Service- I | In Growt d its rs, Hor ization partme on- F ities- ooms- ce- In Funct | ntroduct th and I Facilit ome Stay Hous on Struc- nents- F Front Function Check- s- Types Food & ntroduct | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plan Beverag | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Offic cedures- is. ge Depa ganization | Analyz Manage Hotels E Hotels E Lodg Dartmen and Re ouse Ke Check Check Artmen on Stru - Banqu | ement - Types ing Inc ing Inc nt esponsib eping I artment- c-out Pr t cture- I | of Hote lustry- pilities- Departme Organi ocedure | els- De House Differ ent. zation s- Sof | pan poor | 10 rtmen its, \$ 20 Sec 25 ructu are u 20 & Be | hounts of Servi Servi hounts < | rs rs rs rs rs rs |
| Unit:1 Introduction to Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- Duties and R Reservation- Unit:4 Food & Beve Outlets-Room F&B staffs- T | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introductio esponsibili Types of Ro rage Service Service- I | In Growt d its rs, Hor ization partmo partmo partmo partmo Fities- .ooms- F ce- In Funct ervices | ntroduct th and I Facilit ome Stay Hous on Struct nents- Function Function Check- s- Types Food & ntroduct tions of s- Types | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plans Beverage ion- Org F Room s of Rest | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. ge Depa ganization Service taurants | Analyz Manage Hotels E Hotels E Lodg Dartmen and Re ouse Ke Cment ce Depa Check Artmen on Stru e- Banqu | ement - Types ing Inc ing Inc nt esponsib eping I artment- c-out Pr t icture- I uets- D | of Hote lustry- pilities- Departme Organi ocedure | els- De House Differ ent. zation s- Sof | pan poor | 10 rtmen its, \$ 20 Sec 25 ructu are u 20 & Be sibili | hounts of Servi Servi hounts < | rs rs rs rs ge of |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepin Liasoning wit Unit:3 Front Office- Duties and R Reservation- 7 Unit:4 Food & Beve Outlets-Room F&B staffs- T Unit:5 | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introduction esponsibili Types of Ro rage Service Service- I ypes of Ser | In Growt d its rs, Hor ization partme ities- ooms- f ce- In Funct rvices | ntroduct th and I Facilit ome Stay Hous on Struc- nents- Fi Front Function Check- s- Types Food & ntroduct tions of s- Types | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plan Beverage ion- Org Room s of Rest | Hotel M ment of ternative ing Dep Duties a s of a Ho Depart ont Offic cedures- is. ge Depa ganization Service taurants | Analyz Manage Hotels Lodg Dartmen and Re ouse Ke couse Couse Ke couse Couse Ke couse Couse Ke couse Couse Ke couse Couse | ement - Types ing Inc nt esponsite eping I artment- -out Pr t icture- H uets- D | of Hote lustry- oilities- Departme occedure Function uties and | els- De House Differ ent. zation s- Sof s- Foo d Resj | pan poor ent St twa d d oon | 10 rtmen its, 5 20 Sec 25 ructu are v 20 & Be sibili | hounts of Servi hounts of Servi hounts of hounts hounts | rs rs rs rs rs rs rs rs rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- Duties and R Reservation-7 Unit:4 Food & Beve Outlets-Room F&B staffs- T Unit:5 Food & Bev | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introduction esponsibili Types of Ro rage Service- I ypes of Ser verage Proo | In Growt d its rs, Hor ization partme ities- ooms- F ities- ooms- F ce- In Funct rvices F oductio | ntroduc th and I Facilit ome Stay Hous on Struc- nents- Fu Front Function Check- s- Types Food & ntroduct tions of s- Types F&B Pr ion- Or | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plan Beverage ion- Org S Room s of Rest roductio | Ily; K4 - Hotel N ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. ge Depa ganization Service taurants on Depa ton Cha | Analyz Manage Hotels E Hotels E Lodg Dartmen and Re ouse Ke Check Check Artmen on Stru Banqu S. Artment Durtment | ement - Types ing Inc - Types ing Inc - Types - Cout - | of Hote lustry- pilities- Departme Organi cocedure Function uties and d Resp | lls- De House Differ ent. zatior s- Sof s- Foo d Resp | pan poor ent St twa d d oon | 10 rtmen its, \$ 20 Sec 25 ructu are u 20 & Be sibili 13 es of | hounts of Servi hounts of Se | rs rs rs rs rs rs rs rs rs s- rs rs s- rs s- rs s- rs s- rs s- rs s- rs |
| Unit:1 Introduction t Hotel-Classifi Apartments, C Unit:2 House Keepir Liasoning wit Unit:3 Front Office- Duties and R Reservation- 7 Unit:4 Food & Beve Outlets-Room F&B staffs- T Unit:5 | o Hotels- C cation and Cruise liners ng- Organi h other Dep Introduction esponsibili Types of Ro rage Service service- I ypes of Ser verage Pro- affs-Types | In Growt d its rs, Hor ization partma ization partma on- F ities- ooms- F ce- In Funct rvices F oduction s of Ki | ntroduc th and I Facilit ome Stay Hous on Struction Front Function Check- s- Types Food & ntroduct tions of s- Types | Ction to Developmies. Alt ys etc. Se Keepi cture- I unctions t Office ns of Fro -in Proc s of Plan Beverage ion- Org S Room s of Rest roductio | Ily; K4 - Hotel N ment of ternative ing Dep Duties a s of a Ho Depart ont Office cedures- is. ge Depa ganization Service taurants on Depa ton Cha | Analyz Manage Hotels E Hotels E Lodg Dartmen and Re ouse Ke Check Check Artmen on Stru Banqu S. Artment Durtment | ement - Types ing Inc - Types ing Inc - Types - Cout - | of Hote lustry- pilities- Departme Organi cocedure Function uties and d Resp | lls- De House Differ ent. zatior s- Sof s- Foo d Resp | pan poor | 10 rtmen its, \$ 20 Sec 25 ructu are u 20 & Be sibili 13 es of | hounts of Servi hounts of Se | rs rs rs rs rs rs rs rs rs s- rs rs s- rs s- rs s- rs s- rs s- rs s- rs |

| Un | nit:6 | Contemporary Issues | 2 hours |
|----------|--------------|--|-------------------------|
| Ex | pert lectur | es, online seminars – webinars | |
| | | | |
| | | Total Lecture hours | 90 hours |
| Bo | ok(s) for | Study | |
| 1 | | of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets | , Micah Solomon |
| 2 | Hotel Ope | rations – Sudhir Andrews, McGraw Hill Education, New Delhi | |
| | | | |
| D | | | |
| B0 | ok(s) for l | Reference | |
| 1 | Introduction | on to Hospitality Management-John R. Walker, Pearson. | |
| - | | | |
| Ke | | ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 | | seacademic.nic.in/web_material/Curriculum/Vocational/2018/FRONT% | |
| | | NS%20XI%20(810)/Introduction%20to%20Tourism%20&%20Hotel% | <u>20Industry%20XI.</u> |
| | <u>pdf</u> | | |
| 2 | http://ncl | nm.nic.in/node/255 | |
| | | | |
| | | | |
| Co | urse Desig | ned By: Prof. RAJESH KUMAR (bhmdirector@amceducation.ir | n) |

| Mappi | ng with | Progr <mark>an</mark> | nme Ou | tcomes | ~ | | 100 | | | |
|---------|------------|-----------------------|--------|--------|----------|---------|------------------------|-----|-----|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | M | M | S | S | Μ | S | M | S |
| CO3 | Μ | M 🧐 | M | Μ | Μ | Μ | M | S | Μ | L |
| CO3 | Μ | S | S | Μ | Μ | M | M | S | Μ | S |
| CO4 | Μ | S | S | Μ | Μ | M | M | S | Μ | Μ |
| CO5 | S | M | Μ | Μ | S | S | M | S | / L | Μ |
| | | | A 198 | Sec. | TENT | 1 | 1 A. | 5 | | |
| *S-Stro | ong; M-M | ledium; | L-Low | 18 . A | | | 160 | 1 | | |
| | | | 1926 | Sec. 1 | | | | | | |
| | | | | 9 | | e ume | Constant of the second | | | |
| | | | -14 | Links | TE TO BE | Million | | | | |

in the

| Course code | 53B | HISTORY OF INDIAN ARTS | L | Т | P | С |
|--------------------------------------|---------------------------|---|----------------|------------|------------------------|----|
| Core | | CORE XIV | 4 | | | 4 |
| Pre-requisite | | Basics of art and architecture of India | Sylla Sylla | bus ion | 2020 21 |)- |
| Course Object | | | | | | |
| The main object | ctives of thi | s course are to: | | | | |
| 2. Examine | the various | dian history and its civilization forms of art and architectures of India on various forms of classical dances of India | | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| On the succes | sful comple | etion of the course, student will be able to: | | | | |
| 1 Underst | anding the | uniqueness of the Indian Geographical Conditions | | | K | .1 |
| 2 Examine | e the relatio | nship between geography and human civilization | | | K | 2 |
| 3 Develop | ed basic kn | lowledge of Indian Arts and Architecture | | | K | 3 |
| 4 Classifie | ed various f | orm of classical dances of India | | | K | [4 |
| 5 Able to | distinguish | between western and Indian forms of arts and archited | tures | | K | 6 |
| K1 - Rememb | oer; K2 - Ui | n <mark>derst</mark> and; K3 - Apply; K4 - An alyze; K5 - Evaluate; 1 | K6 – (| Creat | e | |
| Unit:1 Historical and Vimanas. | l Geogra <mark>phi</mark> | Basics of Indian History and Architecture ical Background of India- Indus Valley Civilization- | Stupa | |) hou naitya | |
| Unit:2 | And a | Architecture | | 1 | 5 hou | rs |
| Development Islamic Archi | | Femple Architecture- Temple Styles- Dravidian- Nag | ara- V | /esar | a. | |
| | | | | | | |
| Unit:3 | 1 | Paintings | , • | | 5 hou | |
| | | Paintings- Tribal and Folk Paintings- Ajanta Pain Mughal School of Painting-Modern Painting- Literary | | | niatui | e |
| Unit:4 | | Classical Dances of India | | 20 |) hou | rs |
| | | l Dances and other Dancing Styles- Bharatanaty i- Odissi- Manipuri etc. | yam- | Katl | hakal | i- |
| Unit:5 | | Music and Handicrafts | | 19 | 3 hou | rs |
| Music- Schoo | | n Music- Types of Musical Instruments- Major ty S- Stone Carving- Wood Carving-Engraving. | pes o | | | |
| | | | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | rs |
| Expert lecture | es, online se | minars – webinars | | | | |
| | | Total Lecture hours | | 9(|) hou | rs |
| Book(s) for S | | | | | | |
| 1 Indian Art- | Partha Mitte | er, London: Oxford Publications | | | | |

| 2 | Indian Art and Culture-Nitin Singhania, Tata Mc Graw Hill Education |
|----|---|
| | |
| | |
| Bo | bok(s) for Reference |
| 1 | Mahjan, V.D., Ancient India, New Delhi; S.Chand & Company. |
| 2 | Sandhya Ketkar., The History of Indian Art, Jyotsna Prakashan. |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | AN INTRODUCTION TO INDIAN ART Textbook in Fine Arts for Class XI, |
| | http://ncert.nic.in/textbook/pdf/kefa1ps.pdf |
| | |
| Co | ourse Designed By: Dr. R. SEETHALAKSHMI (seethaprof@gmail.com) |
| | |
| | |

| Mappi | ng with | Progran | nme Out | comes | | | | | | |
|-------|---------|---------|---------|-------|--------|-----|------------|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | M | S | М | M | S | Μ | S | M |
| CO2 | S | Μ | М | S | М | S | M | Μ | S | M |
| CO3 | Μ | М | Μ | М | М | S | M | Μ | S | M |
| CO4 | L | Μ | М | М | М | S | L | S | S | L |
| CO5 | М | М | M | М | М | S | M | М | S | M |
| | | | | 1.5 | and it | | | de la | | |

*S-Strong; M-Medium; L-Low

Page 51 of 89

| Course code | 53C | TOURISM POLICY AND PLANNING | L | Т | Р | С |
|---|---|---|-------------------------------------|---|---|----------------------------------|
| Core | | CORE- XV | 4 | | | 4 |
| Pre-requisite | | Understanding on policy and planning | - | abus sion | 20 -2 | 020 21 |
| Course Object | | | | | | |
| The main objec | tives of thi | s course are to: | | | | |
| | | ous elements of tourism management | | | | |
| | | tourism policies in the national and international con | text | | | |
| 3. Realize th | e potential | of tourism industry in India | | | | |
| Expected Cour | rse Outcor | nes: | | | | |
| | | etion of the course, student will be able to: | | | | |
| 1 Understa | and about t | ourism policy | | | K | 1 |
| 2 Visualiz | e the impa | ct of tourism policy | | | K | 2 |
| 3 Distingu | ish the var | ious types of planning | | | K | 3 |
| 4 Familiar | ize the stru | cture of destination life cycle | | | K | 4 |
| 5 Examine | e the gover | nment role in the promotion of tourism | | | K | 5 |
| K1 - Rememb | er; K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Create | | |
| | | | | | | |
| Unit:1 | 1 10 | Tourism Policy | A | | 0 ho | |
| | | t- Nature- Importance- Tourism Policy and its nee | | | | |
| Plan Formulat | | Organisation drafting Tourism Policy- Challenges/R | lisk As | sociat | ed v | vith |
| T lan Pornulat | | prementation. | - | | | |
| Unit:2 | 1 3 | Tourism Planning | | 2 | 0 ho | urs |
| Tourism Planr | ning- Mear | ing- Nature- Importance and Scope of Tourism Plan | ning- l | | | |
| | | oaches of Tourism Planning (Societal, Community, | | | | |
| - | |)- APPA Approach- Stages and Steps in Tourism P | | a Imi | a at | c |
| Unplanned for | | No. (01) 7 Part Monte control (01) 7 Part 10 | lanning | g- mij | Jacu | s of |
| | irism devel | No. (01) 7 Part Monte control (01) 7 Part 10 | lanning | g- mij | | s of |
| · · | irism devel | opment. | lanning | | • | |
| Unit:3 | | opment. Destination Sustainability | | 1 | 5 ho | |
| Unit:3 Destination L | ife Cycle- | opment. | nsidera | 1 | 5 ho | |
| Unit:3 Destination L | ife Cycle- | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Controlling Approaches and Tec | nsidera | 1 | 5 ho | |
| Unit:3 Destination L | ife Cycle- | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Controlling Approaches and Tec | nsidera | 1 tions a | 5 ho | ours |
| Unit:3 Destination L Restrictions- S Unit:4 Tourism Circu | ife Cycle- Sustainable iit Develop | opment. Destination Sustainability Controlling Approaches and Techniques- Design Condesign- Regulations of buildings near natural resourtion Tourism Circuits ment- Infrastructure Development- Development of 1 | nsidera ces. | 1 tions a | 5 ho and 5 ho | ours |
| Unit:3 Destination L Restrictions- S Unit:4 | ife Cycle- Sustainable iit Develop | opment. Destination Sustainability Controlling Approaches and Techniques- Design Conductor Design- Regulations of buildings near natural resour Tourism Circuits ment- Infrastructure Development- Development of 1 | nsidera ces. | 1 tions a | 5 ho and 5 ho | ours |
| Unit:3 Destination L Restrictions- S Unit:4 Tourism Circu Facilities- Prep | ife Cycle- Sustainable iit Develop | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Condesign- Regulations of buildings near natural resourtion Tourism Circuits ment- Infrastructure Development- Development of I on Plans. | nsidera ces. | 1 tions a 1 Ameni | 5 ho and 5 ho ties a | ours ours and |
| Unit:3 Destination L Restrictions- S Unit:4 Tourism Circu Facilities- Prep Unit:5 | ife Cycle- Sustainable it Develop paring Acti | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Condesign- Regulations of buildings near natural resourtion Tourism Circuits ment- Infrastructure Development- Development of I on Plans. Role of stakeholders | nsidera ces. Basic A | 1 tions a 1 Ameni | 5 ho and 5 ho ties a 8 ho | urs urs and urs |
| Unit:3Destination LRestrictions- SUnit:4Tourism CircuFacilities- PrepUnit:5Tourism Deve | ife Cycle- Sustainable hit Develop paring Action | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Condesign- Regulations of buildings near natural resourtion Tourism Circuits ment- Infrastructure Development- Development of I on Plans. | nsidera ces. Basic A Windo | 1 tions a 1 ameni 1 w Cle | 5 ho and 5 ho ties a 8 ho arar | urs urs and urs |
| Unit:3 Destination L Restrictions- S Unit:4 Tourism Circu Facilities- Prep Unit:5 Tourism Deve | ife Cycle- Sustainable it Develop paring Active elopment 1 l Benefits of | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Cord Design- Regulations of buildings near natural resour Tourism Circuits ment- Infrastructure Development- Development of I on Plans. Role of stakeholders Bodies of State and Central Government- Single of State and Central Government Initiation | nsidera ces. Basic A Windo | 1 tions a 1 ameni 1 w Cle | 5 ho and 5 ho ties a 8 ho arar | urs urs and urs |
| Unit:3 Destination L Restrictions- S Unit:4 Tourism Circu Facilities- Prep Unit:5 Tourism Deve Incentives and | ife Cycle- Sustainable it Develop paring Active elopment 1 l Benefits of | Opment. Destination Sustainability Controlling Approaches and Techniques- Design Cord Design- Regulations of buildings near natural resour Tourism Circuits ment- Infrastructure Development- Development of I on Plans. Role of stakeholders Bodies of State and Central Government- Single of State and Central Government Initiation | nsidera ces. Basic A Windo | 1 tions a <u>1</u> ameni w Cle owarc | 5 ho and 5 ho ties a 8 ho arar | urs urs and urs ace- |

| Ex | apert lectures, online seminars – webinars |
|----|---|
| | Total Lecture hours 90 hours |
| Bo | ook(s) for Study |
| 1 | Destination Development- A.K.Bhatia, New Delhi; Himalaya Publishing House. |
| 2 | International Tourism Management- Bhatia A.K., New Delhi; Sterling Publishers. |
| | |
| | |
| Bo | ook(s) for Reference |
| 1 | Tourism Principles, Policies & Practices- Swain Sampatha Kumar & Mishra Jethendra Mohan, Oxford University Press. |
| 2 | Tourism-an introduction- Ray Youell, Essex, Addison Wesley Longman. |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://www.pondiuni.edu.in/sites/default/files/Tourism%20Principles%2CPolicies%20and%20Practic |
| | <u>et200813.pdf</u> |
| | |
| Co | ourse Designed By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ng with | Progran | nme Ou | tcomes | A.E. | CYA | | | | |
|------------|---------|---------|--------|--------|-------|-----|------------|-----|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | Μ | Μ | Μ | Μ | S | S | Μ |
| CO2 | S | Μ | M | Μ | S | S | M | M | S | Μ |
| CO3 | S | Μ | S | S | Μ | Μ | Μ | M | Μ | L |
| CO4 | Μ | Μ | M | Μ | L | M | M | M | Μ | L |
| CO5 | М | Μ | Μ | S | S | S | Μ | Μ | L | Μ |
| | 100 | A 12 | 25 | | COLO- | | | 5 1 | 100 | |

| Cour | rse code | 53D | INDUSTRIAL TRAINING (SKILL ORIENTED PROGRAMME) | L | Т | Р | С | |
|-------|------------|--|--|-----------------------------|---|----|---|--|
| Core | | | CORE- XVI | | 4 | | 4 | |
| Pre | -requisite | isite Interest to acquire new skills Version | | Syllabus 2020 Version 21 | | | | |
| Cour | rse Object | tives: | | | | | | |
| The r | nain objec | ctives of thi | s course are to: | | | | | |
| 2. | Enrich pr | actical know | ry requirement from the graduate's point of view wledge of facing the customer related services | | | | | |
| Expe | ected Cou | rse Outcon | nes: | | | | | |
| On t | the succes | sful comple | etion of the course, student will be able to: | | | | | |
| 1 | Enhance | e needs war | nts of Industry's requirement | | | K4 | | |
| 2 | Underst | and the diff | erence between theoretical learning and practical knowle | edge | e | K1 | | |
| 3 | Gain the | e customer | handling techniques | | | K2 | , | |
| 4 | Familia | rize the inte | r <mark>personal</mark> skills | | | K3 | | |
| 5 | Handle | technologic | al related things | | | K5 | | |
| I | | _ | a series and the series of the | | | | | |

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create Industrial Training Programme is designed to develop necessary skills in their respective field and specialization with 4 credits, thus giving equal momentum in sync with the core paper. This training is kept in the curriculum in order to pave way for them to get placed in the same institutions where they undergo training. Student has to undergo training not less than 30 days in reputed travel agencies, tour operating firms, airlines, hotels, tourism organizations etc. A Certificate for having undergone the training has to be produced to the head of the department, which shall be followed be a class room seminar to evaluate the outcome of training. This training shall be undergone after IV semester examinations. Also, a tour program during the fifth (V) semester shall be undertaken (National tour if possible or within South India). During the tour, student should be encouraged to participate in guiding to learn the modalities and difficulties of tour guiding. Fifth (V) Semester mark entries should be made only after the completion of tour program.

Distribution of Marks:

Industrial Training- 60 Marks

Seminar- 10 Marks

Tour-30 Marks

The Participation in every part of this activity is mandatory. In the Fifth (V) semester, a staff member from the department should be made in-charge of supervising these programmes with a paper's workload support.

Course Designed By:Dr.R.NARASIMMARAJ (narasimmarajj@gmail.com)

| Mappi | ng with | Progran | nme Out | tcomes | | | | | | |
|------------|------------|---------|---------|--------|-----|------------|------------|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | S | Μ | S | S | Μ | S | Μ | Μ |
| CO2 | Μ | S | S | Μ | Μ | Μ | S | S | L | L |
| CO3 | Μ | Μ | S | Μ | Μ | Μ | S | S | Μ | Μ |
| CO4 | Μ | S | S | Μ | Μ | S | Μ | S | Μ | Μ |
| CO5 | S | Μ | S | Μ | Μ | S | Μ | S | Μ | Μ |
| | | | | | | | | | | |



| Course code | 5EA | EVENT MANAGEMENT | L | Т | Р | С |
|---|--|--|---|---|--|---|
| Elective | I | ELECTIVE-IA | 4 | | | 4 |
| Pre-requisite | • | Basic understanding about meetings, exhibitions | Sylla rs | bus ion | 202 21 |)- |
| Course Object | | | | | | |
| The main object | ctives of thi | s course are to: | | | | |
| | | ept of event management | | | | |
| | | IICE in the contemporary tourism business | | | | |
| 3. Study the | role and ful | nctions of the promoting and developing MICE Touris | 5111 | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| On the succes | sful comple | etion of the course, student will be able to: | | | | |
| 1 Observe | the basic c | concept of MICE | | | K | 1 |
| 2 Gain the | e various M | ICE destinations and their role | | | K | 3 |
| 3 Distingu | uish betwee | n various types of events | | | K | 4 |
| 4 Visualiz | e required | planning techniques for conducting conference and me | eeting | | K | 5 |
| | | vernment and private organization's role on the promo | otion of | of | K | 2 |
| | | and development in India. nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; 1 | V | <u> </u> | | |
| KI - Kememt | per; $\mathbf{K}\mathbf{Z} - \mathbf{U}\mathbf{I}$ | noerstand. N $3 - ADDIV. N 4 - ADAIVZe. N 3 - EVAIUATE$ | | | | |
| | 1 1 | inderstand, ite Appry, ite Analyze, ite Evaluate, | <u>K0 – </u> | Creat | | |
| | ng- Types of | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et | tc) – | 1(|) hou | |
| Event- Meani Need/Importa Tourism. | ng- Types of | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp | tc) – | 1(of Ev |) hou vents | in |
| Event- Meani Need/Importa Tourism. Unit:2 | ng- Types o nce of Eve | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE | tc) – pacts o | 1(of Ev 1(|) hou vents) hou | in rs |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean | ng- Types of nce of Eve ning of MIC | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri | tc) – pacts o | 1(of Ev 1(|) hou vents) hou | in rs |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean | ng- Types of nce of Eve ning of MIC | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE | tc) – pacts o | 1(of Ev 1(|) hou vents) hou | in rs |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE | ng- Types of nce of Eve ning of MIC | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri across world - Factors Influencing MICE Tourism. | tc) – pacts o | 1(of Ev <u>1(</u> Its M |) hou vents) hou Iarke | in rs t - |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 | ng- Types of nce of Eve ning of MIC Destination | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri | tc) – pacts o | 1(of Ev 1(Its M |) hou /ents) hou larke 5 hou | in rs t - |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows Tradeshows a | ng- Types of nce of Eve ning of MIC Destination | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions | tc) – pacts o sm - | 1(of Ev 1(Its M 15 my- 1 |) hou vents) hou larke 5 hou Role | in rs t - rs of |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows | ng- Types of nce of Eve ning of MIC Destination | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions pitions- Types- Benefits- Impacts of Tradeshows on E | tc) – pacts o sm - | 1(of Ev 1(Its M 15 my- 1 |) hou vents) hou larke 5 hou Role | in rs t - rs of |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows Tradeshows a | ng- Types of nce of Eve ning of MIC Destination | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions pitions- Types- Benefits- Impacts of Tradeshows on E | tc) – pacts o sm - | 1(of Ev 1(Its M 15 my-1 s- M |) hou vents) hou larke 5 hou Role | in rs t - rs of g- |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows Tradeshows a Types. Unit:4 Conferences a | ng- Types of nce of Eve ning of MIC Destination and Exhibition | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touriat across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions pitions- Types- Benefits- Impacts of Tradeshows on E tions in Tourism Development- Road Shows- Ince | tc) – pacts of sm - | 1(of Ev 1(Its M 15 my- 15 s- M |) hou vents) hou larke 5 hou Role eanin | in rs t - rs of g- rs |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows Tradeshows a Types. Unit:4 Conferences a | ng- Types of nce of Eve ning of MIC Destination and Exhibition | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Touri across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions itions- Types- Benefits- Impacts of Tradeshows on E tions in Tourism Development- Road Shows- Ince Meeting Planners tions- Meaning- Convention Facilities- Meeting Plann | tc) – pacts of sm - | 1(of Ev 1(Its M 15 my-1 s- M 5- M |) hou vents) hou larke 5 hou Role eanin | in rs t - rs of g- rs of |
| Event- Meani Need/Importa Tourism. Unit:2 MICE - Mean Major MICE Unit:3 Trade Shows Tradeshows a Types. Unit:4 Conferences a Meeting Plant Unit:5 Travel Agence | ng- Types of nce of Eve ning of MIC Destination and Exhibition and Exhibition and Convent ners- Types | Events-An Introduction of Events (Cultural, Religious, Business, and Sports et nts- Events and Tourism- Its Relation and Role- Imp MICE CE - Components of MICE - Growth of MICE Tourism. across world - Factors Influencing MICE Tourism. Trade Shows and Exhibitions oitions- Types- Benefits- Impacts of Tradeshows on E tions in Tourism Development- Road Shows- Ince Meeting Planners tions- Meaning- Convention Facilities- Meeting Planners. | tc) – pacts of sm - Econo entives | 1(of Ev 1(Its M 15 my- 1 s- M s- M 15 Attrib |) hou vents) hou larke 5 hou Role eanin 5 hou utes o 8 hou | in rs t - g- rs of rs of rs |

| | Total Lecture hours | 60 hours |
|----|---|--------------------|
| Bo | ok(s) for Study | |
| 1 | Meetings, Expositions, Events and Conventions- an Introduction to the Industry- Delhi Prentice Hall. | Feninch, G.G., New |
| 2 | Meeting & Convention Management- Weirich, M.L, New Delhi, Delmar Publish | ers Inc. |
| | | |
| | | |
| Bo | ok(s) for Reference | |
| 1 | Events design and experience- Berridge, G. Oxford: ButterworthHeinemann | |
| 2 | Bowdin, G. A. J.Events management-Bowdin, G. A. J.London: ButterworthHe | nemann. |
| D | | |
| | lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |

Course Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com)

| Mappi | ng with | Program | n <mark>me Ou</mark> | tcomes | 1 | | | | | |
|-------|------------|---------|----------------------|--------|-----|------------|------------|------|------------|-------------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | Μ | M | M | S | Μ | Μ | Μ | L | Μ | Μ |
| CO2 | Μ | S | Μ | Μ | S | S | Μ | M | Μ | Μ |
| CO3 | Μ | Μ | M | Μ | Μ | S | Μ | M | Μ | Μ |
| CO4 | Μ | S | Μ | Μ | L | Μ | Μ | M | Μ | Μ |
| CO5 | Μ | S | Μ | Μ | Μ | L | Μ | M | Μ | Μ |
| | | Sec. | 22 | Na- | 2hr | 51 | 1 - 2 | 2000 | 18 | |

| Course code | 5EA | E | NTREPR | ENEU | RSHIP I | DEVEL | OPMENT | L | Т | Р | С |
|--|---|---|---|---|---|---|---|--|---|---|--|
| Elective | | | | EL | ECTIVE | I B | | 4 | | | 4 |
| Pre-requisite | | K | nowledge | on Ent | repreneu | rship De | velopment | Sylla rs | bus ion | 2020 21 |)- |
| Course Object | | | | | | | | | | | |
| The main object | ctives of thi | is cour | se are to: | | | | | | | | |
| | growth and | | 1 | 1 | | 1 | | | | | |
| | | | | | | | developmen | t | | | |
| 3. Know abo | ut process | of tou | rism entre | preneu | rial devel | opment | | | | | |
| Expected Cou | rse Outcor | mes: | | | | | | | | | |
| On the succes | | | of the cour | se. stu | dent will | be able t | 0: | | | | |
| | nd the fund | | | | | | | | | K | 1 |
| | end the ma | | | - | - | - | | | | K | |
| | | | | | | 105 | ment of the | new | | K | |
| business | | , institu | ations and | then I | | ueverop | | | | | |
| 4 Gain the | knowledge | e about | process, c | classifi | cation an | d suppor | t of the fina | ncial | | K | 6 |
| institution | n to startup | o <mark>a new</mark> | tourism v | venture | | | 120 | | | | |
| | | kind o | f issues an | nd chall | lenges of | the Entr | <mark>epre</mark> neurshij | 2 | | K | 5 |
| developm | | | 11 1000 | | | | | | | | |
| | | T 1 . | 1 170 | | TTAA | 1 17 | | 77/ | <u> </u> | | |
| KI - Rememb | er; K 2 - Ui | Understa | and; K3 - | Apply; | ; K4 - An | alyze; K | <mark>5 - E</mark> valuate | ; K6 – | Creat | e | |
| | ber; K 2 - Ui | 1 | N. 16 | | 5000 | 1 | <mark>5 - E</mark> valuate | ; K6 – | | | |
| Unit:1 | | | Basics of | an Ent | treprene | urship | | | 1(|) hou | |
| Unit:1 Definition, St | ructure and | nd Con | Basics of | an Ent Entrep | treprene reneurshi | urship p- Natu | re, Growth | | 1(|) hou | |
| Unit:1 | ructure and | nd Con | Basics of | an Ent Entrep | treprene reneurshi | urship p- Natu | re, Growth | | 1(|) hou | |
| Unit:1 Definition, St | ructure and | nd Con | Basics of | an Ent Entrep: eurship | treprene reneurshi o- Types o | urship p- Natu of Entrep | re, Growth | | 1(porta |) hou | of |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneuri | ructure and hip- Theori al Traits an | nd Con ries of 1 | Basics of Encepts of Entreprend Entrepred Entrepred | an Ent Entrep eurship eneuri Characte | treprene reneurshi - Types o al Motiva eristics ar | p- Natu p- Natu of Entrep ation ad Quali | re, Growth preneurship. ty of an Entr | and Im | 1(porta 1: 1: |) hou ince | of |
| Unit:1 Definition, St Entrepreneurs Unit:2 | ructure and hip- Theori al Traits an | nd Con ries of 1 | Basics of Encepts of Entreprend Entrepred Entrepred | an Ent Entrep eurship eneuri Characte | treprene reneurshi - Types o al Motiva eristics ar | p- Natu p- Natu of Entrep ation ad Quali | re, Growth preneurship. ty of an Entr | and Im | 1(porta 1: 1: |) hou ince | of |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneuri Entrepreneur | ructure and hip- Theori al Traits an | nd Con ries of 1 | Basics of Entreprend Entreprend Entreprend ivation- C Manageme | an Entrepreurship eurship eneuri Characte ent- De | treprene reneurshi o- Types o al Motiva eristics ar velopmen | p- Natu p- Natu of Entrep ation ad Quali at of Wo | re, Growth preneurship. ty of an Entr | and Im | 1(aporta 15 17- |) hou ince 5 hou | of rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 | ructure and hip- Theori al Traits an Vs Professi | nd Con ries of 1 nd Mot sional N | Basics of Entreprene Entreprene ivation- C Manageme | an Entrepreurship eurship eneuri characte ent- De | treprene reneurshi o- Types o al Motiva eristics ar velopmer supports | urship p- Natu of Entrep ation ad Quali at of Wo | re, Growth preneurship. ty of an Entr men Entrepr | and Im | 1(aporta 1: ar- |) hou ince 5 hou 5 hou | of rs rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A | ructure and hip- Theori al Traits an Vs Professi | nd Con ries of 1 nd Mot sional M | Basics of Entreprend Entreprend Entreprend ivation- C Manageme Institut eurs- Proc | an Entrepreurship eurship eneuri characte ent- De | treprene reneurshi o- Types o al Motiva eristics ar velopmer supports | urship p- Natu of Entrep ation ad Quali at of Wo | re, Growth preneurship. ty of an Entr men Entrepr | and Im | 1(aporta 1: ar- |) hou ince 5 hou 5 hou | of rs rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 | ructure and hip- Theori al Traits an Vs Professi | nd Con ries of 1 nd Mot sional M | Basics of Entreprend Entreprend Entreprend ivation- C Manageme Institut eurs- Proc | an Entrepreurship eurship eneuri characte ent- De | treprene reneurshi o- Types o al Motiva eristics ar velopmer supports | urship p- Natu of Entrep ation ad Quali at of Wo | re, Growth preneurship. ty of an Entr men Entrepr | and Im | 1(aporta 1: ar- |) hou ince 5 hou 5 hou | of rs rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification | ructure and hip- Theori al Traits an Vs Professi | nd Con ries of 1 nd Mot sional M reprene Formula | Basics of Entreprene Entreprene ivation- C Manageme Institut eurs- Proc ation. | an Entrepreurship eneuri Characte ent- De tional s cess of | treprene reneurshi - Types o al Motiva eristics ar velopmer supports Tourism | urship p- Natu of Entrep ation ad Quali at of Wo Entrep | re, Growth preneurship. ty of an Entr men Entrepr | and Im | 1(porta 1: 1: 1: |) hou ince 5 hou 5 hou Proje | of rs rs ct |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification Unit:4 | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo | nd Con ries of 1 nd Mot sional M reprene Formula | Basics of Entreprend Entreprend Entreprend Entreprend Institut Entreprend Institut Entreprend Institut Entreprend Institut Entreprend Institut | an Entrepreurship eurship eneuri Characte ent- De tional s cess of and De | treprene reneurshi - Types o al Motiva eristics ar velopmer supports Tourism | urship p- Natu of Entrep ation ad Quali at of Wo Entrep | re, Growth preneurship. ty of an Entr men Entrepr reneurial De | and Im epreneu eneurs. velopm | 1(aporta 15 ar- 15 ent- 1(|) hou ince 5 hou 5 hou Proje | of rs rs ct rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo | nd Con ries of 1 nd Mot sional M reprend Formula | Basics of Entreprend Entreprend ivation- C Manageme Institut eurs- Proc ation. Planning a | an Entrepeurship eneuri characte ent- De tional s cess of and De or a To | treprene reneurshi - Types o al Motiva eristics ar velopmer supports Tourism | urship p- Natu of Entrep ation ad Quali at of Wo Entrep | re, Growth preneurship. ty of an Entr men Entrepr reneurial De | and Im epreneu eneurs. velopm | 1(aporta 15 ar- 15 ent- 1(|) hou ince 5 hou 5 hou Proje | of rs rs ct rs |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification Unit:4 Budget and P | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo | nd Con ries of 1 nd Mot sional M reprend Formula | Basics of Entreprend Entreprend Entreprend Entreprend Institut Entreprend Institut Eurs- Proce ation. Planning a Search for Institutio | an Entrepreurship eurship eneuri Characte ent- De tional s cess of and De or a To ns. | treprene reneurshi - Types o al Motiva eristics ar velopmer supports Tourism | urship p- Natu of Entrep ation ad Quali at of Wo Entrep | re, Growth preneurship. ty of an Entr men Entrepr reneurial De | and Im epreneu eneurs. velopm | 1(aporta 15 ar- 15 ent- 1(lassit |) hou ince 5 hou 5 hou Proje | of rs rs ect rs on |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification Unit:4 Budget and P of Tourism Pr | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo lanning Pro ojects - Fin | nd Con ries of 1 nd Mot sional M reprene Formula | Basics of Entreprend Entreprend Entreprend ivation- C Manageme Institut eurs- Proc ation. Planning a Search fo Institutio | an Entrepreurship eneuri character ent- De tional s cess of and De or a To ns. | treprene reneurshi - Types of al Motiva eristics ar velopmer supports Tourism evelopme urism Bu allenges | ent | re, Growth preneurship. ty of an Entrepr reneurial De dea- Concep | and Im epreneureneurs. velopm | 1(porta 1: 1: 1: |) hou ince 5 hou 5 hou Proje) hou ficatio 8 hou | of rs rs oct rs on |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification Unit:4 Budget and P of Tourism Pr Unit:5 | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo lanning Pro ojects - Fin | nd Con ries of 2 nd Mot sional M reprene Formula ocess - nancial nnels- | Basics of Entreprend Entreprend Entreprend ivation- C Manageme Institut eurs- Proc ation. Planning a Search for Institutio Issues a Setting-Up | an Entrepreurship eurship eneuri characte ent- De tional s cess of and De or a To ns. and ch | treprener reneurshi - Types of al Motiva eristics ar velopmer supports Tourism evelopme urism Bu allenges ity Standa | ent erd- Sma | re, Growth preneurship. ty of an Entrepr reneurial De dea- Concep | and Im epreneureneurs. velopm | 1(porta 1: 1: 1: |) hou ince 5 hou 5 hou Proje) hou ficatio 8 hou | of rs rs ect rs on |
| Unit:1 Definition, St Entrepreneurs Unit:2 Entrepreneur Entrepreneur Unit:3 Institutions A Identification Unit:4 Budget and P of Tourism Pr Unit:5 Tourism Mark | ructure and hip- Theori al Traits an Vs Professi Aid of Entr - Project Fo lanning Pro ojects - Fin | nd Con ries of 2 nd Mot sional M reprene Formula ocess - nancial nnels- | Basics of Entreprend Entreprend Entreprend Entreprend Institution- C Manageme Institution Eurs- Proceed ation. Planning a Search for Institutio Issues a Setting-Uj ess of Sma | an Entrepreurship eurship eneuri characte ent- De tional s cess of and De or a To ns. and ch p Quali ill-Scal | treprener reneurshi - Types of al Motiva eristics ar velopmer supports Tourism evelopme urism Bu allenges ity Standa | ent erd- Sma | re, Growth preneurship. ty of an Entrepr reneurial De dea- Concep | and Im epreneureneurs. velopm | 1(aporta 1: ar- 1: ent- 1(lassif ypes |) hou ince 5 hou 5 hou Proje) hou ficatio 8 hou | of rs rs ct rs on rs |

| | | | | Total Lec | ture hours | | 60 hours |
|----|---------------------------|--|---------------------|------------------|----------------|--------------|-----------|
| Bo | ook(s) for St | tudy | | | | | |
| 1 | Dynamics o Publication | f Entrepreneurial De House. | evolvement and] | Management- Va | santh Desai, N | lew Delhi: H | limalaya |
| 2 | Innovation a | & Entrepreneurship- | Peter F. Drucke | r, Harper & Row | , New York. | | |
| | | | | | | | |
| | | | | | | | |
| Bo | ook(s) for R | eference | | | | | |
| 1 | | Entrepreneurship: terworth- Heinemann | | Perspective- | Stephen P | Page,Jovo | Ateljeve, |
| 2 | Tourism En Company L | trepreneurship, Mel td. | odi Botha, Fel | icité Fairer, We | ssels, Berendi | en Lubbe, | Juta and |
| | | | | | | | |
| Re | elated Onlin | e Contents [MOO | DC, SWAYAN | I, NPTEL, Wel | osites etc.] | | |
| 1 | https://ww | w.iare.ac.in/sites/def | fault/files/lecture | e_notes/IARE_Er | trepreneurial_ | Developme | nt_NOTE |
| | <u>S.pdf</u> | | 1362 | 等级 | | | |
| | | | ALC: NO | a star in | | | |

Course Designed By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com)

| Mappi | ng with I | Progran | n <mark>me Ou</mark> t | tcomes | 1 | | 120 | | | |
|---------|------------|---------|------------------------|--------|-----|------------|-----|--------|------------|------|
| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | М | M | M | M | M | M | M | M | М | М |
| CO2 | М | Μ | S | М | M | М | L | L | М | М |
| CO3 | S | M | M | M | L | М | L | L | S | М |
| CO4 | S | M | M | L | L | М | M | M | M | М |
| CO5 | S | М | M | M | М | М | M | M | M | L |
| | | and a | 120 | 100 | 24 | -1 | 1 | Ares . | 3 | |
| *S-Stro | ong; M-N | Iedium; | L- <mark>Low</mark> | | | 1 | 0.4 | 21 | 7 | |

- Colored

| Course code | 5EA | TRAVEL AND TOURISM INDUSTRY 4.0 | L | Т | Р | С |
|------------------------------|-----------------------------|--|----------------|-------------------|----------------------------|----|
| Elective | | ELECTIVE I C | 4 | | | 4 |
| Pre-requisite | 1 | Interest to Learn the Technological Innovations | Sylla Sylla | bus ion | 2020 21 | 0- |
| Course Object | | | | | | |
| The main objec | ctives of thi | s course are to: | | | | |
| 1. Understar | nd the techi | nological innovations in travel and tourism industry | | | | |
| | | vare of the technological applications in travel and tou | rism o | leliv | erable | es |
| 3. Understar | nd the signi | ficance of technology | | | | |
| E-masted Com | | | | | | |
| Expected Cou | | etion of the course, student will be able to: | | | | |
| | | nologies and its uses in travel and tourism industry | | | K | 1 |
| | anous tech | nologies and its uses in traver and tourism industry | | | Л | .1 |
| 2 Describe | a framewo | rk for virtual tourism | | | K | 1 |
| | | e of technological application in travel and tourism ind | lustrv | | K | 3 |
| | | eness of various technologies in decision making proce | | | K | |
| | | he fair construction methods | | | K | |
| - | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; 1 | K6 _ (| [~] reat | | |
| KI Kemenie | , 112 01 | iderstand, its rippiy, its rindryze, its Evaluate, i | | | C | |
| Unit:1 | | Tourism and Technology | 1 | 1(|) hou | rs |
| Technology. | - Importanc | e of Technology in the present scenario- Limitations | | | | |
| Unit:2 | F | E-Commerce | | | 2 hou | |
| Commerce – | B2C, B2B, | k – Traditional Vs E-Business Applications Major C2B and C2C- Role of E-Commerce in Travel & Tages on Travel E-platforms. | | | | |
| 11.4.0 | [| | | 1/ | - 1 | |
| Unit:3 | toming of D | CRS and GDS | 0.041 | | 5 hou | |
| Reservation S GDS and Cha | Systems in aracteristics | ervation Systems) terms specification- Basic Principle Air Transport. GDS (Global Distribution Systems) of GDS in the tourism market - Amadeus and other GDS formation (e-ticketing). | - Fur | nctio | ning | of |
| Unit:4 | | Technological Advancements | | 13 | 8 hou | rs |
| - | | ents in Travel and Tourism - Smart Tourism Via Sma | - | | | |
| Mooning and | | n of Internet of Things (IoT), Recognition Technolog y, Artificial Intelligence, and Robotics. | y, Vir | tual | Reali | ty |
| | | | | | | |
| (VR), Augme | | Case Studies | | 5 | 8 hou | rs |
| (VR), Augme Unit:5 | | Case Studies s travel / Safety & Security measures on Pandemic – | Acce | | <mark>8 hou</mark> y NY | |

| Unit:6 | Contemporary Issues | 2 hours |
|--------------|---|------------------|
| Expert l | ectures, online seminars – webinars | |
| | | |
| | Total Lecture hours | 60 hours |
| Book(s) | for Study | |
| 1 Trav | el Information Manual – IATA | |
| 2 E-co | mmerce & Information Technology in Hospitality & Tourism- Zongqing | Zhou, Cengage |
| Lear | ning. | |
| | | |
| I | | |
| Book(s) | for Reference | |
| | book of Research on Smart Technology Applications in the Tourism Industry | y- Evrim Çeltek, |
| | , Foundation Course Textbook, 5.9 Edition, Montreal. | |
| | | |
| D.1.4.1 | | |
| | Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 <u>htt</u> | s://www.iborn.net/blog/tourism-technology-how-tech-has-changed-way-we | <u>-travel</u> |
| | | |
| | Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) and R (bhmdirector@amceducation.in) | Prof. RAJESH |
| KUMAI | (biindifector @ anceducation.in) | |

| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|------------|----------|---------|-------|------|-----------------|------------|------------|-----|------------|-------------|
| CO1 | S | Μ | S | Μ | S | M | Μ | M | Μ | Μ |
| CO2 | S | L | S | M | S | M | L | L | L | Μ |
| CO3 | M | M | S | Μ | S | M | Μ | Μ | M | Μ |
| CO4 | S | Μ | S | S | S | Μ | S | Μ | M | Μ |
| CO5 | S | Μ | S | L | S | Μ | L | Μ | Μ | Μ |
| | | 1 | Ser. | | Contract on the | 3 | 130 | 100 | | |
| *S-Stro | ong; M-N | Iedium; | L-Low | (and | | - PR | 31 | | | -1 |

SELLIFORD S EDUCATE TO SLEV

| Cour | rse code | 5ZC | TOUR GUIDING | L | Т | P | C |
|---|---------------------------------------|---------------------|--|---------------|-----------|-----------|-----|
| Skill | Based Cou | irse | SKILL BASED COURSE- III | 3 | | | 3 |
| | -requisite | | Meaning of tour guide and their roles | Sylla `rsi | bus on | 202 21 | 0- |
| | rse Object | | | | | | |
| The 1 | nain objec | ctives of thi | s course are to: | | | | |
| 1. | | | skills required for the tour guides | | | | |
| 2. | | 1 | sonal relationship between various stake holders | | | | |
| 3. | Gain the G | uestination/ | product knowledge | | | | |
| Expe | ected Cou | rse Outcon | nes: | | | | |
| | | | etion of the course, student will be able to: | | | | |
| 1Remember the various forms of tourism destinations | | | | | | | |
| 2 | Ability t | to distinguis | sh between duties and responsibilities of a tour guides | | | K | 3 |
| 3 | Familia | rize with di | fficulties faced by the tour guides | | | K | 5 |
| 4 | Acquire | destination | knowledge | | | K | 5 |
| 5 | Underst | and the inte | rpersonal skills | | | K | 2 |
| K1 | - Rememb | oer; K2 - Ui | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I | X6 - (| Creat | e | |
| | | | | | | | |
| Uni | | | Fundamentals of the Tour Guiding | | |) hou | irs |
| | | | ing- Meaning & Differences- Duties and Responsibilit Guide- Steps to become a Tour Guide. | ies of | a To | ur | |
| | 1 | | and the second | | | | |
| Uni | | | Role of Tour Guides | | |) hou | |
| | ctical Diffi motion. | iculties of a | Tour Guide- Tips for a Successful guide- Tour Guide | and I | Destii | natio | n |
| | | | | | | | |
| Uni | t:3 | | Destination Based Guiding | | 10 |) hou | irs |
| | versified 7 seums etc. | | stinations and Guiding- Religious Centres- Sports- I | Monu | ment | .S- | |
| Uni | t:4 | | Emergency Handling | | 10 |) hou | irs |
| | | oward Incid | lences- Handling Difficult/Demanding Tourists- Emer | rgenc | | | |
| Sett | ing up a T | our Guide | Business. | | | | |
| Uni | Unit:5 Skill Development Programs 3 h | | | | | | |
| Mar | naging Rel | lationship v | vith Different Stakeholders at Tourist Destination- Tou | r Gui | | | |
| | | | d Skill Development Programs. | | | | |
| Uni | t:6 | | Contemporary Issues | | 2 | 2 hou | urs |
| | | es, online se | minars – webinars | | - | | |
| 1 | | | | | | | |
| | | | Total Lecture hours | | 45 | 5 hou | irs |
| Boo | ok(s) for S | tudy | <u>1</u> | | | | |

| 1 | Handbook for Tour Guides – Nimit Chowdhary, New Delhi: Matrix Publishers. | | | | | | |
|----|---|--|--|--|--|--|--|
| 2 | How to Start a Tour Guiding Business- Mitchell, G.E., Charleston. | | | | | | |
| | | | | | | | |
| Bo | ook(s) for Reference | | | | | | |
| 1 | The Grand Tour Guide to the World, by The Grand Tour | | | | | | |
| 2 | https://www.worldtravelguide.net/ | | | | | | |
| | | | | | | | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | | | | | | |
| 1 | http://oasis.col.org/bitstream/handle/11599/457/2006_VUSSC_Tour- | | | | | | |
| | Guiding.pdf?sequence=3&isAllowed=y | | | | | | |
| | | | | | | | |
| Co | ourse Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) | | | | | | |

| Mappi | ing with | Program | nme Out | comes | | | | | | |
|-------|------------|---------|---------|-------|-----|-----|------------|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | M | S | Μ | Μ | M | Μ | Μ | Μ |
| CO2 | S | S | Μ | S | М | Μ | M | Μ | Μ | Μ |
| CO3 | Μ | S | Μ | S | Μ | M | S | S | L | Μ |
| CO4 | S | S | Μ | Μ | Μ | Μ | Μ | S | Μ | Μ |
| CO5 | S | S | S | S | S | L | Μ | S | Μ | L |
| | | - | | 110 | | 1 | 1 | | | |



| Course code | 63A | HUMAN RESOURCE MANAGEMENT | L | Т | Р | С |
|--|---|--|----------------|--------------|-----------------|-----------|
| Core | | CORE XVII | 4 | | | 4 |
| Pre-requisite | ; | Knowledge of Human Resource Management | Sylla Sylla | bus ion | 2020 21 | 0- |
| Course Object | | | | | | |
| The main object | ctives of thi | s course are to: | | | | |
| 2. Obtain kn | owledge ab | mportance of HRM out manpower planning and performance manageme derstanding of employee - employer relation | nt syste | em | | |
| Expected Cou | rse Outcor | nes: | | | | |
| <u> </u> | | etion of the course, student will be able to: | | | | |
| | 1 | dustrial issues with the help of HRM practices | | | K | 1 |
| 2 Obtained | the basic cor | ncept of HRM | | | K | 2 |
| 3 Understa | nd various | recruitment types methods | | | K | 3 |
| | | e appraisal system | | | K | [4 |
| | | nployee layoff methods | | | K | 5 |
| K1 - Rememb | oer: K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – | Creat | te | |
| Personnel Au Unit:2 | | Job Description and Job Analysis | | - | 5 hou | |
| | | ription- Job Specification- Uses of Job Analysis In rk Force Analysis- Absenteeism- Turn Over. | formati | lon- | Hum | an |
| Unit:3 | Recru | itment Techniques and Interpersonal Skills | | 2(|) hou | rs |
| Recruitment- Interviews-Ty Development | Internal & pes of Inte -Operative | & External recruitment- Recruitment Evaluation- I erviews- Principles of Interviewing- Physical Exami- Training- On the Job Training- Vestibule Trainin Interpersonal Skills- Organisation Knowledge. | nation- | Proc Orie | edure entati | es- on |
| Unit:4 | Per | formance Appraisal and Job Evaluation | | 20 |) hou | rs |
| Job Evaluatio | n and Syste aranteed an | Appraising System- Career Development Program em- Fringe Benefits- Principles of Employee Benefi nual wage- Medical Services- Recreation- Cafeteria | t Progi | amm | ne- Li | ife |
| Unit:5 | | Employee Welfare | | 15 | 5 hou | rs |
| Importance of | | elations- Nature of Human Needs- Motivation Theor Retirement, Mandatory Vs Voluntary Retirement- La | | | | |

| Unit:6 | Contemporary Issues | 2 hours |
|---------------------|--|-----------|
| Expert lecture | es, online seminars – webinars | |
| | | |
| | Total Lecture hours | 90 hours |
| Book(s) for S | tudy | |
| 1 Personnel | Management- Edwin Flippo, New Delhi: Mc Graw Hill, | |
| 2 Personnel | Management and Industrial Relations- P.CTripathi, Sultan Chand & Son | ns. |
| | | |
| | | |
| Book(s) for H | Reference | |
| 1 Personnel | Management- Edwin Flippo, New Delhi: Mc Graw Hill. | |
| 2 Human Re | source Management Text and Cases- Aswathappa Tata McGraw-Hill E | ducation. |
| | | |
| | | |
| | ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
| 1 <u>https://wy</u> | vw.academia.edu/38318720/chapter850-pdf 4485794.pdf | |
| | | |
| Course Desig | ned By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) | |

| | | | A | | A PROPERTY OF A | | | | | |
|-------|------------|---------|-----------------------|--------|---|------|------------|------|------------|-------------|
| Mappi | ng with | Progran | n <mark>me O</mark> u | tcomes | in the | - VA | 1.0 | 2.6. | | |
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | M | Μ | Μ | М | S | Μ | Μ | S |
| CO2 | S | Μ | M | S | Μ | M | M | M | Μ | S |
| CO3 | Μ | S | Μ | M | Μ | Μ | S | Μ | S | Μ |
| CO4 | Μ | M | S | M | Μ | M | Μ | Μ | Μ | Μ |
| CO5 | S | Μ | Μ | S | Μ | М | M | S | Μ | L |
| | | 101 | | 1.00 | - AL | | all a | S 7 | 1 | |

age gar

| Acquire the Understand Expected Cours On the successf Understand Understand Internalize Compreher Realize the Analyze the Analyze the Unit:1 Destination-Control | ives of this derstand the e need and d the role a se Outcon ful comple d the basic the core ic nd the desi e need and ie role play or; K2 - Ur | s course are to: he basics of destination management l importance of destination image and branding and function of PPP on destination development | labus | K K K K | 4 0- (1) (1) (2) (4) (3) (5) |
|---|--|---|--------|------------------|---|
| Course Objective The main objection The main objection The main objection Acquire the Acquire the Understand Expected Course On the successf Understand Internalize Compreher Realize the Analyze the Internalize Internalize Internalize Analyze the Internalize Interna | ives of this derstand the e need and d the role a se Outcon ful comple d the basic the core ic nd the desi e need and ie role play or; K2 - Ur | Conderstanding about Destination Management Source are to: The basics of destination management I importance of destination image and branding and function of PPP on destination development Herein Source are to: A standard destination A standard destin | rsion | 21 | X1 X2 X4 X3 |
| The main objecti1.Able to und2.Acquire the3.UnderstandExpected CoursOn the successf1Understand2Internalize3Compreher4Realize the5Analyze the5Analyze theUnit:1Destination-Con | ives of this derstand the e need and d the role a se Outcon ful comple d the basic the core ic nd the desi e need and ie role play or; K2 - Ur | he basics of destination management l importance of destination image and branding and function of PPP on destination development nes: tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| Able to und Acquire the Understand Expected Cours On the successf Understand Expected Cours On the successf Internalize Compreher Realize the Analyze the K1 - Remember Unit:1 Destination-Con | derstand the need and d the role a additional difference of the role additional difference of the core identifies and the desident of the desident of the core ident of the desident of the de | he basics of destination management l importance of destination image and branding and function of PPP on destination development nes: tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| 2. Acquire the 3. Understand Expected Cours On the successf 1 Understand 2 Internalize 3 Compreher 4 Realize the 5 Analyze the K1 - Remember Unit:1 Destination-Con | e need and d the role a se Outcon ful comple d the basic the core io nd the dest e need and the role play er; K2 - Ur | I importance of destination image and branding and function of PPP on destination development nes: tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| 3. Understand Expected Cours On the success 1 Understand 2 Internalize 3 Compreher 4 Realize the 5 Analyze the K1 - Remember Unit:1 Destination-Con | d the role a se Outcom ful comple d the basic the core id nd the dest e need and he role play or; K2 - Ur | and function of PPP on destination development nes: tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| Expected CoursOn the success1Understand2Internalize3Compreher4Realize the5Analyze theK1 - RememberUnit:1Destination-Control | se Outcon ful comple d the basic the core is nd the dest e need and he role play or; K2 - Ur | nes: tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| Onthe success1Understand2Internalize3Comprehend4Realize the5Analyze theK1 - RememberUnit:1Destination-Control | ful comple d the basic the core is nd the dest e need and he role play er; K2 - Ur | tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| Onthe success1Understand2Internalize3Comprehend4Realize the5Analyze theK1 - RememberUnit:1Destination-Control | ful comple d the basic the core is nd the dest e need and he role play er; K2 - Ur | tion of the course, student will be able to: knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| 1Understand2Internalize3Compreher4Realize the5Analyze theK1 - RememberUnit:1Destination-Control | d the basic the core id nd the dest e need and he role play er; K2 - Ur | e knowledge about destination deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| 2 Internalize 3 Comprehent 4 Realize the 5 Analyze the K1 - Remember Unit:1 Destination-Content | the core is nd the dest e need and he role play er; K2 - Ur | deas of destination management tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K K | K2 K4 K3 |
| 3 Comprehener 4 Realize the 5 Analyze the K1 - Remember Unit:1 Destination-Control | nd the dest e need and te role play er; K2 - Ur | tination image and branding importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K K | K4 K3 |
| 4Realize the5Analyze theK1 - RememberUnit:1Destination-Control | e need and ie role play er; K2 - Ur | importance of destination promotional techniques yed by the PPP on destination development | - Crea | K K | Κ3 |
| 5 Analyze the K1 - Remember Unit:1 Destination-Con | ie role play er; K2 - Ur | yed by the PPP on destination development | - Crea | K | |
| K1 - Remember Unit:1 Destination-Con | er; K2 - Un | | - Crea | | |
| Unit:1 Destination-Con | | iderstand, iko rippiy, iki rindiyze, iko Evaluate, iko | Citu | lie | |
| Destination-Co | | | | | |
| Destination-Co | | | | | |
| | 0 | Introduction to Destination Management | | 7 hou | |
| Floments of To | | Meaning- Types of Destination- Characteristics of I | Destin | ation | S- |
| Elements of To | ourisin Des | sunauon. | | | |
| Unit:2 | 100 | Destination Planning and Development | 1 | 8 hou | irs |
| | anning- M | eaning- Importance- Advantages of Destination Plannin | | | |
| | | Destination Design- Destination Planning and its Impacts. | | | |
| | | | | | |
| Unit:3 | | Destination Image | | 8 hou | |
| | - | aning- Attributes of Destination Image- Components o | | | |
| | | e Destination Image- Destination Image and Purchasin | g Beh | naviou | ır- |
| Measuring Dest | unation m | lage. | | | |
| Unit:4 | | Destination Branding | 1 | 7 hou | irs |
| | anding- Me | eaning- Concept- Destination Promotion- Publicity- Stake | | | |
| | | Destination Promotion Mix. | | | |
| | | | | | |
| Unit:5 | Stake | eholders Role in Destination Management | 1 | 8 hou | irs |
| Government Ro | | reasing Destination Competitiveness- Private Public Parts | nershi | p (PP | P) |
| in Destination n | manageme | nt- New Schemes in Increasing the Scope of Destinations | • | | |
| Unit:6 | | Contemporary Issues | | 2 hou | irs |
| Expert lectures, | , online se | minars – webinars | | | |
| | | Total Lecture hours | 9 | 0 hou | irs |

| Bo | pok(s) for Study |
|----|---|
| 1 | Destination Development – A.K.Bhatia, New Delhi :Himalaya Publishing House. |
| 2 | Tourism in Destination Communities- Shalini Singh, CABI Publishing. |
| | |
| | |
| Bo | ooks for Reference |
| 1 | Destination Branding: Creating the Unique Proposition, Nigel Morgan |
| 2 | Tourism in Destination Communities, Shalini Singh, CABI Publishing. |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | https://www.unwto.org/policy-destination-management |
| | |
| Co | ourse Designed By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ing with | Program | nme Out | comes | S 8 | | | | | |
|------------|------------|---------|---------|-------|-----|------------|-----|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | Μ | Μ | S | Μ | Μ | Μ | Μ | Μ |
| CO2 | S | S | Μ | Μ | S | L | Μ | S | Μ | Μ |
| CO3 | Μ | Μ | S | Μ | S | S | M | Μ | Μ | L |
| CO4 | Μ | Μ | S | Μ | S | Μ | Μ | S | Μ | Μ |
| CO5 | Μ | M | S | Μ | S | M | L | S | Μ | Μ |
| | | | | 1000 | | | | | | |

*S-Strong; M-Medium; L-Low

Page 68 of 89

| Course code | 63C | E-TOURISM | L | Т | Р | С |
|--|---|---|----------------------------|---|---|---------------------------------------|
| Core | | CORE- XIX | 4 | | | 4 |
| Pre-requisite | | Contemporary knowledge on various electronic forms of tourism | Syllabus 2020- rsion 21 | | |)- |
| Course Object | | | | | | |
| v | | s course are to: | | | | |
| 2. Gain the n | eed and im | relationship between tourism and information technolo portance of CRS and GDS to tourism e e-tourism promotion | ogy | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| | | etion of the course, student will be able to: | | | | |
| 1 Gain the | fundamenta | ll knowledge <mark>about E-Tou</mark> rism. | | | K | 2 |
| 2 Learn the | need and i | mportance of CRS and GDS in present day tourism co | ntext. | | K | 3 |
| 3 Marketin | g aware of | business process via e-commerce | | | K | 5 |
| 4 Acquire r | equired ski | ll <mark>s in solv</mark> ing e-marketing related problems and challer | nges | | K | 4 |
| 5 Understan | nd the impl | ementation of e-tourism best practices and customer re | tentio | on | K | 1 |
| K1 - Rememb | er; K2 - U 1 | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H | X6 - (| Creat | e | |
| | | | | | | |
| | | | 4 | | | |
| Unit:1 | | Basics of E-Tourism | Í | | 3 hou | |
| Meaning and | | of E-tourism – An Introduction- Historical deve | lopm | | | |
| Meaning and | | 201.22 | lopm | | | |
| Meaning and processing and | | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry | lopm | ent - | - Dat | a |
| Meaning and processing and Unit:2 | d Communi | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems | | ent - 18 | Dat Dat | a rs |
| Meaning and processing and Unit:2 Global Distrib | d Communi | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry | | ent - 18 | Dat Dat | a rs |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla | d Communi | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. | | ent - 1 8 Billin | - Dat B hou | rs d |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 | d Communi oution Syst an (BSP) - (| of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models |) - 1 | ent - 18 Billin 18 | - Dat 3 hou ag an 3 hou | rs d rs |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 | d Communi oution Syst an (BSP) - (Business (I | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to |) - 1 | ent - 18 Billin 18 | - Dat 3 hou ag an 3 hou | rs d rs |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C | d Communi oution Syst an (BSP) - (Business (I | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). |) - 1 | ent - 18 3illin 18 iness | - Dat 3 hou ag an 3 hou (C2) | rs d rs 3) |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C | d Communi oution Syst an (BSP) - (Business (I Customer (C | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to |) - I Busi | ent - 18 Billin 18 iness | - Dat 3 hou 3 hou (C2) 7 hou | rs d rs 3) |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing | d Communi oution Syst an (BSP) - (Business (I Customer (C | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: |) - I Busi | ent - 18 3illin 18 iness 17 hopp | - Dat 3 hou ag an 3 hou (C2) 7 hou ing. | rs d rs 3) |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 | d Communit oution Syst an (BSP) - (Business (I Customer (C g & Promot | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl Customer Oriented Implications |) - I Busi | ent - 18 3illin 18 iness 17 hopp | - Dat 3 hou 3 hou (C2) 7 hou | rs d rs 3) |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 | d Communit oution Syst an (BSP) - (Business (I Customer (C g & Promot | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl |) - I Busi | ent - 18 3illin 18 iness 17 hopp | - Dat 3 hou ag an 3 hou (C2) 7 hou ing. | rs d rs 3) |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 | d Communit oution Syst an (BSP) - (Business (I Customer (C g & Promot | of E-tourism – An Introduction- Historical develocation- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl Customer Oriented Implications |) - I Busi | ent - 18 Billin 18 Iness 17 hopp 17 | - Dat 3 hou ag an 3 hou (C2) 7 hou ing. | a rs d rs 3) rs rs |
| Meaning and processing and Unit:2 Global Distrit Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 Customer Ret Unit:6 | d Communit oution Syst an (BSP) - (Business (I Customer (C g & Promot | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl Customer Oriented Implications illenges- Future of E-tourism- Economic Implications. |) - I Busi | ent - 18 Billin 18 Iness 17 hopp 17 | - Dat 3 hou 1g an 3 hou (C2) 7 hou ing. 7 hou | rs d rs 3) rs rs |
| Meaning and processing and Unit:2 Global Distrit Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 Customer Ret Unit:6 | d Communit oution Syst an (BSP) - (Business (I Customer (C g & Promot | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl Customer Oriented Implications dllenges- Future of E-tourism- Economic Implications. |) - I Busi | ent - 18 Billin 18 Iness 17 hopp 17 2 | - Dat 3 hou 1g an 3 hou (C2) 7 hou ing. 7 hou | rs d rs 3) rs rs rs |
| Meaning and processing and Unit:2 Global Distrib Settlement Pla Unit:3 Business to Customer to C Unit:4 E – Marketing Unit:5 Customer Ret Unit:6 | d Communitation System oution System (BSP) - (Business (I Customer (C g & Promot ention- Cha | of E-tourism – An Introduction- Historical deve ication- IT in Tourism Industry Online Reservation Systems tem (GDS) - Computer Reservation System (CRS Challenges in CRS. E-Commerce Business Models B2B) - Business to Customer (B2C) - Customer to C2C). E – Marketing: ion- Role of Social network- E- Business Agenda- Onl Customer Oriented Implications illenges- Future of E-tourism- Economic Implications. Contemporary Issues minars – webinars |) - I Busi | ent - 18 Billin 18 Iness 17 hopp 17 2 | - Dat 3 hou g an 3 hou (C2) 7 hou ing. 7 hou 2 hou | rs rs rs rs rs rs |

| 2 | E- Marketing, Hare Ram Singh, ABD Publishers. |
|----|--|
| | |
| | |
| Bo | bok(s) for Reference |
| 1 | Tourism Marketing, Devashish Dasgupta, New Delhi: Pearson. |
| 2 | Handbook of e-Tourism, Zheng XiangMatthias FuchsUlrike Gretzel Wolfram Höpken, Springer. |
| | |
| R | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://www.pondiuni.edu.in/sites/default/files/downloads/E-Tourism-260214.pdf |
| | |
| Co | ourse Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) |
| | |
| | |

| Mapping with Programme Outcomes | | | | | | | | | | |
|---------------------------------|------------|-----|-----|------|--------|------------|------------|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | Μ | S | Μ | S | S | Μ | Μ | S | S | S |
| CO2 | S | S | S | S | Μ | Μ | M | S | S | S |
| CO3 | S | S | S | S | Μ | Μ | M | Μ | Μ | L |
| CO4 | Μ | Μ | S | Μ | S | Μ | M | S | Μ | Μ |
| CO5 | Μ | S | S | Μ | S | Μ | L | S | Μ | Μ |
| | | | | 6.82 | and it | | 12 | | | |



| Course code | 6EA | ADVENTURE TOURISM | L | Т | P | С |
|-----------------|--------------------|---|--------------|------------|------------|----|
| Elective | | ELECTIVE II A | 4 | | | 4 |
| Pre-requisite | | Inclination towards adventure and its activities | Sylla rsi | bus ion | 2020 21 |)- |
| Course Object | | | | | | |
| The main object | | | | | | |
| | | concept of adventure tourism | | | | |
| | | ypes of Adventure tourism venture activity training institutes and their role. | | | | |
| 5. Know the | various au | venture activity training institutes and then fole. | | | | |
| Expected Cou | rse Outcor | nes: | | | | |
| - | | etion of the course, student will be able to: | | | | |
| 1 Underst | anding of a | dventure tourism | | | K | 6 |
| 2 Know la | nd-based | Adventure activities and its importance | | | K | 2 |
| 3 Aware of | of water- ba | sed adventure activities and its importance | | | K | .1 |
| | | on air-based adventure activities and its importance | ; | | K | 3 |
| - | - | of adventure activity training institutes | | | K | 5 |
| K1 - Rememb | oer; K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – (| Creat | e | |
| | | And I have been a second se | | | | |
| Unit:1 | | Adventure Tourism | A | 18 | 8 hou | rs |
| | | aracteristics- Adventure Tourism- Meaning- Import | | f Ad | ventu | re |
| Tourism-Clas | sification o | f Adventure Tourism- Elements of Adventure Touris | m. | | | |
| 11:4-2 | T | | - | 1/ | 7 1 | |
| Unit:2 | 1 TY | Based Adventure Tourism Activities and Places in India | | | 7 hou | |
| | | – Meaning- Types- Equipment used to Land d Based Adventure Activity Places in India. | Based | Adv | entur | e |
| Unit:3 | Wator B | ased Adventure Tourism Activities and Places | | 10 | 3 hou | rc |
| Unit:5 | water- D | in India | | 10 |) IIOU | 15 |
| Water Based | Adventur | e- Meaning- Types- Equipment used to Water | Based | Adv | entur | e |
| | | er Based Adventure Activity Places in India. | | | | |
| | | | | | | |
| Unit:4 | Air- Base | ed Adventure Tourism Activities and Places in India | | 18 | 8 hou | rs |
| Air Based A | dventure- 1 | Meaning- Types- Equipment used to Air Based A | dventu | re A | ctivit | у- |
| | | venture Activity Places in India. | | | | |
| Unit:5 | Rolo | of Adventure Activity Training Institutes | | 17 | 7 hou | re |
| | | ing Institutes- Its Role- Safety Measures in Adventu | re Acti | | | |
| of Adventure | | | | , it y - | i utu | |
| | | | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | rs |
| Expert lecture | s, online se | minars – webinars | | | | |

| | Total Lecture hours | 90 hours | | | | | | | | | |
|----|--|--|--|--|--|--|--|--|--|--|--|
| Bo | pok(s) for Study | | | | | | | | | | |
| 1 | Adventure Tourism- Ralf Buckley, CAB Publishing. | | | | | | | | | | |
| 2 | Adventure Tourism & Sports- Jagmohan Negi, New Delhi: Kanishka Publishers. | venture Tourism & Sports- Jagmohan Negi, New Delhi: Kanishka Publishers. | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| Bo | bok(s) for Reference | | | | | | | | | | |
| 1 | Adventure Tourism- Damian Morgan, Federation Business School Federation U Australia | University Churchill | | | | | | | | | |
| 2 | Adventure Tourism: The New Frontier - John Swarbrooke et al, Butterworth Hein | emann. | | | | | | | | | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | | | | | | | | | | |
| 1 | https://www.researchgate.net/publication/29463149_Adventure_Tourism_Resear | <u>urch_A_Guide_to_t</u> | | | | | | | | | |
| | | | | | | | | | | | |
| Co | Durse Designed By:Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com) | | | | | | | | | | |

| Mapping with Programme Outcomes | | | | | | | | | | |
|---------------------------------|------------|-----|-----|-----|------|------------|------------|-------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | M | S | Μ | S | Μ | S | S | Μ | S |
| CO2 | S | Μ | M | Μ | M | Μ | S | S | Μ | Μ |
| CO3 | Μ | M | S | Μ | Μ | Μ | S | S | Μ | Μ |
| CO4 | Μ | Μ | S | M | Μ | Μ | S | S | Μ | Μ |
| CO5 | Μ | Μ | S | Μ | Μ | Μ | S | S | Μ | Μ |
| | | | 200 | 12 | -sec | 1 | 1 | ander | No. | |

| Course code | 6EA | AIRPORT FORMALITIES | L | Т | Р | С |
|-------------------------|---------------|--|--------------|------------|------------|---------|
| Elective | | ELECTIVE II B | 4 | | | 4 |
| Pre-requisite | | Basic knowledge of Airport formalities | Sylla rsi | bus ion | 2020 21 |)- |
| Course Object | tives: | | | | | |
| The main object | ctives of thi | s course are to: | | | | |
| 1. Know the | basic of ai | r travel formalities | | | | |
| | | age rules in the airport. | | | | |
| 3. Aware of | travel insu | rance and other health related issues in air travel. | | | | |
| Expected Cou | rse Outcor | nes: | | | | |
| * | | etion of the course, student will be able to: | | | | |
| | - | e ideas about Airport and its uses of modern airport sy | stem | | K | 2 |
| | | procedural formalities at the airport | | | K | |
| | | of service in a flight and required documents of air trav | vel | | K | |
| - | | ge about various air lines and classes of services. | | | K | |
| - | | rance importance in international air travel. | | | K | |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6_0 | Creat | | .т. |
| IXI Rememe | | iderbuild, ite Apply, ite Analyze, ite Evaluate, | | Cicu | | |
| Unit:1 | | CRS | | 18 | 3 hou | rs |
| Unit:2 Airport Termi | nals- Depa | Departure / Arrival Formalities rture / Arrival Formalities- Transit Areas-Security Che | eck. | 17 | 7 hou | rs |
| Unit:3 | | Airline and Airport Services | | 18 | 3 hou | rs |
| Classes of Se | | Flight Services- Immigration and Passport Control, V. ns Clearances. | ISA a | | | |
| Unit:4 | | Baggage Related Procedures | | 19 | 8 hou | re |
| | ngers- Bag | gage- Free Baggage Allowance - Special Charges- | list o | | | |
| Unit:5 | | Insurance | | 1' | 7 hou | rs |
| | | rance- Currency Regulations- Phonetic Alphabets- A | Airpor | | | |
| COUCS -AITIII | | | | | | |
| Unit:6 | | Contemporary Issues | | | 2 hou | rs |
| Expert lecture | es, online se | minars – webinars | | | | |
| | | Total Lecture hours | | 90 |) hou | rs |
| Book(s) for S | | | | | | |
| | | urse Modules | | | | |
| 2 Official A | irline Guide | es | | | | |

| Bo | ook(s) for Reference |
|----|--|
| 1 | Travel Information Manual |
| 2 | International Tourism Management - K.P. Jha, New Delhi: Alp Books. |
| | |
| Re | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | https://www.slideshare.net/ayeshazenemij/basic-airport-procedures |
| | |
| Co | ourse Designed By: Mr. J. DEEPAK (deepak.deepu5@gmail.com) |

| Mappi | ng with | Program | nme Out | comes | | | | | | |
|-------|------------|---------|---------|-------|-----|------------|------------|------------|------------|-------------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | Μ | S | Μ | Μ | S | S | Μ | Μ | Μ | Μ |
| CO2 | Μ | S | Μ | M | Μ | S | S | Μ | S | Μ |
| CO3 | S | Μ | M | S | Μ | S | M | Μ | Μ | Μ |
| CO4 | Μ | Μ | S | S | Μ | S | Μ | Μ | Μ | Μ |
| CO5 | Μ | S | S | S | S | S | S | L | Μ | L |
| | | | 14 | 1 All | 1 | 100 | 1 - 2 | | | |



| Course code | 6EA | CUSTOMER RELATIONSHIP MANAGEMENT | L | Т | P | С |
|---------------|--------------------|---|------------|-------|-------|------------|
| Elective | | ELECTIVE II C | 4 | | | 4 |
| Pre-requisit | 0 | Understanding on Customer Relationship | Sylla | bus | 202 |) - |
| • | | Management | rsi | ion | 21 | |
| Course Obje | | | | | | |
| The main obje | ectives of the | s course are to: | | | | |
| | | behavior, customer satisfaction and market segmentati | on | | | |
| | | veledge of customer handling and various techniques | | | | |
| 3. Understa | nd the conte | mporary trends in CRM | | | | |
| Expected Co | urse Outcor | nes: | | | | |
| | | etion of the course, student will be able to: | | | | |
| | 1 | nt features of the CRM in present context of the busine | ess | | K | 2 |
| | | tenets of data collection, gathering customer informati | | ita | _ | 3 |
| | | lysis for the contemporary business | on, ac | itu | | |
| - | | rinciples of big data of the customer | | | K | 5 |
| 4 Obtain t | he concept of | of service capacity and planning process | | | K | 4 |
| 5 Gain the | e knowledge | about service quality and e CRM. | | | K | 1 |
| K1 - Remem | ber; K2 - U | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; 1 | K6 – (| Creat | e | |
| | | | Å | | | |
| Unit:1 | | Basics of Consumer Behaviour | 2 | 18 | 8 hou | rs |
| Customer va | lues and Sat | isfaction - Customer Acquisition and Retention- Marke | et Seg | ment | atior | l. |
| | 1 | 2 man / a part | | 4.0 | | |
| Unit:2 | | Customer Data Handling | | | B hou | |
| Process- Dat | | Database- Data Warehousing - Data mining- Dat | a An | alysi | s-Da | ta |
| Tiocess- Dat | | | | | | |
| Unit:3 | | Customer Loyalty Management | | 18 | 8 hou | rs |
| Customer L | oyalty Prog | rammes- Types of Loyalty Programmes Planning, | Mar | nagin | g an | d |
| barriers. | | SPURATE TO PLOYING | | - | - | |
| | | | | | | |
| Unit:4 | | Service Quality and CRM | | | hou | rs |
| Concept of S | Service Capa | city-Service Capacity Planning Process- Queuing The | ory an | d Sy | stem | |
| | | | | | | |
| Unit:5 | | E-CRM | | 17 | ' hou | rs |
| An Introduct | ion to e CR | M- Benefits and Data Handling in e CRM- Ethical issu | es in | CRM | [- | |
| Emerging Te | | - | | | | |
| | | | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | rs |
| Expert lectur | es, online se | eminars – webinars | | | | |
| <u> </u> | 1 | | | | | |
| <u> </u> | | Total Lecture hours | | 90 |) hou | rs |
| Book(s) for | Study | | | | | |

| 1 | Customer Relationship Management- Urvashi Makkar, Harinder Kumar Makkar, New Delhi:TATA |
|----|---|
| | Mc Graw Hill. |
| 2 | Tourism Marketing, Devashish Dasgupta, New Delhi: Pearson. |
| | |
| | |
| Bo | bok(s) for Reference |
| 1 | Consumer Behaviour- Leon G. S., Leslie, L. K., & Ramesh, K.S., New Delhi: Pearson. |
| 2 | Services Marketing, Christopher Lovelock & Jochen Wirtz, New Deli: Pearson Education. |
| | |
| R | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://www.pondiuni.edu.in/storage/dde/downloads/markiv_crm.pdf |
| | |
| Co | ourse Designed By: Dr. R. NARASIMMARAJ (narasimmarajj@gmail.com) |

| Mappi | ing with | Program | nme Ou | tcomes | Q 9 | 2 | | | | |
|------------|------------|---------|--------|--------|-----|------------|-----|------------|------------|-------------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | S | S | M | Μ | M | Μ | Μ | S |
| CO2 | Μ | Μ | S | S | Μ | Μ | M | Μ | S | S |
| CO3 | Μ | Μ | Μ | Μ | Μ | S | M | Μ | Μ | S |
| CO4 | Μ | Μ | S | Μ | Μ | S | M | Μ | S | S |
| CO5 | Μ | M | S | S | Μ | M | Μ | M | S | S |
| | | | | | | | | | | |

*S-Strong; M-Medium; L-Low

Page 77 of 89

| Course code | 6EV | PROJECT WORK | L | Т | Р | С |
|---------------------|----------------------------|---|-----------------|-------|-----------|----|
| Elective | | ELECTIVE -III -A | | | 4 | 4 |
| Pre-requisite | 2 | Project Work will be able to understand to resolve the contemporary issues and challenges in Tourism Fields | Sylla Vers | | 202 21 | 0- |
| Course Objec | | | | | | |
| The main obje | ctives of thi | s course are to: | | | | |
| 2. Gain the c | confidence t | roblems of the various tourism field of the studies o resolve the research problems in to society | | | | |
| Expected Cou | rse Outcon | nes: | | | | |
| | | etion of the course, student will be able to: | | | | |
| | | ics research approaches | | | K | [1 |
| 2 Familia | rize various | kinds of socio-economic and cultural issues | | | K | 2 |
| 3 Field vi | sit gives nev | w dimensions to learning | | | K | 3 |
| 4 Improv | es the interp | ersonal skills with various stakeholders | | | K | [4 |
| 5 Gain th | e confid <mark>ence</mark> | e to higher studies | | | K | 6 |
| K1 - Remem | oer; K2 - U1 | n <mark>der</mark> stand; K3 - A pply; K4 - Analy ze; K5 - E valua | te; K6 – | Creat | e | |
| 2. Abodes | of Tourist A | ttraction: a) Religious b) Socio-Cultural c) Tradition O a) Hindu Temples b) Mosques c) Churches | riented. | | | |
| 4. Fine Ar | | | | | | |
| 5. Archite | cture | A CONTRACT CANADA | | | | |
| 6. Monum | ents | | | | | |
| 7. Museur | ns/Art Galler | ies/ Sanctuaries | | | | |
| 8. Dams/la | akes/ Water H | Falls | | | | |
| 9. Picnic S | Spots and Hil | 1 Stations | | | | |
| 10. Culinar | - | | | | | |
| 11. Fairs an | d Festivals | | | | | |
| 12. Flora ar | nd Fauna | | | | | |
| 13. Accom | modation Sec | ctor | | | | |
| - | ortation Secto | | | | | |
| 15. Promot | tional Activit | ies | | | | |
| | | Total Lecture hours | | 61 |) hou | ma |
| | | I ATAL L'ACTURA DAURA | | | , ,,,,,,, | |

| Bo | pok(s) for Study |
|----|---|
| 1 | Challenges in tourism research- Tej Vir Singh. Bristol; Buffalo: Channel View Publications. |
| 2 | Tourism Research Frontiers - Donna Chambers (Editor); Tijana Rakić. |
| | |
| | |
| Bo | ook(s) for Reference |
| 1 | Research Design: Qualitative, Quantitative, and Mixed Methods Approaches-John W. Creswell |
| 2 | Interviews: Learning the Craft of Qualitative Research Interviewing - Steinar Kvale |
| | |
| R | elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | https://www.researchgate.net/publication/326592862 Handbook of Research Methods for Touri |
| | sm and Hospitality Management |
| | |

Course Designed By: A.SURESH BABU (sureshbabu1510@gmail.com)

| Mapping with Programme Outcomes | | | | | | | | | | |
|---------------------------------|------------|-----|-----|---------|-----|-----|-----|------------|------------|-------------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | Μ | Μ | M | S | S | S | S | Μ | Μ |
| CO2 | S | S | Μ | Μ | Μ | Μ | S | S | Μ | Μ |
| CO3 | S | Μ | S | S | Μ | S | Μ | Μ | Μ | Μ |
| CO4 | Μ | M | S | S | S | M | S | M | Μ | Μ |
| CO5 | Μ | Μ | Μ | Μ | S | Μ | Μ | Μ | L | Μ |
| | | | | a state | 2 | | | | l. | |

| Course code | 6EV | ORGANISATIONAL BEHAVIOUR FOR TOURISM | L | Т | Р | С | | |
|----------------------|--------------------------------|--|----------------|-----------|--------------|----------------|--|--|
| Elective | | ELECTIVE III B | 4 | | | 4 | | |
| Pre-requisite | | Meaning of OB | Sylla rsi | 202 21 | 2020- 21 | | | |
| Course Object | ives: | | · · · | | | | | |
| The main object | tives of thi | s course are to: | | | | | | |
| | | als of organizational behavior | | | | | | |
| | | rent types of management processes and techniques | | | | | | |
| 3. Inculcate t | he applicat | ion of management concept with respect to tourism | | | | | | |
| Expected Cou | rso Autoor | nos | | | | | | |
| | | etion of the course, student will be able to: | | | | | | |
| | 1 | the basic concept and significance of OB | | | K | 2 | | |
| | | eption, attitude, values and basic motivation process. | | | | 3 | | |
| | | and distinguish between group and team | | | | <u>.</u> .1 | | |
| | | organizational conflict and organizational development | | | | 4 | | |
| | - | inflict management | ll . | | | .6 | | |
| | - | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 | Craat | | 0 | | |
| KI - Kememo | CI, K ² - OI | iderstand, KS - Appry, K4 - Anaryze, KS - Evaluate, | X 0 – (| cica | .C | | | |
| Unit:1 | | Organizational Behavior | | 14 | 5 hou | irs | | |
| | l behavior | - concept and significance; Relationship between man | ageme | | | | | |
| | | organizational culture. | 0 | | | | | |
| | | Joseph Land | | | | | | |
| Unit:2 | | Perception and Rewards | | | <u>B hou</u> | | | |
| | | ganisation, Interpretation- Attitudes and Values- E | Basic | Moti | vatic | n | | |
| FICESS, Appl | | pes of Rewards. | | | | | | |
| Unit:3 | | Group and Team | | 1 |) hou | irs | | |
| | and Funct | ions- Models of Group Development - Group Process | - Туре | | | | | |
| | | Collecter and STATE | | | | | | |
| Unit:4 | | Organizational Design | | |) hou | | | |
| | | Elements of Organizational Behavior Structure. Bas | ic Or | ganiz | atior | nal | | |
| Design Structur | re- High Pe | rformance System | | | | | | |
| Unit:5 | | Dynamics and Management | | 1(|) hou | irs | | |
| | es of conf | lict; traditional and modern approaches to conflict | : fun | | | | | |
| | | onal conflicts; Resolution of conflict. Organizational D | | | | | | |
| Unit:6 | | Contemporary Issues | | 2 | 2 hou | irs | | |
| | s, online se | minars – webinars | | | | | | |
| | | Total Lecture hours | | 61 |) hou | ire | | |
| Book(s) for S | tudy | i otai Lecture nours | | U | , 110U | 13 | | |
| Book(s) for S | | ior- Kavitha Singh, New Delhi: Pearson Education. | | | | | | |
| - | | ior- Aswathappa. K, New Delhi-Himalaya Publishing | House | | | | | |

| Boo | ok(s) for Reference |
|-----|---|
| 1 | Organizational Behavior- L.M Prasad, Sultan, New Delhi: Chand & Sons. |
| 2 | An Introduction to Organizational Behavior: http://lardbucket.org/ |
| Rel | lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] |
| 1 | http://www.pondiuni.edu.in/sites/default/files/Management%20Concepts%20and%20Organisationa 1%20Behaviour%20June%2013.pdf |

| Mappi | ing with | Program | nme Out | tcomes | | | | | | |
|------------|----------|---------|---------|--------|------|------------|------------|------------|------------|------|
| Cos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| CO1 | S | S | Μ | S 🥣 | Μ | Μ | Μ | L | Μ | S |
| CO2 | Μ | S | Μ | S | M | Μ | Μ | Μ | Μ | S |
| CO3 | S | Μ | Μ | S | S | Μ | M | Μ | S | S |
| CO4 | Μ | S | Μ | S | S | Μ | M | Μ | Μ | Μ |
| CO5 | Μ | S | Μ | S | S | Μ | Μ | Μ | Μ | Μ |
| | | | R. | 1 | ale. | CY A | | | | |



| Course code | 6EV | TOURISM IMPACTS | L | Т | P | C |
|-----------------|---------------|--|--------------|-----------|-------------|-----|
| Elective | | ELECTIVE III C | 4 | | | 4 |
| Pre-requisite | | Understanding on tourism impacts | Sylla rs | 202 21 | 2020- 21 | |
| Course Object | tives: | | • | | | |
| The main object | ctives of thi | s course are to: | | | | |
| • | | onomic Impact, physical & Political Impact of Touris | m | | | |
| | | nd Analysis of Impacts. | | | | |
| 3. Learn abo | ut Methods | and Techniques to case studies. | | | | |
| Expected Cou | rse Outcor | nes• | | | | |
| | | etion of the course, student will be able to: | | | | |
| | | ors that has direct interrelationship with tourism | | | K | 3 |
| | | n positive and negative impacts of tourism | | | | (4 |
| | | bes of impact assessment | | | K | 32 |
| - | | sment techniques and methods | | | K | (1 |
| | 1 | ge on various types alternative forms of tourism | | | K | 5 |
| | | nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; | K6 – | Creat | te | |
| | act: Politica | Physical Impacts I Impacts – Types –Positive and Negative Impacts. | | | 3 hou | |
| Unit:3 | | Impact Analysis | A 1.1 | |) hou | |
| | | lysis – Environmental Impact Assessment (EIA) – Internet and its types. | Viultip | lier | l neor | ry- |
| Unit:4 | Case | Studies of Successful Tourism Destinations | | 1 |) hou | irs |
| | | s of assessment – Case Studies: Shimla, Srinagar, (r- Chennai – Madurai- Kanyakumari | Ooty, | | | |
| Sittainiavasai | 1 nanjavu | r- Chennar Madurar- Kanyakumari | | | | |
| Unit:5 | | Alternative Tourism | | 1 |) hou | irs |
| Alternative T | | Sustainable Tourism- Community –Based Tourism Responsible Tourism. | n – Ec | otou | rism | — |
| Tature-Daseu | | | | | | |
| Unit:6 | | Contemporary Issues | | | 2 hou | irs |
| Expert lecture | es, online se | minars – webinars | | | | |
| | | Total Lecture hours | | 6 |) hou | irs |
| Book(s) for S | tudy | | | | | |
| | | | | | | |

| 2 Inter | national To | urism- A. K. | Bhatia, New | Delhi: Sterling | Publishers Pvt Ltd. |
|---------|-------------|--------------|-------------|-----------------|---------------------|
|---------|-------------|--------------|-------------|-----------------|---------------------|

Book(s) for Reference

1 Travel Agency and Tour Operation- Jagmohan Negi, New Delhi: Kanishka Publishers.

2 Tourism Promotion & Development- G.S.Batra & R.C.Dangwal, New Delhi: Deep & Deep Publications Pvt Ltd.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1 <u>https://www.researchgate.net/publication/324232970_THE_IMPACT_OF_ONLINE_ENVIRONM</u> ENT_ON_TOURISM

Course Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com)

Mapping with Programme Outcomes PO2Cos **PO1 PO3** PO4 **PO5 PO6 PO7 PO8 PO9 PO10 CO1** S S S Μ S Μ Μ S Μ Μ **CO2** Μ Μ Μ Μ Μ Μ M Μ Μ Μ **CO3** Μ Μ S Μ Μ Μ Μ Μ Μ S **CO4** Μ S S Μ S M Μ Μ Μ S **CO5** S S Μ Μ Μ M Μ Μ Μ Μ

| Course code | 6ZD | TAMILNADU TOURISM | | L | Т | Р | С |
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| Skill Based Cou | irse | SKILL BASED COURSE IV | | 3 | | | 3 |
| Pre-requisite | | Knowledge on Tamil Nadu Tourism attraction | ons | 5 Syllabus 2 5 rsion 2 | | | |
| Course Object | | | | | | | |
| The main objec | tives of thi | course are to: | | | | | |
| | | cal background of the Tamilnadu | | | | | |
| | | ural legacy of land and People | | | | | |
| 3. Gain the b | asic idea of | various tourism potentiality of Tamilnadu | | | | | |
| Expected Cou | rse Outcor | es: | | | | | |
| • | | tion of the course, student will be able to: | | | | | |
| | - | torical background of Tamilnadu | | | | K | 2 |
| | - | raphical attractions of Tamilnadu | | | | K | 1 |
| | | and natural attractions of Tamilnadu | | | | K | 3 |
| | | ce between man and natural attractions of Tami | lnadu | | | K | 4 |
| | | layed by the TTDC on the promotion of Touris | | | | K | 6 |
| development in Tamilnadu. | | | | | | | |
| | | | | | | | |
| | | d <mark>er</mark> stand; K3 - Apply; K4 - Analyze; K5 - Eval | luate; K | <u> X6 – (</u> | Creat | te | |
| K1 - Rememb | | d <mark>er</mark> stand; K3 - Apply; K4 - Analyze; K5 - Eval | luate; K | X6 – (| | | |
| K1 - Rememb | ber; K2 - U1 | derstand; K3 - Apply; K4 - Analyze; K5 - Eval Introduction to Tamil Nadu | M | í. | | 7 hou | rs |
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| K1 - Rememb Unit:1 Introduction to | ber; K2 - U1 | derstand; K3 - Apply; K4 - Analyze; K5 - Eval Introduction to Tamil Nadu u Tourism- History- Legacy- Culture- Traditio | M | í. | - Ritı | 7 hou 1als. | |
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| Book(s) f | for Study |
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1 Tourist Guide to Tamil Nadu Paperback – 1 January 2012, Sura Books Editorial Team.

Book(s) for Reference

1 Internet Sources

2 Tourism in Tamil Nadu: Growth and Development-S. Subramania Pillai, MJP Publisher,

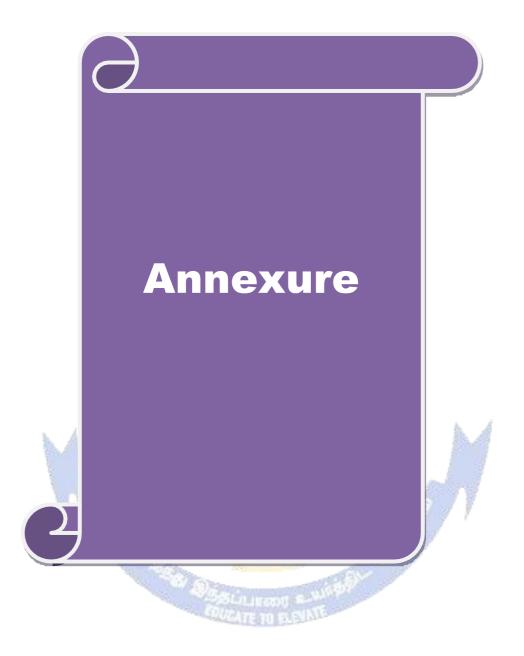
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1 http://www.tamilnadutourism.org/

Course Designed By: Dr. R.NARASIMMARAJ (narasimmarajj@gmail.com)

| Mapping with Programme Outcomes | | | | | | | | | | |
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| CO5 | М | S | М | М | М | М | M | М | М | М |





B.A. TOURISM AND TRAVEL MANAGEMENT

Syllabus (With effect from 2020-21 & onwards)

Program Code:



DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT (Affiliated Colleges) Bharathiar University

(A State University, Accredited with "A" Grade by NAAC and 13th Rank among Indian Universities by MHRD-NIRF) Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE 641046 DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

The Tourism industry has emerged as one of the key drivers of growth among the services sector in India. It has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 per cent of the total employment in the country. The number is expected to rise by two per cent annum to 52.3 million jobs by 2028. According to WTTC, India ranked third among 185 countries in terms of travel and tourism's total contribution to GDP in 2018. India ranked 34 in the Travel and Tourism Competitiveness Report 2019 published by the World Economic Forum. With this generous background, the scope and necessity of tourism industry is understood lucidly. In order to fulfill the aspirations of Indian tourism industry by creating skilled and quality professionals, the program of B.A. Tourism and Travel Management is designed appropriately to best suit the needs of the industry.

Objectives:

Bachelor of Arts (B.A.) in Tourism & Travel Management is designed to meet the following objectives

- 1. To educate the basic and necessary inputs for tourism sector and inculcate the required skills to work in the industry.
- 2. It also aimed to provide an overview of various multifaceted disciplines of the course and its functions
- 3. It equips skills to setup tourism related enterprises.

Duration:

The B.A. Tourism & Travel Management comprises of six semesters spanning over 3 years, each year comprising two semesters. As per UGC directive, there shall be 90 days class room study in each semester.

Eligibility:

Any candidate who has passed the +2 level/higher secondary or equivalent duly approved by the Tamil Nadu state government/TANSCHE shall stand eligible.

Scheme of Instruction:

There shall be six semesters of course study including an internship not less than 1 month and a study tour. As per the inputs of Outcome Based Education (OBE), field visits for one day,

workshops, guest lectures, special invited talks, seminars and conferences shall be conducted accordingly for the benefit of the students.

Attendance: Student should possess minimum 75% of attendance to appear in university examinations, which will be held at the end of the semester. Students will also be assessed by Continuous Internal Assessment (CIA) for each course by the department as per the guidelines.

