



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Humanities- Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme under CBCSS UG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued

G & A - IV - B

U.O.No. 9072/2019/Admn

Dated, Calicut University.P.O, 09.07.2019

*Read:-*1.UO. No. 4368/2019/Admn Dated: 23.03.2019

2.Minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.06.2019 (Item no.1)

3. Letter from the Dean , Faculty of Humanities Dated : 04.07.2019

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate(UG) Curriculum-2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/PrivateRegistration with effect from 2019 Admission onwards has been implemented vide paper read first above.

The meeting of the Board of Studies in Travel & Tourism held on 21.06.2019 has approved the Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme restructured in tune with new CBCSS UG Regulation with effect from 2019 Admission onwards, vide paper read second above.

The Dean, Faculty of Humanities has approved item No.1 of the minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.06.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme in accordance with the new CBCSS UG Regulations 2019, in the University of Calicut, with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

The Scheme and Syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme in accordance with CBCSS UG Regulations 2019 is therefore implemented in the University with effect from 2019 Admission onwards.

Orders are issued accordingly. (Syllabus appended)

Biju George K

Assistant Registrar

To

The Principals of all Affiliated Colleges

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Section Officer

UNIVERSITY OF CALICUT

BACHELOR OF TRAVEL AND TOURISM MANAGEMENT

Under

**Choice Based Credit and Semester System for Under
Graduate Curriculum 2019**

(CBCSSUG 2019)

For

Bachelor of Travel and Tourism Management

(2019 Admissions Onwards)

BTTM Curriculum: CBCSS UG 2019

The board is presenting revised syllabus for Bachelor of Travel and Tourism Management (BTTM) Programme.

Core Courses

Sl. No.	Course	Code
1	Principles and Practices of Tourism	TTM1B01
2	Tourism Products	TTM2B02
3	Air transportation and Airport Operations	TTM3B03
4	Indian Tourism Resources	TTM3B04
5	Travel Geography	TTM4B05
6	Introduction to Hospitality Business	TTM4B06
7	Travel Agency and Tour Operations Management	TTM5B07
8	Accommodation Operation	TTM5B08
9	Tourism Research Methodology	TTM5B09
1	Airline and Cargo Management	TTM5B10
11	Principles and Practices of Management	TTM5B11
12	Marketing for Tourism and Hospitality	TTM6B12
13	Tourism Planning and Policies	TTM6B13
14	Emerging Concepts in Tourism	TTM6B14
15	Project/Internship	TTM6B18

Elective Core

Sl. No.	Course	Code
1	Event Management and MICE Tourism	TTM6B15
2	Resort and Recreation Management	TTM6B16
3	Medical and Wellness Tourism	TTM6B17

B

Audit Course

Sl. No.	Course	Code
1	Environment Studies-4	AUD1E01
2	Disaster Management-4	AUD2E02
3	Human Rights/Intellectual Property Rights/Consumer Protection-4	AUD3E03
4	Gender Studies/Gerontology-4	AUD4E04

Complementary Course

There are two complimentary courses for BTTM

Sl. No.	Course	Code
1	Business Statistics and Information Technology	TTM1C01 and TTM4C04
2	Introduction to Accountancy and Business law	TTM2C02 and TTM3C03

Open Course

Sl. No.	Course	Code
1	Tourism and Hospitality Management	TTM5D01

General Scheme of Bachelor of Travel and Tourism Management (BTM)

<i>Sl. No</i>	<i>Course</i>	<i>No. of courses</i>	<i>Credits</i>
01	Common courses* (English)	6	22
02	Common courses (Additional Language)	4	16
03	Core courses/Elective Core	15	61
04	Project (Linked to the core courses)	1	2
05	Complementary courses	4	16
06	Open Course	1	3
Total			120
07	Audit Course*	4	16

Credit and Mark Distribution for Bachelor of Travel and Tourism Management (BTM)

<i>Subject</i>	<i>Sem</i>	<i>Common Course</i>			<i>Core Course/Elective Core</i>	<i>Compl. Course</i>	<i>Open Course</i>	<i>Total</i>	<i>Audit Course*</i>
Bachelor of Travel and Tourism Management (BTM)		Eng		Ad. Lang.	Tourism				
	I	4	3	4	5	4	-	20	4
	II	4	3	4	5	4	-	20	4
	III	4	-	4	4,4	4	-	20	4
	IV	4	-	4	4,4	4	-	20	4
	V	-	-	-	4,4,4,4,3	-	3	22	
	VI	-	-	-	4,4,4,4,2	-	-	18	
		22 Credits		16 Credits	63 Credits	16 Credits	3Credits	120 Credits	16 Credits
					Total Credits			120	

Detailed break up of courses is presented in table 1.1 to 1.6

Table 1.1 Scheme of BTTM Programme Semester I

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A01			
Common English	A02			
Addl. Language	A07(1)		04	04
Core Course	TTM1B01	Principles and Practices of Tourism	06	05
Complementary Type I Course I	TTM1C01	Business Statistics and Information Technology, I	06	04
Total			25	20
Audit Course*	AUD1 E01		00	04

IE- Internal Examination, EE-External Examination Complimentary Course: As per Type I and Type II choice

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.2. Scheme of BTTM Programme Semester II

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A03			
Common English	A04			
Addl. Language	A08(1)		04	04
Core Course	TTM2B02	Tourism Products	06	05
Complementary Type II Course I	TTM2C02	Introduction to Accountancy and Business law I	06	04
Total			25	20
Audit Course*	AUD2E02		00	04

IE- Internal Examination, EE-External Examination

Complimentary Course: As per Type I and Type II choice

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.3 Scheme of BTTM Programme Semester III

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A05		05	04
Addl. Language	A09		05	04
Core Course	TTM3B03	Air transportation and Airport Operations	05	04
Core Course	TTM3B04	Indian Tourism Resources	05	04
Complementary Type II Course II	TTM3C03	Introduction to Accountancy and Business law II	05	04
Total			25	20
Audit Course*	AUD3E03		00	04

IE- Internal Examination, EE-External Examination

Complimentary Course: As per Type I and Type II choice

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.4 Scheme of BTTM Programme Semester IV

Course	Course Code	Title of the Course	Hours Per Week	Credits
Common English	A06		05	04
Addl. Language	A10		05	04
Core Course	TTM4B05	Travel Geography	05	04
Core Course	TTM4B06	Introduction to Hospitality Business	05	04
Complementary Type I Course II	TTM4C04	Business Statistics and Information Technology II	05	04
Total			25	20
Audit Course*	AUD4 E04		00	04

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.5 Scheme of BTM Programme Semester V

Course	Course Code	Title of the Course	Hours Per Week	Credits
Core Course	TTM5B07	Travel Agency and Tour Operations Management	05	04
Core Course	TTM5B08	Accommodation Operation	05	04
Core Course	TTM5B09	Tourism Research Methodology	04	04
Core Course	TTM5B10	Airline and Cargo Management	04	04
Core Course	TTM5B11	Principles and Practices of Management	04	04
Open (for other Department Students)	TTM5D01	Tourism and Hospitality Management	03	03
Total			25	23

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

Table 1.6 Scheme of BTM Programme Semester VI

Course	Course Code	Title of the Course	Hours Per Week	Credits
Core Course	TTM6B12	Marketing for Tourism and Hospitality	06	04
Core Course	TTM6B13	Tourism Planning and Policies	06	04
Core Course	TTM6B14	Emerging Concepts in Tourism	06	04
Elective Core (anyone from the set of 3 courses)	TTM6B15	Event Management and MICE Tourism	05	03
	TTM6B16	Resort and Recreation Management		
	TTM6B17	Medical and Wellness Tourism		
Core Course	TTM6B18	Project/Internship	02	02
Total			25	17
Grand Total			150	120

IE- Internal Examination, EE-External Examination

*These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA

A compulsory **study tour is recommended as part of the course and has to submit the **tour dairy/report** should submitted to the **Head of the Department** soon after the tour

Semester I

TTM1B01: Principles and Practices of Tourism

Lecture Hours Per Week: 6

Credits :5

Objective: To provides ample idea about the basic concepts of tourism, its practices and organizations. To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

Pedagogy: Teachers Centered, Students Centered and Learning Centered pedagogy can be used. Class Room Lecture, Group Discussion, Seminars, Assignments, Book Review etc. can be practiced.

Module I

Tourism: Concept and Definition, History of tourism :(India& World), Ancient, Medieval and Modern history -Factors influencing the growth of tourism- Multi-disciplinary aspect of tourism –Tourism classification: inbound and outbound tourism-international and domestic-intraregional and inter regional. Tourism: Benefits and Impacts-An overview.

Module II

Motivation – Definition –Travel Motivation-Physical, Cultural, Interpersonal and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Wander lust and sun lust-Plog’s theory of tourism motivation- Maslow’s theory of motivation and tourism-Career opportunities in tourism industry – International travel requirements (Passport, Visa, and Health Certificates & Insurance).

Module III

Tourism Demand – Demand Meaning, Definition, Measurement of Tourism Demand, Determinants of Tourism Demand- Indicators of Tourism Demand of a population -Measuring Demand for Tourism- Problems of measuring tourism demand-Tourist Statistics – Types of tourist statistics: Volume, value and visitor profile– Methods of measurement – Problems – Statistical review of spenders and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

Module VI

Tourism industry–components (5A’sAttraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements (Leeper’s Model) – Tourism industry: the concept- Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, pricing competitiveness/Flexibility, Interrelationship of elements. Role of government in tourism: NTO and DMO- Industrial elements: principals and intermediaries-Travel Agent-Tour Operator-Transportation: Various modes of transport- Accommodation and Hospitality- Food and Beverage-Entertainment and Recreation- Shopping

Module V

Tourism organizations: Classification and purposes- International- Objectives and functions of UNWTO, IATA, WTTC, PATA- National Tourism Organizations: Objectives and functions of ITDC, DGCA, AAI, ASI, IRCTC, TFCI, IATO, Regional: Kerala Tourism Development Corporation (KTDC) Activities and functions.

References

1. M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.
2. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
3. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
4. Davidson R, 1989, Tourism, Pitman, London
5. Goeldner RC and Ritchie JRB, 2006, Tourism: Principles, Practices and Philosophies, John Wiley and Sons.
6. Holloway JC, 1994, The Business of Tourism, McDonalds and Evands, London
7. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
8. John R. Walker & Josielyn (2011) Dorling Kindersley (India) Pvt. Ltd. ISBN 978-81-317-6105-2

TTM1C01: Business Statistics and Information Technology I

Lecture Hours Per Week: 6

Credits: 4

Aim: To enable the students to acquire knowledge of mathematics and statistics.

Objective: At the end of this course, the students should have understood:

- Set operations, matrix and Mathematics of finance
- Statistical tools and their applications
- To introduce the student to Information Technology

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Business Statics and Information Technology, I

Lecture Hours per week: 6 Credits: 4

Aim: To enable the students to acquire knowledge of mathematics and statistics.

Objective: At the end of this course, the students should have understood:

- ☐ Set operations, matrix and Mathematics of finance
- ☐ Statistical tools and their applications

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Sets and set operation Venn Diagrams Elements of Coordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order solving system of simultaneous liner equations.

Module II

Theory of equations: meaning, types of equations –simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) problems on business application.

Module III

Progressions: Arithmetic progressions finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding nth term of GP. Insertion of GMs in given GP and also representation of GP Mathematics of Finance simple and compound interest. (Simple problems only).

(Theory and problems may be in the ratio of 20% and 80% respectively)

Module IV

Introduction.: Introduction to Computer: Components, Organization, Operating System, Functions of OS, Types of OS, Intellectual Property Rights, Copyrights, Patents, Trademarks, Royalty, Geographical Indicators, World wide web, Digital library, Crypto-currency, Cyber Security-Issues, trends, solutions and strategies.

Module V

Microsoft Office- Word processing- creating, formatting and printing documents in MS Word, Mail merge. MS Excel for spread sheet applications- creating, formatting and printing worksheets- functions in Excel- financial functions- PMT, NPV, IRR, IPMT, ISPMT- statistical functions- AVERAGE, MEDIAN, AVEDEV, CORREL, INTERCEPT, MAX, MIN- logical functions- Microsoft PowerPoint- creating presentations in PowerPoint- applying templates- animation.

Activity:

Develop an Amortization Table for Loan Amount – EMI Calculation. Prepare an Overhead Machine / Laboure hour rate through matrices. Prepare a Bank Statement using Simple interest and Compound interest. Prepare a Case study.

References

1. Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods
2. Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth
3. Dileep M.R., 2011, Information Systems in Tourism, Excel Books, New Delhi. ISBN 978-81744-69090
4. Demetrius Buhalis, 2003. ETourism, Prentice Hall: Essex:UK
5. Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods
6. Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth
7. Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth edition)
8. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
9. Sanchethi and Kapoor, Business Mathematics.
10. Gupta S.P. Statistical Methods
11. Navaneethan P. Business Mathematics
12. Statistics R.S.N. Pillai, Mrs. Bhagavathi
13. P.R. Vittal Business Mathematics and Statistics

Semester II

TTM2B02: Tourism Products

Lecture Hours Per Week: 6

Credits :5

Objective: This course will provide knowledge about the Products and Resources in Tourism Industry.

Pedagogy: A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments, Field Visit and Book Review.

Module I

Introduction: Tourism Resources-meaning, importance and characteristics. Classification of Tourism Resources-Physical Tourism Resources-types-Bio geographical resources-types-cultural tourism resources-types-Tourism Product: Concept and Definition, Tourism resources as tourism products. Nature and tourism: relationship-culture and tourism-relationship.

Module II

Leisure and business tourism-characteristics and differences- Mass tourism and Niche Tourism: characteristics and differences- Cultural Tourism-Historical tourism- Indigenous tourism- Film-induced tourism- Literary tourism- Music tourism- Ethnic tourism- Pilgrimage Tourism-Culinary Tourism-Industrial Tourism-Adventure tourism-types-Sports tourism-types.

Module III

Alternative tourism: Concept-definition-evolution-ecotourism-principles-practices-Geotourism-Green tourism- Sustainable tourism-definition and concept-principles-responsible tourism-concept-definition-principles-Rural tourism and village tourism- Health tourism: concept-types-wellness tourism- medical tourism-scope of medical tourism in India-types of medical tourism packages- Spa tourism-Ayurveda tourism-concept-practices-packages-Ayurveda tourism in Kerala an overview-Backpacker tourism.

Module IV

Cruise tourism: Concept and definition- trends in Cruise tourism- On board facilities and services- types-Cruise Destinations-Cruise organization and personnel-Marketing and Distribution- environmental concerns-Other water transport services in Tourism-houseboats and ferries-overview of houseboat tourism in Kerala.

Module V

Road and rail tourism: Motor Coach Tourism-Automobile and tourism-Car Rentals-services offered-major car rental firms- Rail Tourism-High Speed trains- Luxury trains-rail tourism passes-Eurail Pass-luxury tourist trains- tourist trains in India-palace on wheels-The Deccan Odyssey-The Golden Chariot.

Recommended Practical Activity.

***For the practical exposure of student's field visit to nearest destinations preferably to some Eco Tourism, Responsible Tourism, Village Tourism Centers etc.**

References:

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4
2. Dixit, M and Yadav, C S (2006): *Tourism in India*, New Royal Publisher, Lucknow
3. Gupta, SP, Lal, K, Bhattacharya, M. (2002): *Cultural Tourism in India*, DK Print, New Delhi.
4. Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi
5. Scott, J., & Selwyn, T. (2010). Thinking through tourism. Oxford: Berg.
6. Fuller, G. (2012). The trivia lover's guide to the world: Geography for the lost and found.
7. Bisht, R S (2002), National Parks of India, Publication Division
8. Biju Abraham, K. Nagarajan & Alex K. Thottunkel. Educreation Publishing, New Delhi, ISBN 978-1-61813-456-1

TTM2C02: Introduction to Accountancy and Business law I

Lecture Hours Per Week: 6

Credits: 4

Objective:

1. To provide students with basic Accounting Concepts and Recent Developments in Accounting.
2. To develop skill among students in doing Accounting Problems related to tourism and other industries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical and Assigned readings.

Module I

Introduction Nature of Financial Accounting Scope – Object –Limitation –Accounting Concepts and Conventions Financial Accounting Standards –Object of Accounting Standard – Accounting Standard Board of India IFRS- Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure – Capital and Revenue Receipts Final Accounts of Sole Trader.

Module - II

Final Accounts of Limited Liability Companies: Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet in accordance with the provisions of the existing Companies Act (Simple problems with adjustments)

Module III

Departmental Accounts Meaning – Objects – Advantage Accounting procedure – Allocation of expenses and incomes – Inter-departmental Transfers – Provision for unrealized profit.

Module IV

Branch Accounts Features – Objects Types of Branches –Dependent Branches– Account Systems –Stock and Debtors System –Independent Branch – Features – Inter branch Transactions – In transit items –Incorporation of Branch Trial Balance in Head Office books (simple problems only) – Distinction between Branch and Departmental Accounts.

Module V

Accounting for Hotels and Restaurants – Introduction- Features- Revenue earning and Non-revenue Earning Departments- Heads of Revenue and Heads of Expenditure- Working Papers, Journals-Posting- Preparation of Trial Balance- Preparation of Final Statement- Trading Accounts- P&L Accounts and Balance sheet. (Simple problems)

Semester III

TTM3B03: Air transportation and Airport Operations

Lecture Hours Per Week: 5

Credits: 4

Objective: To enable the student to understand the air transportation system and to learn about the structure and facilities of airports along with acquitting with the airport operations.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Book Reviews.

Objectives:

Module I

Air Transportation: Aviation and air transportation- Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types- Air transport system- Airports-Aircraft-Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements and freedoms of air- Chicago and Warsaw conventions.

Module II

History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance- History of civil aviation in India – public and private sector airlines in India. ICAO-Formation, objectives and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

Module III

Airports: Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel-

Module IV

Airport Operations: Ground handling- Deplaning and boarding- Cargo and baggage loading- Turn around operations- Refueling- Power supply-rescue and firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.

Module V

Passenger handling-Passenger Handling- Departure Procedures- check-in formalities, free baggage allowance- types of baggage-excess baggage allowance- baggage pooling-security check- emigration services-gate handling and boarding-Arrival Procedures- transit passenger handling-emigration activities-baggage claim-missed baggage-customs formalities-red channel and green channel-Baggage handling procedure- Air navigation services- Air cargo operation. Airport Codes (IATA airport codes of major cities)

Recommended Practical Activity.

A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.

References

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4
2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.
4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson Education Ltd.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.
6. Wensveen, G, J., 2016, Air Transport: A Management Perspective, 8th edn., Routledge.Oxon.
7. Wittmer, A. and Bieger, T., 2011, Fundamentals and Structure of Aviation Systems, In Andreas Wittmer, Thomas Bieger and Roland Muller (Eds.), Aviation Systems: Management of the Integrated Aviation Value Chain, New York: Springer.

TTM3B04: Indian Tourism Resources

Lecture Hours Per Week: 5

Credits: 4

Objective: The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I

Resources and Tourism: Tourism resources: types-attractions-definition-concept-importance-characteristics-natural and man-made attractions- Physical Tourism Resources: Mountain & Valleys- Indian Himalayas, Aravalli Mountain Ranges, Western Ghats and Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands and Beaches; Islands; Rivers and Canals; Lakes.

Module II

Cultural resources in India: India's rich heritage archaeological sites ancient monuments and diverse, monuments and architecture, Fairs and Festivals in India cultural and artistic heritage of India dance, music, sculpture, painting, etc. UNESCO World Heritage Sites of India: Cultural properties, Built Up Structures- Monuments- Forts, Palaces, Havelis, Cave, War Memorials.

Module II

Bio geographical Tourism Resources: Flora and Fauna of India; Wild Life Sanctuaries and National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions-Bio reserve centers bio diversity and eco system Wildlife Protection Act, 1972 (Introduction).

Module IV

Major tourist attractions in India: Attractions in Golden triangle-Shimla-Kullu-Manali-Darjeeling-Mount Abu-Puri-Konark-Golden Temple-Haridwar-Varanasi-Buddhist tourist circle-Bangalore-Mysore-Hampi-Hyderabad-Goa and beaches-Ajanta Ellora-Mumbai attractions-Kanyakumari-Mahabalipuram-Chennai

Module V

Kerala tourism- Natural resources in Kerala including beaches, wildlife sanctuaries-waterfalls-hill stations-backwaters-cultural resources-fort palaces-handicrafts-museums and art galleries-dance forms-martial arts-major tourist destinations in Kerala.

TTM3C03: Introduction to Accountancy and Business law II

Lecture Hours Per Week: 5

Credits: 4

Objective:

1. To provide students with basic legal concepts and the Indian Legal Environment in which business is carried on.
2. To identify the emerging legal issues regarding tourism and related industries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Law – Definition Characteristics – Need - Classification – Sources of Law Nature of Business Law -The Indian Contract Act 1872 – Contract Nature and Classification of Contracts Offer and Acceptance Consideration Capacities of Parties Free Consent Coercion Undue influence – Misrepresentation Fraud Mistake Void Agreements Discharge of Contract Breach of Contract and Remedies Contingent Contracts Quasi-Contracts.

Module II

Special Contracts Contract of Indemnity Meaning – Nature Right of Indemnity Holder and Indemnifier – Contract of Guarantee Meaning – Nature and Features Surety and co-surety – Rights and Liabilities Discharge of Surety from his Liability – Contract of Bailment and Pledge Rights and Duties of Bailor and Bailee, Pledge and Pledgee Pledge by Non-owners Agency Creation of Agency – Duties and Liabilities of Agent and Principal Termination of Agency.

Module III

Sale of Goods Act, 1930 Contract for Sale of Goods - Meaning – Essentials of a Contract of Sale

– Conditions and Warranties Caveat Emptor Sale by Non -owners Rules as to delivery of Goods Auction Sale Rights of Unpaid Seller.

Module IV

The Negotiable Instruments Act,1881 Negotiable Instruments – Meaning – Characteristics – Types – Cheques – Promissory Note and Bill of Exchange – Crossing of Cheques Holder and holder in due course negotiation- Types of Endorsement – Dishonor of Negotiable Instrument & Provisions of section 138 – Noting and Protest.

Module V

The Consumer Protection Act 1986 – Definition of Consumer – Complainant – Goods – Service – Complaint – Unfair Trade Practices – Restrictive Trade Practices – Rights and Remedies for Consumers Consumer Protection Council – Consumer Disputes Redressal Agencies.

Module VI

The Information Technology Act 2000 – Digital Signature – Digital Signature Certificate – Electronic Records and Governance Certifying Authorities – Cyber Crimes – Offences and Penalties under IT Act 2000-RTI Act.

Reference books:

1. Business Laws – Balchandani
2. Business Laws – S.D.Geet and M.S. Patil
3. Business Laws S.S. Gulshan
4. Business & Industrial Law B.S.Moshal
5. Business and Commercial Laws Sen and Mitra
6. An Introduction to Mercantile Laws – N.D.Kapoor
7. Business Laws – N.M. Wechlakar
8. Business Laws M.C. Kuchal

Semester IV

TTM4B05: Travel Geography

Lecture Hours Per Week: 5

Credits: 4

Objective: To provide details about basic components of geography in relation with travel and tourism. To familiarize with IATA codes, time calculation and the major tourist attraction across the world.

Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Study.

Objectives:

Module I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Module II

Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Module III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Module IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Module V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

Recommended Practical Activity

Map Study and Map Marking (Mark important tourist destinations of the world in the Blank World Map)

References

1. Rough Guides
2. Lonely Planet travel guides

TTM4B06: Introduction to Hospitality Business

Lecture Hours Per Week: 5

Credits: 4

Objective: To explore various aspects of value creation through hospitality industry.

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Videos.

Module I

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

Module II

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.

Module III

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

Module IV

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

Module V

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

Recommended Practical Activity

Visit a star category hotel to get knowledge about functional departments of a star category property (Preferably a 5-star Hotel)

TTM4C04: Business Statistics and Information Technology II

Lecture Hours Per Week: 5

Credits: 4

Objective: This course has been devised to give an idea about the use of computer and information technology in the field of tourism and travel industry management. Also, the student should be able to apply various statistical tools in business functions.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Meaning and Definitions of Statistics Scope and Limitations. Statistical enquiries Scope of the problem Methods to be employed types of enquiries Presentation of data by Diagrammatic and Graphical Method Formation of Frequency Distribution. Measures of Central tendency Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations Skew ness and Kurtosis and Lorenz curve. (20 HOURS)

Module II

Regression and correlation: Simple Correlation Scatter diagram – Karl Pearson's Co efficient of correlation – Rank correlation Regression lines. Analysis of Time Series:

Methods of measuring Trend and Seasonal variations Index number Unweighted indices

Consumers price and cost of living indices.

Module III

MIS and Networking – Management Information System, Types of networks, Different topologies, Concept of DBMS- Database, Characteristics of a Database system, Components of DBMS, Database Users, Database Languages, Database Models.

Module IV

IT Systems used in Airlines: Introduction and functions of GDSs-Airline reservation systems, inflight systems, crew scheduling systems, airline scheduling systems, point of sale systems- Airport Systems, check in systems, gate scheduling systems, baggage handling and cargo systems-travel distribution systems, online travel agency, other online intermediaries in travel distribution-Disintermediation and reinter mediation : Definition and Concept.

Module V

ICT in Destination and Hospitality Management: Introduction-Property Management System-Functions and Modules-Guest room systems-F and B Systems- CRSs-Sales and Marketing Systems-Accounting Systems-Guest Information and Entertainment Systems-Destination

Management System: Application, uses and functions-Destination Marketing Information Systems-GIS in Destination Management.

(Note: About quarter of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel and PowerPoint).

Activity:

Develop an Amortization Table for Loan Amount – EMI Calculation. Prepare an Overhead Machine / Labour hour rate through matrices. Prepare a Bank Statement using Simple interest and Compound interest. Prepare a Case study.

Recommended Practical Study

A one /two-week GDS training to the students.

Reference Books:

1. Dileep M.R., 2011, Information Systems in Tourism, Excel Books, New Delhi. ISBN 978-81744-69090
2. Demetrius Buhalis, 2003. eTourism, Prentice Hall: Essex:UK
- 3.. Sundaresan and Jayaseelan An Introduction to Business Mathematics and Statistical Methods
4. Levine. M. David, Timothy C Krehbiel, Berensen. L. Mark and Viswanathan. P. K, (2011), Business Statistics, A First Course. Pearson Publication, (fifth
5. V. Rajaraman, Introduction to Information Technology, Prentice Hall.
- 6 Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- 7 Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
8. Management information Systems, (2003). Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi.
9. Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.
10. Fundamental of Database Systems, Elmasri and Navathe, Addison Wesley, New Delhi.

Semester V

TTM5B07: Travel Agency and Tour Operations Management

Lecture Hours Per Week: 5

Credits: 4

Objective: To provide knowledge about Travel Agency and Tour Operation Business and to understand the formalities and skills needed for this business.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Travel Agency Operations: Travel Intermediaries- Distribution Channels- Functions – Levels of Distribution- Tourism Intermediaries- Benefits of Intermediaries- Travel Agency concept and Perspectives- Types of Travel Agencies- Functions and Activities- Organization Structure- Setting up of a Travel Agency- BSP- Electronic distribution channels in Tourism- Online Travel Agency

Module II

Concept of Tour Operation: Concept-Definition-History-The product and consumers- Types- Benefits- Tour Classification- Package Tours- Elements- Planning and design- Itinerary preparation- Factors to consider-Capacity Planning and negotiation- Tour costing and Pricing(Sample itineraries have to be developed and pricing has to be done which can be considered for internal assessment)

Module III

Tour Marketing: Definition and Process-Marketing Mix-Tour Brochure-Importance-contents- Qualities of a good brochure- Market Segmentation- Basis- Target Marketing- Tourist Buying Behavior- Image branding and positioning by tour operators- Promotion tools used by tour operators- Distribution System in tour operation Business.

Module IV

Tour Management: Tour Booking and administration- Pre-tour preparation-Travel documents to handle- Tour manager briefing- Role and qualities of a tour manager- tour Departure and Arrival Procedures at airport- Transfer and tour conduct- Handling emergencies- Post-Tour activities

Module V

Overseas Representatives and Tour Guiding: Concept-Need – Types of overseas representatives and their duties- Tour guiding- concepts and definition- difference between guiding and interpretation- Tour guide- Definition- types- History of tour guiding- roles of a tour guide- Tour guide activities in a tour- Qualities of Tour guide- Challenges of Tour guiding- Licenses required for guiding in India at various levels (Regional, State and Local).

Recommended Practical Activity

A visit to Travel Agency and Tour Operator (Preferably those who deals international business)

References

1. M R Dileep. (2019). Tourism, Transport and Travel Management. Routledge
2. Jagmohan Negi – Travel Agency and Tour Operations.
3. Mohinder Chand Travel Agency and Tour Operations: An Introductory Text
4. Dennis L Foster – Introduction to Travel Agency Management
5. Pat Yale – Business of Tour Operations
6. Betsy Fay Essentials of Tour Management –Prentice Hall
7. Mark Mancini: Conducting tours – Delmar Thomson, New York
8. Pond KL, Professional Guide: Dynamics of Tour Guidin

TTM5B08: Accommodation Operation

Lecture Hours Per Week: 5

Credits: 4

Objective: To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I

Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

Module II

Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment's types of rooms and beds, role of housekeeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

Module III

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of executive 'chef'. Structure of food production department, duties, floor plan of kitchen, flow of activities.

Module IV

Hotel Marketing Department its functions, organization structure, job descriptions, hotel sales, methods used, back office functions and organization structure, various accounting tools, role of H.R.Management in hotels, H.R.Manager in a hotel–service tips for hospitality personnel, role of managers in hospitality industry.

Recommended Practical Study

One/Two-week familiarization training in a hotel/resort. (The students have to be familiarized with various operations in different departments in a hotel through practical and industrial visits)

References

1. Front office Operations James Bardi
2. Principles of hotel front office operations – Sue Baker, Palm Bradley & Jeremy Huyton
3. Front office management S K Bhatnagar Frank Bros.

TTM5B09: Tourism Research Methodology

Lecture Hours Per Week: 4

Credits: 4

Objective: The main objective of the course is to provide the methods of research and report writing in the field of tourism and travel industry.

Pedagogy: A combination of Lecture, Case Study, Seminars, Assignments, Literature Study Field visits, Industry visits, and projects.

Module I

Fundamentals of Research: Definition of Research –Characteristics – Purpose of research – Research and Theory. Types and methods of research: Classification of Research: Pure and Applied research – Exploratory or Formulative Research –Descriptive research –Diagnostic study –Evaluation studies –Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey – Case study – Field Studies – Steps in Research.

Module II

Review of literature: Literature classification –purpose of review – sources of literature – planning the review work – note taking.

Module III

Planning of Research: The planning process – selection of a problem for research –formulation of the selected problem –hypotheses: meaning – types (descriptive, relational, causal, working, null, statistical, common sense, complex and analytical Hypotheses)- Sources of hypotheses –theory observation, intuitions and personal experience –functions / role of hypotheses – characteristics – Concepts: definition – characteristics – types (concrete, abstract)

Module IV

Sampling :Meaning - characteristics of a good sample – sampling techniques (probability Vs non-probability) – sample unit, size and procedure sampling errors- Method of collection of data : Meaning and importance of data – sources of data – use of secondary data – methods of collecting primary data: observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, content analysis.

Module V

Tools for data collection: Type of tools – construction of schedules and questionnaires – measurement scales and indices –pilot studies and pre – tests- Processing of data: Editing – classification and coding –tabulation and graphic representation. Report Writing: Introduction – types of reports – planning report –writing – research report format – principles of writing – documentation: footnotes and bibliography.

Recommended Activity

Review of different research thesis related tourism subjects.

Recommended Books for Reference:

1. Methodology of Research in Social Sciences – O.R. Krishnaswamy
2. Methodology of Research – C. R. Kothari.

TTM5B10: Airline and Cargo Management

Lecture Hours Per Week: 4

Credits: 4

Objective: To Understand the structure and dynamics of airline industry. To Study the international airfares, regulations and formalities to travel.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I:

Airlines: Airline-Definition-Airline Industry-Definition-characteristics- airline consumers and tourists- airline product- types of airlines- scheduled and nonscheduled-other types-full-service carriers, Low Cost carriers. Business strategies of LCCs- airline practices- classes of service-Hub and spoke system, code sharing, interlining, frequent flyer programme. Airline alliances, marketing mix in airlines, airline organization- airline personnel.

Module II:

Airline functions: Airline fleet- fleet planning-considerations in fleet planning- airline schedules, contents in schedules- schedule planning and development-airline networks- types of networks-network planning- fleet assignment-aircraft routing- crew scheduling- crew pairing-cabin crew and cockpit crew-crew roster-crew bid line-passenger handling by airlines- flight operation stages and crew duties.

Module III:

Airline Terminology types of journeys (OW, CT, RT, OJ, and RTW) – International sale indicators– Global indicators. Traditional airline ticket- ticketing instruction and conjunction tickets – Open tickets, e-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT. Limitations on travel.

Module IV

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares. Internal fare constructions based on IATA– Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

Module V

Cargo, meaning- definition types of cargo-Cargo transportation–scope of cargo business, structure of cargo industry, movement of cargo-types of rates- airway bill preparation- cargo loading methods- ULDs and other measures for loading.

Recommended Practical Activity

Visit an international airport preferable having cargo operations. The focus of the visit should be related to Airline and Cargo Functioning.

References

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4
2. Shaijumon P V, Sanoopkumar, DeleepDevasya, (2019). Introduction to Airline Ticketing and Air Travel Management, Vykhari Publications, Thiruvananthapuram.
3. Introduction to Airline Industry: IATA Study KIT-latest
4. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
5. Jagmohan Negi: Air Travel and Fare Construction. Kanishka Pub, New Delhi 2004
6. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
7. Airport, aircraft and airline security, Kenneth C Moore, Butter worth Heinmann Airline Business in 21st Century, Regas Doganis, Routleg

TTM5B11: Principles and Practices of Management

Teaching Hours Per Week: 4

Credits: 4

Objective: The main objective of the course is to give details about the principles and applications of different management theories in various business establishments, particularly in travel and tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings.

Module -I

Concept of Management – Functions and responsibilities of managers- Fayol's principles of management- management thought the classical school- the human relations school- system theory- contingency management. Planning-The nature and purpose of planning- types of planning- advantages and limitations of planning - Concept and nature of objective – Types of objective- importance of objectives- management by objectives (MBO).

Module –II

Strategies and Policies – Concept of corporate strategy- formulation of strategy- types of strategies- types of policies- principles of formulation of policies- decision making- decision making process.

Module III

Organizing – Nature and purpose of organizing- basis of departmentation-span of management-determinants of span of management- line and staff relationship- line and staff conflicts-bases of delegation-delegation and decentralization-methods of decentralization-leadership-types.

Module IV

Directing – Directing and problems in human relationship-motivation-communication and leadership- coordinating- Controlling – Concept and process of control, control of overall performance, human aspect of control.

Module V

Staffing-process-HRM and Personnel Management-meaning and definition- objectives- HR planning process-recruitment-selection-training-placement-source of recruitment-methods of recruitment-performance appraisal-meaning and concept-career planning-promotion and transfer-compensation management-concept and objectives- wage and salary-grievance redressal mechanism

TTM5D01: Tourism and Hospitality Management

Lecture Hours Per Week: 3

Credits: 3

Objective: This course is offered to the students of other departments. And it covers the basic information's about the tourism and hospitality industry.

Pedagogy: A Combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and Assigned readings.

Module I

Introduction to travel and tourism: - Important phenomena helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

Module II

Development of means of transport: - Road Transport-Sea/Water transport, Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international -Travel Documents.

Module III

Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism-Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism-Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

Module IV

Accommodation Industry- History-Types-Departments-Categorization in India (Star)-Room Types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural)

Books Recommended for Reference:

1. John R. Walker: Introduction to Hospitality Management (second edition) Dorling Kindersley (India) Pvt Ltd. ISBN 978-81-317-2487-3
2. A. K Bhatia: Tourism Management & Marketing.
3. Christopher. Holloway; Longman; The Business of Tourism
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
6. Page, S: Tourism Management: Routledge, London
7. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

Semester VI

TTM6B12: Marketing for Tourism and Hospitality

Lecture Hours Per Week: 6

Credits: 4

Objective: The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and assigned readings.

Module I Introduction: Nature, scope and importance of marketing – Evolution of marketing concepts; Marketing mix, marketing environment. Consumer Behavior – Consumer buying process Factors influencing consumer buying decisions – Creating Customer Value – Satisfaction – Loyalty Market Selection Market segmentation – concept, importance and bases Target market selection Positioning concept importance and bases Product differentiation vs. market segmentation.

Module II Product: Meaning and importance Product classifications Concept of product mix – Branding – Creating Brand Equity packaging – labeling After sales services Product lifecycle New Product Development – Pricing Significance Factors affecting price of a product Pricing policies and strategies.

Module III Promotion: Nature and importance of promotion – Communication Process Types of promotion – advertising personal selling – public Relations sales promotion Promotion mix and factors affecting promotion mix decisions Communication planning and control.

Module IV Marketing Channels and Value Networks meaning and importance Channel Levels Wholesaling and retailing – Factors affecting choice of distribution channel-Retailing Types of retailing – store based and non-store-based retailing chain stores specialty stores supermarkets retail vending machines mail order houses retail cooperatives Management of retailing operations Retailing in India: changing scenario – Market Logistics.

Module V Recent issues and developments in marketing: Social Marketing, Marketing ethics; recent developments in marketing – online marketing direct marketing green marketing relationship marketing Marketing of Services –Conceptual frame work – Characteristics of Services–Classification of Services–Marketing mix in Service Marketing

– Effective management of Services marketing.

Books Recommended for Reference:

1. Philip Kotler Marketing Management
2. Devashish Dasgupta: Tourism Marketing, Dorling Kindersley (India) Pvt Ltd , New Delhi ISBN 978-81-317-3182-6
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing: An Introduction, Pearson.
6. Marketing for Hospitality and Tourism: Philip Kotler John T. Bowen James Makens,Dorling Kindersley(india) Pvt Ltd ISBN 978-93-325-1827-8
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.
11. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Service Marketing – People, Technology, Strategy, Pearson, Dorling Kindersley (India) Pvt Ltd. ISBN 978-81-317-5939-4

TTM6B13: Tourism Planning and Policies

Lecture Hours Per Week: 6

Credits: 4

Objective: The course aims to give a comprehensive idea about the tourism planning and policies and its application.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical and Assigned readings.

Module I

Destination: the concept and definitions-Common Characteristics of Destinations- Significance of attractions for destinations- Evolution and growth of tourism in a Destination-TALC concept- Destination Image- Destination Marketing Organization (DMO).

Module II

Benefits of Tourism: The economic benefits-Tourist Expenditure-Invisible Export-Role of balance of payments-Employment Generation-Investment and accelerator effect-Income generation-economic growth and diversification-local entrepreneurship development-redistribution of wealth-direct, indirect and induced benefits-multiplier effect-tourism multipliers-social significance of tourism-Positive cultural impacts of tourism-Environmental benefits of tourism.

Module III

Impacts of Tourism: Economic impacts-Opportunity-cost-inflation-migration of labour-Social consequences- Demonstration effect-anti social activities and tourism-Cultural Impacts-Commercialization-Commoditization-Environmental impacts-

Module IV

Sustainable Tourism: Sustainable tourism development- components- principles- Carrying capacity-EIA- Environmental auditing- Visitor management practices- Definition and concept of ecotourism-Principles.

Module V

Tourism Planning: Planning system-Significance of planning in tourism-tourism Planning Levels-Geographical level Planning (Destination Planning)-Business level planning- Different approaches to tourism planning-'Boosterism'-Physical/spatial approach-Community-Sustainable approach-Strategic planning-tourism planning process-Tourism policy-national tourism policies in india-1982,92,2002,latest policies (overview).

Books Recommended for Reference:

TTM6B14: Emerging Concepts in Tourism

Lecture Hours Per Week: 6

Credits: 4

Objective: This module gives knowledge to the students about the various emerging concept in Tourism.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module I

Space tourism – travel to outer space – international space station – space travelers–lunar tourism- Backpacker tourism-characteristics-Dark tourism-definition-characteristics-major attractions. Unethical tourism practices- Sex tourism and Child Sex Tourism- Terrorism and Political Crises affect Tourism- Climate change-definition and effects in tourism- Growth of tourism and challenges- Cyber Tourism-voluntary tourism- social tourism-rural tourism dimensions.

Module II

Health Tourism – Rejuvenation Therapy in Ayurveda – Kayakalpatreatmentgeneral idea about Panchakarma – Oil Massage, Dhara, Kizhi, Nasyam, Vasthi, Rasayana, Lehyam, Arishta etc.- Naturopathy Treatments – General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and Marmachikilsa, Holistic Treatment like yoga & meditation.- Superspecialty Treatments for Medical Tourist such as Cardiac surgery, Organ transplantation, Keyhole Surgery, Cosmetic Surgery, Dental Tourism-Sidha& Unani – Cost effectiveness in India.

Module III

Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism –

Module IV

Responsible tourism –Economic Responsibility-Social Responsibility-Environmental Responsibility-Remedial and precautionary measures against bad effects of tourism–tourism legislations–rules and regulations–benchmarking–standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala

Books Recommended for Reference:

1. Tourism Development Revisited. Edited by Sutheshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. M.R.Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.

TTM6B15: Event Management and MICE Tourism

Lecture Hours Per Week: 5

Credits: 3

Objective: As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management, and also to inspire and inform students on the dynamism of event management.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Assigned readings.

Module 1

Business Tourism – Tourism – Definition and growth of tourism Major categories– Leisure & business tourism Business tourism Definition – difference between Leisure and business tourism

Module II

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathimaidan, Delhi etc.

Module III

Event Management – Definition – Meaning and scope – Role of events in promotion of tourism-Types of events–Cultural festival, religious, business etc. Need of event management. Key factors for best Event Management.

Module IV

Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.

Module V

Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions Case study of Kerala Travel mart.

Books Recommended for Reference:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002.
3. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.