

(Abstract)

New Generation Programme -Master of Tourism and Travel Management Programme(CBSS)- modified Scheme of programme, Syllabus and Model question papers of I to IV semester - implemented-w.e.f.2020 admission.

ACADEMIC C SECTION

Acad/C1/16579/2021

Dated: 29.11.2021

- Read:-
1. U.O.No.Acad/C1/16579/2021 dated 20.01.2021
 2. U.O.Note No EX/EG I-II/21498/PG/Oct 20 dated 14.09.2021
 3. Letter No, Acad C2/2408/2020 (1) dated 24.09.2021
 4. The Minutes of the meeting of Board of Studies in Travel & Tourism(Cd) held on 01/10/2021
 5. The Modified Scheme of the programme , Syllabus and Model question papers of I to IV semester MTTM programme submitted by the Chairperson, BoS in Travel and Tourism(Cd)

ORDER

1. As per paper read(1) above, the Scheme, Syllabus and Model question papers of I & II Semesters of the Master of Tourism & Travel Management programme (new generation, CBSS), offered at GPM Govt. College, Manjeswaram, prepared by the Expert Committee, were implemented with effect from 2020-21 admission.
2. Meanwhile, the Examination Branch, as per paper read (2) above, pointed out the practical difficulty in conducting Examinations of the Master of Tourism & Travel Management (CBSS w.e.f 2020) programme, as its Course Code is the same as that of the conventional MTTM programme, started with effect from 2014 admission.
3. Subsequently, the Board of Studies in Travel & Tourism (Cd) was entrusted to modify the Course Codes of Master of Tourism & Travel Management programme (CBSS), as per paper read (3) above.
4. Accordingly, the meeting of the Board of Studies in Travel and Tourism(Cd) held on 01.10.2021, as per paper read(4) above, resolved to modify the Course code of Master of Tourism & Travel Management programme (CBSS) as '**MTTM**' from 2020 admission onwards and to replace the Elective Course 'MTTM 3E09 Export, Import and Forex Management' with MTTM 3E09 Tourism Products in third Semester, w.e.f 2020 admission. Further resolved to agree upon opting the new syllabus and regulation of New Generation MTTM Programme by Peoples Cooperative Arts and Science College, Munnad w.e.f 2020 admission onwards.
5. Subsequently,as per the paper read (5), the Chairperson, Board of Studies in Travel and Tourism(Cd) submitted the Modified scheme of programme, along with the Syllabus and Model question papers of I to IV Semesters of the MTTM programme, effecting new Course Code, w.e.f. 2020 admission.
6. Hence the following orders are issued in this matter, as approved by the Vice Chancellor in exercise of the powers of the Academic Council conferred under section 11(1), Chapter III of Kannur University Act 1966.
 - (i) Sanction is accorded to implement the modified Scheme, Syllabus and Model Question Papers of Semester I to IV of the Master of Tourism and Travel Management(MTTM) Programme (w.e.f.2020 CBSS), at GPM Govt. College, Manjeswaram with revised Course Code.
 - (ii)The Elective Course 'MTTM 3E09 Export, Import and Forex Management' is changed as MTTM 3E09 'Tourism Products' in third Semester of the programme.
 - (iii)The action of the Peoples Co-operative Arts and Science College, Munnad, in following the new Syllabus of MTTM programme (meant for new generation programme) with effect from 2020-21 admission is ratified.
7. The modified Scheme, Syllabus and Model Question Papers of Semester I to IV of the Master of Tourism and Travel Management Programme(MTTM) (CBSS,new generation), implemented w.e.f.2020 admission, are uploaded in the University Website, www.kannuruniversity.ac.in.
8. The U.O read(1) above, stands modified to this extent.

Orders are issued accordingly.

Sd/-

BALACHANDRAN V K
DEPUTY REGISTRAR(ACAD)
FOR REGISTRAR

To: 1.The Principal, GPM Govt.College,Manjeswaram
2.The Principal, Peoples Co-op Arts & Science College, Munnad
3.Dr.Sindhu Joseph, Chairperson, BoS in Travel and Tourism(Cd)

Copy To: 1. The Examination Branch (through PA to CE).
2. PS to VC / PA to PVC / PA to R
3. DR / AR 1 (Acad).
4. The Web Manager (for uploading in the Website)
5. SF / DF / FC



Forwarded / By Order

July 10

SECTION OFFICER



KANNUR UNIVERSITY

***PROGRAMME DETAILS, SCHEME, AND
SYLLABUS***

**MASTER OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)
(2020 Admission onwards)**

PREFACE

Being one of the fastest growing industries of the world, tourism has emerged as a major sphere of influence of the economy, society, and environment of many nations. Its potential for generating income and employment is stupendous. Tourism has been growing fast in an encompassing manner with visible socioeconomic manifestations. Its transformation process has also been equally interesting with new consumer groups of distinct travel motivations, lifestyle patterns and travel requirements emerging in every facet. This offers both opportunities and challenges.

Tourism is one of the largest employment generators in the world. It has made rapid advances in recent years. The growth of the industry is now recognized in every nation by governments as well as the private sector. In recent times 'Tourism' has emerged as one of the few economic alternatives to develop the economy. It has been recognized as an important sector for the development on account of its potential for generating income and employment. The UNWTO (United Nations World Tourism Organization) provisional estimate shows that the international tourist arrival has reached 940 million in 2010 registering a growth rate of 6.6% compared to the previous year and is a US\$ 919 billion business.

The WTTC (World Travel and Tourism Council) has identified India as one of the world's foremost tourist growth centers in the coming decade with growth rates nearing 10% per annum. By developing new destinations, products, and experiences, to cater the interest of diverse segments of tourists, the industry is being prepared to make a quantum jump in the international market. Within a short span of two and half decades, the palm fringed paradise of Kerala has succeeded in establishing its tourism brand in the international market. Kerala has been a pioneer in sustainable tourism development and has very well used modern technologies for firmly affixing its brand image as 'God's own country'.

The present total employment generated from tourism in Kerala is estimated to be 1.2 million. This will multiply in the coming decade. All these clearly show the need for quality manpower for the tourism industry. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate programmes in the state. The Master of Tourism and Travel Management Programme (M.T.T.M)

of Kannur University is a calculated beginning towards quality postgraduate education in the subject in North Malabar, which is poised to become a major tourism destination in the near future.

The Board of Studies has left no stone unturned in designing this programme. Syllabi of several post graduate programmes in India and abroad has been referred in drafting a new and updated syllabus for this programme. Moreover, as tourism is a dynamic and multi-disciplinary subject of study, all contemporary aspects have been carefully woven into designing this programme. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest growing industry, through this programme.

EXPERT COMMITTEE FOR SYLLABUS PREPARATION

CONVENER:

Dr. Sindhu Joseph, Assistant Professor, Govinda Pai Memorial PM Government College, Manjeshwaram, Kasaragod.

MEMBERS

1. Dr. Dileep M R, Associate Professor, Pazhassiraja College, Pulpally, Wayanad.
2. Dr. E.P Satheesh, Deputy Chief, Air India Express Ltd, Kochi.
3. Dr. Dileep D, Assistant Professor, Government College, Kondotty, Malappuram
4. Dr. Toney K Thomas, Assistant Professor, M G University, Kottayam
5. Dr. Ajay K.L, Faculty, KITTS, Trivandrum.
6. Sri. Mahadevan P, Project Consultant and Technical Expert (Government/ Semi-Government Projects)

Special Thanks To:

1. Jeevesh Viswambharan, Asst. Professor, GPM Government College, Manjeshwaram
2. Lijo Paul, Guest Faculty, GPM Government College, Manjeshwaram
3. Mohammad Thasreef, Guest Faculty, GPM Government College, Manjeshwaram

KANNUR UNIVERSITY
SCHEME AND SYLLABUS
MASTER OF TOURISM AND TRAVEL MANAGEMENT
(2020 Admission Onwards)

RATIONALE AND NATURE OF THE PROGRAMME

There is tremendous growth for tourism and hospitality industries in the world. In India, tourism is on the anvil of exponential growth and Kerala has vast tourism potential, being tapped and yet to develop. There is a great need for competent professionals to manage the business units in these industries as well as to lead it from front. Master of Tourism and Travel Management programme is designed to serve these needs.

OBJECTIVE OF THE PROGRAMME

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

1. To get a thorough understanding of the nature and inter-relationship of the components of the tourism industry.
2. To help students acquire the vast body of knowledge and information pertaining to the tourism industry.
3. To help students acquire practical skills in all the major arenas of the industry.
4. To orient and equip students with IT skills of the age.
5. To equip students with managerial skills including People management, Marketing management, and financial management.
6. To encourage the molding of professionals, entrepreneurs, and researchers.
7. To enhance the ability to work in competitive, dynamic, and diverse work atmospheres.
8. To sensitize the students with the issues (past, present) and emerging trends of tourism.
9. To motivate students to undertake further interdisciplinary studies and research to enrich the emerging discipline.
10. To develop hospitality culture and behavior
11. To enhance the personal competencies and self-reliance ability of students.

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

CAREER OPTIONS

Tourism has a wide range of career options.

1) Technical Research and Development

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

2) Education

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

3) Administrators

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

4) Tour Operations and Travel Agency Business

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

5) Product Design and Development

- Product developers

- Interior / Landscape designers of Firm / Hotels / Spas / Consultancy services
- Event Management
- Entertainment

6) Marketing and Sales

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

7) Hospitality / Service jobs

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

PEDAGOGY

The programme is a blend of theoretical and practical/field components. Practical exposure and skill development to be given due importance along with classroom academic activities. Students and institutes have to work in tandem to achieve this. The method of pedagogy include:

- i. Lectures
- ii. Case studies
- iii. Practicum
- iv. Role plays
- v. Presentations
- vi. Discussions
- vii. Project works
- viii. Field Trips
- ix. National / International Destination Visits

It is encouraged to properly engage in a few extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc.

REGULATIONS FOR THE CREDIT BASED SEMESTER SYSTEM

MTTM PROGRAMME (FROM 2020ADMISSION ONWARDS)

Duration of the Programme

The duration of the programme is four semesters. The medium of instruction is English, and no question paper will be prepared in Malayalam. The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days and a minimum of 450 instructional hours in a semester. Ist and IIIrd semesters shall be from June to October and IInd and IVth semesters shall be from November to March.

The minimum duration for completion of a two-year PG Programme in any subject is four semesters. The maximum period for completion is eight semesters (4years). Students shall complete the programme by attending four semesters continuously. However, permission may be granted, if need be, to complete the programme with one break between semesters within a span of eight continuous semesters.

Eligibility for Admission

The admission procedures are in accordance with the criteria for admission to Post graduate Programmes of the university.

Minimum requirements for admission to MTTM Degree Programme:

Any degree in 10 + 2 + 3 pattern with not less than 45 % subjects' marks or equivalent GPA Core Course/ Part III Subjects. ***Weightage of 5%*** shall be given to the candidates who have passed a degree in ***tourism/hospitality/hotel management*** with 45 % marks or equivalent GPA. Usual relaxation as per university norms will be available to reserved candidates. The admission to all PG programmes will be as per the rules and regulations of the University. There will be provision for inter collegiate and inter University transfer in 3rd semester (for 4 semester programmes) within a period of two weeks from the date of commencement of the semester. There will be provision for credit transfer subject to the conditions specified by the Board of Studies concerned.

Attendance

The students admitted in the MTTM P.G. programme will be required to attend at least 75 % of the total number of classes (theory / practical) held during each semester. The students having less than prescribed percentage of attendance will not be allowed to appear for the University examination.

Condonation of shortage of attendance to a maximum of 10% of the working days in a semester subject to a maximum of *two times* during the whole period of post graduate programme may be granted by the Vice- Chancellor of the University. Benefit of Condonation of attendance will be granted to the students on health grounds, for participating in University Union activities, meeting of the University bodies and participation in other extracurricular activities on production of genuine supporting documents with the recommendation of the Head of the Department concerned. A student who is not eligible for such condonation shall repeat the course along with the subsequent batch.

Students who complete the courses and secure the minimum required attendance for all the courses of a semester and register for the University examinations at the end of the semester alone will be promoted to higher semesters. The students who have attendance within the limit prescribed but could not register for the examination have to apply for the token registration, within two weeks of the commencement of the next semester. Attendance of each course will be evaluated internally as below:

Attendance	% of marks for attendance
Above 90% attendance	100
85 to 89%	80
80 to 84 %	60
76 to 79 %	40
75 %	20

Examination

There will be a university examination at the end of each semester. Practical examinations which are External will be conducted by the University at the end of even semesters. Project evaluation and External Viva –Voce will be conducted at the end of the programme on separate days by **two** External Examiners.

Pattern of questions:

A question paper may contain short answer type/annotation, paragraph (essay) type and long

essay type questions. However, *in application-level papers*, only two types of questions (paragraph/ essay type and long essay type questions) may be included. Different types of questions shall have different marks to quantify their range. Marks can vary from course to course depending on their comparative importance. Questions will be set to assess knowledge acquired, standard application of knowledge, critical evaluation of knowledge and the ability to synthesize knowledge.

Question Paper setting

As the programme is planned *to inculcate skills and practical experience* rather than imparting of knowledge, the questions for the external examinations must be set strictly in accordance with the syllabus. To ensure this, *anew panel of question papers, having expertise in framing application-level questions, to be prepared* in consultation with the Chairman, Board of Examinations.

Eligibility of Teaching Faculty

All Core courses and Elective courses should be taught by teachers with qualifications such as MTTM, MTM, MBA(Tourism)and MTA.

Evaluation and grading

The evaluation scheme for each course (including project / dissertation) shall contain two parts: (a) Continuous Assessment (CA) and (b) End Semester Evaluation (ESE). 20 % marks shall be given to CA and the remaining 80 % to ESE. The ratio of marks between internal and external is 1: 4. Both internal and external evaluation will be carried out using marks with corresponding grades and grade points in a seven-point indirect relative grading system.

Continuous Assessment (CA)

This assessment will be based on a predetermined transparent system involving periodic written tests, assignments, seminars, and attendance in respect of theory courses and based on tests, lab skill, records/viva and attendance in respect of practical courses. The percentage of marks assigned to various components for internal evaluation is as follows.

Theory:

	Components	% of internal marks
i	Two test papers	40
ii	Assignments	20
iii	Seminars/Presentation of case study	20
iv	Attendance	20

Practicals:

	Components	% of internal marks
i	Written Examinations	40
ii	Lab skill/presentations	20
iii	Record/Viva-voce	20
iv	Communication and Etiquette	20

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester will be published on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher will maintain the academic record of each student registered for the course, which will be forwarded to the University, through the college Principal, after endorsed by the HOD.

Tests

For each course there will be at least two class tests during a semester. The probable dates of the tests will be announced at the beginning of each semester. Marks will be displayed on the notice board. Valued answer scripts shall be made available to the students for perusal within 10 working days from the date of the tests.

Assignments

Each student shall be required to do two assignments for each course. Assignments after valuation must be returned to the students.

Seminar

Every student shall deliver at least one seminar as an internal component for every course and must be evaluated by the respective course teacher in terms of structure, content, presentation and interaction. The soft/hard copies of the seminar report are to be submitted to the teacher in charge. Apart from this there will be one major seminar or paper presentation which has been incorporated as a numbered course.

All the records of Continuous Assessment (CA) will be kept in the department and will be made available for verification by university. The results of the CA will be displayed on the notice board within 5 working days from the last day of a semester. It should get signed by the candidates. The marks awarded for various components of the CA will not be rounded off, if it has a decimal part. The total marks of the CA will be rounded off to the nearest whole number.

End Semester Evaluation (ESE)

The End Semester Examination in theory courses will be conducted by the University with

question papers set by external experts. Photocopies of the answer scripts of the external examination shall be made available to the students for scrutiny on request and revaluation/scrutiny of answer scripts shall be done as per the existing rules prevailing in the University. End Semester Evaluation in Practical courses shall be conducted and evaluated by two examiners. This will be conducted at the end of even semesters only. There will be one Practical paper for this programme in the second semester. There will be Compulsory Project Work / Dissertation and General Viva Voce at the end of the programme. The students also have to submit a Destination Visit Report cum/ Industry Training / Internship Report. Paper presentation will have internal valuation only while Practical paper and Dissertation will have both internal and external valuation.

Tourism Practicum

The students shall be required to undergo the practical paper namely Tourism Practicum-I, during their 2nd Semester. External examiners shall assess the students on the basis of their performance in itinerary Preparation, Hospitality Role Play or Front office Role Play, Menu Preparation or any other practical aspects/ themes studied in the first two semesters. This course carries 50 marks (internal presentation 10 marks and external exam at the end of Second Semester with 40 marks). This course carries a credit of 2 with two hours per week during first and second semester.

Internship and Destination Visit Report

The students of MTTM shall be required to undertake a Destination Visit either during their fourth semester/or at the end of third semester (considering the climate conditions and other academic activities) to important tourist destinations *preferably international* in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, destination development methodologies adopted, and knowing the inter-relationship between tourism and different industries. The duration of the Destination Visit (DV) shall be from **5 to 12 days**. At least **one leg of the journey must be by air** to gain a primary knowledge on aviation and airline industry which students' study in core and elective courses. The possibility of involving different modes of transportation in the package may be utilized. Even though the workload for DV is only allotted in the IVth semester, the preparations have to be started from 3rd semester onwards. The works/organization of the Destination Visit must be done within the framework of the workload.

The students shall be required to undergo an **internship** in any of the facilities like approved Travel Agencies/Tour operators or in Airports/Seaports, Event Management Companies, Tourism Development Organizations, Tourism NGOs etc. during their third and fourth semesters (preferably from the end of the third semester including semester break extending to fourth semester) for a period of **not less than 90 days**.

The department may assign a teacher as **Internship Supervisor**, particularly for looking after the internship of the students within the framework of workload (total 6 hrs for both Internship and Destination Visit). The Internship Supervisor has to initiate the process of sending students for internship in the 3rd semester itself with enquiries, sending mails and other communications so as to send the students for internship soon after the completion of 3rd semester, even though there is no allocation of workload for the same. In the fourth semester, though the students are into training, workload is allotted for the internship supervisor who must manage and supervise all the needs for the internship in a very effective way by frequent visits to the internship facilities (subject to accessibility and convenience) and evaluate the training logbook twice in the month. Regular contact with the properties should be ensured to monitor students' attendance, behavior, and participation in the training. These duties started from 3rd semester and extended to fourth semester will be included in the workload.

Students shall inform their choice of internship to the Internship Supervisor and obtain prior approval from the Head of the Department pretty before the start of the internship. Every student is required to prepare an internship report containing documentary proofs of the activities done by him/her. The evaluation of the internship report will be done by the university along with the 4th semester university examination. However, the Internship Report must be submitted to the Head of the Department soon after the completion of the internship, with the recommendation of the internship supervisor. This must be recorded and kept in the department under the custody of internship supervisor and produced for the final evaluation in the fourth semester. No late submission may be entertained in any circumstance.

The students shall submit reports of **Destination Visit** and the **Internship** to the University at the end of the fourth semester which will be evaluated together (it can be made as one report also) as a single course **Internship and Destination Visit** and carries 75 marks (internal valuation 15 marks and submission of report for external valuation / viva at the end of Fourth Semester with 60 marks). Once a student has properly completed the internship/study tour during the programme and submitted the reports satisfactorily to the HOD, he/she need not repeat the internship/study

tour during the period of the course. An evaluation (Logbook) from the organization where they had undergone their internship is also considered for external evaluation, along with **Internship and Destination Visit Report**.

Structure of the Report :(Destination Visit Report and Internship Report combined)

a. Destination Visit Report (DVR):

The report should be of 30 – 40 neatly typed pages (altogether), which should contain the following aspects:

- i. Introduction
- ii. Destination Visit planning process
- iii. Itinerary, costing,
- iv. Documentation
- v. Brief review of travel, stay and destinations along with experiences
- vi. Observations and discussion, skills acquired
- vii. Conclusion
- viii. Photographs - some of them with the student in the frame can be judiciously placed in the report.
- ix. Annexure: - Copies of travel documents/forms etc. form the annexure.

b. Internship Report (IR):

The Department should encourage students to select reputed firms/organizations for internship, either individually or in small groups, as possible. The report of internship should be of 30 – 40 neatly typed pages (altogether), which should contain the following aspects:

- x. Certificates (copy)
- xi. Introduction
- xii. Brief review of industry in which training was undergone
- xiii. Organization: Profile, contact details and study.
- xiv. Training schedule (Logbook)
- xv. Nature of training, supervisors, instructions received, duties performed
- xvi. Experiences, observation and discussions, skills acquired
- xvii. Conclusion
- xviii. A few photographs also may be included
- xix. Annexure: Copies of request letters. Confirmation letters, etc.

Project / Dissertation

There shall be a Project Work with Dissertation to be undertaken by all students. The Dissertation entails field work, lab work, report, presentation, and viva voce. The class hours allotted for project work may be clustered into a single slot for the benefit of students. Project work will be carried out under the supervision of a teacher in the parent department concerned or prescribed by the department coordinator. A candidate may, however, in certain cases be permitted to work on the project in an industrial/ research organization on the recommendation of the Head of the

Department/ Department Coordinator. In such cases, one of the teachers from the department concerned would be the supervisor/internal guide and an expert from the industry/ research organization concerned shall act as co-supervisor/ external guide.

The project report shall be prepared according to the guidelines approved by the university. Two typed copies of the project report shall be submitted to the Head of the Department, two weeks before the commencement of the ESE of the final semester. The external evaluation of the project work shall be carried out at the end of the programme. The title and the credit with marks awarded for the project work should be entered in the grade/mark sheet approved by the university. Every student has to do the project work independently. No group projects are accepted. The project should be unique with respect to title, project content and project layout. No two project reports of any student should be identical, in any case, as this may lead to the cancellation of the project report by the university.

Evaluation of Project work:

The ESE of the project work shall be conducted by **Two External Examiners**. Evaluation of the Project Report shall be done under Mark System. The evaluation of the project will be done at two stages:

- a) Internal Assessment (supervising teacher/s will assess the project and award internal Marks)
- b) External evaluation (by external examiners appointed by the University).

Marks secured for the project will be awarded to candidates, combining the internal and external Marks. The internal to external component is to be taken in the ratio 1:4. Assessment of different components of the project may be taken as below.

External Examiners will be appointed by the University from the list of IV semester Board of Examiners in consultation with the Chairperson of the Board. Internal Assessment should be completed 2 weeks before the last working day of IV th semester and its marks should be published in the department and there will be provision for the smooth conduct of the evaluation of the project.

PROJECT EVALUATION CRITERIA

Internal Evaluation		External Evaluation	
<i>Components</i>	<i>% of mark</i>	<i>Components</i>	<i>%of marks</i>
Punctuality	20	Relevance of the topic	5
Use of Data	20	Statement of objectives	5
Organization of the report	40	Application-level quality of the research	5
Viva voce	20	Methodology, reference	15
		Presentation of facts and figures, Language style	20
		Quality of Analysis/ Use of statistical tools	15
		Findings and recommendations	10
		Viva voce	25

Pass conditions:

Submission of the Project report and presence of the student for viva are compulsory for internal evaluation. For external evaluation (for programmes without practical exams) the Project report submitted by the student will be evaluated by the external examiners. No marks shall be awarded to a candidate if she/he fails to submit the Project report for external evaluation. A student shall be declared to pass in the Project report course if she/he secures a minimum 40 % marks of the aggregate and 40% separately for external. The student should get a minimum of 40 % marks for securing a pass in the project. In an instance of inability to obtain a minimum of 40% marks, the Project work may be re-done, and the report may be resubmitted along with subsequent exams through the parent department. There shall be no improvement chance for the Marks obtained in the Project Report.

Structure of the Dissertation/ Project Report

Selection of the Topic:

Project Report /Dissertation, preferably, has to be related to application-level papers studied in 4 semesters. It must be different from the conventional project reports and may include areas such as Feasibility study reports, impact assessment, carrying capacity assessment, calculating carbon footprint of tourism destinations, report on exploring a destination, new product development, destination planning, design and development of marketing materials and preparation of DPRs.

Students in consultation with faculty can select any topic in connection with the curriculum. At least one statistical tool must be used. Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted; tools used etc. should be discussed in the report. The report should be of around 60 to 90 typed pages excluding the Title, Certificates, Index and Annexure. References are to be made as endnotes, following any one citation style.

The project should be arranged as follows:

1. Cover page and Title page
2. Bonafide certificates
3. Declaration by the student
4. Acknowledgement
5. Table of contents
6. List of Tables
7. List of Figures
8. List of Symbols, Abbreviations and Nomenclature
9. Chapters
10. Appendices
11. References

Guidelines for structuring and formatting of the project report.

Font

- | | |
|--|--|
| 1. Chapter Names | - 16 Times New Roman (Bold) All Caps |
| 2. Headings | - 14 Times New Roman (Bold) All Caps |
| 3. Subheadings | - 14 Times New Roman (Bold) Title Case |
| 4. Sub – Subheadings | - 12 Times New Roman (Bold) Title Case |
| 5. Body of Project | - 12 Times New Roman |
| 6. Text in Diagrams | - 12 Times New Roman (All Lower Case) |
| 7. Diagrams / Table Headings / Fig. Headings | - 12 Times New Roman Title Case |

Spacing

1. Two (2) line spacing between heading and body text.
2. 1.5 line spacing in body text.
3. New paragraphs start with single tab and paragraph spacing at 1.25”

Margins

Left 1.5’ Right 1.0’
Top 1.0’ Bottom 1.0’

Page numbers

Position : Bottom, Middle

1. Front Pages: Small Roman Numbers (Excluding title page, Certificate page, Acknowledgement page)

2. Body pages : 1, 2, 3

3. Annexure : 1, 2, 3..... (Separate for each Annexure)

Pages

Size : A4 paper

Color : White

Documentation: Hard binding

COMPREHENSIVE VIVA VOCE

At the end of the fourth semester, students have to face a comprehensive viva-voce, conducted by subject experts appointed by the University. The Viva voce shall be conducted by **Two Examiners**. Appearance of CA and ESE are compulsory, and no marks shall be awarded to a candidate if he/she is absent for CA/ESE or both. The Viva Voce will contain questions from all the courses of the programme as well as the Project / Dissertation. The students have to be trained and made ready for employment. Hence a workload of 2Hrs are allotted for the same. The total marks for the Viva Voce is 50 (internal - 10 marks; external 40 marks).

Objectives of the Comprehensive Viva-Voce

Apart from assessing the knowledge amassed from curriculum, the comprehensive viva-voce attempts to assess the practical knowledge gained from exposure to industry as well as the student's research and academic skills as expressed in the Dissertation. Students are advised to bring certificates of participation/paper presentation in seminars and conferences along with papers presented/published if any. Students can also bring certificates of participation in events like tourism academic fests, travel marts etc. Such academic/extracurricular credentials could serve as indicators of their pursuit, involvement, and commitment to meet the goals of the MTTM programme and level of excellence achieved.

Grading system

Evaluation (both internal and external) is carried out using the Mark system. The grading on the basis of total internal and external marks will be indicated for each course and for each semester and for the entire programme. The guidelines of grading are as follows:

% ofMarks	Grade	I Interpretation	Range of grade points	Class/Grade
90 and above	O	Outstanding	9-10	First class with Distinction
80 to below 90	A	Excellent	8-8.9	
70 to below 80	B	Very good	7-7.9	First class
60 to below 70	C	Good	6-6.9	
50 To below 60	D	Satisfactory	5-5.9	Second class
40 to below 50	E	Pass/Adequate	4-4.9	Pass
Below 40	F	Failure	0-3.9	Fail

SGPA = Sum of credit points of all courses in the semester / Total credits in that semester

Credit point = Grade Point x Credit

CGPA = Sum of credit points of all completed semesters / Total credits acquired

Pass Requirement

A candidate securing E grade with 40% of aggregate marks and 40% separately for ESE for each course shall be declared to have passed in that course. Those who secure not less than 40 % of aggregate marks and 40% separately for ESE for all the courses of a semester shall be declared to have successfully completed that semester. The marks obtained by the candidates for CA in the first appearance shall be retained (irrespective of pass or fail).

The candidates who fail in theory unit shall reappear for theory unit only, and the marks secured by them in practical unit, if passed in practical, will be retained. A candidate who fails to secure a minimum for a pass in a course will be permitted to write the same examination along with the next batch. For the successful completion of a semester, a candidate should pass all courses and secure a minimum SGPA of 4. However, a student is permitted to move to the next semester irrespective of his/her SGPA. A student will be permitted to secure a minimum SGPA of 4.00 required for the successful completion of a Semester or to improve his results at ESE of any semester, by reappearing for the ESE of any course of the semester concerned, along with the examinations conducted for the subsequent admission.

Improvement

A candidate who secures minimum marks (40 %) for a pass in a course will be permitted to write the same examination along with the next batch if he/she desires to improve his/her performance in ESE. If the candidate fails to appear for the improvement examination after registration, or if there is no change/up gradation in the marks after availing the improvement chance, the marks obtained in the first appearance shall be retained. There shall be no improvement chance for the marks obtained in internal assessment. Improvement of a particular semester can be done only once the student shall avail the improvement chance in the succeeding year along with the subsequent batch. There will be no supplementary exams. For re-appearance/improvement, students can appear along with the next batch.

Credit distribution

Each course shall have certain credits. For passing the programme the student shall be required to achieve a minimum of 80 credits. Each Board of studies can distribute the credits for different courses subjected to a total maximum of 80.

Award of Degree

The successful completion of all the courses prescribed for the Post Graduate degree programme with E grade (40 % of maximum marks) and with a minimum SGPA of 4.0 for all semesters and minimum CGPA 4.0 satisfying minimum credit 80, shall be the minimum requirement for the award of degree. Position certificates up to third position will be issued based on highest marks secured for the programme. In the case of a tie, the highest of CGPA is to be considered.

Grade / Marks Card

The university under its seal shall issue to the students a Grade with marks card on completion of each semester.

Final Grade / Marks Card

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade /mark card shall include the grade points and letter grade of core courses, practical courses and Elective courses.

INSTRUCTIONAL FACILITIES REQUIRED FOR MTTM NEW GENERATION PROGRAMME

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

Ensuring classroom learning experiences applicable to actual management situations has been an important issue as well as a concern for higher education institutions that provide hospitality management education. In order to broaden students' thinking and enable them to operate outside the existing practices and paradigms, MTTM course intends to provide some form of practicum. A practical element is not only a defining characteristic of hospitality management education but also indicates its strong connection with the industry. It is essential for hospitality management institutions that aim to employ the participatory approach of providing practical training, additional workshops, motivational lectures from industry experts, academic exchange programme and industry visits help students to motivate themselves, maintain discipline, learn professional standards and focus on their learning goals.

MTTM is a **new generation course**, therefore, it has to provide training to its students through a range of in-house training facilities and outdoor activities. Professionalism, enhancement of skills, community involvement and support, entrepreneurship, research, and development are the other value additions envisaged by this course which require the following mandatory infrastructural facilities in the institutions.

1. Infrastructure for In-House Training Facilities

For students' learning experiences to be responsive to industry demand, the development of suitable physical facilities that provide adequate training opportunities at hospitality management schools plays an important role. There should be an improvement in infrastructure and teaching materials. Institutions should provide facilities/spaces to train housekeeping and front office operations (Furnished housekeeping room and front office desk).

Computer laboratory, language laboratory and library for effective research work have to be provided to help students to do various tourism consultancy works, projects, journal papers, DPRs etc. The approach of participatory training not only encourages students' engagement and contributions during a training but also equips them with professional knowledge, skills, and ideas that they can effectively, efficiently, and creatively use in their everyday work in hospitality establishments.

2. Industrial Visits (IVs)

Experiential learning is an interactive learning method in which students learn through direct hands-on action or activity and carry that experience into future experiences. The Industry Visit in Tourism and Hospitality education is a useful educational tool for transforming learning experience beyond the traditional classroom. Students should be exposed to industry (pre-trip; on-trip; and post-trip). Institutions should organize regular industrial visits for students to industry as a form of exposing them to current industry trends and best practices.

3. Training / Capacity Building Programmes

There should be regular conferences, seminars and workshops aimed at exchanging ideas and gaining theoretical and practical knowledge. In this way, the graduates from the institutions would not be square pegs in round holes when they enter the world of work in the industry. The department can act as a nodal agency of capacity building of the local tourism stakeholders which will give ample opportunities for the students to learn how to organize events in a real set up and can 'learn while earn' while being a part of the organizing team. The department may seek the possibility of academic exchange programmes as well.

It is recommended that institutions should strengthen the study of communications skill in students. This is because communication skills are needed in every important aspect of

managerial activity such as, make a business presentation, capacity building programme for local stakeholders in tourism, orientations, interacting with guests and writing effective business memo, letters, e-mails, reports, and many other managerial responsibilities that require communications skills.

4. “Learn While Earn” Programs

Since MTTM programme is professional in its nature, it requires funds for conducting various programmes, training programmes, knowledge exchange programmes and activities. Therefore, institutions should find/ help to find appropriate means to generate internal funds to support the department to implement innovative ventures that aim to generate funds for the successful running of the programme. This can be through, for example, operating snack bars/ vending machines, consultancy services, event management, ODC programs and being a nodal agency to conduct capacity building programmes for the local tourism stakeholders and rural/ responsible tourism projects. The basic infrastructure and facilities for conducting these programmes/ operations should be provided by the institution/ department, considering the nature of the programme. This programme will help students to achieve the ultimate outcome of the programme while earning and will help them to have employability without any additional training.

4. Community Engagement

The MTTM programme has to conduct interactive programmes facilitating students’ continuous engagement with local self-governments to design, develop and manage tourism projects. This will provide a mutual benefit for students as well as stakeholders. Apart from LSGs, it can be extended to alternative tourism models such as women entrepreneurial groups/ farm tourism units. The programme has to create opportunities to work closer to tourism department/ Industry and community throughout the programme period.

SCHEME, SYLLABI, CREDIT AND MARK DISTRIBUTION

MTTM PROGRAMME

(UNDER CBCSS SYSTEM)

FROM 2020 ADMISSION ONWARDS

MTTM	Semester	Core Course Credits	Elective Course Credits	Total Credits
	I	4+4+4+4	4	20
	II	4+4+4+4+2	4	22
	III	4+4+4+4	4	20
	IV	4+4+5+3+2	----	18
	Total Credits for the programme			80

Working Days Per Semester	90
Credit for Core Courses	68
Credit for Elective Courses	12
Total credits for the Programme	80
Total Marks	1500

DETAILED CREDIT AND MARK DISTRIBUTION AND COURSES PER SEMESTER

No	Sem	Course Code	Title of the course	IA	ESE	Marks	Credits	Per Sem
1	I	MTTM 1C01	Fundamentals of Tourism	15	60	75	4	20
2	I	MTTM IC02	Tourism Industry	15	60	75	4	
3	I	MTTM IC03	Principles of Management	15	60	75	4	
4	I	MTTM IC04	Business Communication (Application Paper)	15	60	75	4	
5	I	MTTM 1E01	Aviation Management	15	60	75	4	22
		MTTM 1E02	Tour Packaging					
		MTTM 1E03	Logistics and Supply Chain Management					
6	II	MTTM 2C05	Customer Relationship Management (Application Paper)	15	60	75	4	
7	II	MTTM 2C06	Research Methodology for Tourism	15	60	75	4	
8	II	MTTM 2C07	Hospitality Operations	15	60	75	4	
9	II	MTTM 2C08	Sustainable Tourism Development (Application Paper)	15	60	75	4	
10	II	MTTM 2P01	Tourism Practicum –I	10	40	50	2	
11	II	MTTM 2E04	Airport Management	15	60	75	4	
		MTTM 2E05	Tour Operation Business					
		MTTM 2E06	Port and Shipping Management					
12	III	MTTM 3C09	Financial Management for Tourism	15	60	75	4	20
13	III	MTTM 3C10	Tourism Marketing	15	60	75	4	
14	III	MTTM 3C11	Travel Geography	15	60	75	4	
15	III	MTTM 3C12	Products Design and Development (Application paper)	15	60	75	4	
16	III	MTTM 3E07	Cargo management	15	60	75	4	
		MTTM 3E08	Event management					
		MTTM 3E09	Tourism Products					
17	IV	MTTM 4C13	Digital Transformation in Tourism (Application paper)	15	60	75	4	18
18	IV	MTTM 4C14	Destination Planning and Development (Application paper)	15	60	75	4	
19	IV	MTTM 4C15	Internship and Destination Visit	15	60	75	5	
20	IV	MTTM 4Pr01	Project / Dissertation	10	40	50	3	

21	IV	MTTM 4C16	Comprehensive Viva Voce	10	40	50	2	
TOTAL						1500	80	

MTTM- COURSE STRUCTURE

SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS, DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION

SEMESTER 1

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs/Week	Credit
			Internal	External	Total			
1	MTTM1C01	Fundamentals of Tourism	15	60	75	3 hrs	5	4
2	MTTM1C02	Tourism Industry	15	60	75	3 hrs	5	4
3	MTTM1C03	Principles of Management	15	60	75	3 hrs	5	4
4	MTTM1C04	Business Communication	15	60	75	3 hrs.	5	4
5	Hours for practical						2	
6	MTTM1E01	Aviation Management	15	60	75	3 hrs	3	4
	MTTM1E02	Tour Packaging						
	MTTM1E03	Logistics and Supply Chain Management						
TOTAL			75	300	375		25	20

SEMESTER 2

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs/Week	Credit
			Internal	External	Total			
1	MTTM2C05	Customer Relationship Management	15	60	75	3 hrs	5	4
2	MTTM2C06	Research Methodology for Tourism	15	60	75	3 hrs	5	4
3	MTTM2C07	Hospitality Operations	15	60	75	3 hrs	5	4
4	MTTM2C08	Sustainable Tourism Development	15	60	75	3 hrs	5	4
5	MTTM2P01	Tourism Practicum-I	10	40	50	3 hr	2	2
6	MTTM2E04	Airport Management	15	60	75	3 hrs	3	4
	MTTM2E05	Tour Business Operation						

	MTTM2E06	Port and Shipping Management						
TOTAL			85	340	425		25	22

SEMESTER 3

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	MTTM3C09	Financial Management for Tourism	15	60	75	3 hrs	6	4
2	MTTM3C10	Tourism Marketing	15	60	75	3 hrs	4	4
3	MTTM3C11	Travel Geography	15	60	75	3 hrs	5	4
4	MTTM3C12	Products Design and Development	15	60	75	3 hrs	6	4
5	MTTM3E07	Cargo management	15	60	75	3 hrs	4	4
	MTTM3E08	Event Management						
	MTTM3E09	Tourism Products						
TOTAL			75	300	375		25	20

SEMESTER 4

No	Paper Code	Title	Marks			Duration of Exam	Contact Hours/Week	Credit
			Internal	External	Total			
1	MTTM4C13	Digital Transformation in Tourism	15	60	75	3 hrs	7	4
2	MTTM4C14	Destination Planning and Development	15	60	75	3 hrs	7	4
3	MTTM4C15	Internship and Destination Visit	15	60	75	3 hrs	6	5
4	MTTM4CPr01	Project / Dissertation	10	40	50	---	3	3
5	MTTM4C16	Comprehensive Viva Voce	10	40	50	----	2	2
TOTAL			65	260	325		25	18

SEMESTER ONE

MTTM1C01 FUNDAMENTALS OF TOURISM

Workload: 90 hours / 5 hours per week

OUTCOME:

CO1 : Familiarize students about the nature and scope of tourism.

CO2: Create awareness about the various natural and cultural resources of India

CO3: Develop knowledge about the various landforms of India with respect to tourism development and have a critical understanding about the conservation, synergy and symbiosis of tourism resources

Module 1 (25 hours): Tourist/ visitor/ traveler/ excursionist – Scope of tourism- Growth and Development of Tourism(Brief Overview)-Grand tour- Mass Tourism development- Basic Components of Tourism-Elements of tourism- Forms of tourism – Inbound, Outbound, National, International, Travel motivators-Measurement of Tourism. Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) – Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Model, Gunn’s Model.

Module 2 (25 hours): Tourism Products- features of tourism product- types of product- physical and geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, Major rivers, lakes, plateaus, deserts- UNESCO World Heritage Sites and major monuments (brief account of the product only required)-major tourist circuits- recent tourism promotion schemes of Government of India and Kerala.

Module 3 (20 hours): Special interest tourism (Indian context): Pilgrim Tourism -Performing Arts - Indian Painting; Fairs and Festivals-Architectural features of India and major monuments(overview)-Ecotourism – Tourism potential of Deserts, Backwater Tourism and Houseboats; Rural Tourism, Responsible Tourism, Health Tourism, Medical Tourism, Adventure Tourism, MICE Tourism, Experiential tourism, storytelling- Post COVID-19 scenario of tourism industry.

Module 4 (20 hours): Role and functions UNWTO, IATA, ICAO, PATA, WTTC, IATO, ITDC, ICPB, KTDC, Airport Authority of India, Archaeological Survey of India, Ministry of Civil Aviation- Major intermediaries in tourism

Suggested Assignments/ Seminars:

1. Product mapping through a field trip to the nearby locality and make a presentation.
2. Story telling/ experiential tourism

Suggested Reference Books:

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.
2. Page Stephen J. Brunt Paul, Busby Graham and Cornell. J (2007). *Tourism: Modern Synthesis*. Thomson Learning. London. U.K.
3. Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
4. Youell, R. (1998). *Tourism-An Introduction*. Addison Wesley Longman, Essex.
5. Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.
6. Burkart A.J., Medlik S. (1992). *Tourism - Past, Present and Future*. Heinemann, London.
7. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi
8. Dileep M. R (2018). *Concepts, Theory and Practice. Tourism transport and travel management*; I K International Publishing House Pvt. Ltd.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	(5 questions x Marks 3 each=15)
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	(5 questions x Marks 5 each=25)
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	(2 questions x Marks 10 each=20)
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER ONE
MTTMIC02 TOURISM INDUSTRY

Workload: 90 hours / 5 hours per week

OUTCOME:

CO 1: Understand the various stakeholders in tourism industry and gain practical knowledge on all these domains so as to choose their preferable area of electives.

CO2: Decision making on industry / area of specialization

Module 1 (25 hours): Stakeholders of Tourism–Tourism Ecosystem–Tourism Industry Network– Direct, Indirect and Support Services, Factors affecting the future of tourism business–Seasonality & tourism, Tourists Movement – Demand and origin factors; destinations and resource factors; Contemporary trends in international tourists movements- Post COVID-19 Travel trends- Travel industry jobs, qualifications and criteria for job positions in Tour / travel companies, Airlines, Airports, Event Management firms and hotel industry.

Module 2 (25 hours): History of tour operation - Types of Tour Operators, Functions–Types of tours, Tour packaging and consolidation–FIT & GIT- Income of a tour company- Organization Structure, -- different departments and activities–Analysis of Comments of Guest, Tour Guides & Escorts- Online Travel Agency- - Essential Requirements for Starting Tour Operation Business, Procedures for Obtaining Recognition from authorities–Important tour companies (world and India).

Module 3 (20 hours): Travel Information Manual (TIM)- Passport & VISA, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA form for issuance, Health Certificates, Currency, Travel Insurance, Customs, Currency, Baggage and Airport information, ECR & ECNR, Emigration and Immigration- FEMA – Foreigners Registration Act — RBI guidelines -MICE: Five C’s of event management - Components of MICE–Conference venues– facilities, check-in and check-out procedures, requirements; conference room lay-outs;

Module 4 (20 hours):: Origin of civil aviation - History of Civil Aviation in India - Role of AAI and DGCA–Air Transport regulations: -national regulations–Bilateral Regulations–Freedoms of Air–Multilateral regulations–Chicago convention and the outcomes- Open–Skies policy–types of

airlines-Low Cost Carriers-Classes of Service and aircraft configuration -Types of fare: Normal Fare - Special fares - Discounted Fares- ticket validity-refund-cancellation-Passengers requiring special handling- Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage – free carryon items – carriage of live animals - classification of dangerous good- BSP- Cabin Crew – Airport Terminals—formalities for arriving , transiting and departing passengers-Airport facilities: Check in facilities, types –Landing facilities for departing passengers – In-flight services — Emergency equipment for disembarkation -Minimum connecting time –Insurance coverage-types of insurance for travel.

Suggested Assignments/ Seminars:

1. Exercises on Travel Documentation (PASSPORT/VISA)
2. Visit to the Airport / Tour Company and reporting

Suggested reference books:

1. Holloway, J.C. (2012). The Business of Tourism, Prentice Hall, London,
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
4. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Walker, J.R. & Walker, J.J. (2011). Tourism Concepts and Practices, Pearson, New Delhi.
6. Dileep M R (). Tourism, Transport and Travel Management: Routledge

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER ONE

MTTMIC03 PRINCIPLES OF MANAGEMENT

Workload: 90 hours / 5 hours per

OUTCOME:

CO1: Familiarize students with the concepts of Management.

CO2: Familiarize students with the implementation of management strategies.

Module 1 (25 hours): Management: Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling- Types of plans-Organization Structure– Delegation and Decentralization of Authority, flat & tall structures, work specialization, departmentalization, chain of command, span of control- Management by Objectives (MBO)

Module 2 (25 hours): Motivation: Need, important theories (Maslow’s need hierarchy, Alderfer – ERG, McClelland, Herzberg – Two factor theory, Skinner's reinforcement, Vroom’s expectancy theory- Leadership: significance, types, important theories (Trait Theory of Leadership, Behavioral Theories, Managerial Grid, Fiedler’s Contingency Model, Great Man Theory, Transformational Leadership)

Module 3 (20 hours): Human resource Management —Job analysis; recruitment and Selection; Employees training and development; Types of training, on the job v/s off the job training; Training suitable for tourism and hospitality- Managerial training; motivation; Job design; work scheduling; performance appraisal: job evaluation; Promotion and transfer- administration of wages and salaries-Payment of commission in hospitality sectors.

Module 4 (20 hours): Managing Individual & Group Behavior – group decision making techniques, Factors affecting group behavior, group & individual dimensions, understanding work team- Methods of Communication – Verbal: Oral, Written- Non Verbal; Body Language; Graphics; communication models; Barriers to Communication –grapevine- How to overcome barriers; personality - Trait Theory of personality; Factors affecting personality-Personality and organization; Perception-perceptual errors- Johari window; attitude: forms of attitudes, cognitive

dissonance- change of attitude-stress management- time management-Conflict management- change management.

Suggested Assignments/ Seminars:

1. Case studies of Companies and organizations to show the success/ failure of effective management.
2. Communication exercises, managerial position role plays, enacting management situations

Suggested reference books:

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008). Principles of Management, Sultan Chand & Sons, New Delhi.
3. Richard .M H. (1993). Management, Academic Press, New Jersey.
4. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
5. Stoner, J.A.F & Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
6. Peter F. D. (1987). Practice of Management, Pan Books, London.
7. Virmani.B.R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
8. Important Business Magazines like: Business India, Business World and Fortune International.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER ONE
MTTM1C04 BUSINESS COMMUNICATION

Workload: 90 hours / 5 hours per week

OUTCOME:

CO1: Develop good communication skills in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

CO2: Prepare students themselves for the job market with excellent presentation and communication skills

Module 1 (25 hours): Communication: 7 C's of communication- role of social media in communication- Layout of a Business Letter; Emails, Job applications; Personal Letters –sales letters; business letters, Types of business letter, Layout of business letter, Reports: types of business reports, reports writing- Meetings: need, planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference **(Emphasize on practical sessions).**

Module 2 (25 hours): Employability Quotient: Elements of presentation, designing a presentation, Techniques for effective presentation, advanced visual support for business presentation- Resume building- The art of participating in Group Discussion – Facing the Interview: Frequently Asked Questions - Psychometric Analysis - Mock Interview **(Emphasize on practical sessions).**

Module 3 (20hours): Business English: Salutations in hospitality Industry-identifying &analyzing grammatical errors including errors in spelling & punctuation- common errors in spoken and written English-words often confused; one-word substitution, phrases, idioms (Emphasize on practical sessions) - Listening exercises: Understanding – spoken English; formal English and business-related conversations **(Practice sessions)**

Module 4 (20 hours): Review of literature-Plagiarism- Referencing styles- Paragraph Structure, Basic rhetoric models (narration, description, exposition), Writingprocess (Pre writing, Writing, re-writing), Paraphrasing, quoting and writing summary, vocabulary, conciseness, correct paper formatting-Exercises on paper writing (**Emphasize on practical sessions**) .

Note: Each student must prepare a research paper and present using modern audio-visual tools).

Method of Instruction: Role Plays, Case Studies and Presentations, listening exercises for understanding formal English and business-related conversations.

Suggested Assignments for Internal Assessment: Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality, SWOC Analysis, Prepare resume, GD sessions, Mock Interviews

Suggested reference books:

1. Mandal S.K. (2007). Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
3. Meenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
4. Chaturvedi& Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications 2nd Edition, Pearson Education.
5. Thomas Jane, Murphy Herta, Herbert (2008). Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi

Pattern of Questions:

PART A	Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 each =60)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 15 each=30)</i>
• Total marks including choice -100		
• Maximum marks of the course- 60		

SEMESTER ONE (ELECTIVE)

MTTM1E01 AVIATION MANAGEMENT

Workload: 54 hours / 3 hours per week

OUTCOME:

CO 1: To get an understanding on air Transport and its management and also regarding the technical terms and codes associated with airline operations.

CO 2: Preparation of air itineraries

Module 1 (18 hours): Air transport-tourism and air transport interrelationship- Type of aviation- Civil aviation-general Aviation-Military Aviation-Aircrafts and aircraft manufacturers-Types of Aircraft-Recreational aspects of air transport-role of air transport in destination accessibility

Module 2 (16 hours): Airline planning and operations: Fleet Planning-Network carriers and benefits for tourists-Types of network-hub and spoke systems and benefits- Code sharing-Schedule planning and Development-Fleet Assignment-Aircraft Routing-Crew Planning and scheduling-Airline selection by tourists: factors influencing- Airline product concept-Product unbundling in airlines- CRM and Frequent Flyer Programmes (FFPs)-airline product distribution system and the channels involved - Airline Economics: Pricing as a strategy- Dynamic pricing-Revenue Management-Revenue optimization-Airline profitability and the issues

Module 3 (20 hours): Airlines Terminology -2 letter Codes of Airlines -3 letter city codes of major airports -Abbreviations used in airlines, Types of journeys (OW, CT, RT, OJ, RTW); E-tickets & its advantages; new trends, types- Rounding off units of rate of exchange-International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – **Exercises on OW, RT and CT.**

Note: Students may be encouraged to study any of the GDS such as GALILEO, AMADEUS

Suggested Assignments/ Seminars:

Suggested Assignments/ Seminars: Visit to airlines offices; Understanding functions of airline staff through observation etc.

Suggested reference books:

1. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
2. Study Kit for IATA/UFTAA Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
3. Dileep M R &AjeshK Kurian. Air Transport and Tourism; Rutledge
4. Gerald N Cook and Bruce G Billig (2017). Airline Operations and Management; A Management Textbook: Routledge.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER ONE (ELECTIVE)

MTTM1E02 TOUR PACKAGING

Workload: 54 hours / 3 hours per week

OUTCOME:

CO1: Understand the various concepts related to tours and tour guiding

CO2: Learn various techniques used by the tour operators during conduct of the tours and how he can emerge as a leader in the process.

CO3: Understand the various procedures to be carried out for conducting successful tours

Module 1 (18 hours): Itinerary: Understanding Travel Motivations: Travel decisions, Mode of selection, destination selection, merits & demerits of Package Tour to the Supplier & Buyer- Types of itineraries, Planning and design- Factors to consider- Assessment of different types of itineraries- IRCTC ternaries- Major companies' itineraries--Domestic & International Requirements of itinerary preparation-Preparation of itineraries(based on market segmentation)

Note: *Itinerary preparation exercises to be done on all the important themes and destinations*

Module 2 (18 hours): Tour Negotiation: Commitment, Allocation and Ad-hoc basis-air transport negotiation- Time series chartering, Part chartering and Ad-hoc chartering-the Role of Ground handling agents. -Tour costing and Pricing-Cost elements- Preparation of Cost Sheet -Fixed costs and variable costs- pricing of package tours- Car rentals: rates and types- Cruise packages

Module 3 (18 hours): Tour Guiding : Concept, Role and Responsibilities of Tour Guide, Code of Conduct, Personal Hygiene and Grooming, Checklist for Tour Guides, Qualities of Tour guide- Challenges of Tour guiding- Licenses required for guiding in India at various levels (Regional, State and Local)- Developing Tour Guiding Skills- Overseas Representatives and Tour Guiding: Types of overseas representatives and their duties- Tour Commentary-Composition and Contents- Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen.

Suggested Assignments/ Seminars:

1. Sample itineraries have to be developed and pricing has to be done in the class room
2. Tour guiding exercises, Negotiation activities.

Suggested reference books:

1. J. M. S Negi, Travel Agency & Tour Operations.
2. D L. Foster, the Business of Travel Agency Operation and Tour Administration
3. Susan Webster, Group Travel Operating Procedure MBT- 3102:
4. P. Yale, Business of Tour Operations
5. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
6. Fay, B. (1992) Essential of Tour Management, Englewood Cliffs: Prentice Hall Inc.
7. Pond K L (1993), “The Professional Guide”, Dynamics of Tour Guiding
8. Mincini, M. (1996) Conducting Tours, London: Delmar Publishers

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER ONE (ELECTIVE)

MTTM1E03 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Workload: 54 hours / 3 hours per week

OUTCOME:

1. Understand the principles of logistics management
2. Understand the logistics role in the economy and the organization
3. Get involved in Warehousing, containerization etc.

Module I: Logistics and Supply Chain Management (SCM): Definition, Development of Logistics and SCM The Role of Logistics in the Economy Logistics and Competitive Performance - Physical Distribution Management (PDM): Components of PDM, The Systems or “Total” Approach to PDM – Components of Logistics Management – Functions of Logistics Management - Logistics and Product Life Cycle, Areas of Logistics and Marketing Interaction

Module II: Supply Chain Management: Value Chain – Functions and Contributions – Framework for Supply Chain Solution – Outsourcing and 3PLs – Fourth-party Logistics (4PLs) – Supply Chain Relationships – Conflict Resolution Strategies for Harmonious Relationships- Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management.

Module III: Warehousing and Distribution Centers: Concepts, elements and functions of Warehousing– Types of Warehouses– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse – Warehousing Network in India - Central Warehousing corporation in India

Module IV: Transportation Mix: Transportation infrastructure and network in India - Impact of the transport system on the supply chain - Factors that determine the choice of transport mode – Transportation Costs - Tools and techniques for reducing costs - Fleets – Fleet sizing and configuration – Routing and Scheduling.

Module V: Multi-modalisation - Concept of Unitization - concept of containerization - Dimensions of Containers - Advantages and disadvantages of containerization - Types of containers-Inter-modalism and multi-modalism - Inland container Depots and Container Freight stations - Land bridging

References:

1. Bower sox. (2011). Supply Chain Logistics Management: Mc Graw Hill.
2. Bowersox, (2000). Logistics Management: Mc-Graw Hill,
3. Deshmukh & Mohanty (2004), Essentials of SCM, Jaico Publishing House, Mumbai.
4. Douglas M.Lambert, James S. Stock and Lisa M. Ellram (1998), Fundamentals of Logistics Management, the McGraw Hill Companies, New York.
5. Frazelle, E.H., Supply Chain Strategy, McGraw-Hill, New York.
6. Gaurdin, Kent N., Global Logistics Management (2001), Blackwell Publishers Ltd., Oxford.
7. Handfield, R. B. and Nichols, E. L. (1999) Introduction to Supply Chain Management, Prentice Hall, New Jersey.
8. Martin Christopher, Logistics and Supply Chain Management (2000), Financial Times Management, Pitman Publishing, London.
9. Reguram G, Rangaraj N. (1999). Logistics and Supply Chain Management Cases and Concepts: Macmillan India Ltd., New Delhi.
10. Sahay B. S (2003). Supply Chain Management for Global Competitiveness: Macmillan India Ltd., New Delhi.
11. Waters Donald (2003), Logistics: An Introduction to SCM, Palgrave McMillan (Indian Edition), NY

PART A	Short Essay	(7 questions x Marks 3 each =21)	Pattern of Questions:
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>	
PART B	Essay	(7 questions x Marks 5 each =35)	
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>	
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)	
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>	
• Total marks including choice -96			
• Maximum marks of the course- 60			

SEMESTER TWO**MTTM2C05 CUSTOMER RELATIONSHIP MANAGEMENT**

Workload: 90 hours / 5 hours per week

OUTCOME

CO1: Make the students to groom their personality strongly and positively towards a profession in hospitality and tourism industry and will also contribute to the positive attitude.

CO2: Familiarize and explore the CRM and its various components which are inevitable for the industry.

Module 1(25 hours): Personality Development: Dimensions of personality-concept of success and failure: Factors responsible for success, Hurdles in achieving success, overcoming hurdles, Causes of failure. SWOC analysis- Goal Setting- Attitude: Factors affecting attitudes, Positive attitude, Advantages, Negative Attitude, Disadvantages, Ways to develop positive attitude - Significance of motivation, Internal and external motives, Importance of self-motivation, Self-esteem: Advantages - Do's and Don'ts to develop positive self-esteem- Factors leading to demotivation-Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking (*Exercises on SWOC, Attitude assessment , self-esteem assessment etc. using different psychometric tools*)

Module 2(25 hours): Public Speaking-; Types - Information & Persuasive Speaking; extempore speech- Developing a relationship with the audience; Adapting to Special Occasions; Development of Self-Confidence-Body Language: Factors of Body Language- Leadership Styles- Interpersonal Relations-Transactional analysis: Analysis of Strokes, Decision Making Skills- Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes.

Note: Public Speaking practices based on different given situations, extempore sessions, listening to important speeches and famous speakers).

Module 3 (20 hours): Customer Relationship Management, Stages of relationship, CRM cycle, Stakeholders in CRM, Types of CRM, Success Factors in CRM, E- CRM in Business, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative,

Customer Relationship Portals(*Customer handling exercises based on various created situations (telephonic, manual)*)

Module 4(20 hours): Customer Satisfaction: Components, Models, Measuring Customer Satisfaction-Service Quality-Types, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality- Factors influencing customer expectation and perception- Tourist Behavior: concepts, process, important theories- Tourist’s Codes of Behavior- Concerned Issues While Traveling-Tourists with Special Needs.

Methodology Suggested: Lecture, Games, Group Discussion, Case Studies

Suggested Assignments/ Seminars: Role Plays for telephone etiquette, public speaking exercises, Website analysis for tourist satisfaction, Decision making situations, Service Quality assessments

Suggested reference books:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Training Module on Personality Development, Department of Personnel & Training Government of India & U.N.D.P
3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
4. Heller, Robert. Effective leadership. Essential Manager Series. DK Publishing, 2002
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B. Body Language. Delhi: Rohan Book Company.2004
9. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
10. Peelan-Customer relationship management prentice hall
11. Mansfeld, Yoel&Pizam, Abraham. Consumer behavior in Travel & Tourism.

Pattern of Questions:

PART A	Short Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 5 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 each =60)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 15 each=30)</i>
• Total marks including choice -100		
• Maximum marks of the course- 60		

SEMESTER TWO

MTTM2C06 RESEARCH METHODOLOGY FOR TOURISM

Workload: 90 hours / 5 hours per week

OUTCOME:

CO1: Learn research methodologies and get involved in areas such as data handling and novel research processes so that they can mold their future scholarly endeavors.

CO2: Involvement in social development through research activities on the socio-economic and political domains.

Module 1(30 hours): Types and methods of research; research design- research process, in detail review of literature; variables and measurement, concepts, constructs and formulation of hypothesis; Sampling, methods of data collection, development of schedules and questionnaires, quantitative vs. qualitative research, techniques- Grounded Theory, Ethnography, Case method of research, Content Analysis, Phenomenology, Narrative research, mixed methods.

Module 2(30 hours): Statistics: Measures of central tendency- measures of dispersion- range, standard deviation, variance; skewness and kurtosis; correlation and regression- Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate. Distributions- discrete and continuous; Normal distribution- hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, Wald- Walfowitz Test, KursalWalis Test, Factor analysis, discriminant analysis, conjoint analysis, multiple regression, etc. (Introduce analysis using SPSS)

Module 3(30 hours): Report writing, types of report-Structure and steps of preparing research proposal-types of project proposals, difference between proposal and report, process of proposal writing (Exercise)- the art of writing research paper - Citing References.

Suggested Assignments/ Seminars:

Preparation of Project Proposals, Preparation of questionnaires and interview schedules/ SPSS analysis of data.

Suggested reference books:

1. A J Veal (2006). Research Methods for leisure and tourism: A practical Guide; Prentice Hall.
2. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers)
3. Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
4. Cooper and Schindler - Business Research Methods (Tata McGraw Hill, 9th Edition)
3. C. Murthy- Research Methodology (Vrinda Publications)

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER TWO

MTTM2C07 HOSPITALITY OPERATIONS

Workload: 90 hours / 5 hours per week

OUTCOME:

CO1: Understand modes and sources of reservation system in a hotel.

CO2: Analyze and develop interpersonal skills through interacting with the guests

CO3: Get familiar with different departments in a hotel.

Module 1(25 hours): Hospitality Industry : Distinctive characteristics of Hospitality Industry – Types of accommodation; classification of hotels; Activities in Accommodation Management – Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India, ethical and regulatory aspects in a hotel, international hotel regulations-Major International chains of hotels (world and India)- classification and categorization of hotels- major departments in a hotel and their major functions-FHRAI-Job opportunities in hospitality.

Module 2(25 hours): Duties and responsibilities of front office staff; Hierarchy- Reservation & registration- check-in, methods of payment, type of hotel guests, night auditor, bell desk-Factors affecting the price of accommodation-Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk

Module 3(20 hours): Housekeeping - important functions, room supplies, bed making and related types of service; Hierarchy, duties & responsibilities of housekeeping staff-Organization Structure, Works of Executive Housekeeper- Rooms and Floor Cleaning- Practices and Interior Decorations, types of rooms, types of bedding, room assignments-House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments

Module 4(20 hours): Food Production Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, club food services – Trends

in lodging and food services. Food & Beverage Department of a hotel: Hierarchy, duties & responsibilities of staff.

Suggested Assignments/ Seminars:

1. Visit and identification of functional departments of Accommodation units
2. Case study of Primary and Secondary accommodation units
3. Hotel menu pricing based on various costs

Suggested Reference Books:

1. Negi, J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Tiwari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi. 2. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
3. Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.
4. Foskett, J.C.D. & Gillespie, C. (2002). Food and Beverage Management, Pearson Education, England.
5. Spears, C.M. (2003). Food Service Organization. A Managerial & Systems Approach, Prentice Hall, New Delhi.
6. Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi. 7. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley & Sons, New Jersey.
8. Burt, D. N, Dobler, D.W. & Starling, S. L (2007). World-Class Supply Management. TATA McGraw Hill, New Delhi.
9. Walker, J.R. (2007). Introduction to Hospitality Management, Pearson Education. New Delhi.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>

• Total marks including choice -96
• Maximum marks of the course- 60

SEMESTER TWO

MTTM2C08: SUSTAINABLE TOURISM DEVELOPMENT

Workload: 90 hours / 5 hours per week

OUTCOME:

CO1: Familiarize with the sustainable tourism initiatives and its significance in tourism.

CO2: Plan and develop tourism destinations on a sustainable approach.

Module 1(20 hours): Sustainability: Concept, evolution of thought, -SDMGs- Key Dimensions of Sustainability;Triple Bottom Line-Sustainable tourism development-Sustainable Indicators, UNWTO case studies on indicator development-, Stockholm Conference 1972 (Human& Environment), World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change

Module 2 (20 hours):Planning for Sustainable Tourism: Tourism Impacts: Economic Social, Cultural, and Environmental; Positive &Negative (Practical Assessment Sessions)- Environment Act – Environment rules – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS)-Topographical Analysis - Analysis of Local Resources - Land Use Pattern –Community Participation and Types –Socio- Economic and Cultural Conditions.

Module 3 (20 hours): Approaches of Sustainable Tourism - Collaboration and Partnership - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and - Ecological Footprints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation; Responsible Tourism.

Module 4 (30 hours): EIA Matrix Assessment-Carbon Footprint Analysis using formulae-Assessment and Sustainable Indicator Development of destinations (economic, sociocultural, and environmental indicators) (Case studies must be encouraged)

Note: Practical sessions and assignments must be given in the application level. Field study must be encouraged to carry out small studies. Students may present their findings in classroom/ seminars/ conferences etc. Possibility of connecting established theories to the application must be emphasized.

Suggested Assignments/ Seminars:

1. Visit to a destination to identify the economic, socio cultural and environmental impacts of tourism
2. Learn about guest and host relationship and resident attitude to tourism in their community
3. Measurement of environmental impact and carbon foot print of a destination or entity using simple equations / matrix, Development of sustainable indicators

Suggested reference books:

1. Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Pattern of Questions:

PART A	Short Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 each =60)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 15 each=30)</i>

• Total marks including choice -100
• Maximum marks of the course- 60

SEMESTER TWO

MTTM2P01 TOURISM PRACTICUM -I

Workload: 54 hours / 3 hours per week

OUTCOME

CO 1: Understand academic writing and plagiarism free learning.

CO2: Create tour itineraries and tour package

CO3: Practice the competencies needed to work in tourism industry

Tourism Practicum -I is included in the curriculum to effectively train and evaluate the students on various tourism and hospitality aspects which have been taught in the first two semesters. The external examination will be carried out at the end of second semester as practical examination. Viva voce is done just to check their knowledge with their record made and hence not a separate component. Tourism Practicum -I may include the following.

1. Preparation of itinerary and costing
2. Making effective presentations
3. Research Paper presentation
4. Preparation of tour guiding plan and script for interpretation of destinations
5. Mock tour guiding: Presentation of the script developed.
6. Field trip report/ Storey telling script
7. Public speaking
7. Any other creativity related to the content of the papers taught in first two semesters

Mark Distribution (Internal)

Components (Internal mark)	Marks (Total 10)
Record	5

Communication, Grooming and Etiquette and viva-voce	5
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SEMESTER TWO (ELECTIVE)

MTTM2E04 AIRPORTMANAGEMENT

Workload: 54 hours / 3 hours per week

OUTCOME:

CO1: Familiarize with airport operations

CO2: Familiarize with airline operations

Module 1(15 hours): Airport: Concept of Airport- Airport Classification-civil aviation airports-General aviation airports-Military airport-Private airport-other types of airports-Airport Customers-Airport business and its socio-economic impact- Environmental impact of Airports-Airport Ownership- Public-Private Partnership (PPP) Airport Project-Modern Airports-Airports Council International (ACI)-Airport Standards and Certification-International Civil Aviation Organization (ICAO) Legislation- National Standards and Recommended Practices-Role of Aerodrome Operator- Aerodrome Manual

Module 2 (15 hours): Structure of the Airport-The Airside-Runway-Taxi ways-markings and signs- Apron/Ramp-.Hangar-Air Navigation Services (ANS) and Air traffic Control (ATC)-Terminal-Structure and components of a terminal- Landside-Physical components -Airport Ground Operations-Baggage Handling and delivery-Aircraft Ramp Handling-Aircraft Weight and balance (Load Control) -Ramp Safety in Aircraft Handling-Airport Security measures- Passenger Security-Baggage security- safety and security in air transport.

Module 3 (12 hours): Airline Operations: airline operations Control-Flight planning and Dispatch-Load control planning and load sheet preparation-Crew Operations Control-Maintenance Control-types of maintenances-Station Operations Control -Passenger processing and flight operation -Airline Disruptions and Irregular Operations-Safety and security operations by airlines-Onboard safety measures-Airline Key personnel and organization structure-quality, service delivery and passenger experience.

Module 4 (12 hours): Technology solutions in Airports- Baggage and Cargo handling systems- Check-in automation and Self-service kiosks-Departure Control and Passenger processing systems-Gate Management -Data Processing solutions- Communication enhancement systems- Geo-location applications-Flight Information Display Systems (FIDS)- Airport Apps-Point of Sale Systems-Fleet Management Systems-Systems for flight and crew planning and scheduling- Flight Operation Systems- Revenue Management Systems-Departure Control and Flight Dispatcher Systems-Global Distribution System (GDS)

Suggested Assignments/ Seminars:

Visit to an airport and identification of the functional areas; the processes involved in check in and boarding an aircraft

Suggested reference books:

1. Belobaba, Odoni, and Barnhart, Wiley (2009). The Global airline Industry
2. IATA Ground operations Manual
3. Dileep M R &AjeshKurian. Air Transport and Tourism; Routledge.
4. IATA Training Manuals-Airports
5. Gerald N Cook and Bruce G Billig(2017).Airline Operations and Management; a Management Textbook: Routledge.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER TWO

MTTM2E05 TOUR OPERATION BUSINESS

Workload: 54 hours / 3 hours per week

OUTCOME:

CO1: Understand the tour management and administration

CO2: Familiarize with the tour costing activities

CO3: Execute tours and deal with crisis

Module 1: Tour Management: Modes of Transportation, conducting various types of Tours, Understanding Clients Need, Establishing Good Service, Security Measures, Relationship with Fellow Guides

Module 2: Tour Costing: Types of Costs, fixed cost and variable costs, Break Even Point, Tour Price Structure, Factors influencing Tour Costing – Components of Tour Costing and Preparation of Cost Sheet – Cost for New Product Development – Advantage of Tour Cost Sheet – Quotation, Tariff: Confidential Tariffs, Commission, Markup Service charges & other remuneration for Tour operation -Tour Pricing and Pricing Strategies – Pricing for Package Holidays- marketing of tour package: importance of the brochure as a selling tool for tour operators; Stages in production of the package brochure; Components of a brochure; trends towards smaller, specialist brochures.

Module 3: Conducting Tours: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet, Tour Booking and administration- Pre-tour preparation-Travel documents to handle- Tour manager briefing- Role and qualities of a tour manager- duties of a tour manager- tour manager preparations- pre departure meeting-tour Departure and Arrival Procedures at airport- Transfer and tour conduct- Post-Tour activities- Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills Popular Understanding of a Place, Principles of Good Interpretive Practice

Module 4: Handling with Emergencies: Accidents, Law and Order, Theft, Loss of Documents, First Aid: Importance - General Procedures - Evaluation of Situation - First Aid Procedure -

Artificial Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Dealing with Fractures, Complaint Handling.

Methodology suggested: Case Studies of Tour Companies, Discussion, Assignments

Suggested assignments/ seminars:

1. Preparation of a tour brochure, publicity materials of tours
2. Mock guiding, commentary, and interpretation

Suggested reference books:

1. J. M. S Negi, Travel Agency & Tour Operations.
2. D L. Foster, the Business of Travel Agency Operation and Tour Administration
3. Susan Webster, Group Travel Operating Procedure MBT- 3102:
4. P. Yale, Business of Tour Operations
5. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
6. Fay, B. (1992) Essential of Tour Management, Englewood Cliffs: Prentice Hall Inc.
7. Pond K L (1993), “The Professional Guide”, Dynamics of Tour Guiding
8. Mincini, M. (1996) Conducting Tours, London: Delmar Publishers

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER TWO (ELECTIVE)

MTTM2E06 PORT AND SHIPPING MANAGEMENT

Workload: 54 hours / 3 hours per week

OUTCOME:

CO1: Identify the interface of ports with logistics and the position of ports in the supply chain.

CO2: Understand the basics of ships and shipping

CO3: Equip students to work in supply chain industry

Module 1: Port Structure and Functions Definition-Types and Layout of the Ports– Organizational structure. Main functions and features of ports: Infrastructure and connectivity- Administrative Functions-Operational functions. Main services: Services and facilities for ships- Administrative Formalities-Cargo transfer-Services and facilities for cargo -Additional “added value” service -Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.

Module II: Port Operations Berths and Terminals - Berth Facilities and Equipment –ship Operation -Pre-shipment planning, the stowage plan and on-board stowage- cargo positioning and stowage on the terminal-Developments in cargo/ container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Module III: Ship: Types of ships - Principal dimensions - Ship’s tonnages (GT, NT, DWT) - Cargo carrying capacity. Ship owners, operators, and managers: Ship manager - Structure of ship owning and management organizations - Ship's personal - Agents - Ship Registration Types of registries - Flag - Classification - Port State Control - Inspections - Surveys - Conditions of survey and inspections - Other surveys. Insurance: Hull and machinery insurance - General average - Salvage - Third party recoveries - Claims and handling - Protection and indemnity.

Module IV: Stowage of cargo – Stowage Factors - Types of cargo - Characteristics - Dangerous cargo and IMDG Code - Liquid cargoes - Tank cleaning - Petroleum products - Chemicals -

Liquid gas carriers - Ullage, dead freight, and slack tanks - Geography and metrology - Routing services - Load lines- Cargo and Container handling equipment - Types of Packing- Marking of cargo - Dangerous Cargo - IMDG Code – Classes. Container Ships - ISO Container Dimension by types - non-Containerisable cargo - Features of Containerization - Equipment for non-container sable cargo.

Module V: IMO Conventions – SOLAS, MARPOL, STCW, Port State Control Convention - Hague Rules, Hague/Visby Rules and Hamburg Rules - Marine Insurance – Types of policies

Suggested Reference Books:

1. Patrick M. Alderton. 2008, Port Management and Operations. Information Law Category, U.K.
2. ICS 2011/12, Ship Operations and Management. London, UK.
3. Alan E. Branch. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K.
4. De Monie. 1989. Measuring and Evaluating Port Performance and Productivity. UNCTAD, New York.
5. Jay Heirer, Barry Render. (2017). Operations Management”- Sustainability and Supply chain Management (12th Ed.) Justin Paul & Rajiv Asekar. (2013) Export Import Management (2 ND Ed.): Oxford Higher Education
6. John. W. Dicke. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K.
7. Luny.H.V. Lai K.-H., Cheng T.C.E. Cheng. 2010, Shipping and Logistics Management.” Springer, U.K.
8. Proshanto K. Mukherjee, Mark Brownrigg (2013), Farthing on International Shipping.4th edition, Springer.
9. Maria G. Burns. 2014., Port Management and Operations. CRS Press, U.K.
10. World Bank. 2007, Port Reform Tool Kit. World Bank, Washington.

WEBSITES

1. <http://shipping.nic.in/> (Ministry of Shipping, Govt. of India)
2. <http://ipa.nic.in/> (Indian Port Association)
3. <https://www.scctportsaid.com> (Suez Canal Container Terminal)
4. unctad.org/en/PublicationsLibrary/dtltkcd2013d1_en.pdf (Port Management Case Studies - UNCTAD)

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level)	(4 questions x Marks 10 each =40)

	Questions)	
	Answer any 2 questions	(2 questions x Marks 10 each=20)
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER 3

MTTM3C09 FINANCIAL MANAGEMENT FOR TOURISM

Workload:108 hours/6 hours per week

OUTCOME

CO1: Familiarize with the fundamental principles of financial management

CO2: Understand the significance of financial resources development.

CO3: Identify various methods for financial management in tourism and get entrepreneurial skills.

Module 1 (26 hours): Finance:Meaning; Goals; Functions; Importance; and typologies of Finance – Role of financial management, Organisation goals; Environment; Break – even analysis, Meanings and Definitions of Financial Management; Functions, Goalsand Scope of Financial Management, Financial Planning-meaning, Steps in Financial Planning, Forecasting and financial planning., Factors Affecting Financial Planning in tourism industry.

Module 2 (26 hours): Management of Current Assets: Working Capital Management: Meaning and characteristics of working capital; Financing current assets. Cash management, Receivables management and inventory management - Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques- Financial Structures and Management of Earnings:Meaning, Difference between financial and capital structures. Determinants of Financial Structure.

Module 3(26 hours): Sources of Finance and Assessment of Requirements:Financial leverage and effects of Financial Leverage on Net Income and Shareholders wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend Policy, Significance of dividend policy and different types of dividend policies.

Module 4 (30 hours): Financial Needs & Sources of Finance of Tourism Business, Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings - Public Deposits; Sources of short Term Finances.

Financing of Tourism Projects: Financial Analysis of new/innovative tourism product development: financial evaluation process- Financial Analysis – Checklists: Capital Development Costs, Potential Capital and Start-Up Costs, Projected Income Statements, Projected Cashflow and Working Capital Needed, Financing Methods, Starting a New Business vs. Purchasing an Existing Business, The Bottom Line – Evaluating Business Feasibility, Approaching Lending Agencies, Business Support Services, Tourism Finance corporation of India (T.F.C.I.) – Financing by UNWTO, ITDC, MOT towards different projects. FDI in Tourism Sector in India.

Teaching Pedagogy: Lectures, Group Discussions, Presentations, Practical, Tutorials, Case studies, Experimental exercises, Projects etc.

Assignments: Preparing project proposals for financial assistance, Case Studies of Tourism Companies -Financial Planning, project funding etc.

Suggested reference books:

1. Banerjee P. (1986). Fiscal Policy in India: Gyan Publishers, Delhi.
2. Horne J.V.: Financial Management and Policy.
3. Kuchal S.C.: Financial Management
4. Pandey, I.M., Financial Management, Vikas Publishing House Pvt.Ltd., Noida, 2005 9th Ed.
5. Khan, M.Y. Jain, P.K. (2007). Financial management Text, Cases and Problems, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
6. Chris Gilding. Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism)

Pattern of Questions

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	(5 questions x Marks 3 each=15)
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	(5 questions x Marks 5 each=25)
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	(2 questions x Marks 10 each=20)
• Total marks including choice -96		

• Maximum marks of the course- 60

SEMESTER 3
MTTM3C10TOURISM MARKETING

Workload: 72 hours/4 hours per week

OUTCOME

CO1: Familiarize with marketing strategies for tourism development

CO2: Understand the significance of tourism marketing for tourism promotion.

Module I (12 hours): Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, business philosophies- Marketing Environment, Strategic Planning and Marketing Process-Marketing planning.

Module II (12 hours): Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Factors affecting tourist behaviour- Market Segmentation - Bases for segmenting consumer markets, Levels of market segmentation- Targeting and Positioning for competitive Advantage.

Module III(12 hours): Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods - Integrated marketing communication-Mass Media.

Module IV (12 hours): Distribution Channel and Logistics Management-7R s of logistics- Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

Module V (12 hours): Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues- Social media marketing- Design of marketing materials/ promotional tools(brochures, folders, pamphlets etc).

Module VI (12 hours): Digital marketing- importance, key forms of digital marketing-internet banner ads, online video content, Pay Per Click (PPC) advertising, email marketing, social media marketing, mobile marketing, websites & SEO content, blogs; digital marketing eco system, types of digital marketing-push & pull; digital advertising-advenues & types of ads, creativity in digital marketing; digital marketing strategy of Airbnb (case study)

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role plays, Experimental exercises, Projects etc, Brochure preparation, promotional material design.

Assignments/ Seminars: Case studies of tourism companies (marketing activities), Preparation of brochures, folders, pamphlets, developing marketing mix for a tourism product

References:

1. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.
2. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan
3. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
4. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, (Prentice Hall, India)
5. Alastair M. Morrison, Hospitality and Travel Marketing, (Delmar Thomson Learning)
6. Stephen F. Witt and Luiz Moutinho (Eds.) Tourism Marketing and Management Handbook (Prentice Hall, India)
7. Peter Mudie and Angela Pirrie, Services Marketing Management, Butterworth-Heinemann, USA.
8. S.M. Jha, Services Marketing, Himalaya Publishing House Pvt ltd.

Pattern of Questions

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	(5 questions x Marks 3 each=15)
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	(5 questions x Marks 5 each=25)
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	(2 questions x Marks 10 each=20)
• Total marks including choice -96		

SEMESTER 3

MTTM3C11 TRAVEL GEOGRAPHY

Workload: 90 hours/5hours per week

OUTCOME

CO1: Explore the basic components of geography in relation with tourism

CO2: Understand the significance of geographical features for tourism development.

CO3: Familiarize with major tourist destinations and attractions in different parts of the world for various types of itinerary preparation and tour execution.

MODULE I (20 hours): Geography and Tourism: Role of geography in tourism- physical, regional geographies, Urban and rural geography and tourism, Attractions and geography, elements of tourism geography, seasons and climatic regions & their impacts on tourism (America, South America, Europe, Asia, Africa and Australia- continentwide study in brief)- possible geographical issues for tourism, Climate and tourism, impacts of climate change on tourism.

Physical features of Indian Subcontinent, climatic conditions prevailing in India- Impact of climate and geography in Indian tourism development(Himalayan region, Desert region, North Indian Plain, coastal areas, islands.

Module II (10Hrs): IATA Areas and subareas- IATA 3 letter codes, Major airports, GMT-Day light Saving Time, Study of Maps- Latitude, longitude, International Dateline, Time Calculation exercises, Flying time calculation exercises

MODULE III(20 hours): Tourism, geography, and transport: The geography of transport for travel and tourism; geography-transport relationship; space-time-distance and tourism; mobility and transport; accessibility, access and geography; elements of accessibility; transport networks and nodes within destinations; significance of gateways; Spatial interaction- complimentary, intervening opportunity and transferability; geographical barriers for destination accessibility; Transport impacts on geographical features of destinations

MODULE IV(40 hours): Attraction’s identification and tour Itinerary preparations:

Note: *Identify the tourist attractions in the following places and prepare the possible tour itineraries (within the region) spanning over ten days or more. Locate the destinations in the blank maps with distance to cover and mode of preferable transportation.*

EUROPE:*Russia:* Moscow, St. Peters Burg, Trans-Siberian rail route and rail service; *Poland:* Warsaw, Krakow, Wroclaw, Danube express route, *Italy:* Rome, Florence, Venice, Tuscan Hill Towns, Milan, Siena, *Turkey:* Istanbul, Cappadocia, *Greece:* Athens, Olympia, *Spain:* Madrid, Barcelona, *Portugal:* Lisbon, *Germany:* Berlin, Munich, Cologne, Koblenz & the Rhine Valley, Frankfurt, *Norway:* Oslo, Bergen, Fjords, *France:* Paris & Versailles, French Riviera, Provence, Loire Valley, French Alps. *UK:* London, Edinburgh, Scottish Highlands, Stonehenge, Edinburgh, York, Cambridge.

MIDDLE EAST AND AFRICA: *South Africa:* Cape Town, Cape Peninsula, Cape wine lands, Johannesburg, Durban, Blue Train route, *Seychelles,* *Kenya:* Nairobi and wildlife attractions, *Egypt:* Cairo, Luxor, Aswan, Esna, *Jordan:* Amman, Petra, *Israel:* Tel Aviv, Jerusalem, *GCC Countries:* Dubai, Abu Dhabi, Sharjah, Muscat, Salalah, Riyadh, Kuwait, Doha.

ASIA-PACIFIC: *China:* Beijing, Shanghai, Great Wall, *Hong Kong; Kowloon,* *Japan:* Tokyo, Kyoto, Hiroshima, Hakone National Park, Fukuoka, *Cambodia-SiemReap,* Angkor, Phnom Penh: *Thailand:* Bangkok, Pattaya, Phuket, *Malaysia:* Kuala Lumpur, Langkawi, George Town, Petaling Jaya, Singapore (major attractions), *Australia:* Sydney, Melbourne, Brisbane, Adelaide, Perth and other major attractions, *New Zealand:* Auckland, Queenstown, Wellington, Christchurch. *Srilanka:* Colombo, Galle, Sigiriya, Mirissa, *Nepal:* Pokhara, Kathmandu, Lumbini, Sagarmatha National Park.

USA and CANADA: USA: New York, San Francisco, Florida, The Grand Canyon, Houston, Las Vegas, Washington DC, Miami, Los Angeles, Chicago, *Canada:* Toronto, Montreal, Niagra, Qubec, Ontario

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Experimental exercises, Projects, Virtual Tour etc.

Assignments/ Seminars: Preparation of itineraries.

References:

1. Crowther.G. India -A Travel Survival Kit. Lonely Planet Publication
2. Dixit, M. Tourism Geography and Trends, Royal Publication
3. Geetanjali. Tourism Geography. Centrum Press, New Delhi.
4. Hall, C.M and Page, S.J. The Geography of Tourism and Recreation. Routledge Publishers.
5. Hussain.M. The Geography of India. Mc Graw-Hill Publishers
6. Singh.S. Tourism Geography. Random Publications, New Delhi.
7. William.S. Tourism Geography: A New Synthesis. Routledge

Pattern of Questions

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	(5 questions x Marks 3 each=15)
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	(5 questions x Marks 5 each=25)
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	(2 questions x Marks 10 each=20)
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER3

MTTM3C12 PRODUCTS DESIGN AND DEVELOPMENT

Workload: 108 hours/6hours per week

OUTCOME

CO1: Understand about tourism planning process, strategy, and policies.

CO2: Identify importance of new product development

CO3: Develop new products and services in tourism.

Module 1 (20 hours): Defining tourism product development- Components of Specific Tourist Product: levels of a tourist product- Smith (1994) model of a generic tourism product - Lumsdon framework (1997) of tourism offering- Characteristics of Tourism Destinations: Fragmentation of Supply, Interdependence and Complementarity of Tourist Services, Rigidity of Supply, Long Lead Times, Product Planning Based on Realistic Forecasts of Demand, Intangible – “Expectations – Experiences – Memories”, Price Elasticity of Demand, Seasonality, Consumer as Part of the Tourism Product, Importance of Intermediaries.

Module 2(20 hours): Variables Influencing Tourism Product Development: Economic Factors, Technological Factors, Political Factors, Demographic Factors, Globalisation vs. Localisation, Socio-environmental Awareness, Living and Working Environments, Search for Authentic Experiences, Marketing, Safety of Travel.

Module 3(20 hours): Destination Strategy for Tourism Product Development: Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems, Variables in Tourism Product Development Strategy– Product Formulation View- Zeithaml and Bitner (1996) Framework- stage-gate model (Cooper), Agile-stage-gate model- innovative service development models: Booz, Allen, and Hamilton((BAH) model, Johnson (2000) model, Diamond Model of sustainable tourism development-seven step approach to develop a rural attraction.

Module 4: (24 hours): Fundamentals and Principles of Tourism Product Development Planning: Fundamental Issues: Tourism Organisational and Institutions Structures, National and Regional Coordination, Comprehensive, Integrated and Inclusive Planning- Principles and Procedures for Tourism Product Development: Tourism Product Development checklist- The Present Situation:

PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix- Steps in the Process: Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs/PDAs), Flagship and Hub Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development, Product Development and Marketing- Macro and micro tourism product planning process- Key steps in developing individual tourism products- Site Evaluation Matrix

Module 5: (24 hours): New Service Development (NSD)-innovation in services- disconfirmation theory-Idiosyncratic Service Experience (ISE)- Cultural mapping: in creative tourism-The Resource-Process Framework (RPF) of New Service Development; Intellectual Resources, Organizational Resources., Physical Resources- NSD process; Design Stage, Analysis Stage, Development Stage, Launch Stage- Core Resources Needed for New Tourism Product Development- Transformative Tourism Experiences- importance of ‘co-creation’ in a destination- the impact of transformative learning theory in experiential tourism, Müller and Scheurer model on tourism experiences.

Pedagogy:Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, , Experimental exercises, Projects etc.

Assignments/ Seminars:*Product development concept note:*Preparation of a report based on feasibility study (market research, product/ service design/ ideas, cost-benefit analysis, marketing mix)

References

1. UNWTO (2011). Handbook on tourism product development UNWTO. Bt.472 Handbook on tourism product development UNWTO.pdf
- 2.Fyall, A Brian Garrod,B, Leask, A, Wanhill,S. (2008) Managing Visitor Attractions- New Directions(2nd Edition)Elsevier: Kidlington, Oxford,
- 3.New Product Development Workbook, Government of Northwest Territories.
- 4.Tourism Development Handbook for Nunavut (2016). Tourism and Cultural Industries Economic Development & Transportation Government of Nunavut. 2016-nunavut-tourism-handbook-en-web.pdf (gov.nu.ca)
- 5.Campos, A.C.; Mendes, J.; Valle, P.O.; Scott, N. Co-creation of tourist experiences: A literature review. Curr. Issues Tour. 2018, 21, 369–400.
- 6.A Resource-Process Framework of New Service Development. Production And Operations Management Poms Vol. 16, No. 2, March-April 2007, pp
- 7.A Structured Product Development Perspective for Service Operations. GABRIEL BITRAN, Sloan School of Management, MIT LUIS PEDROSA, Sloan School of Management, MIT
- 8.New-Product Development in Tourism Companies - Case Studies On Nature-Based Activity Operators. RaijaKomppula University of Joensuu Department of Economics Box 111 FIN-80101 JOENSUU
- 9.Booz, Allen & Hamilton, Inc. Management of New Products; Booz, Allen & Hamilton, Inc.: New York, NY, USA, 1968.

Pattern of Questions

PART A	Short Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 5 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 each =60)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 15 each=30)</i>
• Total marks including choice -100		
• Maximum marks of the course- 60		

SEMESTER THREE (ELECTIVE)
MTTM3E07- CARGO MANAGEMENT

Workload: 72 hours/4 hours per week

OUTCOME

CO1: Familiarize with the concept of cargo and its types

CO2: Understand the documentation procedure of cargo transfer

CO3: Concept of cargo agents and their duties and responsibilities

CO4: Safety measure during transfer of cargo

Module1 (24 hours):Concept of Cargo- Introduction to cargo management; Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. Cargo Rating Tariffs; Chargeable weight rating- Types Of Air Cargo- (Domestic/International/Bonded Cargo) Cargo Acceptance-Different Types of Cargo Rates- Export Cargo and Import Cargo- Types of Contract between Consignor (Shipper) & Consignee Currency Regulations-AWB Concept- Filling of AWB- It's Importance-Documentation- Documentation required in handling Cargo -Customs rules and applications- Different types of ULDs -Handling of ULDs-It's Importance.

Module2 (24 hours):Cargo handling: Perishables- Dangerous Goods- Carriage of Live Animals- Valuable Cargo- Human Remains-Restricted articles on board -Unaccompanied baggage (UB)/Personal Effect- The cargo Handling organizations in Airports -Cargo Handling Procedures- Handling of Equipment at airport-loading and unloading.

Module3 (24 hours):Concept of an IATA Cargo Agent-Formation- IATA Recognition Agents Duties and Responsibilities -Payment Procedures-Air Cargo-Sales & Marketing-Qualities required for a salesperson Concepts of Sales Management-The current trend in marketing Cargo the world scene-Air Safety-Safety of the Aircraft/Passenger/Crew- Safety of the Cargo- Time Management-Courier as Cargo-Consolidation as a marketing Tool -Courier Traffic-Domestic and International.

Suggested Assignments/Seminars

1. Exercises on various types of cargo movements
2. Familiarization of various firms and companies in cargo management business

REFERENCES

1. Michael Sales (2016). Air Cargo Management: Air Freight and the Global Supply Chain. Taylor & Francis
2. Babu P (2020). Introduction to Air Cargo Management: - an illustrative reference material for beginners.
3. RuwantissaAbeyratne (2018). Law and Regulation of Air Cargo, Springer.
4. Prem Nath Dhar (2008). Global Cargo Management: Concept, Typology, Law and Policy, Kanishka Publishers

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER THREE (ELECTIVE)
MTTM3E08- EVENT MANAGEMENT

Workload: 72 hours/4 hours per week

OUTCOME-

CO1-To enrich the level of knowledge about management of different types of events.

CO2-To help the students understand different aspects and functions of events.

CO3-To provide sufficient opportunities to use knowledge and skill in event business.

Module I (24 hours);Event Business: Introduction to Events: Scope - Nature and Importance- Types of Events - Size of Events - Five C's of Event Management -Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems- MICE Tourism, features, criteria's required for a mice destination, Players in event business – ICPB, ICCA; relationship between events & tourism industry, Travel marts – major examples ITB, WTM, FITUR, KTM etc., shopping festivals, Biennale etc.

ModuleII (24 hours):Selection of Event Site:Individual events & Corporate events, conference & convention centers, types of venues-Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events -License for Serving Liquor - Waste Management & Green Certification.

ModuleIII (24 hours):Planning and Scheduling Events: Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies-Ethical Behavioral Practices in MICE industry.

Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements.

Suggested Assignments/Seminars

1. Case study on various events around the world
2. Various exercises on conducting events.

REFERENCES

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

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER3 (ELECTIVE)

MTTM3E09 TOURISM PRODUCTS

Workload: 72 hours/4 hours per week

OUTCOME:

CO1: Familiarize with major tourist destinations and attractions of Kerala.

CO2: Understand the competitiveness of India as a tourist destination.

CO3: Explore untapped tourism resources of India.

CO4: Identify and manage emerging tourist destinations

Module 1 (18 hours):Major tourist destinations of Kerala – Kochi, Munnar, Alappuzha,Thekkady, Kovalam ,Kumarakom, Kuttanad, Wayanad ,Vagamon, Idukki,Thiruvananthapuram,Poovar,Kozhikode,Varkala, Kottayam, Bekal,Kollam ,Guruvayur,Kannur, Malampuzha, Thrissur, Malappuram (**Attractions, accessibilities and accommodations**)

Module 2(18 hours): Emerging tourist attractions of Kerala: Literary tourism, Farm Tourism, Backwaters and houseboats, Storytelling, Caravan Tourism, Spice route, Muziris project, Responsible Tourism Destinations,KTDC and Tourism- Kerala tourism Statistics- An analytical study over the last 10 years.

Module 3(18 hours): Major tourist destinations of India – Agra, Delhi, Jaipur, Mumbai, Kolkata, Darjeeling, Mysore, Ladakh, Gangtok, Goa, Manali, Ooty, Shimla, Udaipur, Jaisalmer, Amritsar, Mussoorie, Nainital, Hyderabad, Srinagar, Ahmedabad, Chandigarh, Hampi, Aurangabad, Madurai, Rameshwaram, Chennai, Bengaluru, Kanyakumari, Shillong, Rishikesh, Gwalior, Varanasi, Mahabalipuram, Andaman, Lakshadweep (**Attractions and accessibilities**).

Module 4(18 hours):Major Tourism Circuits in India- Tourism Development Schemes-UNESCO World Heritage sites of India, IRCTC Packages- Tourist Train Packages in India- India tourism statistics- An analytical study over the last 10 years.

Pedagogy:Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, , Experimental exercises, Projects etc.

Suggested Assignments/ Seminars:

1. Case study on emerging tourist destinations of India
2. Exercises for explore untapped tourism resources of India
3. Critical analysis of tourism development in Kerala and India

Suggested reference books:

1. Robinet Jacob, P. Mahadevan, Sindhu Joseph (2012), “Tourism Products of India- A National Perspective”, Abhijeet Publications
2. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.

Pattern of Questions:

PART A	Short Essay	(7 questions x Marks 3 each =21)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 3 each=15)</i>
PART B	Essay	(7 questions x Marks 5 each =35)
	<i>Answer any 5 questions</i>	<i>(5 questions x Marks 5 each=25)</i>
PART C	Long Essay (Application-Level Questions)	(4 questions x Marks 10 each =40)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 10 each=20)</i>
• Total marks including choice -96		
• Maximum marks of the course- 60		

SEMESTER 4

MTTM4C13 DIGITAL TRANSFORMATION IN TOURISM

Workload: 126 hours / 7 hours per week

OUTCOME

CO1: To learn how the advances in information technology in tourism business

CO2: To familiarize students about the digital applications in Tourism Industry

CO3: To familiarize students with the implementation of digital applications to promote tourism destinations

Module1 (21 hours): Digital transformation- concept, scope; six stages of digital transformation & strategies in tourism industry; digital transformation trends - Artificial Intelligence&chatbots,InternetofThings (IoT), virtual and augmented reality, voice on search, location-basedservices; 3D modeling’ Biometrics, Robots in tourism; Major impacts of digital transformation in tourism industry- smart travel facilitation, smart destination.

Module 2 (21 hours): Digitization and tourism destinations- competitiveness, new destination management model (Good Rebels&Invat Tur), digital tourist; digital touch points and travel consumer journey; recent digital travel trends, Sustainability, and digital transformation in tourism; digitization & competitiveness-Interrelationship.

Module 3 (21 hours): Digital economy in Tourism; Types of digital platforms – accommodation, transport, dining, travel experiences; E – Intermediaries, Infomediaries, Metamediaries; Challenges & opportunities of digitization; external factors affecting digitization; macro & micro economicimpactsofdigitization;digitizationprocess &facilitation;prioritiesfordevelopment of digital tourism; digital transformation in Indiantourism; online payment modes – internet & mobile banking, cards, wallets, payment interface, sharingeconomyplatforms, blockchaintechnology, cryptocurrency.

Module 4(21 hours): Tourism apps- advantages & features of mobile applications, mobile apps as a marketingtool;roleoftravelapps in post covid scenario, factors influencing tourism mobile

appdevelopment; digital interpretation: use of audio guides & apps; AR & VR apps, application of gaming in destination promotion

Module5(21 hours): Keydigitaltrends- digitization in hotels post covid scenario; concept of smart hotels- technology solutions used by hotels- Property Management Systems-PFMS and interfaces-systems used in restaurants, housekeeping and front office-challenges faced by hotels in adopting digitaltechnology- Case studies on Marriot, Novotel& Radisson hotels in India.

Module6(21 Hrs): Air transport and use of information technology: Technology solutions at airports- baggage and cargo handling systems-departure control and passenger processing systems-Gate management-system support airport management-Geo-location applications-airport apps-airline applications-Airline Reservation Systems-Fleet Management Systems-Systems for flight and crew planning and scheduling-Flight operation systems-Revenue Management System-GDS and NDC-Latest trends in ICT application in air transportation.

Pedagogy:Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, , Experimental exercises, Projects etc.

Assignments/ Seminars: Developing digital applications/ mobile apps/ digital promotional materials for tourism.

REFERENCES

- 1.Dredge, D., Phi, G., Mahadevan, R., Meehan, E. & Popescu, E.S. (2018), Digitalization in Tourism: In-depth analysis of challenges and opportunities.
- 2.Diana Foris, Adriana Florescu, TiberiuForis and Sorin Barabas (2020). Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques
- 3.Khurramov O.K. The Highlight Priorities for The Development of Digital Tourism in Uzbekistan.
- 4.ToninoPencarelli (2020). The digital revolution in the travel and tourism industry
5. OECD (2020). Preparing tourism businesses for the digital future, CHAPTER 2, OECD Global Tourism Trends and Policies 2020

Pattern of Questions:

PART A	Short Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 5 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 each =60)

	Answer any 2 questions	(2 questions x Marks 15 each=30)
• Total marks including choice -100		
• Maximum marks of the course- 60		

SEMESTER 4

MTTM4C14 DESTINATION PLANNING AND DEVELOPMENT

Workload: 126 hours / 7 hours per week

OUTCOME

CO1: To know about planning approaches and indicators, design, and innovations.

CO2: To develop project development plans for tourism destinations

Co3: To enable students to plan and develop destination.

ModuleI(30 hours): Concept of Destination Development: Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model- Destination Life cycle and Tourism Area Life cycle- Environment Impact Assessment (EIA).

Issues faced by different types of destinations: Coastal zones, Beach destinations, parks and protected areas, ecotourism destinations, mountain destinations, built heritage sites, small and traditional communities, theme/water parks, Communities Seeking Tourism Development - Impact Mitigation Measures- Socio-Cultural Considerations

Module2 (36 hours): Destination Competitiveness: 10 A's of successful destinations. Stakeholders involved in destination management- Destination governance- Public Private Partnership Model in Tourism- Tourism PPPs in India- Diversification of Tourism Products: Importance and strategies of Tourism Product Diversification – creating trip circuits and routes- providing variety of experiences-Controlling tourist activities and levels: controlling use intensity, managing events.

Visitor Management: Visitor management plans and systems- ‘overtourism’- Strategies and measures to address visitors’ growth in cities- Managing ‘new’ visitors- Risk management plans, Sustainable management of destinations. Techniques for managing visitor impacts-strategies for coping with temporality of visitor attractions.

Module3 (30hours): Tourist Destination Planning: Tourism Planning and its characteristics, Types, elements, Stages, Process, and approaches - Six A's Framework for Tourism Destinations Project- Feasibility Study-Carrying capacity Analysis- Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation.

Module4(30 hours): Destination Image Development : Destination Marketing Mix- Destination Image-Dimensions of Tourist Destination Image- Formation of Destination Image-Factors Influencing the Formation of Destination Image -Attributes of Destination-Measurement of Destination Image - Destination Branding, Difficulties in Destination Branding-critical Success Factors - Web based Destination Branding: Basics of Internet Marketing, the impact of internet marketing on destination branding, collaboration between destination branding and internet marketing- Role of DMO's in destination marketing strategies-FAM Tours

Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies,

Assignments/ Seminars:Conduct Visitor management analysis and develop strategies.

References

1. Indicators of Sustainable Development for Tourism Destinations: A Guidebook (2004). UNWTO
2. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
3. Morgan, N, Pritchard, A &Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth, and Heinemann
4. Singh,S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
5. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
6. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
7. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
8. 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary (e-unwto.org)
9. Fyall, A Brian Garrod,B, Leask,A, Wanhill,S.(2008)Managing Visitor Attractions- New Directions(2nd Edition)Elsevier: Kidlington, Oxford.

Pattern of Questions:

PART A	Short Essay	(8 questions x Marks 5 each =40)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 5 each=30)</i>
PART B	Long Essay (Application-level questions)	(4 questions x Marks 15 =60)
	<i>Answer any 2 questions</i>	<i>(2questions x Marks 15 =30)</i>
• Total marks including choice -100		
• Maximum marks of the course- 60		

SEMESTER 4

MTTM4C15 INTERNSHIP AND DESTINATION VISIT

Workload: 108 hours / 6 hours per week

INTERNSHIP

Every student of MTTM program must undergo an internship for a minimum period of 90 days. Students may choose to undergo internship in any of the organizations in tourism& hospitality sector such as hotels, airports, tour operators, tourism organizations, tourism NGOs etc. Students must inform their choice of area & obtain consent from their Head of the Department. Students, in case, want to arrange internship themselves, should obtain NOC from college through HoD.

THE OBJECTIVES OF INTERNSHIP

1. To bridge the gap between the real-life business and academics.
2. To expose participants to the functioning of organizations and gives them an opportunity to apply, test, and polish the skills acquired in the classroom.
3. To develop practical skills and gain a realistic idea of the managerial functions in organizations

On the completion of internship, every student is required to present the following:

1. A report of the internship
2. Internship Diary
3. Internship Certificate in original
4. Appraisal form from the organization from where they had undergone internship

The report of internship shall be typed in Times New Roman font, 12 size and 1.5 line spacing.

The training report should be signed by the internship supervisor and Head of Department.

The format of the internship report is enclosed.

INTERNSHIP GUIDELINES:

The general procedure for arranging internship is given below:

Step 1. The department may assign a teacher as Internship Supervisor particularly for looking after the Internship of the students.

Step 2: Request Letter/ Email from the department should go to industry to allot various slots for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness for providing the training.

Step 3: Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter should be submitted by the students in the department.

Step 4: Students on joining Training at the concerned Industry / Organization, should submit the Joining Report Letters / Email to the department.

Step 5: Students must undergo industrial training at the concerned Industry / Organization. Evaluation Report of the students must be submitted in the department along with the Training Certificate obtained from the industry.

FORMAT OF INTERNSHIP REPORT

1. Title Page

The title page of the report will include:

- a. Name of the organization
- b. Name of the student & registration number
- c. Submission date of the internship report
- d. Name & logo of Kannur University & college

2. Declaration

The student shall write the declaration note under this section of your internship report.

3. Scanned copy of the internship certificate (provided by the organization)

Attach the scanned copy of (original) Internship Completion certificate provided by the organization.

5. Acknowledgment

In this section the student shall acknowledge the help and support of all the people who helped you in completion of your internship and internship report e.g., the library staff, course instructor, family or any other person.

6. Executive Summary

Executive summary previews every section of the report in a short form. It can be called as micro image of the report. It helps the reader to get a quick glance at the report before reading it in detail. Everything important that was done, discovered during the internship along with conclusion should be mentioned briefly and concisely.

7. Table of contents

List the important headings and subheadings in the report with page numbers. Also make a separate list of tables and figures in the table of contents if you have used any.

8. Overview of the Organization (word limit: min. 500 words)

- a. Brief history
- b. Introduction of the organization
- c. Policy of the organization
- d. Competitors

9. Organizational Structure (word limit: min. 250 words)

- a. Organizational Hierarchy chart
- b. Number of employees
- c. Main offices
- d. Introduction of all the departments
- e. Comments on the organizational structure

Note: In section 8&9, students are expected to collect information from various sources such as interaction with the organization's personnel (managers, internship supervisor, colleagues etc.) and company website, documents, brochures etc. but it is necessary to mention the sources of information in report.

10. A detailed note of internship program (word limit: min. 300 words)

- a. A brief introduction of the branch/ area office of the organization where internship was done.
- b. Starting and ending dates of the internship
- c. Names of the departments where training was done and the duration of the training
- d. Detailed description of activities performed during Internship
- e. Internship experiences/outcome

DESTINATION VISIT REPORT

The students shall undertake a destination visit, preferably international, as a part of the course during 3rd/4th Semester of their course. The destination visit shall be organized and planned by the students with the help of the teachers. Since the students learn airline operations and hence to get a practical knowledge, one leg of journey in the study tour must be by air.

OBJECTIVES OF THE DESTINATION VISIT

1. To understand about important destination(s) abroad/India.
2. To study how a tour is being planned and organized.
3. To understand the various tourism products in a destination/destination.
4. To learn to use resources such as tour guidebooks, travel websites to learn and facilitate travel to a destination.
5. To learn about travel formalities to an international destination.

The students upon completion of the destination visit shall furnish a detailed report of their destination visit. The students also shall get their tour diary get signed by the teacher accompanying them on destination visit daily. The tour diary shall contain the details of attractions visited each day and observations of the student and any other details that is relevant to the visit. The tour diary shall be submitted to the concerned teacher upon reporting to the college after the visit.

The report of the destination visit, and Internship shall be submitted as a *single report*, where the first part will be about the internship and the second part will be about the destination visit.

The destination visit report should contain the following details:

1. Process of planning tour
2. Tour Itinerary
3. Profile of the destination(s) visited
4. Key attractions and tourism products of the destination(s) visited.
5. The student's interpretation about the destination visited in a minimum of 500 words.
6. The SWOT analysis/6As audit of the destination from the tourist point of view.

ASSESSMENT

The students will be assessed through power point/seminar presentation based on the report. Each student will be given 10 minutes to make a presentation. The Internal/external examiner shall also go through the internship& destination report, tour diary and other connected documents. The Examiner(s) also note the quality of the presentation, communication skills and efforts put up for the report and the presentation. A breakup of marks for both internal and external assessment is given as below.

MARKS DISTRIBUTION- INTERNSHIP& DESTINATION VISIT

External	60 Marks
Internal	15 Marks
Total	75 Marks

MARKS DISTRIBUTION-EXTERNAL EVALUATION

SL NO	Details	MARKS
1	Internship Report& Appraisal*	20
2	Destination visit report	10
3	Tour Diary	5
4	Grooming, communication, and etiquettes	5
5	Presentation of the report	10
6	Viva- voice	10
	TOTAL	60

*Appraisal from organization where internship was done.

MARKS DISTRIBUTION- INTERNAL EVALUATION

SL.NO		MARKS
1	Internship and Tour diary	6
2	Participation and group activity during the tour	2
3	Grooming	2
4	communication	5
	TOTAL	15

SEMESTER 4

MTTM4Pr01PROJECT / DISSERTATION

Workload: 54 hours / 3 hours per week

There shall be a Project Work/ Dissertation to be undertaken by all students. The Dissertation entails field work/ lab work, report, presentation, and viva voce. The class hours allotted for project work may be clustered into a single slot for the benefit of students. Project work will be carried out under the supervision of a teacher in the parent department concerned or prescribed by the department coordinator. A candidate may, however, in certain cases, be permitted to work on the project in an industrial/ research organization on the recommendation of the Head of the Department/ Department Coordinator. In such cases, one of the teachers from the department concerned would be the supervisor/internal guide and an expert from the industry/ research organization concerned shall act as co-supervisor/ external guide.

Two typed copies of the project report shall be submitted to the Head of the Department, two weeks before the commencement of the ESE of the final semester. The external evaluation of the project work shall be carried out at the end of the programme. The title and the credit with marks awarded for the project work should be entered in the grade/mark sheet approved by the university. Every student must do the project work independently. No group projects are accepted. The project should be unique with respect to title, project content and project layout. No two project reports of any student should be identical, in any case, as this may lead to the cancellation of the project report by the university.

The Project is separate and carries a credit of 3. The total mark for the project is 50 (**internal - 10 marks; external 40 marks**). Three hours per week during the Fourth Semester have been dedicated to Project / Dissertation Work.

Project Evaluation:

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages:
 - a) Internal Assessment (supervising teachers will assess the project and award marks)
 - b) External evaluation (**Two external examiner** appointed by the University)
- 3) Marks secured for the project will be awarded to candidates, combining the internal and external Marks
- 4) External Examiners will be appointed by the University from the list of Examiners in consultation with the Chairperson of the Board.
- 5) Internal Assessment should be completed 2 weeks before the last working day of IVth semester.
- 6) Chairman Board of Examinations may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.
- 7) The internal to external components is to be taken in the ratio 1:4.

Pass conditions:

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks for pass in the project.
3. There shall be no improvement chance for the Marks obtained in the Project Report.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re-done and the report may be re-submitted along with subsequent exam through parent department.

SEMESTER 4

MTTM4C16 COMPREHENSIVE VIVA VOCE

Workload: 36 hours / 2 hours per week

OUTCOME:

CO1: Assess the knowledge amassed from curriculum.

CO2: Assess the practical knowledge gained from exposure to industry as well as student’s research and academic skills as expressed in the Dissertation.

At the end of the fourth semester, students must face a comprehensive viva-voce, conducted by subject experts appointed by the University. The Viva voce shall be conducted by *Two External Examiners*. Appearance of CA and ESE are compulsory, and no marks shall be awarded to a candidate if he/she is absent for CA/ESE or both. The Viva Voce will contain questions from all the courses of the programme as well as the Project / Dissertation. **The total marks for the Viva Voce is 50 (internal - 10 marks; external 40 marks)** and the total credit 2.

Students are advised to bring certificates of participation/paper presentation in seminars and conferences along with papers presented/published if any. Students can also bring certificates of participation in events like tourism academic fests, travel marts etc. Such academic/extracurricular credentials could serve as indicators of their pursuit, involvement, and commitment to meet the goals of the MTTM programme and level of excellence achieved.

Internal Viva Voce (10 Marks)		External Viva Voce (40 Marks)	
<i>Components</i>	<i>% of marks</i>	<i>Components</i>	<i>% of marks</i>
Grooming	10	Grooming	10
Communication	20	Communication	20
Knowledge	70	Knowledge	70

Pass conditions:

1. The student should get a minimum of 40 % marks for pass in the comprehensive viva-voce.
2. There shall be no improvement chance for the Marks obtained in the comprehensive viva-voce.
3. In an instance of inability of obtaining a minimum of 40% marks, the comprehensive viva-voce may be re- done.

MODEL QUESTION PAPERS

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1C01- FUNDAMENTALS OF TOURISM

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is the difference between tourist and visitor?
2. Explain 'Grand Tour'.
3. Explain tourism product features.
4. Explain the major responsibilities of UNWTO.
5. Explain the major tourist circuits in India.
6. Explain the elements of tourism.
7. What is the role of Archaeological survey of India in Tourism? (5 x 3 = 15Marks)

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write about the important packages of IRCTC.
9. Discuss important tourism development schemes of India
10. Discuss Butler's Tourism Area Life Cycle (TALC) with reference to a destination.
11. Explain Tourism System
12. Which are the different types of tourism based on the area?
13. Bring out the tourism potential of Indian coastal areas.
14. What are the features of tourism product?

Section C

Answer **any two** of the following questions. Each question carries 10 marks.(2x10=20 marks)

15. How do you justify the link between Indian physiography and tourism Development?
16. Discuss the – Crompton's Push and Pull Theory and Stanley Plog's Model with their major implications in tourism.
17. Bring out the possibility of Kerala in special interest tourism development. What are the major strategies to be adopted for developing special interest tourism?
18. Discuss about the UNESCO world heritage sites in India.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1C02- TOURISM INDUSTRY

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is Tourism Ecosystem?
2. Explain Factors affecting the future of tourism business.
3. Explain Post COVID travel trends.
4. Which are the different types of insurance for air travel?
5. Explain the major types of airline
6. Explain visa types.
7. Explain checked and unchecked baggage
8. What is the role of Archaeological survey of India in Tourism? (5 x 3 = 15Marks)

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

9. Write about the important functions of DGCA.
10. Discuss the salient features of FIT & GIT
11. Discuss about the Organization Structure of tour company
12. Explain pooling of baggage.
13. Write about Freedoms of Air.
14. Write a note on typology of tour operators.

Section C

Answer **any two** of the following questions. Each question carries 10 marks.(2x10=20 marks)

15. How will you assist a passenger who is in need of a passport?
16. Discuss the essential requirements for starting tour operation business
17. Critically examine the qualifications and criteria for job positions in hospitality and tourism against the present scenario.
18. Analyze the possibility of the coming back of the tourism industry in the light of Post COVID-19 travel trends.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1C03PRINCIPLES OF MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is Perception?
2. What do you mean by Delegation and of Authority
3. Which are the levels in management?
4. Which are the situations of promotion?
5. Explain the functions of attitude.
6. What is the role of body language in communication?
7. How can we overcome cognitive dissonance?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write about the Functions of Management.
9. Discuss job analysis
10. Discuss about the flat & tall structures.
11. Explain trait theory of personality.
12. Write about Management by Objectives
13. Write a note on Johari window
14. Which are the factors affecting group behavior?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. How will you change the attitude of an employee who resists teamwork?
16. Discuss the essential requirements for starting tour operation business in terms of management staff.
17. Explain the implications of major motivation theories in management.
18. Which theory of leadership is the most applicable in tour operating company? Justify your statement.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1C04BUSINESS COMMUNICATION

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any six** of the following questions. Each question carries 5 marks. (6x5=30 Marks)

1. Which are the types of business letters?
2. Write about referencing styles with examples.
3. Explain paraphrasing with an example.
4. Which are the common errors committed in English speaking.
5. Write about salutations in hospitality Industry.
6. Which are the techniques for effective presentation?
7. How do you write a good memorandum?
8. Explain 7 C's of communication

Section B

Answer **any two** of the following questions. Each question carries 15 marks (2x15= 30 marks)

9. Prepare a resume of yourself for attending an interview in an airline company.
10. Imagine that you are attending a job interview. How will you prepare yourself?
Write the most frequently asked questions their and answers.
11. Suppose you arrange a meeting of the employees of a tour company on its e
business expansion matters. What are the procedures to be done for the same?
Prepare agenda for the meeting.
12. Discuss the major considerations of writing an academic paper.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1E01 AVIATION MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is Frequent Flyer Programmes?
2. What do you mean by Open Jaw?
3. Which are major type of aviation?
4. Which are the types of Aircraft?
5. Explain hub and spoke systems and benefits.
6. What is Fleet Assignment?
7. How can you define Global Indicators?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write about E-tickets & its advantages
9. Discuss Revenue Management in airlines.
10. Discuss about Crew Planning and scheduling
11. Explain Product unbundling in airlines.
12. Write about the role of air transport in destination accessibility.
13. Write a note Code sharing
14. Which is the difference between RT and CT?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Write about the international Fare Construction based on IATA & UFTAA Fare Formula.
16. Discuss the factors influencing airline selection by tourists in times of pandemic.
17. Fare Calculation of a CT journey with HIP
18. Fare Calculation of RT journey with HIP and EMS

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1E02 TOUR PACKAGING

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is an Online Travel Agency?
2. List any four outbound tour companies in India
3. Describe package tour.
4. Who is a consolidator?
5. What is tour commentary?
6. Write about the major types of tour itineraries
7. Describe a target market.

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

1. What is the difference between fixed cost and variable cost?
2. Explain the check list for tour guides.
3. Explain the merits of IRCTC packages.
4. Explain the licenses required for guiding in India at various levels.
5. Explain the procedures to design a tour package.
6. Distinguish between Group Inclusive Tour and Free Independent Travel.
7. Explain any three types of negotiation in purchasing airline seats.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

1. Prepare an itinerary for a group of 30 students who would like to visit Golden Triangle for a period of 11 days.
2. Prepare a costing sheet for a north Indian tour which lasts for a week with 50 adult passengers.
3. Discuss effective guiding strategies when you have a group of mixed clients based on age.
4. Explain the solutions you can make when your tour group meets with a major problem in documentation side in a foreign country?

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM1E03 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is a swap body container?
2. What do you mean by Value Chain?
3. How does logistics relate to supply chain management?
4. What do you understand by land bridging?
5. What are the advantages of containerization?
6. How do you monitor supply chains?
7. What are the skills needed for a career in logistics?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Briefly discuss the basic components of supply chain management
9. What is the role of container freight station?
10. What are types of warehouses?
11. What are the factors that determine the choice of transportation?
12. How did containerization change the world?
13. Explain bull-whip effect.
14. Prepare a short note on advantages of Unitization

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. PDM is a critical area of overall supply chain management. Discuss.
16. Briefly discuss ‘the Impact of the transportation system on the supply chain’.
17. Explain multi-modal and inter-modal transportation.
18. Identify the need for Performance measurement in Supply Chain Management. Describe various methods and techniques that could be employed for the performance measurement of Supply Chain Management

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2C05 CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any six** of the following questions. Each question carries 3 marks. (6x3=18 Marks)

1. How do you conceive success and failure? Which are the hurdles in achieving success?
2. What is Attitude? Which are the factors affecting attitude?
3. Discuss about aggressive, submissive, and assertive behaviors.
4. Write a note on Transactional analysis.
5. What is CRM? Discuss about success factors in CRM.
6. What is service quality? Discuss about different dimensions of service quality
7. What do you understand by Tourist Behavior?
8. Which are the ways to develop positive attitude?

Section B

Answer **any two** of the following questions. Each question carries 15 marks. (2x15=30 marks)

9. What is SWOC Analysis? How does it help to improve the skills of a person? Bring out some strategies to overcome the negative attitudes.
10. If you are a chief guest in a tour operation company inauguration, write down an inaugural speech for this occasion for 5minutes.
11. If you have been selected as a group leader in a higher education institution, which type of leadership style will you adopt? Justify it with reasons.
12. You are working as a receptionist in a 5-star hotel. Write down a communication between you and a foreign client over the telephone (client seeks a room in your hotel and enquires about tourism options).

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2C06 RESEARCH METHODOLOGY FOR TOURISM

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is reliability in research context?
2. What is a hypothesis?
3. Which are the important reference styles?
4. What is multistage random sampling?
5. What is mixed method research?
6. What are the advantage of using SPSS?
7. How will you conduct an Inductive Research?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Bring out the qualities of a good research design.
9. Point out the importance of case study method in research.
10. Write a note on different types of research.
11. Which are the different types of variables?
12. Which are the different methods used for collecting data in qualitative research?
13. Write about any three statistical tests used in quantitative data analysis.
14. What are the attributes of a good questionnaire?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Which are the various types of sampling designs used in tourism research? How will you fix a sample size?
16. Discuss the research process in detail. Bring out the importance of review of literature in research.
17. What are your major considerations while writing a research paper?
18. What is the structure of a research report?

SECOND SEMESTER MTTM DEGREE EXAMINATION**MTTM2C07: HOSPITALITY OPERATIONS**

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is FHRAI?
2. What is Travel Desk?
3. Which are the types of accommodation?
4. What is the duty of a night auditor?
5. What is meant by meal plan?
6. What are the types of Bedding?
7. Explain Outlets of F & B.

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Bring out the activities in Accommodation Management.
9. Point out the ethical and regulatory aspects in a hotel
10. Write a note on duties and responsibilities of front office staff.
11. Which are the different factors affecting the price of accommodation
12. Which are the different methods used when handling Individual and Groups
13. Write about Organization Structure of housekeeping department
14. Discuss in detail about the Types of restaurants and menu.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Which are the various types of rooms available in hotel industry.
16. Discuss the possibility of opening a theme restaurant in Kerala in the post pandemic situation.
17. If you are offered with a job in a hotel, which one will you choose when there are two options for you, from front office and housekeeping. Justify your selection.
18. What are the preparatory activities you may make when there is a conference for 100 people in your conference hall, in terms of accommodation and food?

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2C08: SUSTAINABLE TOURISM DEVELOPMENT

Time: 3 Hrs

Maximum: 60 Marks

SECTION A

Answer any six questions. Each question carries five marks (6x5=30 Marks)

1. Write a note on the millennium sustainable development goals (MSDG).
2. Explain the steps of Environmental Impact Assessment.
3. Discuss what is meant by carbon footprint and carbon sequestration.
4. Explain the importance of Environment Management Systems.
5. What is the impact of global warming on climate change?
6. Explain how responsible tourism can act as a tool for poverty reduction.
7. Write a note on sustainable tourism indicators.
8. Describe the major types of socio-cultural impacts of tourism.

SECTION B

Answer any two questions. Each question carries 15 marks (2x15=30 Marks)

9. The proliferation of many resorts in a small destination has resulted in acute water scarcity in the place and has raised concerns among the local residents. You have been delegated as a consultant to find a possible solution. Explain how you will handle the issue.
10. You are a tourism planner. How can you incorporate local people into an ecotourism project so that there will be an inclusive development for the community.
11. You are the Manager of a medium size resort with 20 cottages. What steps can you taken for including sustainable development goals in your property?
12. You are a tour operator specializing in special interest tours to rural areas. Develop a rural tourism package incorporating at least ten activities that will directly benefit the local community.

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2E04 AIRPORT MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What do you mean by civil aviation airports?
2. What is Public-Private Partnership (PPP) Airport Project?
3. What is the role of Aerodrome Operator?
4. What are the major environmental impacts of Airports?
5. What is Runway?
6. What is the duty of Air traffic Control (ATC)?
7. Explain load control planning.

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write a note on baggage and cargo handling systems.
9. Write a note on Global Distribution System (GDS).
10. What is the use of self-service kiosks?
11. What is Flight Information Display Systems (FIDS)?
12. Write a note on Airport Ownership.
13. Write about any three major international airports in India.
14. Discuss about Load Control.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Explain the structure of an airport with the help of a diagram.
16. Explain the structure and components of an airport terminal.
17. Which are the possible technology solutions in airports in the post COVID-19 scenario?
18. Discuss the situations of airline disruptions and irregular operations.

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2E05 TOUR OPERATION BUSINESS

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. Distinguish between tour guiding and interpretation.
2. Discuss any two major job descriptions of a tour manager.
3. Discuss any three major challenges faced by a tour guide while guiding a tour.
4. What is the difference between fixed cost and variable cost?
5. Explain the procedures of 'mark-up' in tour costing.
6. What is specialist brochure?
7. What are the cost elements of a package tour?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Describe the qualities of a good tour guide.
9. What is the role of intermediaries in tour operation business?
10. Describe any two qualities of a good tour brochure.
11. How negotiation with suppliers helps a tour operation business?
12. Describe any two responsibilities of an overseas representative of an outbound tour package?
13. Explain the process of designing a tour itinerary.
14. Explain 'pre-tour', 'during tour' and 'post tour' activities of a package tour.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Prepare a tour brochure for a group of students for a week tour in South India.
16. Explain the main pricing strategies for costing a tour package.
17. Which are the major incidents that can happen as an emergency during a tour?
How will you resolve them?
18. If you are a tour manager, what kind of information will be provided to the tour members in a pre-departure meeting?

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM2E06 PORT AND SHIPPING MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What is DWT?
2. How do you read a container stowage plan?
3. What are reefer ships?
4. Explain dry container.
5. What is a gantry crane?
6. What are salvage operations?
7. What is a Grade A shipping container?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. What makes a good shipping port?
9. Discuss on the packing instructions for dangerous goods.
10. What are the shipping activities?
11. What are the alternative means of packaging products that are not containerized?
12. Explain pre and post shipment finance.
13. Briefly discuss the types of cargo ships.
14. What are the major dry bulk trades in shipping?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. What do you understand by Cargo Handling? What are the things you should know during cargo handling?
16. Make a Brief note on Cargo Shipping and its role in economic development
17. Discuss various marine insurance policies.
18. Explain the various IMO conventions.

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3C09 FINANCIAL MANAGEMENT FOR TOURISM

Time: 3 Hrs. Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What do you mean by financial management?
2. State the significance of Break - even analysis?
3. Explain the role of working capital in financial management.
4. Define Financial Leverage?
5. What do you mean by Dividend Policy?
6. What is equity share?
7. What do you mean by Debenture?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write a note on role of financial management.
9. Point out the various steps in Financial Planning.
10. Write a note on importance of Capital Budgeting.
11. Explain the difference between financial and capital structures.
12. What are the major factors affecting financial planning in tourism industry?
13. Write about different types of dividend policies.
14. Bring out the Role TFCI in promoting tourism in India.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Explain the role of FDI for the promotion of Tourism in India. Explain flow of FDI In Tourism & Hospitality Sectors.
16. What are the necessities of financial analysis for innovative tourism product development?
17. Explain importance of Capital Budgeting in financial management.
18. Explain Break – Even Analysis with an example.

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3C10 TOURISM MARKETING

Time: 3 Hrs.

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. Define marketing? How does it differ from selling?
2. What do you mean by Green Marketing?
3. Describe the functions of marketing in relation to tourism.
4. What is the importance of political environment for tourism?
5. State objectives of Sales promotion.
6. What is Destination Branding?
7. Explain Global Marketing.

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Discuss the main pricing strategies which can be used by tourism organizations.
9. Develop a Marketing Information Systems for tourism marketing.
10. What should be the criteria for selecting an advertising media?
11. Explain the Product Life Cycle of tourism products with an example.
12. Write a note on new trends in tourism marketing.
13. How can we utilize the social media for promoting tourism products?
14. Write a note on Social Responsibility and marketing Ethics.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Design advertising messages for the following tourism products.
 - Five-star hotel
 - Discount on special flight routes
 - A special tour package during holidays
16. What constitutes Marketing Environment? As a tourism professional, suggest ways to handle the changing marketing environment.
17. How does advertising differ from sales promotion? Briefly describe the chief sales promotion incentives used in tourism sector.

18. What are various channels of distribution used in tourism business? List the factors determining their selection?

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3C11 TRAVEL GEOGRAPHY

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. Differentiate between urban and rural geography.
2. Define GI indicators.
3. Write a note on elements of accessibility.
4. Briefly mention the major attractions of France.
5. What are the main attractions of South Africa?
6. Which are the major island countries of Indian Ocean noted for tourism?
7. Why is Alps famous as a major tourist destination?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write a note on the relationship between geography and tourism.
9. Discuss about the major elements of tourism geography.
10. What is the importance of transportation in geography?
11. Describe the major attractions of Sri Lanka.
12. Write a note on the major attractions of China.
13. How has Egypt become a major tourism destination?
14. Which are the main attractions of Canada?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Which are the main attractions of Europe?
16. Prepare an itinerary for two weeks for a group visiting Europe.

17. Describe in detail the attractions of Southeast Asia.
18. Design a tour itinerary for ten days for Australia and New Zealand. Bring out the geographical peculiarities of these destinations in attracting tourists.

THIRD SEMESTER MTTM DEGREE EXAMINATION
MTTM3C12 PRODUCTS DESIGN AND DEVELOPMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any six** of the following questions. Each question carries 3 marks. (6x5=30 Marks)

- 1.Explain stage-gate model of product development
- 2.Give an account of Diamond Model of sustainable tourism development.
- 3.Differentiate between micro and macro tourism product planning process.
- 4.What is cultural mapping?
- 5.Detail the Resource-Process Framework of New Service Development.
- 6.What is the importance of ‘co-creation’ in a destination?
- 7.Write a note on Site Evaluation Matrix.
- 8.Write about the variables influencing tourism product development

Section B

Answer **any two** of the following questions. Each question carries 15 marks. (2x15=30 marks)

9. If you are a product development manager in an organization, how will you develop an experience as a tourism product? Which are the possible resources which you will use? Give a theoretical background for the process.
10. Detail fundamentals and principles of tourism product development planning. How will you analyze the present situation of the destination?
11. Critically examine various theories connected with new product development.
12. List out the important characteristics of tourism destinations.? Which are the possible factors that affect in product development stage?

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3E07CARGO MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What are the various types of cargo?
2. What is AWB?
3. What is ULD?
4. Explain courier traffic.
5. Differentiate between types of cargo rates.
6. Differentiate between consignor and consignee.
7. Give a list of various dangerous goods

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Briefly discuss IATA cargo agent. Explain their duties and responsibilities.
9. Prepare a note on documentation required in handling cargo.
10. Explain the qualities required for cargo salesperson.
11. Write a note on concept of Cargo sales management.
12. Explain about the importance of handling ULDs.
13. Give a note on payment procedures in cargo transfer.
14. Explain the air safety concept while transporting cargo.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. What is an Airway Bill? Explain the significance of Airway Bill? List out the details included in Airway bill.
16. What is customs duty? What are the objectives of Customs Duty? Explain the different types of customs Duties.
17. Explain the current trend in marketing cargo around the world.
18. Briefly discuss the various cargo handling procedures.

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3E08 EVENT MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What are the different categories of event?
2. What is the role of an Event Manager?
3. Explain the different types of crises which can arise in a sports event.
4. Briefly explain the infrastructure required for MICE.
5. What are the components of conference market?
6. What are the benefits of trade fairs?
7. What do you understand by visitor profile?

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write briefly about the growth event management industry in India.
9. Planning and organization is the key element that determines the success of an event.
Discuss.
10. Briefly explain the Legal Risk involved in Event.
11. Explain the necessity of good media relation for the success of an event.
12. Discuss the importance of Infrastructure in event Management.
13. Explain about Economic Impact of Convention and Conference Centers.
14. Which are the world's leading travel trade show.

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Marketing of an event plays a key role in its success" Comment.
16. Explain the role played by KTM in promoting tourism.

17. List the key steps for a successful event.

18. Discuss the global trends in MICE industry.

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM3E09 TOURISM PRODUCTS

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any five** of the following questions. Each question carries 3 marks. (5x3=15 Marks)

1. What are the major tourist attractions of Munnar?
2. Write about the accessibilities to Jaisalmer from Kochi.
3. State types of accommodation units available at Thekkady with example?
4. What are the major attractions of Chennai?
5. What do you mean by Caravan Tourism?
6. What are the major attractions of Andaman?
7. State the significance of Literary Tourism.

Section B

Answer **any five** of the following questions. Each question carries 5 marks (5x5= 25 marks)

8. Write a note on Kerala tourism statistics and its significance for the promotion of tourism.
9. What are the major attractions of Jaipur? Write about the accessibilities to Jaipur.
10. Write a note on Golden triangle of India.
11. Role of Varanasi for promoting pilgrim Tourism in India.
12. How can we utilize the tourism Statistics for developing tourist destinations of India?
13. Write a note on emerging tourist destinations of India.
14. What are the major UNESCO World Heritage sites of South India?

Section C

Answer **any two** of the following questions. Each question carries 10 marks. (2x10=20 marks)

15. Design a tour brochure for promoting tourism in Kerala.
16. Role of UNESCO World Heritage sites for promoting tourism in India.
17. Write a note on emerging tourist attractions of Kerala in the post COVID-19 scenario.

18. How does Indian physiography influence tourism development in India?

FOURTH SEMESTER MTTM DEGREE EXAMINATION
MTTM4C13 DIGITAL TRANSFORMATION IN TOURISM

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any six** of the following questions. Each question carries 3 marks. (6x5=30 Marks)

1. Briefly discuss the concept and importance of digital transformation
2. Write a note on the role of technology in revolutionizing the tourism industry
3. Write a note on virtual concierge.
4. Differentiate between push and pull ads.
5. Write a short note on the applications AR&VR apps in tourism industry.
6. Write a note on the concept of smart hotels.
7. List the differences between Metamediaries and Infomediaries.
8. Discuss the concept and types of digital platforms with relevant examples.

Section B

Answer **any two** of the following questions. Each question carries 15 marks. (2x15=30 marks)

9. Mobile apps are transforming the travel & tourism industry. Discuss the statement with relevant examples.
10. COVID-19 has changed the way we travel. Discuss the new technologies used by the hospitality sector in COVID-19 scenario.
11. “Games and travel are temporary escapes into another world”. Discuss the gaming applications in destination promotion.
12. Destinations are forced to go digital to remain competitive. Discuss the statement with relevant examples.

FOURTH SEMESTER MTTM DEGREE EXAMINATION
MTTM4C14 DESTINATION PLANNING AND DEVELOPMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

Answer **any six** of the following questions. Each question carries 3 marks. (6x5=30 Marks)

1. Write a note on Destination Management Systems.
2. Which are the 10 A's of successful destinations?
3. How does PPP model help in tourism development in India?
4. Which are the ways of controlling tourist activities in a fragile destination?
5. How will you measure Destination Image?
6. What is FAM tours?
7. What is carrying capacity analysis of a destination?
8. Write brief note on Impact Mitigation Measures.

Section B

Answer **any two** of the following questions. Each question carries 15 marks. (2x15=30 marks)

9. Bring out the possible issues of beach and coastal destinations? What strategies will you adopt while managing visitors in these destinations?
10. Bring out the possible strategies you adopt when diversifying tourism product? Critically evaluate the need for product diversification in Kerala Tourism context.
11. Develop a framework for a tourism project based on hill stations.
12. Explain Destination Branding. Elucidate the influence of internet in destination branding with suitable examples?