


KANNUR UNIVERSITY

(Abstract)

Bachelor of Travel & Tourism Management (BTTM) Programme -Revised Scheme, Syllabus and Model Question Papers - Core/Complementary/Open Courses under Choice Based Credit Semester System- Implemented with effect from 2014 Admission - Orders issued.

ACADEMIC BRANCH

U.O No. Acad/C1/3814/2014

Dated, Civil Station (PO), 9-05-2014

- Read: 1. U.O.No.Acad/C2/2232/2014 dated 14/03/2014
2. Minutes of the meeting of the Faculties of Commerce and Management Studies held on 28-03-2014
3. Letter dated 5-04-2014 from the Chairman, Board of Studies in Travel & Tourism Management.

ORDER

1. As per the paper read (1) above, the Revised Regulations for Choice based Credit Semester System have been implemented in this University with effect from 2014 admission.

2. The Faculty of Commerce and Management Studies approved the Scheme, Syllabus and Model Question Papers for BTTM finalized and recommended by BOS in Travel & Tourism (Cd) vide paper read (2) above, w.e.f.2014 admission onwards.

3. The Chairman, Board of Studies in Travel & Tourism Management, vide paper read (3) above, has forwarded the Scheme, Syllabus and Model Question Papers for BTTM Programme for implementation with effect from 2014 admission.

4. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement Scheme, Syllabus and Model Question Papers (Core/Complementary/Open Courses) for BTTM Programme under Choice Based Credit Semester System with effect from 2014 admission subject to report Academic Council.

5. Orders are, therefore, issued accordingly.

6. The Implemented Scheme, Syllabus and Model Question Papers are appended.

Sd/-
DEPUTY REGISTRAR (Academic)
For REGISTRAR

To
The Principals of Colleges offering BTTM Programme.

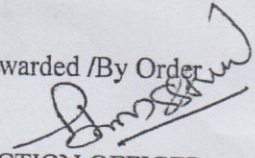
(PTO)


Copy to:

1. The Examination Branch (through PA to CE).
2. The Chairman BOS in Travel and Tourism.
3. PS to VC/PA to R/PA to CE/
4. DR/AR 1 (Acad).
5. SF/DF/FC.



Forwarded /By Order


SECTION OFFICER

 For more details; log on www.kannur university .ac.in

KANNUR UNIVERSITY



PROGRAMME DETAILS, SCHEME, AND SYLLABUS

BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (B.T.T.M)

(2014 Admission onwards)

BOARD OF STUDIES IN TRAVEL AND TOURISM

KANNUR UNIVERSITY
SCHEME AND SYLLABUS OF
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT
2014 Admission Onwards

RATIONALE AND NATURE OF THE PROGRAMME

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

A degree programme in Tourism raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The B.T.T.M programme of Kannur University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

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 components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Information Technology skills of the age.
4. To equip students with managerial skills and help in entrepreneurial development.
5. To develop hospitality culture and behavior and to enhance student competencies.

After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of Corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies,

Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

**REGULATIONS FOR THE CREDIT BASED SEMESTER SYSTEM OF
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTTM) FROM
2014 ADMISSION ONWARDS**

Duration of the Programme

The duration of the programme is six 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, IIIrd and Vth semesters shall be from June to October and IInd, IVth and VIth semesters shall be from November to March.

Eligibility for Admission

The admission to the programme will be as per the rules and regulations of the University. For the B.T.T.M. programme, pass in Plus Two / equivalent exams with 50 % marks is needed. A weightage of 25 marks for each subject such as Management, Economics, History and Geography studied by the candidate at qualifying examination will be added. A weightage of 25 marks is also given to those candidates who have passed VHSE Travel and Tourism / Catering and Hospitality Management. The total of all such weightage should not exceed 75 marks.

The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the university for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfill all such conditions as prescribed by the university from time to time. There shall be provision for inter collegiate and inter university transfer in third and fifth semester within a period of two weeks from the date of commencement of the semester. For the interuniversity or intra-university transfer of a student, he/she has a minimum of 20 credits in the credit bank a) in the same discipline and b) within Kerala. Inter collegiate transfer will be permitted to the students who pursue his/her study in the same core, common and complementary courses opted for the programme.

Each student shall register for the courses he/she proposes to take through ‘on line’, in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each Semester giving the details of courses registered, including repeat courses, to the university in the prescribed form within 45 days from the commencement of the semester. The maximum age limit for admission to the UG programme shall be 23 years as on 1st June of the academic year. For SC/ST candidates the age limit is 25 years.

Examination

There shall be University examinations at the end of each semester. A candidate who fails to register for University Examination shall not be permitted to move to next semester. Practical examinations shall be conducted by the University at the end of second, fourth and sixth semester. External Viva-voce will be conducted along with the practical examination/project evaluation. Project evaluation shall be conducted at the end of sixth semester. 20 % of marks are awarded through internal assessment.

A maximum of three courses (Common, Core, Complementary or Open) can be improved in each semester. Improvement of a particular semester can be done only once. The student shall avail the improvement chance in the succeeding year along with subsequent batch. There shall be no improvement chance for internal evaluation. The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination. If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improvement examination, the mark/grade obtained in the first appearance will be retained. There shall be no supplementary examinations. For reappearance/improvement the students can appear along with next batch.

Evaluation and grading system

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade, grade point and % of marks are introduced in 7- point indirect grading system. The evaluation scheme for each course shall contain two parts

- a) Internal Assessment (IA)
- b) External evaluation (End Semester Evaluation ESE)

20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

Internal Assessment

- a. 20% of the total marks in each course are for internal assessment. The marks secured for internal assessment only need be sent to university by the colleges concerned.
- b. The internal assessment shall be based on a predetermined transparent system involving written test, assignments/ seminars/ Viva and attendance in respect of theory courses and lab involvement and records, tests and attendance in respect of practical courses.
- c. Components with percentage of marks of Internal Evaluation of Theory Courses are- Attendance 25%, Assignment/ Seminar/Viva 25 % and Test paper 50%. For practical courses- Attendance 25 %, lab involvement and Record 50% and test 25% as far as internal is concerned. (If a fraction appears in total internal marks, nearest whole number is to be taken). Attendance of each course will be evaluated as below –

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

External Evaluation

External evaluation carries 80% of marks. External evaluation of even (2, 4, 6) semesters will be conducted in centralized valuation camps immediately after the examination. Answer scripts of Odd Semester (1, 3, and 5) examinations will be evaluated by home valuation as far as possible. All question papers will be set by the university.

The external examination in theory courses is to be conducted with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined Scheme of valuation and answer keys provided by the University. The external examination in practical courses shall be conducted by two examiners - one internal

and an external appointed by the University. No practical examination will be conducted in odd semester. Practical examinations shall be conducted in the even semester (II, IV and VI) as per the decision of the appropriate academic bodies.

Every student of a UG Programme shall have to work on a project of two credits under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Guidelines for Evaluation of projects will be issued separately.(see Annexure I). Projects shall be submitted in the last week of February in VI th semester. Belated and incomplete projects will not be entertained.

Seven Point Indirect Grading System

% of Marks	Grade	Interpretation	Grade point Average (G)	Range of grade points	Class
90 and above	A+	Outstanding	6	5.5 -6	First class with Distinction
80 to below90	A	Excellent	5	4.5 -5.49	
70 to below80	B	Very good	4	3.5 -4.49	First class
60 to below 70	C	Good	3	2.5 -3.49	
50 To below 60	D	Satisfactory	2	1.5 -2.49	Second class
40 to below50	E	Pass/Adequate	1	0.5 -1.49	Pass
Below 40	F	Failure	0	0 - 0.49	Fail

Grade Card

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- a) Name of University
- b) Name of college
- c) Month and Year of examination
- d) Title of Under-Graduate Programme
- e) Semester concerned
- f) Name and Register Number of student
- g) Code number, Title and Credits of each course opted in the semester

- h) Internal marks, Externalmarks, total marks, Grade point (G), Credit point and Letter grade in each course in the semester
- i) The total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- j) Percentage of total marks

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 also include the grade points and letter grade of common course, core courses, complementary courses and open courses separately. This is to be done in a seven point indirect scale.

Scheme

**SCHEME, SYLLABI, CREDIT AND MARK DISTRIBUTION OF B.T.T.M
PROGRAMME UNDER CBCSS SYSTEM
FROM 2014 ADMISSION ONWARDS**

Working days per Semester	:	90
Credit for Common Courses (English)	:	14
Credit for Common Courses (Addl. Lang)	:	08
Credit for Common Courses (General)	:	16
Credit for Core Courses	:	64
Credit for Complementary Courses	:	16
Credit for Open Courses	:	02
Total credit for the programme	:	120
Total Marks for the programme	:	1800

COURSE LAYOUT AND CREDIT DISTRIBUTION

No.	Type of Course	Number of Courses	Total Credits
1	Common & General Courses	10	38
2	Core Courses	20 (including project and practicals)	64
3	Complementary Courses	04	16
4	Open Course	01	02
TOTAL		35	120

	Semester	Common Courses		General Courses	Core Courses	Comp. Courses	Open Courses	Total
		English	Addl.					
B.T.T.M	I	4+3	4	----	3	4	----	18
	II	4+3	4	----	3+2	4	----	20
	III	----	----	4+4	4+3	4	----	19
	IV	----	----	4+4	4+3+3	4	----	22
	V	----	----	----	4+4+3+3+3	----	2	19
	VI	----	----	----	4+4+3+3+3+3+2	----	----	22
	CREDIT	14	8	16	64	16	2	120
	MARKS	200	100	200	1075 (Project included)	200	25	1800

TABLE OF COURSES (Marks: Internal 20 % and External 80 %)**Table for Common Courses (English and Additional Language) for LRP Programme:**

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	I	1A01ENG	Common Course I English	5	4	50
2	I	1A02ENG	Common Course II English	4	3	50
3	I	1A07ADL	Common Course I Additional Language	5	4	50
4	II	2A03ENG	Common Course III English	5	4	50
5	II	2A04ENG	Common Course IV English	4	3	50
6	II	2A08ADL	Common Course II Additional Language	5	4	50
Total (14 + 8)				28	22	300

Table for Common Courses (General Courses) for BTTM:

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	III	3A11TTM	Disaster Management	4	4	50
2	III	3A12TTM	Business Communication and Skill Development	4	4	50
3	IV	4A13TTM	Sustainable Development and Social Responsibility	4	4	50
4	IV	4A14TTM	Environmental Studies	4	4	50
Total				16	16	200

Table for Core Courses:

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	I	1B01TTM	Fundamentals of Tourism	4	3	50
2	II	2B02TTM	Tourism Principles and Practices	4	3	50
3	II	2B03TTM	Tourism Practicum & Viva Voce I	1+1 (1 st & 2 nd Sem)	2	50
4	III	3B04TTM	Airfares and Aviation Management	5	4	50
5	III	3B05TTM	Travel Agency Management	4	3	50
6	IV	4B06TTM	Transportation Management	5	4	50
7	IV	4B07TTM	Tour operations Management	4	3	50
8	IV	4B08TTM	Tourism Practicum & Viva Voce II	2+2 (3 rd & 4 th Sem)	3	100
9	V	5B09TTM	Principles of Management	5	4	50
10	V	5B10TTM	Hospitality Management	4	4	50
11	V	5B11TTM	Front Office Management	4	3	50
12	V	5B12TTM	E - Tourism	4	3	50
13	V	5B13TTM	Tourism Products	4	3	50
14	VI	6B14TTM	Tourism Marketing	5	4	50
15	VI	6B15TTM	Tourism Economics	4	4	50
16	VI	6B16TTM	Numerical Skills and Basic Hotel Accounting	4	3	50
17	VI	6B17TTM	International Business Relations for Tourism	4	3	50
18	VI	6B18TTM	Tourism in the 21 st Century	4	3	50
19	VI	6B19TTM	Tourism Practicum and Viva Voce III	2+2 (5 th & 6 th Sem)	3	100
20	VI	6B20TTM	Project (Dissertation)	2	2	25
Total					64	1075

Table for Complementary Courses:

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	I	1C01TTM	Geography of Travel and Tourism	6	4	50
2	II	2C02TTM	Geography of India	6	4	50
3	III	3C03TTM	Cultural Heritage of Kerala	6	4	50
4	IV	4C04TTM	Cultural Heritage of India	6	4	50
Total				24	16	200

Table for Open Courses (any one to be offered for other departments from the three choices):

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	V	5D01TTM	Tourism Business	02	02	25
2		5D02TTM	Travel Journalism			
3		5D03TTM	Tour Guiding and Escorting			
Total				02	02	25

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 Hours / Week	Credit
			Internal	External	Total			
1	1A01 ENG	Common English Course I	10	40	50	3 hrs	5	4
2	1A02 ENG	Common English Course II	10	40	50	3 hrs	4	3
3	1A07 ADL	Additional Language Course I	10	40	50	3 hrs	5	4
4	1B01 TTM	Fundamentals of Tourism	10	40	50	3 hrs	4	3
5	Hours for Practical						1	
6	1C01 TTM	Geography of Travel and Tourism	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	18

SEMESTER 2

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	2A03 ENG	Common English Course III	10	40	50	3 hrs	5	4
2	2A04 ENG	Common English Course IV	10	40	50	3 hrs	4	3
3	2A08 ADL	Additional Language Course II	10	40	50	3 hrs	5	4
4	2B02 TTM	Tourism Principles and Practices	10	40	50	3 hrs	4	3
5	2B03 TTM	Tourism Practicum & Viva Voce I	10	40	50	3hrs	1	2
6	2C02 TTM	Geography of India	10	40	50	3 hrs	6	4
TOTAL			60	240	300		25	20

SEMESTER 3

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	3A11 TTM	Disaster Management	10	40	50	3 hrs	4	4
2	3A12 TTM	Business Communication and Skill Development	10	40	50	3 hrs	4	4
3	3B04 TTM	Airfares and Aviation Management	10	40	50	3 hrs	5	4
4	3B05 TTM	Travel Agency Management	10	40	50	3 hrs	4	3
5	3C03 TTM	Cultural Heritage of Kerala	10	40	50	3 hrs	6	4
6	Hours for Practical						2	
TOTAL			50	200	250		25	19

SEMESTER 4

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	4A13 TTM	Sustainable Development and Social Responsibility	10	40	50	3 hrs	4	4
2	4A14 TTM	Environmental Studies	10	40	50	3 hrs	4	4
3	4B06 TTM	Transportation Management	10	40	50	3 hrs	5	4
4	4B07 TTM	Tour Operations Management	10	40	50	3 hrs	4	3
5	4B08 TTM	Tourism Practicum & Viva Voce II	20	80	100	3 hrs	2	3
6	4C04 TTM	Cultural Heritage of India	10	40	50	3 hrs	6	4
TOTAL			70	280	350		25	22

SEMESTER 5

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	5B09 TTM	Principles of Management	10	40	50	3 hrs	5	4
2	5B10 TTM	Hospitality Management	10	40	50	3 hrs	4	4
3	5B11 TTM	Front Office Management	10	40	50	3 hrs	4	3
4	5B12 TTM	E-Tourism	10	40	50	3 hrs	4	3
5	5B13 TTM	Tourism Products	10	40	50	3 hrs	4	3
5	5D01 TTM	Tourism Business	5	20	25	2 hrs	2	2
	5D02 TTM	Travel Journalism						
	5D03 TTM	Tour Guiding and Escorting						
6	Hours for Practical						2	
TOTAL			55	220	275		25	19

SEMESTER 6

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	6B14 TTM	Tourism Marketing	10	40	50	3 hrs	5	4
2	6B15 TTM	Tourism Economics	10	40	50	3 hrs	4	4
3	6B16 TTM	Numerical Skills and Basic Hotel Accounting	10	40	50	3 hrs	4	3
4	6B17 TTM	International Business Relations for Tourism	10	40	50	3 hrs	4	3
5	6B18 TTM	Tourism in the 21 st Century	10	40	50	3 hrs	4	3
6	6B19 TTM	Tourism Practicum & Viva Voce III	20	80	100	3 hrs	2	3
7	6B20 TTM	Dissertation and Viva Voce	5	20	25	2 hrs	2	2
TOTAL			75	300	375		25	22

- The duration of B.T.T.M programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations.
- For passing the B.T.T.M degree programme the student shall be required to achieve a minimum of 120 credits. These are distributed under four types of courses, viz., Common Courses (Code A), Core courses (Code B), Complementary courses (Code C) and Open course (Code D). This programme is under Language Reduced Pattern (LRP).
- There will be 10 common courses for a total 38 credits in this programme spread over one to fourth semesters. There will be two each English and one each Additional Language courses during the first and second semesters and two each General Courses during the third and fourth semesters.
- Core courses are the courses in the major (Core) subject of the degree programme and offered by the parent department. There are 20 core courses with 64 credits including three practical papers and a compulsory project work.
- Complementary courses cover two each courses related to Travel Geography and Heritage and History, the syllabi of which are related to the core subject and are distributed in the first four semesters with 16 credits.
- There shall be one open course in core subjects for 02 credits in the fifth semester and is open to all the students in the institution except the students in the parent department. The students can opt that course from any other department in the institution and the course can be decided from a pool of three courses offered by the university.
- Common courses 1, 2, 3 and 4 shall be taught by English teachers and 7 and 8 by teachers of additional languages and common general courses 11, 12, 13 and 14 by teachers of Travel and Tourism Management. All Core courses, complementary courses and open course shall be taught by Travel and Tourism Management teachers. Complementary courses 1CO1TTM and 2CO2TTM can be taught by Geography teachers in the absence of Travel and Tourism Management teachers and

complementary courses 3CO3TTM and 4CO4TTM can be taught by History teachers in the absence of Travel and Tourism Management Teachers, both with special permission of Board of Studies of Travel and Tourism.

- The students of B.T.T.M shall be required to undertake compulsory National study tour to important tourist destinations to study about the various types of tourism products during the third or fourth semester. The duration of the study tour shall be 7 to 14 days. Optional two to five day Destination familiarization tour to tourist spots in Kerala or South India can be done during the first or second semesters. A two day optional Nature Camp can be arranged during the fifth or sixth semester in an eco friendly destination in Kerala or South India.
- The students shall be required to undergo two week practical training with familiarization and use of modern ticketing and fare calculations in any reputed Travel Agency / Tour Operation Company during the 3rd or 4th semester. They also shall be required to undergo two week practical training in hotels/resorts during in the 5th or 6th semester. There is a compulsory project work / dissertation during the 6th semester. They have to submit separate typed and hard bound reports as specified in the syllabi in order to successfully complete the programme.

Syllabus

COURSE STRUCTURE AND SYLLABUS**SEMESTER 1****1B01TTM FUNDAMENTALS OF TOURISM****No. of credits – 3****No. of contact hours – 72 hours / 4 hours per week****Module 1 Travel through ages (12 hours)**

Travel through Ages (India and world) – Ancient, Medieval, Modern. An ancient phenomenon –Pleasure travel-Religion as motivator – The Grand tour- Mass tourism-The origin of the concept of paid holidays- Effects great wars on travel and tourism.

Module 2 Basics of Tourism (15 hours)

Definitions:-Tourist, Traveler, Excursionist, Visitor - Tourism, Picnic, Excursion Relationship between Leisure and Recreation; Domestic tourism and International Tourism – Inbound & Outbound. - Inter regional & Intra regional - Internal Tourism - National tourism; Components of Tourism/6As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; Elements of Tourism.

Module 3 Tourism Resources (20 hours)

Definition-Classification of Tourism Resources-Geographical, Historical, Manmade; Attractions: Manmade & Natural attractions; Accommodation: History, essence, and scope of the Hospitality Industry, Evolution of lodging, Boarding and Lodging, Types of accommodation: Primary- Secondary, emerging trends in accommodation. Types of F & B outlets for visitors. Accessibility: Modes of tourist transportation.

Module 4 Tourism Business (20 hours)

Tourism as an Industry: Multi-sectoral and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors; Introduction: - Tourism industry stakeholders-Public Sector/Government-Department of Tourism (Central, State, Regional)-Responsibilities; Roles of Government and Private sector in tourism development –Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers - Career opportunities

in Travel Tourism & Hospitality Industry, Skills / attributes required for successful Tourism and Hospitality Career.

Module 5 Typology and Forms of Tourism (15 hours)

Mass Tourism-Alternative tourism-Special interest tourism-Cultural tourism-Ethnic tourism-Recreational tourism-Business tourism-Eco tourism-Adventure tourism-Beach tourism-Hill tourism-Health tourism-Sports tourism-Rural tourism-Shopping tourism-Space tourism-Doom tourism-Dark tourism-Cruise tourism.

References:

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

SEMESTER 2**2B02TTM TOURISM PRINCIPLES AND PRACTICES****No. of Credits – 3****No. of Contact Hours – 72 hours / 4 hours per week****Module 1 Travel Motivations (15 hours)**

Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

Module 2 Tourism Demand (15 hours)

Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major world destinations.

Module 3 Tourism Impacts (20 hours)

Socio-Economic factor In Tourism: Impacts of Tourism – Economic, Environmental, Social, Cultural. Economic benefits – the multiplier effect – development of infrastructure – regional development – effects on employment – tourism and economic value of cultural resources – tourism and international understanding, National Integration through tourism.

Module 4 Tourism Planning (20 hours)

Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions of tourism – carrying capacity – sustainability – conservation policy, Responsible tourism. Features of Tourist Destinations – Essential facilities and Services for Tourism Development. Tourism Development in India – Sargent Committee - 5 year plans - tourism Policy.

Module 5 Tourism Products (12 hours)

Tourism Products –Definitions – classification of tourism products, characteristics of tourism products, Leiper's Tourism System, Destination Life Cycle (Butler's model).

References:

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. Tourism Economics: Ane Books
10. Babu et al., Tourism Development: Sage publishers
11. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
12. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
13. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
14. www.unwto.org

SEMESTER 2**2B03TTM TOURISM PRACTICUM AND VIVA VOCE – I****No. of credits – 2****No. of contact hours – 18 hours / 1 hour per week (spread over First and Second Semesters)**

Tourism Practicum and Viva Voce Paper – I will introduce the students on the dimensions of tourism and its various components. The practical aspect covers basic aspects of Travel Geography modules and the familiarization of the 'A's of tourism as well as its impacts. An optional two to three day familiarization tour to any destination in Kerala / South India can be undertaken. A case study of any local destination is to be incorporated as a report.

1. Maps – types of maps- map scale; Geographic co-ordinates; time zones; Identification of continents and countries on map and globe; Identification of Traffic Conference Areas;
2. Destination study – analysis of the components of a destination taking the case of any local tourism destination; identification of gaps in infrastructure; preparation of a report
3. Impact study – understanding basic positive and negative impacts of tourism in the local destination taken for study; preparation of a report
4. Field study – optional field trip to any destination in Kerala / South India (not more than two days)

SEMESTER 3**3B04TTM AIRFARES AND AVIATION MANAGEMENT****No. of credits – 4****No. of contact hours – 90 hours / 5 hours per week****Module 1 Introduction to Civil Aviation (15 hours)**

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

Module 2 Airlines (15 hours)

Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew - In flight services - Types of class – upgrading & downgrading (Airport in Transportation Management)

Module 3 Airline Fares and In-flight details (20 hours)

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares. Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – carriage of live animals –dangerous goods. Credit cards –UATP and other commercial credit cards - BSP.

Module 4 Airlines Terminology (20 hours)

Airlines Terminology - Codes of Airlines - 2 letter codes - 3 letter city codes - airport & of line stations served by airlines- Abbreviations used in airlines, its fleet,– Types of journeys (OW, CT, RT, OJ, RTW); Passenger Ticket: Different Coupons – ticketing instruction & ticketing conjunction tickets- open tickets, E-tickets & its advantages; Miscellaneous charges order (MCO) & Prepaid Ticket Advice (PTA); Currencies and their three letter codes - How to do the rounding off units of rate of exchange Referring to airline Timetable, TIM, OAG, PAT

Module 5 Fare calculation (20 hours)

International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – OW, RT, CT; Exercises on ticketing - OW, RT, CT; Case study of Air India and Jet Airlines (modern ticketing and introduction to softwares in practical sessions).

References:

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing

SEMESTER 3

3B05TTM TRAVEL AGENCY MANAGEMENT

No. of credits – 3

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

Module 1 Tourism Intermediaries (18 hours)

Intermediaries in Tourism – Travel agency & Tour Operation: Definitions – Types of Travel Agencies / Tour operators - History of Intermediaries; Modern Travel agencies – Intersell agencies; Comparative sites

Module 2 Travel Agency Business (18 hours)

Travel Agency Setting up - Departments & Organization - Functions – Sources of Income - Approval (DoT/or IATA) - Linkages with service providers; Horizontal and Vertical systems; How to successfully run a travel agency; Ticketing for Bus and Rail in India; Online booking of bus tickets; Indian Railway tickets – I ticket, E ticket, Circular Journey ticket; IRCTC and online ticket booking;

Module 3 International Travel Requirements (18 hours)

Travel Documentation: International Travel requirements such as Passport & VISA – types - Document Required for Passport and Visa - Procedure of Passport and Visa - Emigration, Forex, and Insurance. Reference Tools: TIM, ABC Guide, PAT Reservation tools: Global Distribution Systems – Amadeus, Galileo, World Span and Sabre

Module 4 Forex and Cargo Management (18 hours)

Foreign currencies; Forex management; Cargo – Types of cargo, Importance, Cargo documentation; Importance of Air Cargo; Major cargo companies and organizations;

References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall; Mark Mancini: Conducting tours

SEMESTER 4**4B06TTM TRANSPORTATION MANAGEMENT****No. of credits – 4****No. of contact hours – 90 hours / 5 hours per week****Module 1 Introduction to Transportation (15 hours)**

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers – Major entry points of tourists to India; Major Transportation Laws and Regulations (name only)

Module 2 Surface Transport: Road and Rail (20 hours)

Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents; Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) – Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail Pass, Indrail pass.

Module 3 Air Transport and Airport (20 hours)

Airport Layout – Brief account of: Airfield – (Landing strip [Runway, Shoulders, Stop way], Taxi ways, Apron) – Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) – Flight support Area (ATC, Fuelling Area, Navigational aids). Airport Management: Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger’s & Cargo). Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities: Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel).

Module 4 Water Transport (20 hours)

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Houseboats; Brief

account of Harbors, Docks, Jetties, Landing stages and Wharves; Brief account of Cargo handling facilities (Cranes, Container, Dry bulk and Liquid bulk handling)

Module 5 Logistics and Supply Chain Management (15 hours)

Logistics Management: Origin and Definition – Types of Logistics; Ware House Management; Distribution Management; Supply Chain Management: Importance and the need of Supply Chain; Value Chain; Components of Supply Chain

References:

1. Jagmohan Negi – Travel Agency and Tour Operations
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
5. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
6. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
7. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.
8. www.indianrailways.gov.in
9. www.irctc.co.in
10. www.dorth.gov.in
11. www.morth.nic.in

SEMESTER 4

4B07TTM TOUR OPERATIONS MANAGEMENT

No. of credits – 3

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

Module 1 Introduction to Tour Operations (18 hours)

Tour Operation Business: - Definition-Types of Tour Operators- History- Setting Up- Departments & Originations- Functions - Source Of Income - Linkage with Service Providers - Guidelines for Recognition of Approved Tour Operators

Module 2 Tour Itinerary and Packaging (18 hours)

Itinerary Planning And Development: - Meaning, Importance And Types Of Itinerary - Steps For Itinerary Planning - Do's And Do Not's Of Itinerary Preparation - Role of Information Technology; Tour Packaging And Costing: - Importance of Tour Packaging - Components Of Package Tour – Costing - Concept, Types, Components Of Tour Cost – Pricing - Negotiations with Service Providers; Agent's Tariff- Discounts - Voucher Preparation Strategies - Tour Operation Process

Module 3 Types of Package Tours (18 hours)

Types Of Packages Tours: - FIT, GIT - Inbound, Outbound - Types Of Holiday Packages - Self Drive Packages, Adventure Holidays, Beach And Backwater Holidays, Coach Tour, Fly Drive Holiday, Safaris, Health Tourism, Honeymoon Package, Cruise Package, Luxury Train Package, Pilgrimage Package, Cultural Tour Package - Independent, Host And Escorted Package - All Inclusive Packages - New Trends In Tourism - Major Tour Operating Companies In India - Kuoni, Cox And Kings, Thomas Cook India Ltd, SOTC, GITC.

Module 4 Guiding and Escorting (18 hours)

Guiding And Escorting: - Meaning And Concept - Golden Rule of Guiding, Difference Between Guide And Escort - Skills And Responsibility Of Guides, Interpreting Sites; Escort: - Personal Hygiene And Grooming, Pre Post And During Tour Responsibilities, Check List, Handling Emergencies, Leading A Group, Code Of Conduct.

References:

1. Jagmohan Negi – Travel Agency and Tour Operation
2. Mohinder Chand – travel agency and Tour Operation: an introductory text
3. Pat Yale – Business of Tour Operations
4. Besty Fay – essential of tour management
5. Mark Mancini - Conducting tours- Delmar Thomas, New York
6. H A Rogers and J A Slinn- Tourism Management of Facilities
7. Lickorish L J and Kershaw A G – The travel trade, practical press

SEMESTER 4**4B08TTM TOURISM PRACTICUM AND VIVA VOCE – II**

No. of credits – 3

No. of contact hours – 36 hours / 2 hours per week (spread over Third and Fourth Semesters)

Tourism Practicum II covers areas from the four courses that the students learn during their Semester III and Semester IV. The students of B.T.T.M shall be required to undertake Study Tour to important tourist destinations to study about the various types of tourism products during the third or fourth semester. The duration of the study tour shall be 7 to 14 days.

The students shall be required to undergo two week practical training with familiarization and use of modern ticketing and fare calculations in any reputed travel agency / tour operation company during the 3rd or 4th semester. The students have to submit a report based on the National Tour and Travel / TourTraining along with the practical work done in typed and hard bound format during the practical examination for external evaluation(Specifications for report same as project).

Airfares and Ticketing Management

1. Understanding IATA Traffic Areas
2. Identifying destinations – City / Airport codes; Airline Codes
3. Fare calculation and exercises on ticketing - OW, RT, CT
4. Basic introduction to Ticketing Software – Amadeus and Galileo, Travel portals

Travel Agency Management

1. Filling up of Passport Application Form
2. Filling up of sample Visa Forms
3. Ticket booking using online travel sites
4. Forex calculation

Tour Operations

1. Preparation of Tour Itinerary – Inbound and Outbound
2. Model costing of Tour Packages

3. Preparation of special interest tours to your region or Kerala
4. Sample Tour Brochure study and preparation
5. Voucher preparation and filling
6. Visit to a Travel / Tour Company

Transportation Management

1. Ticket booking for Indian Railways using IRCTC and bus services like Red bus
2. Study and simple costing of vehicle rates for package tours – cars, medium size vehicles and buses (in Kerala)

SEMESTER 5**5B09TTM PRINCIPLES OF MANAGEMENT****No. of credits – 4****No. of contact hours – 90 hours / 5 hours per week****Module 1 Introduction to Management (20 hours)**

Tourism Management: Definitions of management – importance of management in tourism – Strategic management - Qualities of manager - social responsibilities of a manager - Management functions (POSDCORB) - principles of management (Henry Fayol and F.W. Taylor).

Module 2 Planning (15 hours)

Planning - the concept – nature –advantages –types of plans – Planning process - need for tourism planning – steps of tourism planning - objectives – MBO – policies – procedures – strategies – decision making – forecasting.

Module 3 Organizing (15 hours)

Organizing: Various types of Organizations - process- organizational structures- levels of management – Types of Departmentation - span of management - types of authority – Line and staff - delegation - Centralization and decentralization

Module 4 Human Resources (20 hours)

Human resource management – definitions, need of HRM in tourism industry – steps – manpower planning – staffing – recruitment sources –process – selection methods – placement - training – development methods – job evaluation – performance appraisal – promotion – transfer.

Module 5 Motivation (20 hours)

Motivation: Important theories, travel motivators. Leadership, Important theories, styles, Qualities of a good leader. Communication: communication process - role of effective communication in Management - obstacles to effective communication – types. Supervision, meaning - Controlling: -meaning, methods, types of control – Coordination.

References:

1. Principles and Practices of Management- L.M. Prasad - Sultan Chand & Sons
2. Business Ethics-S.K. Chakravarthy, IIM, Calcutta
3. Koontz O'Donnel – Management and Principles
4. Harold Koontz & Heinsz Weirich - Essential of Management –
5. Beunet, Roger: Improving Training Effectiveness
6. Peter F. Drucker - Principles of Management –
7. Robbins, Stephens P, Organisational Behaviour
8. Pushpinder S Gill – Tourism Management (Vol 2)
9. JK Sharma – Tourism Planning and Development: A New Perspective.
10. WTO – National and Regional tourism Planning – Methodologies and Case Studies –
Routledge
11. C. Cooper, J. Fletcher, Gilbert, Wanhill: tourism Principles and Practice, Pitman
publishers, London.
12. K K Kamra: Managing Tourism Destination- Development, Planning Marketing and
Policies, Kanishka Publishers

SEMESTER 5**5B10TTM HOSPITALITY MANAGEMENT****No. of credits – 4****No. of contact hours – 72 hours / 4 hours per week****Module 1 Introduction to Hospitality Industry (18hours)**

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithi devo bhavah, Expectations of the guest –.

Module 2 Hotels (18 hours)

Classification & Categorization of Hotels - Hotel Ownership; A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Timeshare, Condominium, Home Stays, Tree Huts, Houseboats, Floatels, Roatels - Apartels, Caravans, Capsule hotel; Major Hotel chains in India. - FHRAI

Module 3 Major departments of a Hotel (18 hours)

Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms
Tariff and Meal Plans – Use of IT in Hotel industry; Reservation systems

Module 4 BackOffice Departments in Hotels (18 hours)

House Keeping: Organizational structure – important housekeeping activities in hotels – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping; Job description of Executive Housekeeper. Food and Beverage Operations: Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service; Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department; Purchase Department etc.

References:

1. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis . L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. M. L. Ksavana and R. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 – Tourism and Hotel Management (Anmol P)
Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
8. John R Walker - Introduction to Hospitality Management – Pearson Education India
9. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
10. Starr, Nona- Viewpoint: An Introduction to Travel, Tourism, & Hospitality- Prentice Hall – 2000
11. Conrad Lashley, Alison J. Morrison: In search of hospitality, Butterworth-Heinemann

SEMESTER 5**5B11TTM FRONT OFFICE MANAGEMENT****No. of credits – 3****No. of contact hours – 72 hours / 4 hours per week****Module 1 Grooming and Hygiene (18 hours)**

Grooming and hygiene in hospitality industry - importance - Grooming standards for hospitality professional: Male and Female - Personality traits required for front office personnel.

Module 2 Introduction to Front Office (18 hours)

Different basis of charging; Front office and Lobby - Staff organization - layout – job description of front office staff - equipments used in front office - duties and responsibilities of front office staff - Co-ordination of front office with other departments; Safety and security - For the hotel, and guest - Role of technology in security; Reservation: - Importance for guest and hotel - Types of reservation - Modes & sources - Process-automated and Manual - Cancellation & amendments

Module 3 Front Office Operations (18 hours)

Guest Cycle: Pre arrival - Arrival - During Stay - Departure – Post departure Activities, Reception: Importance of Registration - Receiving of Guest – Pre registration Activities - Registration Activities – Post registration Activities - Registration of a Foreigner Guest – Room Selling Techniques – over booking – forecasting reservations – occupancy percentage; Bell Desk: - Functions - Equipments and Aids used in Bell Desk - Procedures of Bell Desk; During the Stay Activities: Message Handling - Mail Handling - Key Handling - Complaint Handling; Telephone - Telephone manners and etiquette; Information and concierge: Role and importance – competencies required

Module 4 Front Office Accounting and Settlement (18 hours)

Cashier: Role of Front Office Cashier - Functions & Procedures - Equipments used by Front Office Cashier; Departure Procedure: - Step by step Process of Guest Check-out - Modes of Settlement of Guest Folio Express check out – late check out; Front Office Accounting:

Basics of Accounting - Folio and its Types - Voucher and its Types – Ledger (Guest Ledger & Non guest Ledger); - Formats used in Manual Accounting System:- Guest Weekly Bill – Visitor’s Tabular Ledger; - Introduction to Night Audit Procedure in Front Office; Role of computers - Role of PMS in Front Office Department - Front Office Reports

References:

- 1) Front Office Management & Operations: Sudhir Andrews
- 2) Front Office Operations & Management: Rakesh Puri
- 3) Hotel Front Office Operations & Management: Jatashankar R. Tiwari
- 4) Front Office Operations: Colin Dix, Chris Baird
- 5) Check-In Check-Out Managing Hotel operations: Gary K.Vallen, Jerome J.Vallen
- 6) Principles of Hotel Front-Office Operations: Sue Baker, Jeremy Huyton, Pam Bradley
- 7) Front Office Management: Sushil Kumar Bhatnagar
- 8) Hotel Front Office Training Manual: Sudhir Andrews

SEMESTER 5**5B12TTM E - TOURISM****No. of credits – 3****No. of contact hours – 72 hours / 4 hours per week****Module 1 Introduction to IT (18 hours)**

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

Module 2 Internet and Tourism (18 hours)

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

Module 3 Modern Social Media (18 hours)

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Multiple Platforms: - Desktop, Laptop, Tablets, Mobile, Video, Social Media; Online Reputation Management: - Owned Media (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review sites) and Paid Media (Text Advertisements, Display Advertisements, Search Advertisements);

Module 4 Reservation Systems (18 hours)

History and development of CRS, Introduction to GDS (Galileo / Amadeus), Structure of GDS, Use of GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing - Online ticketing: Travel portals, trends, Disintermediation, Internet as a tool for tourism promotion.

References:***Essential Reading***

1. Technology in Action, Pearson
2. V. Rajaraman, Introduction to Information Technology, Prentice Hall
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas, Rs. 180
4. Peter Norton, Introduction to Computers, 6e, (Indian Adapted Edition)
5. IATA Study Kit – Foundation Course
6. Jagmohan Negi, Air Travel Ticketing And Fare Construction, Kanishka P

Additional References

1. Greg Perry, SAMS Teach Yourself Open Office.org, SAMS,
2. Alexis & Mathews Leon, Fundamentals of Information Technology, Leon Vikas
3. George Beekman, Eugene Rathswohl, Computer Confluence, Pearson Education,
4. Barbara Wilson, Information Technology: The Basics, Thomson Learning
5. John Ray, 10 Minute Guide to Linux, PHI, ISBN 81-203-1549-9
6. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

Web Resources:

1. www.fgcu.edu/support/office2000
2. www.openoffice.org
3. www.microsoft.com/office
4. www.lgta.org
5. www.learnthenet.com
6. www.keralatourism.org
3. www.mundus.com

SEMESTER 5

5B13TTM TOURISM PRODUCTS

No. of credits – 3

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

Module 1 Introduction to Tourism Products (18 hours)

Tourism Products –Definitions – classification of tourism products, characteristics of tourism products, Leiper’s Tourism System, Destination Life Cycle (Butler’s model).

Module 2 Major Tourism Products of India (18 hours)

Nature based tourism – Beaches, Hill stations, Major wildlife sanctuaries and national Parks, Eco Tourism, Desert Tourism, Islands; Adventure tourism – classification of adventure tourism – land based –water based –aero based, winter sports – mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies; Major World Heritage Sites, Fairs and Festivals, Art forms

Module 3 Major Tourism Products of Kerala (18 hours)

Natural beauty of Kerala – Biodiversity: Flora & Fauna – National parks and wildlife sanctuaries - Hill stations – Beaches – Rivers and Backwaters; Forts and Palaces; Art forms; Fairs and Festivals

Module 4 Brief study of major destinations (18 hours)

Major Destinations in India: Golden Triangle – Chandigarh - Shimla – Kullu – Manali – Bangalore – Mysore – Ooty - Goa - Hyderabad – Puri – Konark – Buddhist Circuit – Kochi – Munnar – Thekkadi – Kumarakom – Alappuzha – Wayanad – Trivandrum – Kovalam – Mahabalipuram – Kanchipuram – Kodaikanal – Madurai – Kanyakumari

References:

1. Lonely Planet books on India
2. Manoj Dixit & Charu Sheela – Tourism Products
3. Rough Guide to India
4. IC Gupta – Tourism Products of India
5. AL Basham - Wonder that was India
6. RA Rizvi – Wonder that was India – Vol 2
7. Michael Hall C, Liz Sharples, Richard Mitchell, Food Tourism Around The World: Development Management And Markets, Butterworth Heinemann Ltd
8. Jacob, Robinet, Mahadevan P & Sindhu Joseph; Tourism Products of India – a National Perspective, Abhijeet Publications, New Delhi.
9. Lonely Planet books on India
10. Manoj Dixit & Charu Sheela – Tourism Products
11. Rough Guide to India
12. IC Gupta – Tourism Products of India
13. www.incredibleindia.org
14. www.keralatourism.org
15. Rajan gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
16. Lonely Planet - Kerala
17. A Sreedhara Menon: Cultural Heritage of Kerala
18. Robinet Jacob: Health tourism and Ayurveda
19. Tourism Companion – Dept. of Tourism, Govt. of Kerala

SEMESTER 6**6B14TTM TOURISM MARKETING**

No. of credits – 4

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

Module 1 Scope of Marketing (15 hours)

Marketing – meaning – scope – modern concepts of marketing – importance of tourism and hospitality marketing – Meeting human needs, wants and demands – service characteristics of Tourism and Hospitality marketing. Marketing and Marketing research – meaning – scope - process - scope of marketing research in tourism.

Module 2 Determinants of Marketing (20 hours)

Consumer buying behavior – factors affecting - cultural, social, personal and psychological factors – the buyer decision process. S-T-P Strategy - Segmentation – basis for segmenting – segmenting the Tourist Market - market targeting – market positioning. Psychological determinants of demands for tourism.

Module 3 Marketing Mix (20 hours)

Marketing Mix – importance of marketing mix – 7 P’s of tourism & hospitality marketing mix (Place, Price, Promotion, Product, People, Physical Evidence, and Process) - Product: Steps of new product development – product lifecycle stages Branding (Case study of Kerala tourism). Pricing: factors influencing pricing – general pricing approaches – pricing strategies in tourism.

Module 4 Distribution (15hours)

Channels of distribution: Functions - Logistics - Channel strategies – marketing intermediaries in the tourism industry – direct marketing and its characteristics – scope of direct marketing in tourism.

Module 5 Advertising and Media (20 hours)

Marketing Communication – Integrated Marketing Communication – DAGMAR approach - Mass Communication - mass media. Advertising: definition — objectives of advertising –

advantages and disadvantages of advertising – Advertising media – Advertising media in tourism. Public relations: definition, publics, activities of PR department, PR methods and tools in tourism, qualities of a PR staff, significance of PR in hospitality and Tourism Industry. Advertising and publicity in tourism:- Brochures, Newsletters, Magazines, postures, exhibitions, trade fairs, films, radio, TV. - Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.

References:

1. Ravi Shankar Service Marketing
2. Nimit Chaudhary – Service Marketing
3. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
4. Holloway and Robinson, Marketing for tourism, Longman publisher, London
5. SM Jha: Tourism Marketing
6. Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
7. Marketing Management: Keller& Kotler
8. Naresh Malhotra – Marketing Research
9. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999

SEMESTER 6

6B15TTM TOURISM ECONOMICS

No. of credits – 4

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

Module 1 Basics of Business Economics (18 hours)

Meaning, Nature and Scope of Business Economics - Micro and Macro Economics; Basic Economic Problems - Market forces in solving economic problems; Circular Flow of Income and Expenditure; Concept of Demand - Elasticity of Demand and their types. - Revenue Concepts and types; Accounting Costs and Economic Costs – Fixed, Variable and Total Cost; Competition – monopoly, oligopoly etc.

Module 2 Economics of Tourism (18 hours)

Basic economics of tourism – definition; tourism demand-types of tourism demand, determinants of tourism demand; measurement of tourism demand – propensity; measurement of tourist statistics – volume, expenditure and profile; tourism barometer and ; spenders and earners in international tourism

Module 3 Monitoring Tourism in Economy (18 hours)

Economic impacts of tourism – Foreign exchange, Taxes in Tourism, employment generation, investment and development, multiplier effect – types of multipliers; regional development; tourism as a foreign exchange earner; negative economic impacts like Domino effect

Module 4 Economic Planning of Tourism in India (18 hours)

Need for Economic planning of tourism; Tourism in five year plans; National Tourism Policy - frame work of policy, aims, SWOT analysis; Government tourism promotion measures – Tourism investment policies and grants and incentives of Government of India and Kerala - a brief overview of various schemes;

References:

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

References (Journals / Websites)

1. Tourism Statistics; UNWTO
2. Tourism Schemes; Dept. of Tourism, Govt. of India
3. Economic Survey; Government of Kerala
4. Economic Review; Kerala State Planning Board
5. Tourism Statistics and Schemes; Kerala Tourism
6. Kerala Calling; Kerala Government PRD

SEMESTER 6

6B16TTM NUMERICAL SKILLS AND BASIC HOTEL ACCOUNTING

No. of credits – 3

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

Module 1 Basic Numerical Skills I (18 hours)

Average, mixtures- Ratios and proportions- Computation of interest, Simple Interest, compound interest, effective yield- future value, present value -Amortization, Depreciation, Continuous compounding; Basic set theory

Module 2 Basic Numerical Skills II (18 hours)

Real and imaginary number- Rational and Irrational Number- Theory of equations: meaning, basic types of equations; Simple progressions; Matrix operations basics; exercises on application related problems that appears in major competitive examinations

Module 3 Basic Accounting (18 hours)

Basic Accounting concepts and functions: Types of costs; Kinds of Accounts –Financial, cost and management accounts; Double Entry Book Keeping – Rules of Debit and Credit – Preparation of Journal and Ledger; Subsidiary books: cash book – types of cash book - purchase book - sales book – sales return - purchase return books – Journal proper; Errors, Trial balance, Final accounts; Financial Statements; Profit & Loss Account - Balance sheet

Module 4 Hotel Accounting (18 hours)

Room rate fixation in hotels and resorts; Visitors Tabular Ledger: meaning and purpose – very basic of audit- night audit in hotels; Front office accounting; F & B service accounting – menu costs, cost sheets; Uniform System of Accounting and Departmental accounting; Use of hospitality management systems; their use in accounting

References:

1. P.K Kandasamy, K.Thilakavathi, Gunavathi; Applied Numerical Analysis
2. Gerald; Numerical Methods
3. Raymond Barnett, Michael Ziegler; Essentials of college mathematics for Business, Economics, life Science and Social Sciences
4. Grewal, T.S; Double Entry Book Keeping
5. R.LGupta; Advanced Accounting
6. Jain & Narang; Advanced Accounting
7. S.N Maheshwary; Advanced Accounting
8. S.A. Siddiqui; Comprehensive Accountancy,
9. N.D. Kapoor; A Complete Course in Accounting Volume – I
10. R.C. Chawla and C. Juneja; Double-Entry Book-Keeping
11. T.S. Grewal; Introduction to Accountancy,
12. Earnest B. Horwath and Luis Toth; Hotel Accounting
13. Michale M. Coltman; Hospitality Management Accounting
14. Educational Institute of American Hotel & Lodging Assosiation, USA; Uniform System Accounting
15. S.P Jain and K.L Narang; Cost Accounting Principles and practice

SEMESTER 6

6B17TTM INTERNATIONAL BUSINESS RELATIONS FOR TOURISM

No. of credits – 3

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

Module 1 Introduction to International Relations (18 hours)

Scope of International Relations; Realism, Neo realism, Liberal Internationalism, Post Positivism, Imperialism, Neocolonialism, Dependency, Liberalization, Globalization; Major International Organizations – UN and its major organizations; World Bank, IMF, World Trade Organization; EU, ASEAN, SAARC

Module 2 Foreign Policy (18 hours)

National interest and Foreign Policy; determinants of foreign policy, Diplomacy – types and practices; Foreign policy of India; Passport and Visa regulations; Regulations for foreigners for visiting India - Laws related to Tourist Entry, Stay, Departure, Foreigners Act; Foreigners registration act, Customs act, Passport Act, Foreign Exchange Management Act; India's liberalization and globalization policies in Travel and Hospitality sector; Disinvestment and Foreign Direct Investments

Module 3 Issues in International Relations (18 hours)

Energy, Environment and Green Politics, Concerns of pollution, climate change and bio diversity, poverty, food crisis and politics of aid, ethnicity, religious fundamentalism and terrorism

Module 4 International Relations and Tourism (18 hours)

Factors that affect International Tourism – Economic, Demographic, Climatic, Infrastructural, Political and Risks associated with tourism; Major regulations and permits required for visiting major countries; Case studies like Schengen Visa, Eurail and Euro – helping promotion of tourism

References:

1. Bajpai, K. and Siddharth M. (eds.) (2005): International Relations in India: Bringing Theory Back Home, New Delhi: Orient Longman.
2. Baylis, Smith & Owen (2008): Globalisation of World Politics: Introduction to International Relations, Oxford: Oxford University Press.
3. Chatterjee, Aneek (2010): International Relations Today: Concepts and Applications, New Delhi: Pearson Education.
4. Karns, Margaret P., Karen A. Mingst (2010): International Organizations: Politics and Processes of Global Governance, New Delhi: Viva Books.
5. Viotti, Paul R., Mark V. Kauppi (2007): International Relations and World Politics, New Delhi: Pearson. Education
6. Francis Cherunilam; International Business
7. Sundaram and Black; International Business Environment
8. Bhalla and Raju; International Business Environment
9. P.G. Apte; International Financial Management
10. Justin Paul; International Business

SEMESTER 6**6B18TTM TOURISM IN THE TWENTY FIRST CENTURY****No. of credits – 3****No. of contact hours – 72 hours / 4 hours per week****Module 1 Emerging Tourism Trends (18 hours)**

Growth of Tourism as a major industry in the 20th century; From Jet Age to Space Age; Forecasts of International Tourism for the 21st century; Emerging markets; spenders and earners; Emerging trends in Tourism – space tourism, dark and disaster tourism, doom tourism, senior tourism, General Tourism Trends

Module 2 Tourism Ethics (18 hours)

Global codes of ethics for tourism; Article 1-10-Ten commandments; Tourism Bill of Rights; Major declarations and conventions; travel ethics for environmentally responsible travel; sustainable tourism in the 21st century; Major points of New Tourism Policy of India; Major points of New Tourism Policy of Kerala

Module 3 Sustainable and Responsible Tourism (18 hours)

Tourism as a tool for development of local communities; Sustainable Tourism: Concept and nature of sustainable tourism; global importance; Basic principles of sustainable development and framework; Brundtland Commission; UNWTO and Sustainable Tourism; Responsible Tourism: Emergence; 2002 Cape Town and Kerala Declarations on Responsible Tourism; concept and definition; features of responsible tourism; Pro – Poor Tourism Partnerships; Making Tourism Barrier Free – Accessible Tourism

Module 4 Eco friendly Practices in Tourism (18 hours)

Environment protection, Earth summits, Kyoto Protocol, Climate Change Conventions; Tourism as strategic tool for environmental protection; Managing hazard and Disasters; Eco practices in Tourism and Hospitality - Energy Conservation; Water Conservation, harvesting and recycling; Waste Management – solid and liquid; Use of eco friendly materials; Preserving resources for future generations

References:

1. Dipankar Dey (2007),” Sustainable Development- perspectives and initiatives” ,The ICFAI University Press, Hyderabad.
2. Gianna Moscardo (2008), “Building community capacity for tourism development”, CAB International, UK.
3. Bala Krishnamurthy (2009), “Environmental Management”, PHI Learning , New Delhi.
4. Romila Chawla (2003 edited),“Sustainable Development and Tourism”, Sonali Publications, New Delhi.
5. Geoffrey Wall, Alister Mathieson (2006) Tourism- Change, Impacts and Opportunities, Pearson Education, Harlow.
6. Sukanta K Chaudhury, ‘Culture, Ecology and Sustainable development’ Mittal, New Delhi, 2006
7. Ramesh Chawala, ‘Ecology and Tourism Development’, Sumit international, New Delhi, 2006
8. Prabhas C Sinha, ‘Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
9. SK.Ahluwalia, ‘Basic principles of environmental resources, Jaipur, 2006.

SEMESTER 6**6B19TTM TOURISM PRACTICUM AND VIVA VOCE – III****No. of credits – 3****No. of contact hours – 36hours / 2 hours per week (spread over Fifth and Sixth Semesters)**

Tourism Practicum III covers areas from the courses that the students learn during their Semester V and Semester VI. The students of B.T.T.M shall be required to undergo two weeks practical training with familiarization and use of modern ticketing and fare calculations in any reputed hotels / resorts during the 5th or 6th semester. The students have to submit a report based on the Hotel Training along with the practical work done in typed and hard bound format during the practical examination for external evaluation (Specifications for report same as project).

Hospitality Management

1. Case study of important Hotel properties: Taj, Oberoi & ITDC
2. Practical aspects of Bed making
3. Service etiquettes
4. Recipes of Local dishes (Malabar and Kerala Cuisine); Menu Card preparation
5. Visit to Hotels / Resorts

Front Office Management

1. Role play and demonstration of personality traits required for front office personnel through role play ; grooming standards of hospitality professionals
2. Role play of welcoming and receiving a guest at main porch, receiving a guest at
3. reception guest; Role play on filling up of forms and formats; vouchers
4. Role play on visit of a foreign tourist and related formalities
5. Role play on handling reservation and various situations
6. Role play on co-ordination of front office with the departments
7. Role play on luggage handling, complaint handling, message and mail handling, telephone handling-Conversation between a caller and the Telephone Operator.
8. Role- play of check –out procedure: By cash, By credit, Bill to Company, Foreign Currency, Travelers Cheque

E- Tourism and Informatics

1. Basic computer operation and Keyboard Familiarization
2. Introduction to MS Office – Word, Excel, Power point
3. Familiarization with Internet (browsing, Email management and Web searching)
4. Familiarization of social networking media
5. Preparation of sample brochures and web page
6. Case Study of the website www.keralatourism.org

SEMESTER 6**6B20TTM PROJECT WORK / DISSERTATION****No. of credits – 2****No. of contact hours – 36 hours / 2 hours per week**

Every student of a UG Programme shall have to work on a project of two credits under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Projects shall be submitted in the last week of February in VIth semester. Belated and incomplete projects will not be entertained. 20 % of marks are awarded through internal assessment.

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 internal Marks)
 - b) External evaluation (external examiner appointed by the University)
 - c) Marks secured for the project will be awarded to candidates, combining the internal and external Marks
4. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.
5. External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board
6. The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
7. Internal Assessment should be completed 2 weeks before the last working day of VIth semester.
8. Internal Assessment marks should be published in the department.
9. In the Case of Courses with practical exam, project evaluation shall be done along with practical exams.

10. 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.

Internal(20% of total)		External(80% ofTotal)	
Components	% of internalM arks	Components	%of externalM arks
Punctuality	20	Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20
Use of Data	20	Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	30
Scheme/Organization of Report	30	Viva-Voce	50
Viva-Voce	30		

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 exams through parent department.

Structure of the Dissertation Project Report:

Selection of the Topic:

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 40 to 60 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 – sub headings | - 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: Two (2) line spacing between heading and body text; 1.5 line spacing in body text; 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 ; Colour : White

Documentation : Hard binding

GENERAL COURSES

SEMESTER 3

3A11TTM DISASTER MANAGEMENT

No. of credits – 4

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

Module 1 Hazards and Disasters (18 hours)

Environmental Hazards, Environmental Disasters and Environmental Stress; Meaning- Different types and classes of environmental hazards and disasters; difference between hazards and disasters; cause and reasons

Module 2 Classification of Hazards and Disasters (18 hours)

Natural Hazards and Disasters – Planetary: Endogenous and Exogenous - Volcanic Eruption–Earthquakes- Landslides, Infrequent events - Cyclones – Lightning – Hailstorms; Cumulative or atmospheric- Floods – Droughts – Cold waves – Heat waves; Extra Planetary; Man induced; Physical - Soil Erosion; Chemical - Release of toxic chemicals, nuclear explosion; Biological - Population Explosion etc; brief overview on these

Module 3 Approaches and Phases of Disaster Management (18 hours)

Pre-disaster stage – Preparedness; Pre-disaster stage – mitigation; Emergency stage; immediate relief – Assessment surveys; Post Disaster stage – Rehabilitation: Political, administrative, social, environmental and economic aspects

Module 4 Institutional Frame work in Disaster Reduction and Management (18 hours)

Provision of immediate relief measures to disaster affected people; Prediction of hazards and disasters-measures of adjustment to natural hazards; Disaster Mitigation Institutions; Integrated Planning- Contingency management preparedness – Education on disasters – Community involvement – The adjustment of human population to natural hazards & disasters in the context of India and Kerala; Role of Media

References:

1. R.B Singh(Ed); Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed); Disaster Management, Universiters Press, India:
3. R.B Singh; Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender; Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta; Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi
6. R.K Bhandani; An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. Kates B.I & White G.F; The Environment as Hazards, Oxfords, New York
8. Savinder Singh; Environmental Geography, Prayag Pustak Bhavan
9. R.B Singh(Ed); Environmental Geography, Heritage Publishers, New Delhi
10. Goel S.L.; Encyclopedia of Disaster Management (Set in 3 volumes)
11. Wolfensterin,M; Disaster: A Psychological Essay
12. Haff,A; People in Crisis, understanding and helping
13. Social Work; Management of Disaster
14. Govt. of India resources on Disaster Management – www.nidm.gov.in

SEMESTER 3**3A12TTM BUSINESS COMMUNICATION AND SKILL DEVELOPMENT****No. of credits – 4****No. of contact hours – 72 hours / 4 hours per week****Module 1 Basics of Communication (18 hours)**

Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Barriers and Facilitators to Communication, Effective Listening, Perception and Reality, Role of Opinion, Attitudes and Beliefs, Mal-functions of communication, Business Etiquette, Technology of Business Communication; Conflict Management

Module 2 Skills for Project Management (18 hours)

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing- Problems, Organization and techniques of writing; soft skill development; contents of project report; PERT, CPM brief overview; project review

Module 3 Entrepreneurship Development (18 hours)

Concept of Entrepreneurship; importance, definition of entrepreneur, role and characteristics of entrepreneurship; functions and skills needed for a successful entrepreneur; Women entrepreneurship, rural entrepreneurship, medium and small scale businesses; problems faced by entrepreneurs and their solutions

Module 4 Pro Social Behaviour (18 hours)

Social behavior: features and factors; Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution; Personality – traits and characteristics; perception, altruism, prejudice; formation of self concept; self control, self esteem and pride; Group behavior; leadership in a group; interpersonal relations

References:

1. Phillip, Louis V; Organizational Communication: The Effective Management
2. Raman, Meenakshi and Sharma, Sangeeta; Technical Communication: Principles and Practice
3. Ross, Robert D; The Management of Public Relations
4. Stephenson, James; Principles and Practice of Commercial Correspondence
5. Vasant Desai; Dynamics of Entrepreneurship Development
6. David H. Holt; Entrepreneurship: New Venture Creation
7. Satish Taneja, S.L.Gupta; Entrepreneurship Development New Venture Creation
8. K. Nagarajan; Project Management
9. Marc J. Dollinger; Entrepreneurship: Strategies and Resources
10. S P Chambe Neelkumar; Social Psychology
11. Haseen Taj; An introduction to Social Psychology; Neel Kamal Publications, New Delhi
12. Robert Baron A & Donn Byrne (2002); Social Psychology; Pearson Edu & Prentice Hall India, New Delhi
13. Robert S Feldman (1998); Social Psychology; Prentice Hall India
14. David G Myers; Social Psychology; Mcgrow Hill Inc.

SEMESTER 4

4A13TTM SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY

No. of credits – 4

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

Module 1 Concept of Sustainability (18 hours)

Sustainability – definition, system and hierarchies; historical developments; domains of sustainability; Themes of sustainability; sustainability standards and certification; measurement of sustainability; system practice in sustainable development; circles of sustainability

Module 2 Sustainable Development – Natural Context (18 hours)

Waste management – solid and liquid waste management; reuse, remanufacturing and recycling; zero waste; Energy management – Non renewable and renewable energy sources; energy crisis; Energy services and efficiency improvements; Water management – domestic and industrial use of water; control of water resources; water treatment; water distribution network; water resource management; Ecology – sustainable forest management

Module 3 Sustainable Development – Human Context (18 hours)

Sustainability in Transportation and Mobility; economic aspects of sustainability; Corporate sustainability – efficiency in business houses and industries; Sustainable agriculture practices; Sustainable land use management; sustainable architecture; cultural sustainability; politics – Environmental ethics and governance; sustainability matrices and indices

Module 4 Business Ethics and Social Responsibility (18 hours)

Nature of Ethics; Relationship between Ethics and Business; Need and importance; ethical issues; Social responsibility of businesses; CSR – historical Perspective – Internal and External Stakeholders; Employees – Management – Consumers – Suppliers – Creditors – Competitors – Community; Business and Society

References:

1. Business Ethics, Crane & Matten
2. Corporate Governance2/eMallin
3. The Management and ethics omnibus- Chakraborty
4. Values and Ethics for Organizations, Chakraborty
5. Perspectives in Business Ethics, Hartman, Chatterjee
- 6.S.C Nigam Ecotourism and sustainable Development : Rajat Publications – New Delhi
- 7.WTO: Sustainable Tourism
- 8.Brandon K: Ecotourism and Conservation
- 9.David A Fennel:
10. Butler RW: Tourism Environment and Sustainable Development

SEMESTER 4**4A14TTM ENVIRONMENTAL STUDIES****No. of credits – 4****No. of contact hours – 72 hours / 4 hours per week****Module 1 Environment and Ecology (18 hours)**

Brief discussion on the components of the environment; Environment, Ecology, Environmental factors (Ecological factors) - Climate, weather, dispersion, topography, Abiotic or Edaphic and biotic factors; Brief outline on Atmosphere, Hydrosphere, Lithosphere and Biosphere; Ecosystem, Kinds of ecosystem, Structure of ecosystem, Characteristics of an ecosystem; Food Chain – Food Web

Module 2 Environmental Pollution (18 hours)

Effect of environmental degradation; Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution, acid rain, green house effect, depletion of ozone layer; Global warming and Climate Change – Depletion of natural Resources; primary and secondary pollutants; water pollution and its financial implication; municipal, industrial, Commercial, agricultural, hazardous solid waste; their original effects

Module 3 Legislations for Environmental Protection (18 hours)

Earth summits – Kyoto Protocol – Climate Change Convention; Conservation in India – Acts related to environment and wildlife protection – CRZ; Environment (Protection) Act 1986; The Air (Prevention and Control of Pollution) Act 1989; legislation by Central and State Boards for prevention and control of Water Pollution; Role of NGOs like Green Peace

Module 4 Environment Management and Protection (18 hours)

Sustainable development; EIA - Principles of environmental impact assessment – need, process and details; Carrying capacity studies – types and importance; EMS - Environment Management Systems; Ecological Foot Print; Energy Environment Nexus etc; Environment conservation requirements and strategies for a business enterprise

Reference:

1. Cunnigham; Environmental Science, TMH
2. A. K. De & A. K. De; Environmental Studies, New Age International
3. C. S. Rao; Environmental Pollution Control Engineering, New Age International
4. N.K. Oberoi; Environmental Management, Excel Books
5. Sithampanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
6. J Tyler & Miller; Living in the environment
7. DL Manjunath; Environmental Studies, Pearson Education New Delhi (2007)
8. Richard Wellford; Corporate Environment Management

COMPLEMENTARY COURSES

SEMESTER 1

1C01TTM GEOGRAPHY OF TRAVEL AND TOURISM

No. of credits – 4

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

Module 1 Basics of World Geography (24 hours)

Earth; Latitude and Longitude; Time and Time Zones; GMT and IST; International Date Line; Earth Movements – Rotation, Revolution; Day and Night; Seasons; Atmosphere, Lithosphere, Hydrosphere, Biosphere; Weather and Climate; Elements and importance of climate; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

Module 2 Maps and its use (24 hours)

Maps; Types of maps; Scale; Topo sheets; Signs and symbols; construction of statistical diagrams; Use of GIS, GPS and Remote Sensing; Famous geographical attraction of the world- beaches- hill station- beaches- mountains; Continents of the World; Modern wonders of the World

Module 3 World Destinations I (30 hours)

Major destinations – Asia – South East – Thailand, Indonesia, Malaysia and Singapore; Far East – China and Japan; Middle East – UAE, Saudi Arabia – Hajj and Umrah; Jordan – Pedra; Israel – The Holy Land; Indian Ocean Islands – Sri Lanka and Maldives; Africa – Egypt, South Africa, Wildlife in Kenya and Tanzania, Islands

Module 4 World Destinations II (30 hours)

Europe – UK, France, Italy, Spain, Switzerland, Germany, Russia; Americas – US, Canada, Mexico, Brazil, Caribbean Islands; Australia and New Zealand; World Tourism Projections – Growth of World Tourism in major continents; UNWTO Tourism regions; IATA Air Traffic Areas

References:

1. Christopher P Cooper; Geography of Travel and Tourism
2. B BonifIce and C Cooper; World Wide Destinations
3. Williams S; Tourism Geography
4. L E Hudman & R H Jackson, Geography of Travel & Tourism
5. Philip G Davidoff; Geography of Tourism
6. N. Lande, The top ten of everything, National Geographic
7. Tour itineraries of leading operators like Thomas Cook, Cox and Kings and SOTC
8. <http://www.unwto.org>
9. <http://travel.nationalgeographic.com>
10. www.lonelyplanet.com
11. www.wikitavel.org

SEMESTER 2

2C02TTM GEOGRAPHY OF INDIA

No. of credits – 4

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

Module 1 Physiographic features of India (30 hours)

Geography of India- physical features – Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; Climate of India; Vegetation of India; Soil types

Module 2 Natural Tourism Resources of India (30 hours)

Natural resources of India; Important natural locations; Beaches and coastal areas; Hill stations and Mountain resorts; Desert Tourism; Rivers, Lakes and Waterfalls; Island destinations; Forest and Wildlife – Biosphere Reserves, National Parks, Wildlife Sanctuaries; Ecotourism Resources of India

Module 3 Physiographic features of Kerala (24 hours)

Kerala's geographic location; Physical features of Kerala – Highland, Midland, Lowland; Drainage – Rivers and Backwaters; Climate of Kerala; Importance of Monsoon

Module 4 Natural Tourism Resources of Kerala (24 hours)

Natural beauty of Kerala; Major Beaches, Hill Stations, Rivers, Lakes, Backwaters, Waterfalls; Wildlife Reserves and Bird Sanctuaries; Ecotourism resources

References:

1. National Atlas of India; Government of India
2. B C Law; Mountains and Rivers of India
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications
4. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
5. Tourism Companion – Dept. of Tourism, Govt. of Kerala

SEMESTER 3

3C03TTM CULTURAL HERITAGE OF KERALA

No. of credits – 4

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

Module 1 Cultural contacts of Ancient Kerala (24 hours)

Neolithic and Megalithic sites of Kerala; Ancient trade and Cultural contacts; Ancient dynasties of Kerala; Brahmin migration; Jainism, Buddhism, Jews and Muslims; European contacts; Major pilgrim centres of Kerala

Module 2 Monuments and Architecture (30 hours)

Ancient historic remains; Dolmens and Muniyaras; Edakkal Caves and Rock Cut Caves; Forts and Palaces; Architecture of Kerala – Temple, Jewish, Church and Islamic architecture; Architecture of Kerala residences; Major museums and art galleries of Kerala

Module 3 Living Culture of Kerala (30 hours)

Rituals, Customs and Traditions of Kerala; Fairs and Festivals of Kerala; Boat races; Poorams; Temple, Church and Mosque Festivals; Traditional music of Kerala; Art forms – Major classical art forms, folk arts, ritual arts, tribal arts, martial arts and Theatre of Kerala; Kerala Cuisine; Kerala handicrafts and souvenirs

Module 4 Cultural features of Kerala (24 hours)

Matrilineal system; Tharawad; Position of Women; Linguistic traditions; Tribal culture and folk traditions etc; Ayurvedic Tradition of Kerala

References:

1. Rajan gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet - Kerala
3. A Sreedhara Menon: Cultural Heritage of Kerala
4. Robinet Jacob: Health tourism and Ayurveda
5. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
6. Authentic Handbook of Kerala; IPRD Department, Government of Kerala

SEMESTER 4

4C04TTM CULTURAL HERITAGE OF INDIA

No. of credits – 4

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

Module 1 Cultures in Transition (24 hours)

Indian Culture – Unity in Diversity; Legacy of Indus Valley Civilization, Vedic Culture, Ancient religions, Cultures in Transition – Maurya, Gupta, Regional Kingdoms, Delhi Sulthanate, Mughals.

Module 2 Indian Art and Architecture (30 hours)

Architectural styles of India; Archaeological sites of tourism significance: Ancient Monuments, Medieval Monuments, Palaces; World Heritage Monuments of India; Major pilgrimage centres of India; Major Museums and Art Galleries of India

Module 3 Living Heritage – Performing Arts and Handicrafts (24 hours)

Performing arts and Handicrafts of India – Classical and Folk Music; Classical and Folk dances; Martial Arts; Ritual arts; Major types of Indian Painting; Sculpture: Terracotta, Stone, Wood, Metal; Major Indian handicrafts

Module 4 Living Heritage – Fairs, Festivals and Cuisine (30 hours)

Fairs and Festivals of tourism Significance –Religious festivals (Holi, Dusshara/Durga Pooja, Deepavali, Ramzan, Christmas) Regional festivals (Onam, Pongal), Music festivals (Thyagaraja Festival, Swati Tirunal, Chembai), Dance Festivals (Khajuraho), Temple Festivals (Rathotsavam – Puri, Thrissur Pooram), Fairs (Kumbh Mela, Pushkar fair); Gastronomy tourism: Brief overview of: Indian cuisines – Characteristics - South Indian, North Indian, North Eastern etc.

References:

1. Lonely Planet books on India
2. Manoj Dixit & Charu Sheela – Tourism Products
3. Jacob, Robinet: Indian Tourism Products; Abhijeet Publications
4. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications
5. Rough Guide to India
6. IC Gupta – Tourism Products of India
7. AL Basham - Wonder that was India
8. RA Rizvi – Wonder that was India – Vol 2
9. Michael Hall C, Liz Sharples, Richard Mitchell, Food Tourism Around The World: Development Management And Markets, Butterworth Heinemann Ltd
10. www.incredibleindia.org

OPEN COURSE 1
5D01TTM TOURISM BUSINESS

No. of Credits – 2

No. of Contact Hours – 36 hours / 2 hours per week

Module 1 – Introduction to Tourism (9 hours)

Travel through Ages (India and world); Significance of Tourism, Career opportunities in Travel & tourism Industry; Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism - domestic tourism; Tourist arrivals and trends

Module 2 – Components of Tourism (9 hours)

Components of Tourism – 5As of tourism; Elements of tourism; Accommodation – Catering: Types of accommodation; functional departments; Accessibility: Modes of tourist transportation. Attractions: Manmade & Natural attractions, Pieter’s inventory of tourist Attractions – Tourism products - features.

Module 3 – Tourism Industry (9 hours)

Stake holders in tourism: Tourism suppliers; Role of Travel Agents & Tour Operators - types - functions – departments – setting up - tour packages – marketing; Travel Documents – types of Passport – Visa and types – Health certificates – Travel insurance.

Module 4 – Typology of Tourism (9 hours)

Brief account of various forms of Tourism: - Cultural Tourism, Health Tourism, Ecotourism, Farm tourism, Beach tourism, Adventure tourism, Business tourism (MICE), – Sports tourism – Village Tourism – Cruise tourism – Pilgrimage tourism; Major organizations in Tourism - WTO, IATA, NTO, STO, ITDC, KTDC, DTPC etc.

References:

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers

OPEN COURSE 2

5D02TTM TRAVEL JOURNALISM

No. of Credits – 2

No. of Contact Hours – 36 hours / 2 hours per week

Module 1 – Introduction to Travel Writing

Travel Writing: Articles and Short Pieces, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets; Travel Books - Guides- Business Travel - Coffee Table Books, Autobiographical Tales – Anthologies

Module 2 – Use of Electronic Media

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing - Identifying points for visual support - Conducting interviews - Virtual tourism

Module 3 – Travel Writing Process

Sources - Research on the Internet and on the spot - Organizing; Developing Ideas for Travel Articles – Journey, Activity, and Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences and other sources

Module 4 – Travel Writing Techniques

Portraying the experiences: Practical tips- Choosing the right words; Illustrations - taking photographs, Non photographic illustrations; Travel Photography; Visual Media in Tourism

References:

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
5. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

OPEN COURSE 3

5D03TTM TOUR GUIDING AND ESCORTING

No. of Credits – 2

No. of Contact Hours – 36 hours / 2 hours per week

Module 1 – Introduction to Guiding and Escorting (9 hours)

Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding

Module 2 – Conducting Tours (9 hours)

Conducting tours; conducting various types of tour- understanding client's need- establishing good service security measures; points to remember while guiding or escorting a tour

Module 3 – Guiding Skills (9 hours)

Skills; standard of dress and personal grooming; Greeting participant and introducing self- leading the participants; skill in leading group; Communication skills required guiding

Module 4 – Professional Development and Negotiation Skills (9 hours)

Professional development; Interpretative planning; Training staff for interpretation ; Evaluation techniques; Sources of professional assistance; Negotiation skills ; Types of negotiation techniques , negotiating a business deal.

References:

1. Pond K.L; The professional guide : Dynamics of Tour Guiding, 1993
2. Pran Seth; Successful tourism Management (Vol. 1 & 2)
3. P.N. Seth; Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. A.K Bhatia; International Tourism
5. A.K Bhatia; Tourism Management & Marketing.

Model Question Papers

I Semester BTTM Degree Examination

1B01TTM FUNDAMENTALS OF TOURISM

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Travel
2. Tourist
3. VFR
4. Ecotourism

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Define Tourism as given by UNWTO.
6. Differentiate between Leisure and Recreation.
7. What are tourist attractions?
8. Make a brief note on the health tourism in Kerala.
9. Explain the role of intermediaries in tourism.
10. What do you mean by travel documents?
11. Explain the role of public sector in tourism.
12. Differentiate between mass tourism and alternate tourism.
13. What do you understand by Grand Tour?
14. Which are the major components of Tourism?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Describe in your own words your favorite area you will choose in tourism after completing your present programme.
16. Make a calendar showing the major milestones in the history of Tourism.
17. You are attending an interview for a front office executive in a hotel. What strengths will you highlight during the interview?
18. How will you assess the prospects of business travel in India?
19. Do you think supplementary accommodation will bridge the gap of shortage of accommodation for tourists?
20. Lack of good accessibility is hindering tourism growth in India. Comment.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the importance of communication for tourism professionals.
22. Write a note on the various types of accommodation facilities.
23. Explain the major types and forms of tourism.
24. Describe in detail the components and elements of tourism.

II Semester BTTM Degree Examination

2B02TTM TOURISM PRINCIPLES AND PRACTICES

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Tax benefits of Tourism
2. Sargent Committee
3. Multiplier Effect
4. Motivation

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Define Tourism Barometer.
6. Differentiate between spenders and earners in tourism.
7. What is TSA?
8. Explain TALC.
9. Describe Leiper's Tourism System.
10. What are the steps of tourism planning?
11. Explain tourism demand.
12. What is travel propensity?
13. Differentiate between linkage and leakage.
14. What is a tourism product?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. How will you assess tourism demand for your locality?
16. Write a note on India's tourism arrivals for the last three years.
17. Briefly mention the SWOT of Kerala's Tourism profile.
18. How will you rate the new initiatives of Kerala Tourism?
19. Write a note on the travel motivators that can affect a common man.
20. Is environmental dimension of tourism important? Comment.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the importance of tourism to economy.
22. Write a note on the various types of tourism impacts.
23. Explain the major steps of tourism planning.
24. Describe in detail the types and classification of tourism products.

II Semester BTTM Degree Examination

2B03TTM TOURISM PRACTICUM AND VIVA VOCE – I

Time : 3 Hours

Maximum Marks : 40

Total number of questions – 4

Total marks – 40 (10 marks per question)

Marks for Viva Voce – 10 (report on destination / impact / field visit included)

1. Maps – types of maps- map scale; Geographic co-ordinates; time zones; Identification of continents and countries on map and globe; Identification of Traffic Conference Areas;
2. Destination study – analysis of the components of a destination taking the case of any local tourism destination; identification of gaps in infrastructure; preparation of a report
3. Impact study – understanding basic positive and negative impacts of tourism in the local destination taken for study; preparation of a report
4. Field study – optional field trip to any destination in Kerala / South India (not more than two days)

III Semester BTTM Degree Examination

3B04TTM AIRFARES AND AVIATION MANAGEMENT

Time : 3 Hours

Maximum Marks: 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. DGCA
2. LCC
3. APEX
4. UFTAA

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Write the three letter codes for the following – Lumbala, Nairobi, Tiruchchirappalli, Rapid City and Zurich.
6. Which are the major career options in aviation?
7. Which are the coupons issued by airlines?
8. Explain the major classes in airlines.
9. Define Open Sky Policy.
10. What do you mean by baggage concept?
11. Explain the International Sales Indicators.
12. Describe the Freedoms of Air.
13. What is IATA? What is its role?
14. Expand ICAO. What are its objectives?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. What is the future of Low Cost Carriers in India?
16. Air travel needs more safety and security. Comment with respect to the recent incident of MH 370 Malaysian Airliner.
17. How have airlines tapped intermediaries for their efficient marketing?
18. Comment on your own words, the future of air transport after 50 years.
19. If the time in ATL is 7 PM on 9th September, what is the local time in SHA?
20. Flight AF leaves PAR at 12.30 on 12th December and arrives YMQ at 13.55 on the same day. Calculate the total flight time.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the history of aviation.
22. Write a note on the various types and categories of airlines.
23. Discuss the organizational set up and functioning of an airline taking Air India as example.
24. Describe in detail the major airline conventions.

III Semester BTTM Degree Examination

3B05TTM TRAVEL AGENCY MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Intermediary
2. PATA
3. Foreign Exchange
4. TIM

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What is a passport? Which are the major types of passports issued in India?
6. Define Visa. Explain the major types of visa.
7. Expand IRCTC. What is the main role of the same?
8. Which are the major types of tickets issued by Indian Railways?
9. Discuss the importance of air cargo.
10. What do you mean by Logistics Management?
11. Explain the role of Forex in tourism industry.
12. Differentiate between horizontal and vertical integration.
13. What do you understand by comparison sites? Give examples.
14. Which are the major reference tools used by travel agencies?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. How has information technology revolutionized travel agency business?
16. Make a model cargo document for air cargo.
17. You are a travel agent approached by a customer for a Hajj package. Explain to him the documentation needed.
18. Illustrate the various steps in booking an e – ticket through IRCTC website.
19. Do you think inter sell agencies has affected the conventional travel agency business.
20. You have started a new travel agency. Explain the accreditations and approvals required for your travel agency.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the evolution of travel agency business.
22. Write a note on the various CRS and GDS facilities.
23. Explain the major steps involved in cargo operations.
24. Describe in detail the departments and functions of a travel agency.

IV Semester BTTM Degree Examination

4B06TTM TRANSPORTATION MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Tatkal
2. Entry Point
3. Baggage Clearance
4. ATC

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Which are the major types of roads in India?
6. What is a rent a cab scheme?
7. Mention the luxury trains of India.
8. Write a note on the mountain trains of India.
9. Distinguish between Eurail pass and Indrail pass.
10. Define emigration and immigration.
11. Explain what is meant by Green Channel and Red Channel.
12. What are the major types of water transport?
13. Describe cargo management.
14. What is the tourist permits required in India?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. How will you categorize up market and low budget tourists?
16. Do you think airports need privatization?
17. How has railways impacted tourism in India?
18. Comment on your views on BOT toll roads in India.
19. India has vast potential for water based tourism. Explain.
20. Describe in your own words the role of transport in tourism.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe in detail the airport layout.
22. Explain about the origin and development of railways in India.
23. Discuss the role of transport in tourism.
24. Explain the process of cargo and logistics management.

IV Semester BTTM Degree Examination

4B07TTM TOUR OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. SIT
2. Itinerary
3. Thomas Cook
4. Cruises

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What are the sources of income for a tour operations company?
6. Define intermediary. Explain their importance in tourism.
7. What are the components of a package tour?
8. Differentiate between inclusive and non inclusive tour.
9. What are the components needed for pricing a tour?
10. Define FIT and GIT.
11. Explain the golden rules of guiding.
12. What are the qualities required for a professional escort?
13. Describe adventure tours.
14. How will you define escorted, non escorted and hosted tours?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. You have set up a new tour operation company. What are the accreditations needed for you?
16. Make a model voucher to be given to a customer mentioning the services to be provided.
17. Write a profile study of Cox and Kings.
18. Write a case analysis of Thomas Cook.
19. Prepare an itinerary for one week covering the major destinations of Kerala. The entry point is Kochi and the exit point is Thiruvananthapuram.
20. Prepare a ten day itinerary to the ‘Holy Land’ for a family from Kerala.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Explain in detail the various types of tour packages.
22. Write in detail the steps involved in tour operations.
23. Describe the functions and duties of guides and escorts.
24. Mention the history of tour operations.

IV Semester BTTM Degree Examination

4B08TTM TOURISM PRACTICUM AND VIVA VOCE – II

Time : 3 Hours

Maximum Marks : 80

Total number of questions – 5; Total marks – 50 (10 marks per question)

Marks for Study Tour / Travel Agency or Tour Operator Report – 15

Marks for Viva Voce - 15

Airfares and Ticketing Management

1. Understanding IATA Traffic Areas
2. Identifying destinations – City / Airport codes; Airline Codes
3. Fare calculation and exercises on ticketing - OW, RT, CT
4. Basic introduction to Ticketing Software – Amadeus and Galileo, Travel portals

Travel Agency Management

1. Filling up of Passport Application Form
2. Filling up of sample Visa Forms
3. Ticket booking using online travel sites
4. Forex calculation

Tour Operations

1. Preparation of Tour Itinerary – Inbound and Outbound
2. Model costing of Tour Packages
3. Preparation of special interest tours to your region or Kerala
4. Sample Tour Brochure study and preparation
5. Voucher preparation and filling
6. Visit to a Travel / Tour Company

Transportation Management

7. Ticket booking for Indian Railways using IRCTC and bus services like Red bus
8. Study and simple costing of vehicle rates for package tours – cars, medium size vehicles and buses (in Kerala)

V Semester BTTM Degree Examination

5B09TTM PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Planning
2. Span of management
3. HRM
4. Training

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What are the qualities of a good leader?
6. Discuss the social responsibilities of a good manager.
7. Define forecasting.
8. What are the steps of tourism planning?
9. What do you mean by delegation of authority?
10. Define MBO.
11. Describe departmentation.
12. Explain the process of recruitment in a tour company.
13. What do you understand by promotion and transfer?
14. Discuss the types of control.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Explain with illustration the organizational structure of a hotel.
16. Write the organizational structure of a travel agency / tour operator firm.
17. You are attending an interview for a front office manager in a hotel. What strengths and qualities will you highlight during the interview?
18. How will you assess the role of communication in hospitality industry?
19. Develop a performance appraisal report for a front office employee in your hotel.
20. As a tourism destination planner, what steps will you take for comprehensive planning of your destination?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the importance of HRM in tourism.
22. Write a note on the various leadership theories.
23. Explain the management functions and behavior.
24. Describe in detail the communication process, bottlenecks and obstacles of communication.

V Semester BTTM Degree Examination

5B10TTM HOSPITALITY MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Motel
2. EP
3. FHRAI
4. Cabana

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What are the functions of housekeeping department?
6. Differentiate between timeshare and condominium.
7. Explain the concept of home stays. Which are the types of home stays in Kerala?
8. Make a brief note on various types of meal plans.
9. Mention the importance of sales and marketing department in a hotel.
10. Describe the various types of food and beverage service.
11. Explain the various types of menu.
12. Differentiate between primary and secondary accommodation.
13. What are the major security systems in a hotel?
14. How are hotels categorized in India?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Describe in your own words the use of information technology in hospitality industry.
16. You are going to work in housekeeping department in a hotel. What are the major qualities required for a housekeeping staff?
17. You are the HR Manager recruiting staff for F & B Department in your hotel. Make an inventory of the staff profile and their requirements needed.
18. How can poor housekeeping affect the reputation of a hotel? As a new housekeeping supervisor, what measures will you adopt to improve your department?
19. How will you judge the prospects of home stays of Kerala? Explain giving a case study.

20. India has vast potential for heritage hotels. Comment giving a case study from Kerala.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the various types of hotel ownership.
22. Write a note on the various types of emerging trends of accommodation.
23. Explain the major types of F & B outlets in a hotel. Describe the layout and functions of a kitchen in a hotel.
24. Describe in detail the functional departments of a hotel.

V Semester BTTM Degree Examination
5B11TTM FRONT OFFICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. PMS
2. Bell Desk
3. Check in Check out
4. Lobby

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What do you understand by cancellation and amendment in reservation?
6. Differentiate between folio and ledger.
7. Explain the various front office equipments needed in a office.
8. Make a brief note on the relationship of front office department with other departments.
9. What is registration?
10. Which are the major uniformed services in a hotel?
11. Explain the process of express check out.
12. Describe the need for front office accounting.
13. Define a GRC.
14. What is the role of modern technologies in front office?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. You are conducting an interview for recruiting front office staff for your organization. What are the qualities required for a good front office staff?
16. A foreign couple has come to your office and you are the front office executive in charge. Explain the process of registration needed for them.
17. How will you handle a group of 30 pax who are checking into your hotel?
18. You are in charge of front office when guests complain regarding non availability of water, malfunctioning of air conditioning etc. How will you react to these complaints?

19. After a guest has checked out, the cleaning staff have found an expensive watch from his room and handed it to you in front office. What will be your next step?
20. An important and repeat guest has walked into your hotel during the odd hour when all the rooms are full. How will you react at this situation?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the various types, sources and modes of reservation.
22. Write a note on the various stages of guest cycle.
23. Explain the major types of bill settlement.
24. What is the importance of grooming for a front office staff? Explain in detail.

V Semester BTTM Degree Examination

5B12TTM E – TOURISM

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Cybercrime
2. Smart Cards
3. Blog
4. Disintermediation

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Explain what is meant by SEO, SEM and SMO.
6. Define what is meant by Owned, Earned and Paid Media.
7. Define Travel Portal.
8. What is Wireless Technology?
9. Explain Digital Convergence.
10. Describe the process of online airport check in.
11. Explain Biometric security system.
12. What is the process of changing the PNR elements?
13. Describe cyber security.
14. What is Online banking system?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Write the case study of a website.
16. Write the case study of a blog.
17. Explain the role of online marketing in tourism.
18. How mobile banking has helped tour operations?
19. Mention the role of prevention of cyber crime.
20. Explain the role of social networking in tourism.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the concept of CRS and GDS.
22. Explain the role of Information Technology in tourism.
23. Describe the process of modern banking and the use of smart cards.
24. Explain the digital security in tourism.

V Semester BTTM Degree Examination

5B13TTM TOURISM PRODUCTS

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) $4 \times 1 = 4$ marks

1. Madurai
2. Konark
3. Shimla
4. Darjeeling

Section B – Answer any seven questions in a paragraph (Two marks each) $7 \times 2 = 14$ marks

5. Describe Tourism Area Lifecycle concept.
6. Explain Leiper's model of tourism system.
7. How will you classify tourism products?
8. Explain the major characteristics of tourism products.
9. Discuss the major air based adventure sports.
10. What is the relevance of World Heritage Sites in Tourism?
11. Explain the importance of art forms in India.
12. What is the potential of backwater tourism in Kerala?
13. Describe the beaches of Goa.
14. Explain the tourism significance of Hyderabad.

Section C – Answer any four questions in about 100 words (Three marks each) $4 \times 3 = 12$ marks

15. Mention the major places of Buddhist Circuit in India for an itinerary.
16. Sketch out a heritage tour circuit covering places of Tamilnadu.
17. Chart out a rough itinerary for Golden Triangle.
18. You are an adventure sports operator in Goa. Make a write up for a lecture on under water sports.
19. How has tourism impacted the hill stations of India?
20. Comment on the potential of Desert Tourism in India.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the various adventure tourism activities.
22. Write a note on the various ecotourism resources in India.
23. Explain about the major beaches of India.
24. Mention about the major hill stations of India.

VI Semester BTTM Degree Examination

6B14TTM TOURISM MARKETING

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Market
2. Consumer
3. Media
4. PR

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. What is Market Research?
6. Define STP strategy.
7. Explain market positioning.
8. What are the 7 'P's of market mix?
9. Define promotion mix.
10. What is direct marketing?
11. Describe PAGMAR approach.
12. Explain the role of advertising in tourism.
13. What is the significance of IT in marketing?
14. Mention the factors affecting consumer behavior.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Explain in detail the website of Kerala.
16. What is destination branding? Explain with reference of Kerala.
17. Write a script for a documentary of any tourism destination in your district.
18. Prepare a brochure write up for your home stay.
19. You are recruiting staff for your company. What are the qualities needed for good sales staff?
20. Write a PR report describing the PR activities of the tourism club in your college.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Explain the role of media in tourism.
22. Describe in detail the eight 'P's of marketing.
23. Mention the types of marketing segmentation.
24. Explain the channels of distribution.

VI Semester BTTM Degree Examination
6B15TTM TOURISM ECONOMICS

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Demand
2. Propensity
3. Domino Effect
4. SWOT Analysis

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Differentiate between micro economics and macro economics.
6. Which are the major types of costs?
7. Write a note on the major forms of tourism demand.
8. What do you understand by spenders and earners in tourism?
9. Define multiplier effect. Which are the major types of multipliers?
10. Mention the importance of various taxes in tourism.
11. Explain the role and importance of the National Tourism Policy of India.
12. What are the major grants of Government of India to tourism?
13. Describe the three major forms of tourism statistics.
14. Distinguish between monopoly and oligopoly.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Explain in brief the major strategies for monitoring tourism in your economy.
16. How will the fluctuations in dollar impact Indian Tourism?
17. Mention the ways in which you can solve the major economic problems.
18. Describe how fluctuations in demand affect tourism.
19. Do you think luxury tax for tourism business will result in decline of tourism growth? Substantiate.
20. How will you judge the New Tourism Policy of Kerala?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe in detail the economic importance of tourism.
22. What are the major economic problems of today?
23. Explain the salient features of the National Tourism Policy of India.
24. Discuss the major schemes and incentives of Kerala Tourism.

VI Semester BTTM Degree Examination

6B16TTM NUMERICAL SKILLS AND BASIC HOTEL ACCOUNTING

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) $4 \times 1 = 4$ marks

1. Depreciation
2. Equation
3. Trial Balance
4. Visitor Tabular Register

Section B – Answer any seven questions in a paragraph (Two marks each) $7 \times 2 = 14$ marks

5. Write briefly on the major types of costs.
6. Which are the major forms of accounts?
7. Differentiate between a journal and a ledger.
8. Discuss in brief the major types of cash book.
9. What is a balance sheet?
10. Define night auditing.
11. Explain about Menu costing.
12. PROBLEM – Interest based
13. PROBLEM – Matrix
14. PROBLEM – Set Theory

Section C – Answer any four questions in about 100 words (Three marks each) $4 \times 3 = 12$ marks

15. Write a note on the role of subsidiary books in accounting.
16. Discuss the importance of information technology in hotel accounting.
17. Briefly mention the relevance of double entry book system.
18. How will you assess room rate fixation as a manager of a three star hotel?
19. PROBLEM – Numerical Skill
20. PROBLEM – Equations

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the basic accounting concepts and functions.
22. Write a note on the importance and major aspects of hotel accounting. .
23. PROBLEM – Accounting
24. PROBLEM – Hotel related costing

VI Semester BTTM Degree Examination

6B17TTM INTERNATIONAL BUSINESS RELATIONS FOR TOURISM

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. SAARC
2. Green Politics
3. Schengen
4. Globalization

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Describe realism and neo realism.
6. Define liberalization.
7. Expand ASEAN. What are its objectives?
8. Which are the various types of diplomacy?
9. Describe Foreigner's Registration Act.
10. Define FEMA.
11. Explain the passport and visa regulations in India.
12. How terrorism affects tourism?
13. Discuss the relationship between climate and tourism.
14. What is the scope of International Relations in Tourism?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Explain how the increase in fare of UK visa will affect outbound tours from India.
16. Saudi Arabia recently cut down the number of Hajj quota to travel agencies and tour operators. How will this affect pilgrim tourists?
17. Comment on your own words how health hazards will affect tourism.
18. Do you think foreign direct investment is needed for tourism sector?
19. What is the reason for tourism growth in European Union?
20. Comment on how the Global Village concept has affected tourism.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the various factors that affect tourism.
22. Write a note on the various issues in International Relations.
23. Write a note on India's foreign policy.
24. Describe in detail the major world organizations.

VI Semester BTTM Degree Examination

6B18TTM TOURISM IN THE TWENTY FIRST CENTURY

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Doom Tourism
2. Accessible Tourism
3. TBR
4. Kyoto Protocol

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Write a note on Cape Town and Kerala Declaration.
6. Define Tourism Bill of Rights.
7. Explain the role of Disaster Management in Tourism.
8. Define space tourism.
9. Discuss the concept of waste management.
10. What is Cape Town Declaration?
11. Describe Earth Summit.
12. Write a note on the new Tourism Policy of India.
13. What are the ten commandments of Global Code of Ethics?
14. Describe the concept of Sustainable Tourism.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. What is your concept of tourism in the 21st century?
16. How do you evaluate the potential of Dark and Disaster Tourism?
17. What all ecological practices will you adopt in your hotel as a manager?
18. Do you think Accessible Tourism is needed in India?
19. Is Responsible Tourism Initiative of Kerala a success? Comment.
20. How can one plan sustainable tourism in a protected area?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the various emerging trends in tourism.
22. Write a note on the environmental practices.
23. Describe the Global Code of Ethics in Tourism.
24. Mention the milestones in the evolution of tourism.

VI Semester BTTM Degree Examination

6B19TTM TOURISM PRACTICUM AND VIVA VOCE – III

Time : 3 Hours

Maximum Marks : 80

Total number of questions – 5; Total marks – 50 (10 marks per question)

Marks for Hotel Training Report – 15

Marks for Viva Voce – 15

Hospitality Management

6. Case study of important Hotel properties: Taj, Oberoi & ITDC
7. Practical aspects of Bed making
8. Service etiquettes
9. Recipes of Local dishes (Malabar and Kerala Cuisine); Menu Card preparation
10. Visit to Hotels / Resorts

Front Office Management

9. Role play and demonstration of personality traits required for front office personnel through role play ; grooming standards of hospitality professionals
10. Role play of welcoming and receiving a guest at main porch, receiving a guest at
11. reception guest; Role play on filling up of forms and formats; vouchers
12. Role play on visit of a foreign tourist and related formalities
13. Role play on handling reservation and various situations
14. Role play on co-ordination of front office with the departments
15. Role play on luggage handling, complaint handling, message and mail handling, telephone handling-Conversation between a caller and the Telephone Operator.
16. Role- play of check –out procedure

E- Tourism and Informatics

7. Basic computer operation and Keyboard Familiarization
8. Introduction to MS Office – Word, Excel, Power point
9. Familiarization with Internet (browsing, Email management and Web searching)
10. Familiarization of social networking media
11. Preparation of sample brochures and web page
12. Case Study of the website www.keralatourism.org

VI Semester BTTM Degree Examination
6B20TTM PROJECT (DISSERTATION)
(Guidelines Given)

OPEN COURSE

(During Fifth Semester)

Choose one course from the list of three programmes given

5D01TTM Tourism Business

5D02TTM Travel Journalism

5D03TTM Tour Guiding and Escorting

(To be taken by Non BTTM students)

V Semester BTTM Degree Examination
OPEN COURSE 5D01TTM TOURISM BUSINESS

Time : 2 Hours

Maximum Marks : 20

Section A – Answer the following questions in a word or one or two sentences (One mark each) 3 x 1 = 3 marks

1. Travel
2. Accessibility
3. UNWTO

Section B – Answer any three questions in a paragraph (Two marks each) 3 x 2 = 6 marks

4. Differentiate between Leisure and Recreation.
5. What are tourist attractions?
6. Explain the role of intermediaries in tourism.
7. What do you mean by travel documents?
8. Expand IATA. What are its objectives?

Section C – Answer any two questions in about 100 words (Three marks each) 2 x 3 = 6 marks

9. What is a passport? Which are the major passports in India?
10. What is visa? Explain the major types of visa available.
11. What are the major characteristics of tourism products?
12. Which are the major components of Tourism?

Section D – Answer any one questions in about 500 words (Five marks each) 5 x 1 = 5 marks

13. Explain the major types and forms of tourism.
14. Describe in detail the components and elements of tourism.

V Semester BTTM Degree Examination
OPEN COURSE 5D02TTM TRAVEL JOURNALISM

Time : 2 Hours

Maximum Marks : 20

Section A – Answer the following questions in a word or one or two sentences (One mark each) 3 x 1 = 3 marks

1. Travel writing
2. Lonely Planet
3. Destination photography

Section B – Answer any three questions in a paragraph (Two marks each) 3 x 2 = 6 marks

4. What is the role of internet in travel writing?
5. Explain what you understand by virtual tourism.
6. How can you develop ideas for writing travel articles?
7. Mention the major travel magazines popular in the world.
8. What is the role of brochures in destination promotion?

Section C – Answer any two questions in about 100 words (Three marks each) 2 x 3 = 6 marks

9. Describe the various types of travel books and magazines available in the market.
10. What is the role of research in travel writing?
11. Explain the major sources of information for travel writing.
12. Which are the major techniques to be used for travel writing?

Section D – Answer any one questions in about 500 words (Five marks each) 5 x 1 = 5 marks

13. Explain the role of media in the promotion of tourism.
14. Write in your own words a travel article on a destination you have visited.

V Semester BTTM Degree Examination

OPEN COURSE 5D03TTM TOUR GUIDING AND ESCORTING

Time : 2 Hours

Maximum Marks : 20

Section A – Answer the following questions in a word or one or two sentences (One mark each) 3 x 1 = 3 marks

1. Tourist guide
2. Escorting
3. Negotiation skills

Section B – Answer any three questions in a paragraph (Two marks each) 3 x 2 = 6 marks

4. Which are the major types of tourist guides?
5. What are conducted tours?
6. Describe the grooming needed for a guide.
7. Mention the major travel magazines popular in the world.
8. What is the negotiation techniques needed for guiding?

Section C – Answer any two questions in about 100 words (Three marks each) 2 x 3 = 6 marks

9. Describe the golden rules of guiding.
10. Explain the process of conducting tours.
11. What is the communication skills required for professional guiding?
12. How will you train good guides?

Section D – Answer any one questions in about 500 words (Five marks each) 5 x 1 = 5 marks

13. Describe in detail the duties, responsibilities and qualities of a good guide.
14. How will you as a guide interpret a heritage place to a group of tourists?

III Semester BTTM Degree Examination
3A11TTM DISASTER MANAGEMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Cyclone
2. Earthquake
3. Tsunami
4. Drought

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Differentiate between hazard and disaster.
6. Explain what you mean by exogenous and endogenous hazards.
7. Define rehabilitation.
8. Write a note on mitigation.
9. Describe the various techniques to predict hazards.
10. Describe contingency management.
11. What are the major natural disasters that affect Kerala annually?
12. Briefly explain the functions of National Disaster Management Authority.
13. State the importance of Disaster education.
14. What is the role of community involvement in managing disasters?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. How will you assess the present disaster management facilities in India?
16. Write in your own words how disasters affect tourism.
17. The root cause of many natural disasters is human intervention. Substantiate.
18. You are a disaster management officer in a coastal taluk. What preventive measures will you take ahead of a cyclone forecast?
19. Suppose you are an active NGO involved in disaster mitigation. How will you react during a flood affecting a village?
20. Write in your own words the role of media in disaster management.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. What are the causes of natural hazards and disasters?
22. Describe in detail the classification of natural hazards and disasters.
23. Write a note on the various stages of disaster management.
24. Discuss the role of disaster management institutions in India.

III Semester BTTM Degree Examination

3A12TTM BUSINESS COMMUNICATION AND SKILL DEVELOPMENT

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Communication
2. Press release
3. Entrepreneur
4. Group behavior

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Which are the seven ‘C’s of communication?
6. Write a note on the barriers of communication.
7. Define what you understand by conflict management.
8. Which are the major types of letters?
9. Write a note on the importance of PERT and CPM.
10. Describe the role and characteristics of entrepreneurs.
11. Explain the importance of MSMEs.
12. What is the importance of body language in communication?
13. Discuss the importance of personality traits and characteristics.
14. Write a note on interpersonal relations.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Describe the importance of rural enterprises in India.
16. Write a note on the role of effective listening in communication.
17. Explain the importance of group behavior.
18. Do you think India needs women entrepreneurship? How will it shape our economy?
19. Prepare a model agenda for a meeting.
20. Write a model business letter to a General Manager of a hotel stating your requirements for an event you are planning a hotel.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the major forms and processes of business communication.
22. Write a note on the importance of project report and management.
23. Explain the importance of entrepreneurship in our economy.
24. What are the major aspects of pro social behavior?

IV Semester BTTM Degree Examination

4A13TTM SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Sustainability
2. Zero Waste
3. Mobility
4. CSR

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Which are the major themes and domains of sustainability?
6. Write a note on the major circles of sustainability.
7. Which are the major types of waste management?
8. Describe the major energy resources of the world.
9. Explain the important water treatment methods.
10. What do you know about sustainable standards and certification?
11. Discuss the role of sustainable transport in community.
12. Write a note on the relevance of green buildings.
13. What is the relationship between ethics and business?
14. Describe the role of stakeholders in CSR.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. How can you overcome water crisis?
16. Write in your own words the energy crisis gripping the world.
17. What is your vision of a sustainable business in tourism?
18. What CSR plans will you envisage as the Manager of a star resort?
19. Write a note on the CSR practices that can be developed for a corporate business house.
20. Discuss the relationship between tourism and sustainability.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the concept of sustainability. Which are the major types of sustainability?
22. Mention the application of sustainability in natural situations.
23. Discuss the role of sustainability in economic situations.
24. What is the role of social responsibility in business?

IV Semester BTTM Degree Examination

4A14TTM ENVIRONMENTAL STUDIES

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Ecology
2. Ecosystem
3. Acid Rain
4. Green House Effect

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Write a note on the four major spheres of Earth.
6. Which are the major environmental factors?
7. Differentiate between food chain and food web.
8. What are the reasons for environmental degradation?
9. Explain global warming and climate change.
10. Describe the importance of Coastal Regulatory Zone (CRZ).
11. Discuss the relevance of Environmental Management Systems.
12. Define ecological footprint.
13. Describe the concept of Energy Environmental Nexus.
14. What is the role of NGOs in environmental conservation?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Write in your own words the importance of sustainable development.
16. Do you think the recent reports on Western Ghats (Kasthurirangan and Madhav Gadgil) will help in conservation?
17. Is the present Environmental Protection Act in India viable? Substantiate.
18. How has the urban growth affected Kerala's environment?
19. What steps can be taken by corporate to lessen pollution in their premises?
20. Write briefly tourism affects environment.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the structure, characteristics and types of ecosystem.
22. Write a note on the various types of pollution.
23. Explain the major acts and legislations related to Environment.
24. Discuss the importance of Environmental Impact Assessment and Carrying Capacity studies in today's projects.

I Semester BTTM Degree Examination**1C01TTM GEOGRAPHY OF TRAVEL AND TOURISM****Time : 3 Hours****Maximum Marks : 40**

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Time zone
2. Remote sensing
3. Holy Land
4. Niagara Falls

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Define map. Which are the major types of maps?
6. Differentiate between weather and climate.
7. Which are the major natural regions of the world?
8. Write a note on IATA traffic areas.
9. Explain the importance of latitude and longitude.
10. What are the major tourist attractions of Egypt?
11. Which are the Indian Ocean Islands? Explain their tourism significance.
12. Describe the importance of GIS and GPS in tourism.
13. Briefly discuss the four major spheres.
14. Which are the designated UNWTO Tourism areas?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Draw an outline map of Europe and mark the following cities – London, Paris, Brussels, Madrid, Berlin, Bonn, Amsterdam, Rome, Athens and Moscow.
16. Draw an outline map of Africa and mark the following – Nile River, Sahara Desert, Sun City, Pyramids of Egypt, Madagascar Island and Steppes of Kenya and Tanzania.
17. You are a tour operator who is approached by a client planning a five day package to Dubai. Make a rough chart showing the major attractions that you will offer him.
18. Prepare a rough one week itinerary for a family from India to Malaysia and Singapore mentioning the major attractions.

19. Explain how the ocean currents determine the world cruise routes.
20. How will the variation in climate affect tourism in the world?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the importance of maps and map projections.
22. Write a note on the major landforms of the Earth.
23. Explain how Europe has become the leading tourism hub of the world.
24. Write in your own words the prospects of tourism in Asia Pacific region in the next two decades.

II Semester BTTM Degree Examination
2C02TTM GEOGRAPHY OF INDIA

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Great Indian Desert
2. Mangroves
3. Biosphere Reserve
4. Thenmala

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Explain the importance of Himalayas in the tourism scene of India.
6. Differentiate between Himalayan Rivers and Peninsular Rivers.
7. Discuss the role of monsoon in the promotion of tourism in Kerala.
8. Make a brief note on the backwater tourism in Kerala.
9. Explain the major soil types of India.
10. Describe the potential of Island tourism in India.
11. Which are the major vegetation types of India?
12. Differentiate between National Parks and Wild life sanctuaries.
13. Write a note on the major beaches of Goa.
14. Which are the major hill stations of Kerala?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Draw an outline map of India and mark the following – Ganga River, Tahr Desert, Ladakh, Goa, Sikkim, Jim Corbett, Gir Forest and Kanyakumari.
16. Draw an outline map of Kerala and mark the following – Kovalam, Periyar Tiger Reserve, Munnar, Athirappalli Vazhachal, Silent Valley and Wayanad.
17. How has seasonality affected tourism of India?
18. Do you think hill stations of Kerala are badly affected by tourism? Comment citing examples.

19. India has a large network of rivers and backwaters. How can you tap these resources for tourism?
20. What are the reasons that are acting as a hindrance to the tourism growth of the naturally beautiful North Eastern States?

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the major physical features of India.
22. Write a note on the major hill stations of India.
23. Explain the major ecotourism resources. Briefly mention the major National Parks and Sanctuaries of Kerala.
24. Describe in detail the beaches and backwaters of Kerala.

III Semester BTTM Degree Examination

3C03TTM CULTURAL HERITAGE OF KERALA

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Edakkal Caves
2. Dutch Palace
3. Bekal Fort
4. Kerala Folklore Academy

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Explain briefly about the Neolithic sites and remains found in Kerala.
6. What are ‘Tharavadus’? What is their tourism significance?
7. Discuss the relevance of museums in tourism? Mention the major museums in Kerala.
8. Write a note on martial art forms of Kerala.
9. Explain the importance of Kerala’s mural paintings.
10. Which are the major Snake Boat Races of Kerala?
11. Write a note on the major ‘poorams’ of Kerala and its significance.
12. Which are the major types of treatment in Ayurveda?
13. Briefly discuss the linguistic tradition of Kerala.
14. Which are the major handicrafts of Kerala?

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Do you think the Archaeological Survey of India is preserving the sites of heritage significance in Kerala?
16. Write in your own words how the cultural contacts of ancient Kerala with foreigners helped in developing a good guest host relationship.
17. Has tourism resulted in negative impacts to Kerala’s heritage sites?
18. Explain how the achievements by Kerala in social development have helped in the development of tourism.

19. Describe the role played by rivers in the culture of Kerala taking Nila as a case study.
20. Draw an outline map of Kerala and mark the following – Bekal Fort, Parassinikkadavu, Edakkal Caves, Kodungallur, Krishnapuram Palace and Vizhinjam Rock Cut Cave

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Discuss the major performing art forms of Kerala giving examples from classical, folk, ritual and martial arts.
22. Describe the importance of Kerala's Ayurveda in the promotion of tourism.
23. Explain the major pilgrim centers of Kerala.
24. Write in your own words the importance of Kerala's traditional cuisine.

IV Semester BTTM Degree Examination

4C04TTM CULTURAL HERITAGE OF INDIA

Time : 3 Hours

Maximum Marks : 40

Section A – Answer the following questions in a word or one or two sentences (One mark each) 4 x 1 = 4 marks

1. Hampi
2. Konark
3. Khajuraho
4. Thanjavur

Section B – Answer any seven questions in a paragraph (Two marks each) 7 x 2 = 14 marks

5. Explain the importance of Indus Valley Culture.
6. Differentiate between Gandhara and Mathura School of Art.
7. Discuss the role of ASI in the promotion of heritage in India.
8. Make a brief note on the heritage hotels of India.
9. Explain the importance of Chardham yathra.
10. Describe the contribution of Guptas to India's culture.
11. Which are the major contributions of Mauryan rule?
12. Describe the salient features of Sulthanate architecture.
13. Which are the major types of temple architecture prevalent in India?
14. Write a note on the major painting styles of India.

Section C – Answer any four questions in about 100 words (Three marks each) 4 x 3 = 12 marks

15. Discuss the relevance of India's Unity in Diversity with respect to its culture.
16. Compare in your own words the tourism planning in heritage sites in India and the Western Countries.
17. You are a tour operator handling a group to Golden Triangle. Make a detailed itinerary on the heritage places in this tour.
18. You are a tour operator in Mumbai. Suggest the major attractions for a tourist interested in cave architecture around Mumbai.
19. Prepare a classification on the major types of Indian cuisine for a website.

20. Draw an outline map of India and mark the following – Jaipur, Khajuraho, Nalanda, Sanchi, Saranath and Tirupati.

Section D – Answer any two questions in about 500 words (Five marks each) 5 x 2 = 10 marks

21. Describe the major fairs and festivals of India.
22. Write a note on the types of music and dance forms of India.
23. Explain the major architectural contributions of Mughal Empire.
24. Describe in detail the major World Heritage Monuments of India.

Prepared by:

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Thank You