

**(Abstract)**

FYUGP- Scheme and Syllabus of BTM Programme in Affiliated colleges, under the University applicable with effect from 2024 Admission - Approved- Orders Issued

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**ACADEMIC C SECTION**

ACAD C/ACAD C4/21872/2024

Dated: 04.12.2024

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- Read:-1. U.O. No. FYUGPSC/FYSC-I/5074/2024, dated: 18/04/2024  
2. U.O. No. FYUGPSC/FYSC-I/5074/2024, dated: 06/08/2024  
3. E-mail dtd.24.05.2024 from the Chairperson, Board of Studies in Travel & Tourism (Cd)  
4. The Minutes of the Meeting of the Scrutiny Committee held on 19.06.2024  
5. E-mail dtd.24.06.2024 from the Chairperson, Board of Studies in Travel & Tourism (Cd)  
6. The Minutes of the Meeting of the Academic Council, held on 25.06.2024  
7. E-mail dtd.27.10.2024 from the Chairperson, Board of Studies in Travel & Tourism (Cd)  
8. Minutes of the meeting Standing committee of Academic council held on 13.11.2024  
9. The Orders of Vice Chancellor in File number ACAD C/ACAD C4/21871/2024 dtd.26.11.2024

**ORDER**

1.The Regulations of Kannur University Four Year Under Graduate Programmes (KU-FYUGP Regulations, 2024) for Affiliated Colleges was implemented with effect from 2024 admission vide paper read as(1) above and certain modifications were effected thereafter vide paper read (2) above.

2. Subsequently, the Chairperson, Board of Studies in Travel & Tourism (Cd) vide paper read as (3) above, submitted the Scheme and Syllabus of the BTM programme to be implemented in Affiliated colleges under the University with effect from 2024 admission, in tune with KUFYUGP Regulations, 2024.

3.Thereafter, the Scrutiny Committee, which included the Dean, Faculty of Commerce & Management Studies scrutinized the same and recommended certain suggestions, vide paper read as (4) above.

4.Subsequently, the Chairperson, Board of Studies in Travel & Tourism (Cd) vide paper read as (5) above, forwarded the defect rectified Scheme & Syllabus of the BTM programme, for approval.

5.The XXVIII th meeting of the Academic Council held on 25-06-2024 vide paper read as (6) *approved the Scheme and Syllabi of various FYUGP in principle and permitted to to publish the same, as and when ready, after making the necessary modifications.*

6. The Minutes of the Academic council is approved by the Vice Chancellor.

7.However, on verification of Syllabi with the approved Regulations, certain errors were noted in the Syllabus and the matter was communicated the Chairperson, Board of studies in Travel and Tourism (Cd).



8.Subsequently, the Chairperson, vide the paper read (7), submitted the modified Scheme and Syllabus of the BTTM programme along with the Minutes of the Board of Studies, approving the modifications.

9.Thereafter, the meeting of the Standing Committee of Academic Council, held on 13.11.2024, considered the matter and recommended to approve the modified Scheme and Syllabus of the BTTM programme w.e.f. 2024 admission vide paper read 8.

10.The Vice Chancellor, ***after considering the Recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under the Section 11 (1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, approved the modified Scheme and Syllabus of the BTTM programme (FYUGP) in Affiliated Colleges under the University and accorded sanction to implement the same w.e.f. 2024 admission, subject to reporting to Academic Council.***

11.The Scheme and Syllabus of the BTTM programme( FYUGP) in Affiliated Colleges under the University w.e.f.2024 admission is appended with this U.O. and uploaded in the University website.

Orders are issued accordingly.

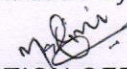
Sd/-

**ANIL CHANDRAN R**  
**DEPUTY REGISTRAR (ACADEMIC)**  
For REGISTRAR

To: The Principals of Affiliated Colleges

Copy To: 1. The Examination Branch (through PA to CE)  
2. The Chairperson, Board of Studies in Travel & Tourism (Cd).  
3. PS to VC/PA to R  
4. DR/AR (Academic)  
5. The IT Cell (For uploading in the website)  
6.JR II Exams  
7. SF/DF/FC

Forwarded / By Order

  
SECTION OFFICER





(Abstract)

FYUG - BTM Programme - Modified Scheme and Syllabus of Third and Fourth Semesters - Approved & Implemented in Affiliated colleges w.e.f 2024 Admission - Orders issued

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**ACADEMIC C SECTION**

ACAD C/ACAD C4/21872/2024

Dated: 26.07.2025

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Read:-1.U.O of even No.dated.04.12.2024

2.Minutes of the meeting of the Board of Studies in Travel & Tourism (Cd) held on 09.05.2025

3.E-mail dated. 27.05.2025 from the Chairperson, Board of Studies in Travel & Tourism (Cd).

4.Minutes of the Online meeting of all Dean of Faculties held on 04.06.2025.

5.Orders of the Vice Chancellor dtd 04.06.2025 in file No.ACAD C/ACAD C3/2948/2025.

**ORDER**

1.The Scheme and Syllabus (all semesters) of the BTM Programme under FYUGP pattern were approved and implemented in affiliated colleges under the University w.e.f. 2024 admission, vide paper read (1) above.

2.Subsequently, the Board of Studies in Travel & Tourism (Cd), in its meeting held on 09.05.2025, finalized the modified Scheme and Syllabus for the Third and Fourth Semesters of the BTM Programme, and the Chairperson, as per paper read (3), submitted the same for approval.

3.The modified Scheme and Syllabus, prepared by the Board of Studies in Travel and Tourism (Cd) were forwarded to the Dean, Faculty of Commerce & Management Studies for verification and the meeting of all Deans of faculties held on 04.06.2025 vide paper read (4) recommended the approval of the same.

4.The Vice Chancellor after considering the recommendation of the meeting of all Deans of faculties and in exercise of the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996, and all other enabling provisions read together with it, **approved the modified Scheme and Syllabus for the Third and Fourth Semesters of the BTM programme (FYUGP) and accorded sanction to implement the same w.e.f 2024 admission in the Affiliated Colleges under the University, subject to reporting to the Academic Council.**

5.The modified Scheme and Syllabus of the BTM Programme (FYUGP) in the affiliated Colleges under the University w.e.f 2024 admission are appended with this U.O and uploaded on the University website. (www.kannuruniversity.ac.in)

6.U.O read as per paper(1) above stands modified to this extent.

Orders are issued accordingly.

Sd/-

Bindu K P G

DEPUTY REGISTRAR (ACADEMIC)

For REGISTRAR



To: 1.The Controller of Examinations( through the PA )  
2.The Principals of Arts and Science Colleges affiliated to Kannur University  
3.The Chairperson, Board of Studies in Travel & Tourism (Cd)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)  
2. DR / AR (Acad) / AR II Exam/JR II Exam  
3. Computer Programmer/EXC I/AR VII (Exam)  
4. Web Manager (for uploading in the website)  
5. SF/DF/FC

Forwarded / By Order

SECTION OFFICER





**KANNUR UNIVERSITY**

**FOUR-YEAR UNDER-GRADUATE PROGRAMME**

**SYLLABUS**

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT  
(BTTM)**

*(2024 Admission onwards)*

**Board of Studies: Travel and Tourism (Cd)**

## **PREFACE**

Tourism is a fundamental human activity that involves people traveling to destinations outside their usual environment for various purposes. It may include leisure and recreation, business and professional activities, cultural exchange, or simply the desire to explore new places and gain enriching experiences. The tourism industry not only satisfies this inherent human wanderlust but also stimulates economic growth, generates employment opportunities, and fosters cultural understanding and appreciation. The tourism and hospitality industry is a dynamic and multifaceted sector that plays a crucial role in the global economy. It encompasses a wide range of businesses and services that cater to the needs of travelers, tourists, and visitors. From hotels and restaurants to tour operators, airlines, and cruise lines, the industry offers a diverse array of experiences and opportunities for both leisure and business travelers.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travelers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and

environmental concerns. It is a significant contribution to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to employment globally, providing numerous job opportunities across various sectors. This will multiply in the coming decade. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate Programs in the state. The present total employment generated from tourism in Kerala is estimated to be 1.2 million. The peculiar dynamics of the industry require professionals to adapt and innovate continuously to meet the evolving needs and expectations of travelers while ensuring sustainability and responsible tourism practices. All these clearly show the need for quality trained manpower for the tourism industry that can be fulfilled through the implementation of outcome-based curriculum in universities and colleges.

## **RATIONALE AND NATURE OF BTTM PROGRAMME**

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travelers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BTTM program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic backgrounds.

## **BOARD OF STUDIES & EXPERT COMMITTEE MEMBERS**

BTTM of Kannur University is a new generation course that strides towards quality postgraduate education in North Malabar, which is poised to become a major tourism destination. The Expert Committee for syllabus reconstruction has left no stone unturned in designing this program. Syllabi of several postgraduate programs in India and abroad have been referred to in drafting a new and updated syllabus for this program. Moreover, as tourism is a dynamic and multidisciplinary subject of study, all contemporary aspects have been carefully woven into designing this program. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest

growing industry through this program.

### **BOS CHAIRPERSON:**

Dr. Sindhu Joseph, Assistant Professor and Head, PG Dept of TTM, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.

### **BOS MEMBERS**

1. Dr. Dileep M.R, Associate Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad (Director, KITTS, Trivandrum)
2. Dr. Binoy T A, Associate Professor, Central University of Kerala, Kasaragod.
3. Dr. Hafees V K, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
4. Dr. Shemeer Babu T, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
5. Dr. Joseph P. D., Assistant Professor, Department of TTM, Mangalore University, Karnataka.
6. Anujith S, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
7. Shelji Mathew, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
8. Sanoop Kumar P V, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
9. Prasoon John, Assistant Professor, Department of Travel and Tourism, People's Co-operative Arts & Science College, Munnad, Kasaragod.
10. Paveesh Kumar A G, Assistant Professor, Department of Tourism, M M Knowledge Arts & Science College, Karakkund, Kannur

### **EXPERT COMMITTEE SPECIAL INVITEES**

1. Sri. Mohammad Vaseem C, Junior Research Fellow, Kannur University.
2. Agney Sai C, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
3. Dr. Reshma P. T., Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
4. Sri. Mahadevan P., Regional Auditor (South Asia). Green Destinations,



The Netherlands.

5. Sri. Sifad Siddique, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.

6. Dr. Sanuja K V, Assistant Professor, Jain University, Kochi

## PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

PO1	<b>Critical Thinking and Problem-Solving:</b> Apply critical thinking skills to analyze information and develop effective problem-solving strategies for tackling complex challenges.
PO2	<b>Effective Communication and Social Interaction:</b> Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.
PO3	<b>Holistic Understanding:</b> Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
PO4	<b>Citizenship and Leadership:</b> Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.
PO5	<b>Global Perspective:</b> Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world.
PO6	<b>Ethics, Integrity, and Environmental Sustainability:</b> Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

The broad objective of the BTTM program is to create professional managers, leaders, and researchers in the tourism/hospitality industry. Program Specific Outcomes (PSOs) include:

PSO1	Develop comprehensive and multidisciplinary understanding of the tourism concepts, principles, practices, and hospitality industry.
PSO2	Cultivate technical and interpersonal skills, including teamwork, communication, and leadership abilities, to thrive in competitive, dynamic, and diverse work environments, and adapt to various roles in multicultural contexts.
PSO3	Demonstrate proficiency in hotel, airline, and tour operations by applying management principles effectively.
PSO4	Create innovative digital strategies for hospitality industry and apply technological solutions to streamline tourism operations and thereby enhance tourist experiences and service quality
PSO5	Apply project management and entrepreneurial skills in conceptualizing, realizing, and implementing various tourism and hospitality projects.
PSO6	Leverage research-based knowledge and skills to benefit the tourism industry, as well as a society at large.

### **CAREER OPTIONS AFTER THE BTTM PROGRAMME**

After successful completion of the program, the students should be competent to work in the tourism and hospitality industry, including airlines, airports, tour operation companies, travel agencies, travel departments of corporate firms, event management companies, the hospitality sector, cruise ships, transport operators, government agencies, academics, research, consultants, NGOs, etc. Above all, the program encourages entrepreneurship also.

#### **1) Technical Research and Development**

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

#### **2) Education**

- Teaching faculty in colleges and national and state Institutes in Travel & Tourism



- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE), which offer Tourism as a Vocational Course
- Resource persons for various firms/institutes/colleges/university centers

### **3) Administrators**

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

### **4) Tour Operations and Travel Agency Business**

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

### **5) Product Design and Development**

- Product developers
- Interior/Landscape designers of firms/hotels/spas/Consultancy services
- Event Management
- Entertainment

### **6) Marketing and Sales**

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

### **7) Hospitality/Service jobs**

- Front Office Managers
- Restaurant/Bed and Breakfast Inn Managers/HR Managers
- Spa attendants/health assistants in spas/health resorts
- Professional Guides
- Service personnel in home stays/houseboats likewise
- Customer care/guest relations
- Ground handling executives.

## PEDAGOGY

The program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes lectures, case studies, practicums, role plays, presentations, discussions, project work, field trips, cultural exchange programs, and national/international destination visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks, etc.

## BTTM PROGRAMME (From 2024 Admission Onwards)

### LEARNING ACTIVITIES

#### 1. Study Tour

a) During the first semester, the students shall take up a small study tour/excursion within Kerala or to the neighboring state for a period of ***not more than two days***, and the tour report should be submitted to the head of the department soon after the tour, which will be considered for internal evaluation.

b). During the fourth semester, the students of BTTM shall be required to undertake a study tour for a period of 6-9 days maximum to important tourist destinations, *national or international*, in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, and knowing the interrelationship between tourism and different industries. At least ***one leg of the journey must be by air*** to gain a primary knowledge of aviation and the airline industry, which students study in foundation, major, and minor courses. The possibility of involving different modes of transportation in the package may be utilized.

**Important Note:** *National tours are not exclusive to North India and can occur anywhere in the country, covering at least three important tourism destinations (not attractions). Any regions of India, including the North, West, East, and South, or interregional, may be included in the plan.*

#### 2. Industrial Visit/Field Visit

The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing industrial visit/field visit reports, extreme caution must be exercised to ensure the report's material is of high quality.



### **3. Internship**

During the fifth semester, all students must do a two-credit internship for at least three months in an approved travel agency, tour companies, airline, airport, hotel/resort, seaport, or tourism NGOs. However, if a student desires to conduct internships in two separate sectors related to the tourism business, such as hotels and tour-running companies/tour operations and airlines/airports, or any other combination of their choice, they can do it in two different sectors (for a total period of three months), subject to the consent from the HOD and Internship Supervisor. However, in exceptional circumstances where students are unable to attend continuously for three months, the internship can be completed by splitting it into three shorter durations (of one month each) as per the student's convenience without interfering with regular academic activities, with the agreement of the Head of Department and Internship Supervisor. It is the responsibility of the student to get permission from the principal for all the above-mentioned activities related to the internship.

#### **Guidelines for Internship**

1. The department may assign a teacher as internship supervisor to oversee student internships during the fourth semester, which will be included in the workload (2 Hrs). The internship supervisor must forward the letters of internship received from students to the principal of the institution, and the student must obtain official permission/a letter from the principal to undertake an internship, which must be duly communicated to the HOD and internship supervisor. However, after students begin their internships, it is their responsibility to look after themselves, and the department will not supervise their daily activities, including food and lodging, transportation, and security. The HOD and internship supervisor are not responsible for any student wrongdoing or risks during the internship.
2. Every student is required to keep an internship logbook with documentary proof of their actions. The university will evaluate the internship report as part of the 6th semester examination. The internship logbook must be given to the supervisor shortly after completion of their internship.
3. Internships in training institutes/agencies should be avoided, and no grades should be awarded in such cases. It is the obligation of the HOD and internship supervisor to discourage such behaviors among students.
4. A confidential evaluation report for each student from the training supervisor of the firm/organization must be obtained by the internship supervisor and should be kept confidential. The same must be evaluated by the Department Council for awarding 10 marks.
5. If any student fails to undergo an internship, no marks will be awarded for Continuous Evaluation and External Evaluation. He/she can do the internship along with the next batch of

students.

### Evaluation of Internship

- The internal evaluation of the internship shall be done through continuous assessment by a committee internally constituted by the Department Council (with 2 or 3 members) where the student has enrolled for the UG program.
- The credits and marks for the internship will be awarded only at the end of semester 6.
- The scheme of external evaluation will be mainly based on the submitted logbook. In the absence of an internship logbook, no external examination will be carried out, and the student will be considered absent.

A student shall do an internship of 2 credits by the end of the sixth semester. Since one the evaluation criteria of the internship will be as given below:

Sl. No.	Components of Evaluation	Marks	Weightage
External Evaluation		<b>35</b>	<b>70%</b>
	Evaluation of the Logbook	25	
	Viva-Voce and presentation	10	
Internal Evaluation		<b>15</b>	<b>30%</b>
	Procedures followed for completing internship including timely Submission of Logbook, Punctuality of attending internship	10	
	Evaluation report from the firm/ organization	5	

## 4. Case Study

### 1.Guidelines for Conducting Case Studies

#### *A. Selecting the Case Study Topic*

- **Relevance:** Choose a topic that is relevant to current trends, challenges, or innovations in the travel and tourism industry.

#### *B. Structuring the Case Study*

- **Title Page:** Include the title of the case study, your name, course details, and date of submission.
- **Introduction:** Provide background information on the topic, the purpose of the study, and the research questions or objectives.
- **Literature Review:** Review existing literature related to the topic to provide context and



identify gaps your study will address.

- **Methodology:** Describe the research methods used for data collection and analysis, specifically, the tools and techniques employed.
- **Findings:** Present the data collected, using charts, graphs, and tables where appropriate. Interpret the findings in relation to your research questions.
- **Conclusion:** Summarize the key points of your study, including recommendations for industry or future research.
- **References:** List all sources cited in the study in a consistent citation style (APA, MLA, etc.).
- **Appendices:** Include any additional material that supports your study, such as questionnaires, interview transcripts, or raw data.

### ***C. Evaluation Criteria***

- **Relevance and Originality:** The case study should be relevant to the field of travel and tourism management and offer original insights.
- **Analysis and Interpretation:** Provide a well-reasoned analysis and clear interpretation of the findings.
- **Clarity and Structure:** Ensure the study is well-organized, clearly written, and free of grammatical errors.
- **Practical Implications:** Highlight practical implications and recommendations for the travel and tourism industry.

### **Evaluation of Project**

A student pursuing UG Honours with research shall do a mandatory research project of 12 credits by the end of the eighth semester. For UG Honours students, the project is optional. Since one credit corresponds to 25 marks, the 12-credit project shall be evaluated for 300 marks. The scheme of evaluation of the project is given below:

Project type	Maximum Marks	CCA (30%)	ESE (70%)
Research Project of 12 Credits	300	90	210
Research Project of 8 Credits	200	60	140

## **INSTRUCTIONAL RESOURCES AND FACILITIES REQUIRED FOR BTM**

### **(NEW GENERATION PROGRAMME)**

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

Ensuring classroom learning experiences applicable to actual management situations has been an important issue as well as a concern for higher education institutions that provide hospitality management education. To broaden students' thinking and enable them to operate outside the existing practices and paradigms, the BTM course intends to provide some form of practicum. A practical element is not only a defined characteristic of hospitality management education but also indicates its strong connection with industry. It is essential for hospitality management institutions that aim to employ the participatory approach of providing practical training, additional workshops, motivational lectures from industry experts, academic exchange programs, and industry visits to help students to motivate them, maintain discipline, learn professional standards, and focus on their learning goals. BTM is a new generation course; therefore, the faculty of this program must be qualified as per the UGC guidelines and university norms and should impart training to its students through a range of in-house training facilities and outdoor activities. Professionalism, enhancement of skills, community involvement and support, entrepreneurship, research, and development are the other value additions envisaged by this course, which requires the following mandatory infrastructural facilities in the institutions.

### **Eligibility of Teaching Faculty.**

The Board of Studies (BoS) recommends that all courses, including Major, Minor, SEC, MDC, and VAC, may be taught by teachers with qualifications such as MTTM, MTM, MBA (Tourism), MTHM, and MTA. For optimal course delivery, the following specialized courses should ideally be taught by faculty members who possess the aforementioned qualifications along with

specialization in hotel management or operations including BHM and BTHM.

- a. KU1DSCTTM103 (Front Office Management)
- b. KU1MDCTTM101 (Basics of Food Production)
- c. KU2DSCTTM106 (Food and Beverage Service)
- d. KU3DSCTTM204 (Housekeeping Operations)
- e. KU3DSCTTM205 (Rooms Division Operations-I)
- f. KU4DSCTTM202 (Basics of Food Science and Nutrition)

This specialized background ensures effective instruction and enhanced learning outcomes for students enrolled in these industry-specific courses.

### **1. Infrastructure for In-House Training Facilities**

To ensure students' learning experiences align with industry demands, hospitality management schools must develop suitable physical facilities that offer adequate training opportunities. Institutions should provide spaces for training in housekeeping and front office operations, such as furnished housekeeping rooms and front office desks. Additionally, computer labs, language labs, and libraries are essential for supporting effective research and enabling students to undertake tourism consultancy work, projects, journal papers, and DPRs. Participatory training approaches that encourage student engagement and contributions are crucial, as they equip students with the professional knowledge, skills, and creativity needed for effective and efficient work in hospitality establishments.

### **2. Field Visits (FVs)**

Experiential learning, an interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavors. In tourism and hospitality education, industry visits are valuable for extending learning beyond the traditional classroom. Students should be exposed to industry settings through pre-trip, on-trip, and post-trip activities. Institutions should regularly organize industrial visits to expose students to current industry trends and best practices.

### **3. Training/Capacity Building Programs/Cultural Exchange Programs**

Institutions should regularly host conferences, seminars, and workshops to exchange ideas and gain theoretical and practical knowledge, ensuring graduates are industry ready. Acting as a nodal agency for local tourism stakeholders, departments can offer students real-world event organization experience and opportunities to earn while learning. Academic exchange programs should also be explored. Enhancing communication skills is essential for managerial tasks, including business presentations, capacity building, guest interactions, and writing business



documents.

#### **4. Community Engagement**

The BTTM program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women's entrepreneurial groups and farm tourism units.

Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program

*BTTM – Bachelor of Tourism & Travel*

## Minimum CREDIT REQUIREMENTS FOR THE DIFFERENT PATHWAYS IN THE BTTM PROGRAMME

	Academic Pathway	Major	Minor	Foundation Courses AEC: 4 Courses MDC: 3 Courses SEC: 3 Courses VAC: 3 Courses	Internship	Total Credits
		4 Credits for each Course		3 Credits for each Course		
1	Single Major (A)	68 17 courses	24 6 courses (1, 2, 3 semesters)	39 13 courses	2	133
2	Major (A) with multiple disciplines (B)	68 (17 courses)	12+12=24 (6 courses (1, 2, 3 semesters))	39 (13 courses) <i>BTTM – Bachelor of Tourism &amp; Travel</i>	2	133
3	Major (A) with Minor (B)	68	24	39	2	133
4	Major (A) with Vocational Minor (B)	68	24	39	2	133
5	Double Major (A1, A2)	A1: 48 A2: 44	The 24 credits in the minor stream are distributed between the two majors. Overall, 40% of credits are to be earned in the second major. 2 MDC, 2 SEC, 2 VAC, and the internship should be in Major A. Total credits in Major A should be 48+ 20 = 68 (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133).			133

### PROGRAM PATHWAYS

In FYUGP, the existing UG programs are modified into five possible structures or combinations, called academic pathways. Each pathway is defined by a specific combination of discipline-specific courses (DSC). The seven pathways are the following:



1. **Single Major Pathway:** This pathway may be recommended to those students who opt for an in-depth study in a particular discipline without systematically exploring any other discipline. The students pursuing KU-FYUGP in a specific discipline shall be awarded a UG Degree in a major discipline if they secure a minimum of 68 credits in that major discipline from 17 courses (50% of the total credits of 133 required for the three-year program), out of which 10 courses should be above level 300. Out of the remaining 26 credits required from discipline-specific courses in the first three years, the 2 credits from the internship should be in the major discipline, and 24 credits can be from any 6 discipline-specific courses other than the major discipline.

If the students continue to the fourth year of KU-FYUGP, to be eligible for a UG Degree (Honours) in the major discipline, they should earn a further 32 credits in that major discipline from advanced-level courses or projects and an additional 12 credits from any discipline.

Eg: BSc Chemistry Major; BA English Major; BA Economics Major

*BTTM – Bachelor of Tourism & Travel*

2. **Major with Minor pathway:** This pathway may be recommended to those students who wish for an in-depth study in more than one discipline with a greater focus on one discipline (major) and relatively less focus on the other (minor). The concept of minor is relevant only when there is a major discipline. If students pursuing KU-FYUGP are awarded a major degree in a particular discipline, they are eligible to be awarded a minor in another discipline of their choice if they earn a minimum of 24 credits in the minor discipline at the end of the third year and 32 credits at the end of the fourth year to be eligible for a UG Degree (Honours) with a major and a minor.

Examples: BSc (Honours) Physics Major with Chemistry Minor, BA (Honours) English Major with Psychology Minor, B. Com (Honours) Commerce Major with Economics Minor

3. **Major with multiple disciplines pathway:** This pathway is recommended for students who wish to develop core competencies in multiple disciplines of study. In this case, the credits for the minor pathway shall be distributed among the constituent disciplines/subjects.

If students pursuing KU-FYUGP are awarded a UG degree in a major discipline, they are eligible to get mentioned for their core competencies in other discipline(s) of their choice if they have earned 12 credits from the pathway courses of a particular discipline. In the first three years of KU-FYUGP, this pathway is composed of one major discipline with 68 credits from 17 courses and a maximum of two other disciplines, with 12 credits from 3 courses in each discipline.

If the students continue to the fourth year of KU-FYUGP, the details of the credits in the major discipline in the fourth year are the same as given for the Single Major Pathway. In the fourth year, the students need to earn an additional 12 credits from any discipline. These 12 credits can be in the form of three discipline-specific courses in any one discipline, in which case this third discipline will be added to the multiple disciplines of this pathway.

Examples: BSc (Honours) in Physics Major with Chemistry and Mathematics, BA (Honours) in Economics Major with History and English. *BTTM – Bachelor of Tourism & Travel*

4. **Double Major Pathway:** This pathway may be recommended to those students who wish for an in-depth study in two disciplines to an equal extent.

It is composed of two major disciplines with a minimum of 50% credits in one major (A) and a minimum of 40% credits in another major (B) out of the total credits. In the three-year UG program, it is specified that the student should earn a minimum of 68 credits in Major A and 53 credits in Major B to qualify for a UG degree with a double major. The double major pathway is not extended to the fourth year. In the fourth year, the student can continue to earn the required credits in either Major A or Major B to qualify for a UG Degree (Honours) / UG Degree (Honours with Research) in A or B. If he/she opts to continue with Major B in the fourth year, he/she should earn an additional 15 credits of 300-399 level B through in-person or online courses.

Examples: BSc Physics and Chemistry Major, BA Economics and History Major, BCom Commerce and Management Major.

5. **Major with Vocational Minor Pathway:** This pathway may be recommended to those students who wish for exposure to a vocational discipline in addition to in-depth study in the major discipline. Degree Major with Vocational Minor In the first three years of FYUGP, this pathway is composed of one Major discipline with 68 credits from 17 courses, and when the student continues to the fourth year of FYUGP, the student will be eligible for a UG Honours

Degree in a major with a vocational minor if they earn 32 credits in the chosen vocational minor discipline.

Examples: BSc Physics Major with Data Analysis Minor, BA English Major with Translation Minor, BCom Commerce Major with Company Secretaryship Minor

6. **Multi-disciplinary Major pathway:** The program offered by this pathway is of a multidisciplinary nature with credits distributed among the broad disciplines. For multidisciplinary major pathways, the credits for the major and minor pathways will be distributed among the broad disciplines. The overall fraction of major and minor constituent disciplines or broad disciplines should be 70 % of the total credits. For a 3-year program, the credit requirements in the constituent discipline should be 94 credits, and for a 4-year honors program, they should be 124 credits, including the project.

Examples: Life Science, Data Science, Nano Science

7. **Interdisciplinary Major Pathway:** This pathway program is offered jointly by two or three disciplines with credits distributed among the constituent disciplines/subjects to get core competency in the interdisciplinary areas distributed among the constituent disciplines/subjects. The overall fraction of major and minor constituent disciplines should be 70 %. For a 3-year program, the credit requirements in the constituent discipline should be 94 credits, and for 4-year honors program, there should be 124 credits, including the project.

Example: Econometrics, Global Studies, Biostatistics.

**Note:**

*BTTM students can select minor courses from any discipline other than that of their own discipline*

## **Course and Credit Structure for Different Pathways**

### **Course Distribution for Students in Semesters I – VI**

- (1) Single Major: The 6 courses together in B and C can be in different disciplines.
- (2) Major with Multiple Disciplines: B and C represent two different disciplines.
- (3) Major with Minor: B and C represent the same minor discipline.
- (4) Major with Vocational Minor: B and C represent the same Vocational Minor discipline



**Ability Enhancement Courses** shall be offered by language disciplines only. (AEC 1 and AEC 3 shall be offered by English discipline and AEC 2 and AEC 4 shall be offered by others.)

**Multidisciplinary Courses:** MDC 1 and MDC 2 shall be offered by all disciplines, and MDC 3, with Kerala-specific content, shall be offered by language disciplines only.

**Value-Added Courses:** Value-added courses shall be offered by all disciplines, and preference for offering added courses in a college will be given to language or other disciplines depending upon the available workload of the respective disciplines in the college.

**Skill Enhancement Courses:** Skill Enhancement Courses shall also be offered by all disciplines, and preference for offering these courses in a college will be given to disciplines depending upon the available workload of the respective disciplines in the college. ~~Overall, 20% of courses shall~~ be designed by individual faculty, and the evaluation of these courses shall be internal. Courses developed by individual faculty members shall be approved by the respective Board of Studies.

## **Evaluation**

- Students shall secure a minimum of 30% for the end-semester evaluation and an aggregate of 35% for successful completion of each course.
- Regarding evaluation, a one-credit course may be evaluated as 25 marks, two credits for 50 marks, three credits for 75 marks, and four credits for 100 marks.
- In the evaluation of a 4-credit theory course of 100 marks, 30 marks will be by continuous comprehensive assessment and 70 marks will be by end semester evaluation. The duration for the end-semester evaluation of theory courses of 70 marks shall be two hours. The duration for the end-semester practical examination shall be fixed by the respective BoS. For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit-mark relation (one credit corresponds to 25 marks).
- In the evaluation of a 3-credit theory course of 75 marks, 25 marks will be by continuous comprehensive assessment and 50 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 50 marks/below 50 marks shall be one and a half hours (1.5 hr)

- The duration for the end-semester practical examination shall be fixed by the respective BoS. For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit-mark relation (one credit corresponds to 25 marks).
- In the case of courses with both theory and practicums, for course components (theory or practicum) with even credits, the ratio of continuous comprehensive assessment (CCA) to end-semester examination (ESE) is 30:70 for theory/lecture and 40:60 for practical/practicum. However, for course components with odd credits, the marks are calculated following the same proportion and are rounded to convenient whole numbers wherever necessary.

### **Attendance and Progress**

- The minimum attendance required for each course shall be 75 % of the total number of classes conducted for that semester. Those who secure ~~the minimum attendance in~~ a semester alone will be allowed to register for the End Semester Examination.
- Condonation of a shortage of attendance for a maximum of 10 days in a semester, subject to a maximum of two spells for Semesters I to VI and 10 days in a semester, subject to a maximum of two spells for Semesters VII to VIII separately, will be granted by the vice chancellor as per the existing rules.

### **Time limit for the completion of the program**

- The maximum time limit to complete the program for a candidate taking exit on completion of 6 semesters shall be 6 years after joining the program.
- The maximum time limit to complete the program for the FYUGP shall not exceed 8 years after joining the program.
- Notwithstanding anything contained in these regulations, the vice chancellor shall, for a period of one year (may be revised) from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any program with such modifications as may be necessary.
- Notwithstanding anything contained in these regulations, any amendments or modifications issued or notified by the UGC or state government, from time to time, shall be deemed to have been incorporated into these regulations and shall constitute an integral part thereof.
- These regulations or modifications, as mentioned above will be applicable to admission of students to one-year postgraduate program (after completion of 4-year undergraduate).

program) or two-year postgraduate program after completion of a three-year degree program satisfying the credits as per the National Credit Framework and UGC regulations for the Four-Year Undergraduate Program.

## CREDIT DISTRIBUTION

## BTTM PROGRAMME

### *From 2024 Admission Onwards*

[illegible]



# **BTTM FOUR YEAR UG PROGRAMME**

## **COURSE STRUCTURE**

*BTTM – Bachelor of Tourism & Travel*

[illegible]

S4	KU4DSCTTM206	DSC-A5	Heritage Tourism Management	30	70	100	2 Hrs.	4	4	22
	KU4DSCTTM207	DSC-A6	Event Management and Hospitality	30	70	100	2 Hrs.	4	4	
	KU4DSCTTM208	DSC-A7	Tour Leadership and Study Tour	30	70	100	2 Hrs.	4	5	
	KU4SECTTM201	SEC-1	Business Communication	25	50	75	1 ½ Hrs	3	3	
	KU4VACTTM202	VAC-2	Basics of Food Science and Nutrition	25	50	75	1 ½ Hrs	3	3	
	KU4VACTTM203	VAC-3	Tourism Law and Administration	25	50	75	1 ½ Hrs	3	3	
S5	KU5DSCTTM301	DSC-A8	Employability and Leadership in Hospitality	30	70	100	2 Hrs	4	5	23
	KU5DSCTTM302	DSC-A9	Tourism Economics	30	70	100	2 Hrs	4	5	
	KU5DSCTTM303	DSC-A10	Hospitality Marketing	30	70	100	2 Hrs	4	4	
	KU5DSCTTM304	DSC-A11	Management Principles	30	70	100	2 Hrs	4	4	
	KU5DSCTTM305	DSC-A12	Tourism Transport Systems	30	70	100	2 Hrs	4	4	
	KU5SECTTM301	SEC-2	Aviation Management	25	50	75	1 ½ Hrs	3	3	

S6	KU6DSCTTM306	DSC-A13	Organizational Behavior in Tourism	30	70	100	2 Hrs	4	4	22
	KU6DSCTTM307	DSC-A14	Human Resource Management and Tourism	30	70	100	2 Hrs	4	4	
	KU6DSCTTM308	DSC-A15	Airport Management and Ground Handling	30	70	100	2 Hrs	4	4	
	KU6DSCTTM309	DSC-A16	Logistics Management	30	70	100	2 Hrs	4	4	
	KU6DSCTTM310	DSC-A17	Entrepreneurship in Tourism Industry	30	70	100	2 Hrs	4	4	
	KU6INTTTM301	INT	Internship	15	35	50	.....	2	2	
	KU6SECTTM302	SEC-3	Technology and Tourism	25	50	75	1 ½ Hrs	3	3	
S7	KU7DSCTTM401	DSC-A18	Sustainable Development & Crisis Management	30	70	100	2Hrs	4	5	20
	KU7DSCTTM402	DSC-A19	Product Design and Development	30	70	100	2Hrs	4	5	
	KU7DSCTTM403	DSC-A20	Destination Planning and Management	30	70	100	2Hrs	4	5	
	KU7DSCTTM404	DSC-A21	Tourism Project Management	30	70	100	2Hrs	4	5	
	KU7DSCTTM405	DSC-A22	Tourism planning	30	70	100	2Hrs	4	5	
	KU8DSCTTM406	DSC-A23	Research Methodology	30	70	100	2Hrs	4	5	



S8	KU8DSCTTM407	DSC-A24	Academic Writing and Publishing	30	70	100	2Hrs	4	5	24
	KU8DSCTTM408	DSC-A25	Financial Management in Tourism	30	70	100	2Hrs	4	5	
	OR (instead of Core Courses 19 to 21 in Major)									
	KU8PRJTTM498	PRJ(H)	Research Project (Honors)	90	210	300	...	12	13	
	OR (instead of any two Core Courses 19 to 21 in Major)									
	KU8PRJTTM499	PRJ(H-R)	Research Project	60	140	200	...	8	8	
	KU6DSCTTM409	DCE-1	Digital and Social Media Communication in Tourism	30	70	100	2Hrs	4	5	
	KU8DSCTTM410	DCE-2	Cargo Management	30	70	100	2Hrs	4	5	

## DISTRIBUTION OF MINOR COURSES IN BTM

Semester	Course Code	Minor Course	Course Name
SEM 1	KU1DSCTTM102	DSC -B1	Travel Geography
SEM 1	KU1DSCTTM103	DSC- C1	Front Office Management
SEM 2	KU2DSCTTM105	DSC- B2	Cultural Heritage and Hospitality
SEM 2	KU2DSCTTM106	DSC- C2	Food and Beverage Service
SEM 3	KU3DSCTTM203	DSC- B3	Tourism Destination Mapping
SEM 3	KU3DSCTTM204	DSC- C3	Housekeeping Operations
SEM 3	KU3DSCTTM205	DSC- D3	Rooms Division Operations-I

BTM – Bachelor of Tourism & Travel

# DETAILED SYLLABUS-BTTM

## FIRST SEMESTER

<b>SEMESTER 1</b>	<b>KU1DSCTTM101</b>	<b>BUSINESS OF TOURISM AND HOSPITALITY</b>
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Program	BTTM				
Course Code	KU1DSCTTM101				
Course Title	BUSINESS OF TOURISM AND HOSPITALITY				
Type of Course	DSC-A1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course is intended to provide an awareness on the fundamentals of tourism, including important ideas, history, types of components, motives, determinants, and career options in the tourism business. This course provides in-depth knowledge and comprehension of the geographical features, climate, culture, and tourism resources of Kerala.				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the concepts of tourism and hospitality and the historical background of tourism and hospitality	R	C	Quiz/ Practical Assignment /Observation of

	industry			Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	Identify the components, elements and travel motivational factors of Tourism	U	P	
CO3	Evaluate the Effectiveness of Different Tourism Resources in Kerala	E	P	
CO4	Design Comprehensive Tourism Circuits and Itineraries for Kerala.	An	P	
CO5	Describe the Key Components of Kerala's Tourism Landscape	R	F	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Basic Concepts of Tourism</b>	
	1.	Definition and Basic concepts of Tourism-Meaning, and Importance of Tourism, Definition and Distinction between Travelers, Visitors, Excursionist, Tourist, Transit visitor, Leisure, and Recreation.
	2.	History and evolution of tourism (Brief): Roman early travel, trade routes, Empire, and concept of annual holiday, Grand Tour, dark age, renaissance in Tourism- Thomas cook & early organized travel – Introduction of Air, rail, and water transport (Brief)
	3.	Modern tourism - Travel and tourism in medieval Europe: Feudalism, Crusades, Renaissance, Exploration (in brief)- Industrial Revolution.
	4.	Components and elements of tourism-7A of Tourism.
	5	International Tourism, Inbound, Outbound, Inter-Regional, Intra-Regional, Domestic, Internal, and National Tourism- Social (paid) Tourism- Mass tourism v/s Alternative tourism- Classification of Tourists (Cohen's Classification, Plog's Classification)

	6	Inter- relation between various segments & travel industry network- Tourism system and its components- career opportunities
<b>II</b>	<b>Typology of Tourism</b>	
	7	Travel motivational factors- Wanderlust and Sunlust- Push and Pull Factors of Tourism- Maslow's theory
	8	Determinants of travel behavior -Basics of Tourism demand, Net travel propensity, Gross travel propensity
	9	Types of Tourist Statistics (Volume, Value, Visitor Profiles).
	10	Contemporary trends in Indian Tourism-Travel formalities to India
	11	Major service Providers: Accommodation, Transportation (Airlines, Coaches, Cruises, Trains)- Rent A car-MICE.
<b>III</b>	<b>Kerala Tourism (In brief)</b>	
	12	Geographical features of Kerala (in brief)- Western Ghats- Climate- Monsoon- "God's Own Country" Campaign.
	13	Backwaters of Kerala (in brief): (Kochi, Alappuzha, Kumarakom, Kollam, Kasaragod)
	14	Hill Stations of Kerala (in brief): (Wayanad, Munnar, Ponmudi, Gavi, Ranipuram, Vagamon, Nelliampathy)
	15	Beaches of Kerala (in brief): (Kannur, Kochi, Varkala, Kovalam, Kanyakumari, Bekal)
	16	<ul style="list-style-type: none"> <li>• Important Rivers of Kerala (in brief)</li> <li>• Lakes (in brief): (Periyar, Vembanad, Ashtamudi, Pookode, Shasthamkotta)</li> <li>• Dams: Idukki, Malampuzha, Mullapperiyar, Thenmala, Banasura Sagar, Mattupetty, Neyyar, Kakkayam, Cheruthoni</li> <li>• Waterfalls (in brief): Athirappally, Vazhachal, Soochippara, Thommakuthu, Thusharagiri, Palaruvi, Meenmutti)</li> <li>• Islands (Kuruva, Darmadam, Pathiramanal)</li> <li>• Mangroves (Sambranikkodi, Kadalundi, Kavvayi)</li> </ul>



		<ul style="list-style-type: none"> <li>Plantations of Kerala (in brief) (Tea, Coffee, Cardamoms, Pepper, Rubber)</li> </ul>
	17	Wildlife of Kerala (in brief): Major Wildlife Sanctuaries (Wayanad, Aralam, Chimmini, Thattekkad, Idukki, Neyyar) and National Parks (Silent Valley, Eravikulam), Tiger Reserves (Periyar, Parambikkulam)
<b>IV</b>	<b>Manmade Tourism Attractions of Kerala (In brief)</b>	
	18	Heritage Monuments: Padmanabhapuram Palace, Krishnapuram Palace, Mattancherry Palace, Jewish Synagogue, St. Francis Church, Tripunithura Hill Palace Museum, Thalasseri Fort, Gundert Bungalow, Bekal Fort, Edakkal Caves, Thekkedudi Cave Temple
	19	Amusement Parks, Theme parks, Arts and Craft Villages, Shopping and Convention Centers
	20	<ul style="list-style-type: none"> <li>Main Art Forms (Kathakali, Theyyam, Kalarippayattu, Koodiyattam, Mohiniyattam).</li> <li>Handicrafts- Fairs and Festivals (Boat Races of Kerala, Thrissur Pooram, Onam).</li> <li>Cuisines, Paintings (Mural Painting), Museums (Napier Museum, State Museum, Hill Palace Museum)</li> </ul>
	21	Major Religions and shrines
	22	Responsible tourism in Kerala- Major destinations
	23	USP of Kerala: Houseboats, Ayurveda, Backwaters
	24	Major Tourism Circuits of Kerala- Major Tourism Projects of Kerala – Eco-tourism Projects
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

**Note: Recommended Learning Activity to achieve COs 3, 4, 5;**

*Fam Trip: Organize a familiarization trip within Kerala or to the neighboring state, based on Unit III and IV (Preferable an Excursion, Max 1-2 days): Students should study and report on a specific area of Kerala tourism (e.g., Uniqueness, SWOT Analysis, visitor satisfaction, Local engagement, stakeholder perceptions, and any other) and present their results in an oral presentation.*

**References:**

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice. Pearson.
- Riginos, M. (2012). The making of modern tourism: The cultural history of the British experience, 1600-2000. Palgrave Macmillan.
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- Hussain, A. (2018). "Biodiversity of Kerala." In Biodiversity and Climate Change Adaptation in Tropical Islands (pp. 509-528). Academic Press.
- Joseph, E. J., & Babu, P. G. (2019). "Analyzing the Carrying Capacity of Backwater Tourism in Kerala." International Journal of Tourism Policy, 9(1), 1-25.
- Kokkranikal, J., & Morrison, A. (2011). "Community Networks and Sustainable Livelihoods in Tourism: The Role of Entrepreneurial Innovation." Tourism Planning & Development, 8(2), 137-156.
- Chettiparamb, A., & Kokkranikal, J. (2012). "Responsible Tourism and Sustainability: The Case of Kumarakom in Kerala, India." Journal of Policy Research in Tourism, Leisure and Events, 4(3), 302-326.
- Lonely Planet – Kerala
- [www.keralatourism.org](http://www.keralatourism.org)

**CO-PSO Mapping:**

CO's	Program Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1

CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1
CO5	3	-	1	-	2	1

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	FAM Trip /	30
	1.Report and viva voce	20
	2. Leadership, Involvement	10
	<i>Those who did not go for FAM Trip may obtain 30 marks for CCE by.</i>	
b)	Case Studies :(15 marks) Assignments/ Seminar Presentations: (5 marks) Test Paper: (10 marks)	
<b>Total</b>		<b>100</b>

Programme	BTTM
Course Code	KU1DSCTTM102
Course Title	Travel Geography
Type of Course	Minor-B1
Semester	1
Academic Level	100 – 199

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences.				



### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of travel geography and familiarize with geographical diversity features of India	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze and describe Geographic resources of tourism in India	An	P	
CO3	Analyze and describe the physical features of Kerala, examining its impact on travel patterns and tourism experiences.	E	P	
CO4	Develop practical map reading, interpretation, and analysis skills to plan travel routes, identify geographical features, and evaluate destination Suitability for tourism development.	Ap	P	
CO5	Apply geographical concepts and principles to analyze the impact of geography on tourism development	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## **DETAILED SYLLABUS:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Travel Geography</b>	
	1	Definition and scope of travel geography, Geographical Factors impacting tourism: latitude, longitude, and altitude.
	2	Overview of key geographical concepts – Continents, regions, transportation and economic activities (In Brief)
	3	Study of India's diverse topography: Northern mountains or Himalayas, Northern Plains, Peninsular Plateau, Great Indian Desert, Coastal Plains, Islands
	4	Climatic regions- Climatic classification by Koeppen
	5	Drainage System – Himalayan and Peninsular Rivers
	6	Natural Vegetation and soil types
<b>II</b>	<b>Geographic Resources of India</b>	
	7	Major Hill Stations, Mountains, Glaciers, Caves, Valleys, Lakes, Beaches
	8	Other Geographic formations with tourism potential in India – National Parks, Wildlife Sanctuaries, Biosphere Reserves
	9	IUCN Protected Area categories
	10	Impact of physical geography on tourism destinations in India
<b>III</b>	<b>Geographical Features of Kerala</b>	
	11	Physiographic features of Kerala – Highland, Midland, Lowland
	12	Popular tourist destinations and attractions in Kerala
	13	Exploration of Kerala's backwaters and their significance
	14	Western Ghats – Drainage - Rivers
	15	Climate of Kerala – Monsoon in Kerala

	16	Impact of Climate in Kerala Tourism
<b>IV</b>	<b>Introduction to Map Study</b>	
	17	Maps and their use: Cartography
	18	Maps: scale, Types of maps, Online/Digital map
	19	Uses of Maps with focus on Travel and Tourism
	20	Important Digital Maps or Apps.
	21	Toposheets – Signs and Symbols
	22	Use of GIS, GPS, Remote Sensing and 3 D Mapping
<b>V</b>	<p style="text-align: center;"><b>Teacher Based Content- Content (12 Hrs.)</b></p> <p><b>Recommended Frameworks.</b></p> <p>Case studies on how natural features attract tourists</p>	

**Note: Recommended Learning Activity:**

*Prepare a field visit report on a chosen destination in Kerala analyzing its geographical features (excursion-1 day).*

**References**

- Husain, Majid, World geography, Rawat Publications, Jaipur, 2016
- Ashok K, Ghosh, physical geography – A landscape Appreciation, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi-11001,2011
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### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	-	-	-	-	-
CO 2	2	1	-	2	-	1
CO 3	2	2	-	2	-	1
CO 4	2	2	-	1	-	-
CO 5	-	-	-	2	1	1

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Field Report (IV)	20
<b>OR</b>		
a)	Test Paper- 1	10
b)	Case Study	15
c)	Seminar/ Assignment	5
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 1</b>	<b>KU1DSCTTM103</b>	<b>FRONT OFFICE MANAGEMENT</b>
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Program	BTM
Course Code	<b>KU1DSCTTM103</b>

Course Title	FRONT OFFICE MANAGEMENT				
Type of Course	Minor-C1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Course Summary	Students will be equipped with the knowledge, skills, and attitudes necessary to effectively manage front office operations and contribute to the success of hospitality establishments in providing exceptional guest experiences.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the various types of hotels and their features.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Explain the structure of the Front Office Department.	U	P	
CO3	Handle Reservation activities.	Ap	P	
CO4	Deal effectively with Guests & Colleagues.	Ap	P	
CO5	Maintain Personal Care & Safety at accommodations.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				



### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Structure of Front Office Department</b>	
	1.	Functional Organization of Front office- Front Desk Layout and Equipment
	2.	Front office functions- Personnels.
	3.	Reservation Activities: Processing of reservation request, Systems & Tools used
	4.	Arrival Procedures: Receiving, Greeting, Welcoming A Guest, Assessing Guest Requirements, Registration & Rooming Procedure, Room Change
	5.	Important Concepts: Over Booking, Scanty Baggage, Room Position, Cancellation, Amendment, Walk-in Guest, walking a Guest, Blacklisted Guest.
<b>II</b>	<b>Handling Guest</b>	
	6.	Attend to guest queries: Handling Guest Requests
	7.	Message Handling Procedure: Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure
	8.	Checkout & Settlement: Procedures at Reception, Cash Section, Bell Desk
	9.	Reduction of Late Charges: Effective Billing & Collection.
<b>III</b>	<b>Standard Operating Procedures (SOPs)</b>	
	10.	Check-In & Check-Out Process: Front office Communication, Importance of inter-departmental Communication, Types & Methods of Communication
	11.	Handling of Special Situations: DNS, DNA, RNA, NI (No information, Scanty Baggage Guest, Refusing Accommodation, Blacklisted Guest, Walking A Guest)
	12.	Assist guest in check-in and checkout process: – ‘Express Check-Out’& ‘Self-Check-Out’
	13.	Handling guest complaints- Standard Operating Procedures (SOP)
	14.	Staff Organization, Duty Rotas & Work Schedule.
<b>IV</b>	<b>General Front Office Supervisory Skills</b>	

	15.	Front Office Supervisory Skills: Communicating with Guests, Handling Guest Requests
	16.	Importance of Handling Mail without Delay, Sorting of Mail
	17.	Manual Key Control Procedure, Left Luggage Procedures, Handling of Special Situations Like – VIP / Spat / DG Guests FIT, VIP, Group, Foreigner.
	18.	Hotel / Front Office Security System: Methods, Equipment Used, Card Key Control, Emergency Procedures, Management's Role in Security
	19.	Front office Systems: Non-Automated, Semi-Automated, Fully- Automated
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	

**Note: Compulsory Learning Activity**

*1. Case studies of travel companies having the best customer service should be given to achieve CO 3 and CO4.*

**References:**

- Negi, J., & Manohar, G. (2009). Hospitality Management. Laxmi Publications Ltd.
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### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	1	1	-	-	-	1
CO 3	2	2	2	1	-	1
CO 4	1	2	2	1	-	2
CO 5	1	1	-	-	-	2

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Case study	15
c)	Seminar	5
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 1</b>	<b>KU1MDCTTM101</b>	<b>BASICS OF FOOD PRODUCTION</b>
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Programme	BTTM					
Course Code	KU1MDCTTM101					
Course Title	BASICS OF FOOD PRODUCTION					
Type of Course	MDC-1					
Semester	1					
Academic Level	100 – 199					
Course Details	Credit	Lecture per week	Tutorial	Practical	Total Hours	

			per week	per week	
	3	3			45
Pre-requisites	Basic Knowledge about Hotel organization				
Course Summary	This course prepares the student to understand the basic theory of food production				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Understand the fundamental principles of food production.	U	F	Instructor-created exams / Quiz
CO2	Gain knowledge of various cooking methods and techniques	U	C	Practical Assignment / Observation of Practical Skills
CO3	Learn about kitchen organization, equipment, and safety practices.	U	P	Instructor-created exams / Home Assignments
CO4	Develop skills in menu planning, food costing, and presentation	An	P	Instructor-created exams / Quiz
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Food Production</b>	
	1	History and evolution of cooking(brief)- Basic culinary terms and definitions-
	2	Organizational chart of kitchen department of a large hotel. -Executive chef, Sous chef, Chef de partie, Commis and Trainee

	3	Kitchen layout and workflow-types of kitchens. Layout of Receiving Areas. Lay out of storage Area. Lay out of service and wash-up, Kitchen Stewarding- safety protocols and emergency procedures
	4	Kitchen Equipment and Cooking Fuels —Sources of Energy –Rules for Reheating of food/ réchauffé cooking- Waste management and sustainability practices- Food safety and hygiene practices
<b>II</b>	<b>Cooking Methods and Techniques</b>	
	5	Food constituents -Methods of cooking food
	6	Basic principles of cooking food – medium of liquid (boiling, steaming, stewing, poaching and braising), medium of fat (frying, grilling and roasting), dry method of cooking (baking, smoking, broiling and microwave cooking). Advantages and disadvantages of all the above methods.
	7	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids- Flavorings and seasonings – Sweetening – Thickenings- Principles of seasoning and flavoring
	8	Stocks -Definition, components, Types, and uses of stock—Sauces-importance of sauces-thickening agent used in sauces, Classification of sauces.
	9	Soups– Types of soup- preparation of soup- garnishing for soup. Accompaniment and garnishes
<b>III</b>	<b>Cooking Materials</b>	
	10	Herbs: Uses and Varieties of Herbs- Preserving Fresh Herbs
	11	Spices: uses and Varieties -Uses of Spices. Condiments: Uses and Varieties of Condiments
	12	Salads — types of salad – salad dressing
		Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts – Varieties of Yoghurts-Creams-Types of Cream- Storage of Cream.
	13	Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese.
	14	Butter-Introduction- -Types of Butter.
	15	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages
<b>IV</b>	<b>Food Presentation</b>	
	16	Basic plating and presentation techniques (Practical)
	17	Trends in food presentation and gastronomy (Practical)-
	18	Important Tasks performed in Food and Beverage Service (Familiarization) Task-01: Holding Service Spoon & Fork



	Task-02: Carrying a Tray / Salver Task-03: Laying a Tablecloth Task-04: Changing a Tablecloth during service Task-05: Placing meal plates & clearing soiled plates Task-06: Stocking Sideboard Task-07: Water Service Task-08. Using Service Plate &Crumbing down Task-09: Napkin Folds Task-10: Changing dirty ashtray Task-11: Cleaning & polishing glassware
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>

### **Compulsory Learning Activity:**

*Visit to Professional Food Production Institutes and reporting (Based on Unit IV) to achieve COs 2, 3, and 4.*

### **References**

- Labensky, S. R., Hause, A. M., & Martel, P. A. (2014). On Cooking: A Textbook of Culinary Fundamentals. Pearson.
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- Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). Food and Beverage Management. Routledge.
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- Thangam Phillip: Modern Cookery, Orient Longman. 3. Arvind Saraswat: Professional Chef.
- Parvinder S Bali., Food production operations: Oxford University Publication.

### **Mapping of COs with PSOs**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	2	-	-
CO 4	2	-	-	3	-	-

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Field Report	15
b)	Practicum (Module 4)	10
Practicum must be conducted by the teacher at the end of the semester.		
<b>Total</b>		<b>75</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 1</b>	<b>KU1MDCTTM102</b>	<b>INTRODUCTION TO TRAVEL AND TOURISM</b>
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Programme	BTMM					
Course Code	KU1MDCTTM102					
Course Title	INTRODUCTION TO TRAVEL AND TOURISM					
Type of Course	MDC-2					
Semester	1					
Academic Level	100 – 199					
Course Details	Credit	Lecture per week	Tutorial	Practical	Total Hours	

			per week	per week	
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course provides an overview of the travel and tourism industry, including its history, key players, and current trends. Students will explore the various sectors of industry and gain an understanding of the fundamental concepts and principles of travel and tourism.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Familiarization and Introduction to Travel and Tourism.	R	C	Practical Assignment /Observation of Practical Skills/ Audio-visual Presentation / Technology-based assessment
CO2	To understand History of Travel and Tourism	E	P	
CO3	To learn various Types of Tourism	U	P	
CO4	To understand the meaning and the functions of Travel Agency and Tourism Products	An	P	
CO5	To Explore the various types of Local/ regional Tourism Products/ Service Provided by the Industry	C	Ap	
CO6	To Demonstrate the Entrepreneurial Opportunities and New Trends of Tourism Industry	F	C	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>		<b>Introduction to Travel and Tourism</b>
	1	Tourism – Definition and meaning
	2	Significance of tourism

	3	Elements of tourism
	4	Significance of World tourism day
<b>II</b>	<b>History of Travel and Tourism</b>	
	5	Developments in the history of tourism - early civilization, the imperial era, silk route, European renaissance, Grand Tour.
	6	UNESCO world heritage cites in India
	7	Role of UNWTO
	8	Meaning of International Tourism, Domestic Tourism, In bound Tourists and out bound tourists.
<b>III</b>	<b>Types of Tourism</b>	
	9	Leisure or Holiday Tourism
	10	Visiting Friends and Family (VFR
	11	Cultural tourism
	12	Adventure tourism
	13	Religious tourism.
	14	Business tourism
	15	Health tourism
	16	Sports tourism
	17	Alternative forms of tourism
<b>IV</b>	<b>Travel Agency and Tourism Products</b>	
	18	Travel agency Definition and Meaning
	19	Function of Travel agencies
	20	Documents required for domestic and international travel.

	21	Types of tourism product – (Natural, Human Made and Symbiotic), (Event based and Site based), Based on Category of Product).
	22	Characteristics of Tourism Products
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	

## References

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). Tourism: Principles and Practice. Pearson.
- Riginos, M. (2012). The making of modern tourism: The cultural history of the British experience, 1600-2000. Palgrave Macmillan.
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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	-	-	-	-	-
CO 2	2	1	-	2	-	1
CO 3	2	2	-	2	-	1
CO 4	2	2	-	1	-	-
CO 5	-	-	-	2	1	1

## Assessment Rubrics

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment	10
c)	Seminars (Module 5)	10
Total		100

## Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

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## SEMESTER 2

<b>SEMESTER 2</b>	<b>KU2DSCTTM104</b>	<b>HOTEL OPERATIONS</b>
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Program	BTTM				
Course Code	KU2DSCTTM104				
Course Title	Hotel Operations				
Type of Course	DSC-A2				
Semester	2				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours

	4	4	-		60
Course Summary	This course covers a comprehensive overview of hotel operations, including front office, housekeeping, food and beverage, management, and administration topics essential for students pursuing a career in the Travel, Tourism, and hospitality industry.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category #	Evaluation Tools used
CO1	Understand the basics of hospitality operation.	U	C	Instructor-created exams / Quiz
CO2	Apply knowledge and skills in front office operation	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Apply knowledge and skills in housekeeping operations	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Demonstrate the ability to learn about key aspects of a Food and Beverage Service Personnel	Ap	P	Instructor-created exams / Home Assignments
CO5	Learning about the importance of professionalism, quality service delivery and teamwork in the service Industry.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
I	<b>Introduction Hotel Industry</b>	
	1	Overview of the hospitality industry-Origin of the hotel industry- Accommodation Concept: Types of Hotels
	2	Types of hotels -categorization and classification of hotels-FHRAI-Major hotel chains in the world and India
	3	Major types of rooms- Supplementary accommodation
	4	Functional Departments of Hotel: Front Office, catering, Food and Beverage,

		Housekeeping, Engineering, Human Resource, Finance and Account, Marketing.
II	<b>Introduction to Hotel Operations</b>	
	5	Bell desk- functions of the bell desk
	6	Lobby- lobby manager- Duties and responsibilities- concierge
	7	Maintenance. Different types of maintenance practice - Planned maintenance (preventive, corrective) and Reactive maintenance (breakdown, emergency). Guest room maintenance. Contract maintenance
	8	Organization chart of maintenance department – luxury and small hotels. Duties and Responsibilities of maintenance department.
	9	Fuel: Types of fuels used in the catering industry - comparison of calorific values and other properties
	10	LPG and its properties, precautions to be taken while handling LPG- Principle of Bunsen Burner- Advantages of electricity as kitchen fuel- Microwave heating.
III	<b>Hotel Safety and Security</b>	
	11	Refrigeration and Air-conditioning.: Air conditioning- conditions for comfort, relative humidity, de-humidification, dew-point control, unit of air conditioner.
	12	Unit air-conditioner - window type and split type-Centralized air conditioner- direct type and chilled type
	13	Water Systems: Cold water supply systems- direct and indirect. Hot water generation and supply system central and localized system. Solar water heater.
	14	Flushing cisterns, water taps, water traps and water closets
	15	Fire Prevention: Fire triangle. Classes of fire. Fire extinguishers and colour code. Fire Detectors and alarms, automatic fire detectors-cum-extinguishing devices.
IV	<b>Accounting in the Hotel Industry</b>	
	16	Revenue and non-revenue generating departments of hotel, Night auditor: Role and Functions, Working procedure
	17	Financial statement analysis: Importance and Limitation of ratio analysis, Types of Ratios, Liquidity Ratio, Leverage Ratio, Activity or Turnover Ratio, Profitability Ratio, Operating ratio,
	18	Food Cost Ratio, Room Occupancy Ratio, Double Occupancy Ratio, Yield management Ratio,
	19	Yield Management: Elements of Yield Management, Measuring Yield Management, Challenges in Yield Management

	20	Hotel Metrics: Key Performance Indicators (KPIs)- Types of hotel metrics- Improving hotel KPIs- Profit hotel metrics- Operations hotel metrics
	<b>Module 5: Teacher Specific Content. (12 Hrs)</b>	

**Reference:**

- Schmidgall, R. S. &Damitio, J. Hospitality Industry Financial Accounting. 2nd ed. USA: USA: Educational Institute of American Hotel and Lodging Association.
- Cote, R. Understanding Hospitality Accounting-I, 4th ed. USA: Educational Institute of American Hotel and Lodging Association.
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- Parajuli, Dilip. Hotel Accounting and Inventory Management. Kathmandu, Bhundipuran.
- Hotel Engineering – Sujith Ghosal; Oxford Higher Education.
- Textbook of Hotel Maintenance - Dr. N.C. Goyal, Dr. K.C. Arora; Standard Publishers Distributors.
- Hospitality Facilities Management and Design – David M. Stripanuk; Educational Institute American Hotel & Lodging Association
- Hotel Management and Operations, Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)

### Mapping of COs with PSOs

PSO2	PSO3	PSO4	PSO5	PSO6
-	-	-	-	-
1	2	-	-	2
2	2	-	-	1
2	1	2	-	1
2	2	-	-	2

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Field Report	10
c)	Practicum (Module 4)	10
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 2</b>	<b>KU2DSCTTM105</b>	<b>CULTURAL HERITAGE AND HOSPITALITY</b>			
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Program	BTM				
Course Code	KU2DSCTTM105				
Course Title	CULTURAL HERITAGE AND HOSPITALITY				
Type of Course	Minor- B2				
Semester	<b>2</b>				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	<p>This course will introduce students to the rich and diverse cultural heritage of India, and they will learn about the various aspects of Indian culture, such as its languages, religions, art, architecture, music, dance, cuisine, and customs. It would also explore the history, geography, and diversity of India, and how its culture has been shaped by various internal and external influences over the millennia. Students will also examine the challenges and opportunities for preserving and promoting India's cultural heritage in the modern world.</p>				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	To introduce the students to the diversity and richness of Indian culture and heritage.	U	F	Instructor-created exams / Quiz
CO2	To explore the various aspects of Indian culture and heritage, such as art, literature, philosophy, religion, architecture, music, dance, and theatre.	An	C	Practical Assignment / Observation of Practical Skills
CO3	To recognize and analyze the historical and contemporary influences on Indian culture and heritage	An	P	Instructor-created exams / Home Assignments
CO4	To develop a critical and analytical understanding of the contemporary issues and challenges faced by Indian culture and heritage.	An	M	Instructor-created exams / Quiz
<p>* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)  # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Indian Culture and Heritage</b>	
	1	Definition and concept of culture and heritage
	2	Features and characteristics of Indian culture and heritage, unity, and diversity in India
	3	Relationship between tourism and cultural heritage
	4	Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India (In brief)
<b>II</b>	<b>Art and Literature of India</b>	
	5	Development and evolution of Indian art (Brief)
	6	Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.
	7	Indian Cuisine and its regional variations- Indian cuisines and hotel industry-regional variations- gastronomy and tourism
<b>III</b>	<b>Philosophy and Religion of India</b>	
	8	Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion(brief)
	9	Religions of India, Hinduism, Buddhism, Jainism, Sikhism, Islam, Christianity (Brief)
	10	Pilgrimage destinations of important religions and faiths, important religious festivals(brief)
<b>IV</b>	<b>Architecture of India</b>	
	11	Features and elements of Indian architecture
	12	Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles.
	13	Impact of globalization and modernization on Indian culture and heritage
	14	Threats and risks to Indian culture and heritage
	15	Preservation and promotion of Indian culture and heritage
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

**Note: Compulsory Learning activity:**

*1. Field Trip to a local heritage destination and reporting (Preferably Excursion)*

**References**



- Upinder Singh, A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson
- Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
- Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press
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- Nilsson, Sten (1968). European Architecture in India 1750–1850. London: Faber and Faber.
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- Satish Chandra, Medieval India: From Sultanate to the Mughals- Mughal Empire, -
- RS Sharma, India's Ancient Past
- Neeraj Agarwal, Tourism and Cultural Heritage of India
- SP Gupta and Lal Krishna, Cultural tourism in India - Museums, Monuments and Art

### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	2	-	-
CO 4	2	-	-	3	-	-

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Field Trip Report	20
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 2</b>	<b>KU2DSCTTM106</b>	<b>FOOD AND BEVERAGE SERVICE</b>
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Program	BTTM				
Course Code	<b>KU2DSCTTM106</b>				
Course Title	FOOD AND BEVERAGE SERVICE				
Type of Course	Minor- C2				
Semester	2				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	Basic knowledge of Hotel Operations				
Course Summary	This course provides students with the knowledge and skills necessary to excel in the food and beverage service sector of the hospitality and tourism industry. The topics covered include service techniques, customer relations, menu knowledge, and professionalism in the restaurants.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance of food and beverage service and its various concepts	U	C	Instructor-created exams / Quiz
CO2	Develop skills in various food and beverage service techniques	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Prepare different types of menus and their importance in food service.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Demonstrate the ability of a Food and Beverage Service Personnel	Ap	P	Instructor-created exams / Home Assignments
CO5	Learn and practice professionalism and teamwork in the service Industry.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Food and Beverage Service</b>	
	1	Evolution of the food service industry - Culinary Terminology
	2	Types of restaurants and their characteristics
	3	Sectors of Food Service Industry - (Primary and Secondary Sectors, Commercial and Welfare Sectors)
	4	Organizational Hierarchy of Food and Beverage Service Department- functions and responsibilities
	5	Attributes, Duties and Responsibilities of Food and Beverage Service Personnel- Personal hygiene - Grooming of F & B staff
<b>II</b>	<b>Food and Beverage Service Organization</b>	

	6	<p><b>F &amp; B Service Equipment:</b> Familiarization &amp; Selection factors of: Cutlery, Crockery, Glassware, Flatware, Hollowware - Special equipment, trolleys and trays, other equipment used in food and beverage service (furniture, linen, buffet equipment and disposables).</p> <p>Personal equipment of service staff- French terms related to equipment.</p>
	7	<p><b>Food Service Areas (F &amp; B Outlets)</b></p> <p>Specialty Restaurants, Coffee Shop, Cafeteria, Fast Food (Quick Service Restaurants), Grill Room, Banquets, Bar, Vending Machines, Discotheque-Ancillary Departments (Pantry, Food pick-up area, Store)</p>
	8	Food and Beverage Service Methods, Types of Meals, Room Service
	9	Banquets Booking-Banquets Service - Job description of banquet manager-Outdoor Catering
<b>III</b>	<b>Food Service Operations</b>	
	10	Styles of food service – Waiter service, Self-service, Assisted Service.
	11	Introduction to Menu - Types of menus - À la carte, Table d'hôte, Banquet menu, Cyclic menu, Carte du jour, plat du jour.- Mise-en-scene and Mise-en-place. -Points to be considered while planning the menu. Menu planning and pricing strategies
	12	Food safety and hygiene practices
		Importance of Food Plating -Types of Food Plating -Techniques used in Food Plating- Components of Food Plating
	13	Restaurant operations and service standards
	14	Customer feedback and complaints handling, telephone manners, dining, and service etiquettes
<b>IV</b>	<b>A TO Z of Restaurant Operations.</b>	
	15	Service sequence - Taking guest reservations, receiving, and seating of guests, order taking and recording, passing orders to the kitchen, sequence of service, presentation and en-cashing the bill, presenting, collecting guest comment cards and bidding farewell to guests. Closing the restaurant
	16	Cover Layout and setting up of restaurant.
	17	<p>Basic Technical Skills</p> <p>Task-01: Holding Service Spoon &amp; Fork</p> <p>Task-02: Carrying a Tray / Salver</p> <p>Task-03: Laying a Tablecloth</p> <p>Task-04: Changing a Tablecloth during service</p> <p>Task-05: Placing meal plates &amp; clearing soiled plates</p> <p>Task-06: Stocking Sideboard</p> <p>Task-07: Water Service</p> <p>Task-08. Using Service Plate &amp;Crumbing down</p> <p>Task-09: Napkin Folds</p> <p>Task-10: Changing dirty ashtray</p> <p>Task-11: Cleaning &amp; polishing glassware</p>

V	<b>Teacher Specific Content (12 Hrs)</b>
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### **Compulsory Learning Activity:**

1. *Visit to a hotel/ restaurant to understand Food and Beverage Service Operations*
2. *Hands-on training in tasks and procedures, Supervised practice in guest service*
3. *Practical Sessions on Unit IV Content*

### **Reference:**

- Food and Beverage Service, R. Singaravelavan, Oxford University Press
- Food and beverage Service: Dennis R. Lillicrap, John A Cousins
- Food and Beverage Services: A Training Manual: Sudhir Andrews, Tata Mc Graw-Hi
- Theory of Cookery- Krishna Arora, Frank Bros. & Co. Ltd. 2000-2001.
- Principles of Food Production Operations – Yogesh Singh – I. K. International Publishing House Pvt Ltd., 2017
- Lillicrap Dennis, Cousins John & Smith Rober: Food & Beverage Service Sixth Edition, Hodder & Stoughton, 338 Euston Road, London, 2002.
- Dhawan Vijay: Food & Beverage Service, Frank & Sons, New Delhi- 2009. 3. Andrew Sudhir-38th reprint: Food & Beverage Service, Tata McGraw- Hill, New Delhi - 2009.

### **Mapping of COs with PSOs**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	2	1	2	-	-	2
CO 3	2	2	1	-	-	2
CO 4	1	2	2	-	-	2
CO 5	1	2	2	-	-	2

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Field Visit Report	15
b)	Practicum (Module 5)	15
	Total	100
Level	Correlation	
-	Nil	
1	Slightly / Low	
2	Moderate / Medium	
3	Substantial / High	

**Correlation Levels:**

**SEMESTER 2****KU2MDCTTM103****SPECIAL INTEREST TOURISM**

Program	BTM				
Course Code	KU2MDCTTM103				
Course Title	Special Interest Tourism				
Type of Course	MDC-3				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>The Special Interest Tourism course prepares students to specialize in niche tourism markets by providing them with the knowledge and skills to develop, manage, and market unique tourism experiences. Emphasizing sustainability and ethical considerations, this course equips students to contribute positively to the tourism industry and the communities it serves through the development and promotion of special interest tours/ packages.</p>				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the diversity of special interest tourism products and their relationship with tourist demand	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar
CO2	Analyze the relationship between special interest tourism and mass tourism	E	P	



CO3	Describe issues associated with the development and use of natural and cultural resources in the development of special interest tourism products;	E	P	Presentation / Technology-based assessment
CO4	Demonstrate a range of key skills that are required to evaluate contemporary trends in special interest tourism including: Communication and literacy; Problem Solving; Independent working and learning	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Eco Tourism</b>	
	1.	Eco Tourism: Concept and Definition-Components and principles of Ecotourism Conservation
	2.	Ecotourism and Community: Benefits and costs, Eco-tourism destinations in India
	3.	National parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches
<b>II</b>	<b>Health Tourism</b>	
	4.	Health tourism: Ayurveda, Ayurveda treatments, thri-doshas, panchakarma-Role of Ayurveda in Tourism
	5.	Medical Tourism-Origin-present status of India, Kerala--linkages medical tourism value chain
	6.	Medical tourism process- medical tourism facilitators- Medical tourism indicators
<b>III</b>	<b>Emerging Products</b>	
	7.	Emerging products: Sustainable tourism- Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Film Tourism, Literary Tourism, Volunteer tourism, Doom tourism, Dark tourism, Revenge Tourism, Experiential tourism
	8.	Commercial attractions - Amusement Parks –Gaming -Shopping

	9.	Live Entertainments - House boats –tree houses- cave room-, desert camps
	10.	Tourism circuits: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits
	11.	Voluntary tourism-doom tourism, pro-poor tourism
<b>IV</b>	<b>Adventure Tourism</b>	
	12.	Adventure Tourism – classification of adventure tourism – land based –water based –aero based
	13.	winter sports –mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### Compulsory Learning Activity:

#### 1. Field Visit to a Special Interest Tourism Destination in Kerala (Max. 2 days)

### References:

1. India Tourism Products: Robinet Jacob, Sindhu Joseph, Mahadevan P (2012)
2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya.
4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art, and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopedia of Tourism Resources in India/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
8. Sarina Singh (2008), Lonely Planet India.

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	2	1	-	2
CO 2	2	1	2	1	-	1
CO 3	2	2	1	2	2	1
CO 4	2	2	2	2	2	1

### Assessment Rubrics

### Correlation Levels:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	10
b)	Field Visit Report	15
<b>Total</b>		<b>75</b>

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 2</b>	<b>KU2MDCTTM104</b>	<b>ENVIRONMENTAL STUDIES AND HUMAN RIGHTS</b>
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Program	BTM				
Course Code	KU2MDCTTM104				
Course Title	ENVIRONMENTAL STUDIES AND HUMAN RIGHTS				
Type of Course	MDC-4				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides a comprehensive overview of environmental studies, major environmental issues, efforts of environmental protection, disaster management, and human rights. It covers topics such as ecology, ecosystems, pollution, waste management, environmental legislation, disaster mitigation, and human rights mechanisms at national and international levels.				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the multi-disciplinary nature of environmental studies	R	C	
CO2	Analyzing the need for public awareness renewable and non-renewable resources, problems associated with Natural resources.	E	P	

CO3	To understand about ecosystem and biodiversity	U	P	Practical Assignment /Observation of Practical Skills/ Audio-visual Presentation / Technology-based assessment
CO4	To understand environmental pollution, disaster management, social issues, Human Population and the Environment	An	P	
CO5	To Know about the Environment and human health.	C	Ap	
CO6	To understand the role of Information Technology in Environment and human health.	F	C	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Environmental Studies.</b>	
	1.	Environment- Constituents and types- The need for environmental studies
	2.	Ecology - definition and meaning- Industrial ecology – definition and meaning.
	3.	Eco system – concept, structure and functions-Biotic factors - producers, consumers and decomposers
	4	Energy flows in the ecosystem. Ecological succession and ecological pyramids- Food chain and food web
<b>II</b>	<b>Major Environmental Issues and Efforts of Environmental Protection.</b>	
	5	Global warming, ozone depletion, greenhouse effect
	6	Pollution - water, air, soil and noise (sources, impact on humans and the environment, control measures).
	7	Pollution - water, air, soil and noise (sources, impact on humans and the environment, control measures).
	8	Pollution - water, air, soil and noise (sources, impact on humans and the environment, control measures).
	9	Environmental Protection - Introduction, constitutional provisions
	10	Environmental legislations – Wildlife Protection Act, 1972, The Environmental Protection Act, 1986, Air (Prevention & Control of Pollution) Act,1981, Water (Prevention & Control of Pollution) Act, 1974
<b>III</b>	<b>Disaster Management</b>	

	11	Disaster management – introduction to mitigation and management of disasters
	12	Mitigation measures – flood, earthquake, cyclones and landslides

<b>IV</b>		
	13	Concept of human rights- Rights of vulnerable sections – women, children, people belonging to indigenous communities, minorities, persons with disabilities and elderly persons.
	14	International mechanism for implementation of human rights - UN Human Rights Council.
	15	National Mechanism for Implementation of Human Rights - Constitution and human rights, Supreme Court, High Courts and National Human Rights Commission.
		Role of NGOs and media in protecting human rights.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

#### Reference books:

Sinha, S, Manisha S & Rayana S., 2014: *A textbook of Environmental studies*: AITBS publishers, India.

Joseph, B., 2009 *Environmental Studies*: McGraw Hill Education (India) Pvt Ltd, New Delhi

RajaGopalan, K., 2011 *Environmental Studies; From Crisis to Care*: 2<sup>nd</sup> Ed. Oxford Higher Education.

Dr. H.O Agarwal, Human Rights, Central Law Publication

S. Narayan, Human Rights: Dynamics in India, Kalpaz Publications

## Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	-	-	-	-	-
CO 2	2	1	-	2	-	1
CO 3	2	2	-	2	-	1
CO 4	2	2	-	1	-	-
CO 5	-	-	-	2	1	1

### Assessment Rubrics

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Assignment/ case Study	15
<b>Total</b>		<b>75</b>
Level	Correlation	
-	Nil	
1	Slightly / Low	
2	Moderate / Medium	
3	Substantial / High	

### Correlation Levels

<b>SEMESTER 3</b>	<b>KU3DSCTTM201</b>	<b>TOURISM PRODUCTS AND RESOURCES</b>
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Program	BTTM				
Course Code	KU3DSCTTM201				
Course Title	TOURISM PRODUCTS AND RESOURCES				
Type of Course	DSC-A3				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	To educate pupils about the various tourism resources and products available in India and Kerala				

**Course Outcomes (CO):**



CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the concept of tourism products and features.	U	C	
CO2	Illustrate various natural tourism resources of the country.	An	P	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO3	Highlight the socio-cultural tourism resources of the country.	E	P	
CO4	Examine the importance of different types of transportation.	E	P	
CO5	Familiarize with Major tourist destinations of India and formulate packages	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Physical and Geographic Features of India</b>	
	1	Tourism products: features, types- Natural and Man-made resources: Tourism Products of India
	2	Physical and geographic features of India: Himalayas and other hill stations, National Parks and Wildlife sanctuaries (in brief)
	3	Physical and geographic features of India: Mountains, islands, coastal areas, deserts
	4	Physical and geographic features of India: Major rivers, lakes, plateaus, mountains, backwaters, Mangroves
	5	climate and seasons
	6	Heritage attractions– Indigenous; Colonial, Handicrafts of India; Fairs and Festivals of Social & Religious importance- Adventure Tourism: Types and destinations.
<b>II</b>	<b>Tourism Resources of India</b>	
	7	Indian Music and Dance - Different Schools, Prominent Indian Museums, Art Galleries- Indian cuisine- Costumes
	8	Historical monuments of India – Ancient temples, caves, stupas, monasteries, forts, palaces

	9	Islamic and colonial art and architecture, major architectural styles
	10	Major religious places connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and Bahai Faith (in brief).
<b>III</b>	<b>Major Tourism Products-Kerala</b>	
	11	Physiography of Kerala- Kerala tourism statistics- Analysis of tourism policies of Kerala(brief)- Department of tourism- KTDC, DTPCs.
	12	Major tourism projects-Literary tourism, Farm Tourism-Spice Tourism, Houseboats, Backwaters, Storytelling, Muziris Project.
	13	Ecotourism destinations- Responsible tourism destinations- Kerala Cuisine, Tourism Festivals-Craft Villages of Kerala
	14	Major natural and cultural tourism products of Kerala- Monuments with Architectural importance
	15	Major tourism routes: Kochi, Munnar, Alappuzha, Thekkady, Kovalam, Kumarakom, Wayanad, Bekal, Wayanad,
	16	Major tourism destinations in Kerala (district-wise)
<b>IV</b>	<b>Major Tourist Destinations of India</b>	
	17	Agra, Delhi, Jaipur, Mumbai, Kolkata
	18	Darjeeling, Mysore, Ladakh, Gangtok, Goa, Manali, Ooty, Shimla
	19	Jaipur, Udaipur, Jaisalmer, Amritsar, Mussoorie, Nainital, Hyderabad
	20	Srinagar, Ahmedabad, Chandigarh, Hampi, Aurangabad, Madurai, Rameshwaram
	21	Chennai, Bengaluru, Kanyakumari, Vizag, Rishikesh
	22	Gwalior, Varanasi, Mahabalipuram, Andaman, Lakshadweep.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### Compulsory Learning Activities

1. A case study on a chosen travel destination in India or Kerala, analyzing its geographical features, cultural aspects, and tourism development
2. Case studies on how natural features attract tourists

### References

- Robinet Jacob, Mahadevan P, Sindhu Joseph (2012). *Indian Tourism Products*. Abhijeet Publications, New Delhi
- Dixit, M., & Charu Sheela. (2008). *Tourism Products*.

- Manohar Sajani. (2001) *Encyclopaedia of Tourism Resources in India*. Gyan Publishing House,
- Rittichainuwat, Bongkosh N. (2018) *Special Interest Tourism*. Newcastle Upon Tyne, Cambridge Scholars Publishing.

### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	1	-	-	-	2
CO 2	1	-	-	-	-	1
CO 3	2	-	1	-	-	1
CO 4	2	-	-	2	1	1
CO 5	2	1	-	-	2	3

### Assessment Rubrics:

	Evaluation Type	Marks
	End Semester Evaluation	<b>70</b>
	Continuous Evaluation	<b>30</b>
a )	Test Paper- 1	10
b )	Assignment	5
c )	Case Study	15
	<b>Total</b>	<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 3</b>	<b>KU3DSCTTM202</b>	<b>TOUR DESIGNING</b>
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Program	BTTM				
Course Code	KU3DSCTTM202				
Course Title	TOUR DESIGNING				
Type of Course	DSC-A4				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					

Course Summary	This course aims to equip students with the skills of creating an itinerary for the tour package. It focuses on various components for creating a tour package and thereby it enables the students to create tour packages of different requirements.
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### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of tour operation	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine various information resources required for drawing itineraries and make use of the resources in more effective ways	A	P	
CO3	Demonstrate the ability plan and cost the tour	Ap	P	
CO4	Prepare Itinerary and execute package and independent tours	A	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
<b>I</b>	<b>Introduction to Travel/ Tour Business</b>	
	1	Travel agency/Tour company - Organization Structure- Types of travel agencies, functions of travel agency
	2	Introduction to Tour Operation Business: History of tour operation - Types of Tour Operators, Functions.
	3	Procedures for setting up a travel agency/tour business -Approvals required- Sources of revenue
	4	Types of tours, FIT & GIT-Income of a tour company
	5	Important tour companies (world and India)
	6	Different departments and activities in Travel / Tour companies- Online Travel Agency- Case study of AirBnB.
<b>II</b>	<b>Travel Itinerary</b>	
	7	Travel itinerary- significance of itinerary, types of Travel Itinerary (itinerary for tourists, tour manager, tourist guide, accommodation, and transport operator)

	8	Steps in developing travel itinerary- Background information for preparing itinerary, GIT itinerary, FIT itinerary, Tailor made itinerary, special interest itinerary
	9	Resources for itinerary planning: Destination information brochure, Hotel/ ground operator brochure and tariff, Railway/Flight timetable and fare, TIM, Festival calendar, Use of various maps, Connectivity and types of transport, Weather updates, Socio-political risk factors
	10	Valuable tips for good itinerary, Do's, and Don'ts of an itinerary.
<b>Preparation of Itineraries</b>		
<b>III</b>	11	Learn about world tour itineraries in demand (Europe, US, Thailand, Singapore-Malaysia, Middle East itineraries, Sri Lanka, Maldives, Nepal, Bhutan)
	12	IRCTC Packages (Exercise)
	13	Preparing itineraries for Kerala (Exercise-Region wise: North Kerala and South Kerala)
	14	Introduction to tour packages, classifications of tour packages, Components of package tour
<b>IV</b>	<b>Tour Packaging and Costing</b>	
	15	Preparation of tailor-made packages for students group using students' concession
	16	Costing of package tour, Components of tour costing- Factors influencing Tour Costing- Fixed costs and Variable costs
	17	Preparation of Cost Sheet- Advantage of Tour Cost Sheet – Quotation.
	18	Tour pricing strategies - Tariff: Confidential Tariffs, Commission, Mark-up Service charges & other remuneration for Tour operation
	19	Tour Pricing and Pricing Strategies Marketing of tour package: Stages in production of the package brochure
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### **Compulsory Learning Activity: See Assessment Rubrics**

- 1.Preparation of 10 different types of itineraries on major themes/ destinations (inbound and outbound)
- 2.Tour Costing Exercises
- 3.Preparation of cost sheet
- 4.Production of the package brochure

### **References**

- Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
- Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.

- Lalita Sharma. (2010). Travel agency and tour operations: concepts and principles. New Delhi: Centrum Press.
- Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.
- Sampad Kumar swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.

### Mapping of COs with PSOs

CO's	Program Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	-	-	-	-	-
CO2	3	1	1	1	-	2
CO3	3	2	2	-	-	2
CO4	3	3	3	-	-	3

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Viva-Voce	5
b)	Internal Examination	10
b)	Report: Compulsory Learning activities (1-4)	15
<b>Total</b>		<b>100</b>

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 3</b>	<b>KU3DSCTTM203</b>	<b>TOURISM DESTINATION MAPPING</b>
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Program	BTTM				
Course Code	KU3DSCTTM203				
Course Title	TOURISM DESTINATION MAPPING				
Type of Course	DSC-A6				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course provides an in-depth exploration of the principles and practices of destination mapping in the context of the travel and tourism industry and analyze, plan, and map destinations, considering geographical, cultural, economic, and sustainability factors.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Understand the basic concepts of continents and countries along with their key geographical features	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based
CO2	Apply time calculation skills, including flying time calculation with a basic understanding of time zones, standard time, Coordinated Universal Time (UTC), and the International Date Line.	Ap	P	
CO3	Understand the tourist destinations, attractions, and accessibility of major countries in Europe and America	An	P	
CO4	Understand the tourist destinations, attractions, and accessibility of major countries in Asia and Africa	An	P	
CO5	Apply geographical concepts and principles to analyze, plan and map destinations.	Ap	P	



				assessment
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Basics of World Geography</b>	
	1	Earth, Latitude and Longitude
	2	Time Zones, GMT and IST, International Date Line
	3	Earth Movements – Rotation, Revolution, Day and Night, Seasons
	4	Atmospheric Layers and Importance
	5	Weather and Climate, Climatic Regions of the World (Brief)
	6	Major Landforms – Mountains, Plains, Plateaus; Physiographic Regions of the World and Continents (vegetation, people, culture, economy, tourism – in brief)
	7	Natural Wonders of the World (Brief:(Ancient and New)
	8	Maps and its use: Cartography, scale, Types of maps, Online/Digital map Maps with focus on Travel and Tourism-Important Digital Maps or Apps.
	9	Toposheets – Signs and Symbols-Use of GIS, GPS, Remote Sensing, 3 D Mapping
<b>II</b>	<b>Travel Geography of Europe</b>	
	10	Tourist Destinations, and accessibilities of UK, Italy, and Spain (Brief)
	11	Tourist Destinations, Attractions and Accessibilities of France, Germany, and Switzerland (Brief)
	12	Mapping of important destinations in the map using 3-letter city codes (of the above)
<b>III</b>	<b>Travel Geography of Americas</b>	
	13	Major Tourist Destinations, Accessibilities of Canada and USA (Brief)
	14	Major Tourist Destinations, and Accessibilities of Mexico and Caribbean Islands (Brief)
	15	Major Tourist Destinations, and Accessibilities of Brazil and Argentina (Brief)
	16	Mapping of important destinations in the map using 3-letter city codes (of the above)
<b>IV</b>	<b>Travel Geography of Africa and Asia</b>	
	17	Major Tourist Destinations, and accessibilities of South Africa, Egypt, Mauritius, and Seychelles (Brief)
	18	Major Tourist Destinations, and Accessibilities of China, Nepal, Bhutan, Sri Lanka, and Maldives (Brief)
	19	Major Tourist Destinations, and Accessibilities of Japan, and Vietnam, Malaysia, Thailand, Indonesia and Singapore (Brief)
	20	Major Tourist Destinations, and Accessibilities of Australia, New Zealand (Brief)
	21	Major Tourist Destinations, and Accessibilities of UAE, Egypt, Israel, and Saudi Arabia (Brief)

	22	Mapping of important destinations in the map using 3-letter city codes (of the above)
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### **Compulsory Learning Activity**

1. Problems on Time calculation and elapsed flying time

2. Case study report of destinations from all the continents (any one destination from one continent)

## References

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- Ashok K, Ghosh, physical geography – A landscape Appreciation, PHI Learning Private Limited, M-97, Connaught Circus, Newdelhi-11001,2011
- Anon, World geography, Haughton Mifflin Harcourt Publishing company, Orlando, Florida, 2016
- Hudman, E Lloyd and Jackson H Richard, Geography of Travel and Tourism, Delmar Cengage Learning, USA, 2003
- S.A Qazi, Principles of Physical Geography, APH Publishing,2009
- Richard H. Bryant , Physical Geography Made Simple , Elsevier Science · 2013
- R.B. Bunnett, Seema Mehra Parihar, , Pearson Education India, ISBN 9789353940614, 9353940613
- World Health Organization, United Nations Environment Programme, World Health Organization, 1991, ISBN 9789241544160, 9241544163
- Robert Broadbent Matkin, Dalesman, 1997, ISBN:9781855680968, 1855680963

## Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	-	3	-	-	1
CO 3	3	-	-	-	-	-
CO 4	3	-	1	1	-	-
CO 5	3	2	1	1	-	2

**Assessment Rubrics:**

	Evaluation Type	Marks
	End Semester Evaluation	70
	Continuous Evaluation	30
a )	Test Paper- 1	10
b )	Case study	15
c )	Seminar	5
	<b>Total</b>	<b>100</b>

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 3</b>	<b>KU3DSCTTM204</b>	<b>HOUSEKEEPING OPERATIONS</b>
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Program	BTTM				
Course Code	<b>KU3DSCTTM204</b>				
Course Title	Housekeeping Operations				
Type of Course	Minor- C3				
Semester	3				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Course Summary	This course covers housekeeping operations, cleaning techniques, inventory management, guest satisfaction, sustainability, technology, and practical training. Students learn about the role of housekeeping in the hospitality and tourism industry and gain hands-on experience in housekeeping tasks and procedures.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an understanding of the Role	U	C	Instructor-created
	of Housekeeping Management in tourism industry.			exams / Quiz
CO2	Understand Housekeeping department organization and structure.	U	P	Practical Assignment / Observation of Practical Skills
CO3	Practice the in-housekeeping department and day today life.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Demonstrate the ability to efficiently manage inventory related to effective housekeeping management.	Ap	P	Instructor-created exams / Home Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Fundamentals of Housekeeping Operations</b>	
	1	Role and importance of housekeeping in hospitality and tourism industry: Overview
	2	Attributes of Housekeeping personnel, Key duties and responsibilities of Housekeeping staff- Staff allocation & Duty Roaster in Housekeeping Departments
	3	Layout of room and standard supplies- Amenities & Facilities for Standard & VIP Guest Rooms- Guest room features for differently abled.
	4	Bed making, second service and turn down service - Lost and Found Procedure, Lost and Found Register
	5	Records of Housekeeping Department: Room occupancy report, Guest room inspection form, check list Floor register, Work order, Logbook, Room boys' report/ Maids report, Guest special requisite register- Baby sitting and its records
<b>II</b>	<b>Cleaning Techniques</b>	
	6	Cleaning Agents: Basic cleaning agent, Classification, their uses, care, storage Cleaning methods for different areas of a hotel - Identification of cleaning equipment - Cleaning of rooms, bathroom, public area – Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area.
	7	Replenishment of supplies & Linen, Inspection, Deep Cleaning Room inspection- Check List -Public Area cleaning, Room Status Reporting and Setting the priority for cleaning different areas of a hotel.
	8	Planning the linen and uniform room, storage of linen, linen exchange procedure, functions of uniform and uniform room, linen control

	9	Laundry process and stages in Wash cycle -Dry cleaning procedure and handling of guest laundry -Different types of stains, stain removal agents -Safety precaution while handling chemicals.
<b>III</b>	<b>Housekeeping Management</b>	
	10	Floor Operations: Key Handling Procedure – types of keys
	11	Inventory control and stock management in housekeeping
	12	Interior Decoration, Color Scheme, Lighting, Furniture Arrangements, Floor and Wall Covering
	13	Paging systems and methods, Handling of Guest Requests, General operations of control desk.
<b>IV</b>	<b>Guest Satisfaction</b>	
	14	Common Indoor plants, Tools and equipment's needed, Styles of flower arrangements
	15	Environmentally Friendly Housekeeping Practices
	16	Importance of sustainable practices in housekeeping operations, Energy and water conservation in housekeeping activities, Waste management and recycling initiatives in housekeeping.
	<b>Teacher Specific Content (12 Hrs.)</b>	

**Note: Compulsory Learning Activities:**

1. *Role Plays on Housekeeping, Desk Management- Telephone Etiquettes, Handling Guest demands and Unruly Guests (Situation Handling).*
2. *Visit to a hotel or accommodation unit (Primary or supplementary) to understand Housekeeping Operations including cleaning techniques and inventory management,*
3. *Hands-on training in housekeeping tasks and procedures*

**References:**

- Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
- Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.
- Professional Management of Housekeeping Operations- Martin Jones, Publisher: Wiley & Sons
- Housekeeping Management, Matt A. Casado (Pearson, 2015)
- Hotel Management and Operations, Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)



- Managing Housekeeping Operations – Margaret Kappa & Aleta.
- The Professional Housekeeper – Tucker Schneider, Publisher: VNR.

### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	
-	2	1	-	-	-	1
CO 3	-	2	2	-	-	2
CO 4	-	2	2	-	-	-

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Practicum	15
b)	Field visit	15
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**SEMESTER 3**

**KU3DSCTTM205**

**ROOMS DIVISION OPERATIONS – I**

Program	BTTM				
Course Code	KU3DSCTTM205				
Course Title	ROOMS DIVISION OPERATIONS – I				
Type of Course	DSC-D3				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course covers key front office and housekeeping operations, including guest registration, check-in and check-out procedures, and room tariff structures. It explores settlement methods, crisis management for emergencies, and techniques for evaluating hotel performance. Students will learn about guest room management, adherence to operational rules, and efficient housekeeping practices such as cleaning procedures, bed-making, and supply handling. Additionally, the course examines lost and found protocols and the				

benefits and limitations of outsourced housekeeping services.

### Course Outcomes (COs):

CO	CO Statement	Bloom's Taxonomy Level	Knowledge Category#	Evaluation Tools Used
CO1	Define and explain guest registration, check-in procedures, and room tariff management.	Remember & Understand	Factual	Quiz, Short Answer Questions
CO2	Implement efficient check-out procedures, settlement methods, and solutions for common departure challenges.	Apply & Analyze	Conceptual	Case Study, Practical Tests
CO3	Assess emergency response strategies for handling security threats, accidents, and unusual guest behaviours, and develop improvement plans.	Evaluate & create	Procedural	Scenario-Based Assessment, Strategic Proposal
CO4	Explain and manage hotel guest rooms, guest floor operations, and service standards in hospitality settings.	Understand & apply	Factual	Observations, Documentation Analysis
CO5	Execute effective housekeeping practices, including room cleaning, bed-making, and guest supply management, while optimizing workflow efficiency.	Apply & Analyze	Procedural	Practical Demonstrations, Problem-Solving Exercises
CO6	Assess hotel operational performance using industry-standard metrics and propose strategies for service quality enhancement.	Evaluate & create	Conceptual	Data Interpretation, Case Studies, Performance Reports

## KU3DSCTTM205: ROOMS DIVISION OPERATIONS - I

### Module 1: Registration and Room Tariff

- 1.Preregistration.
- 2.Registration – Form C, Passport, Visa, Registration Records, Registration Process.
- 3.Check-in Procedures – Check in Procedures in Manual or Semi-automated Hotels.
- 4.Room Tariff – Room rate designation, Room Tariff Card
- 5.Meal Plans.

### Module 2: Check-out and Settlement.

- 6.Departure Procedure
- 7.Modes of Settlement of Bills – Foreign Exchange, Cash Settlement, Credit Settlement.
- 8.Potential Check-out Problems and Solutions – Late Check-out, Long queues at the cash counter,

Improper posting of charges in the guest folio.

9. Handling Unusual Events and Emergency Situations- Terrorist Activities, Bomb Threat, Robbery and Theft, Drunken Guest, Accidents.

10. Evaluating Hotel Performance – Occupancy Ratio, Average Daily Rate, Average Room Rate Per Guest, Revenue Per Available Room, Evaluation of Hotel by Guests.

### **Module 3: Hotel Guest Rooms**

10. Guest Room – Introduction.

11. Importance of Guest room to a Guest.

12. Guest room status.

13. Guest floor rules

14. Guest floor Reportable.

### **Module 4: Cleaning Guest Rooms.**

15. Cleaning procedure of guest rooms- Vacant, occupied and check out rooms

16. Bed making procedure

17. Guest supplies- In guest rooms and in the bathroom

18. Function of a control desk- Forms, Formats, Records and Registers.

19. Lost and found articles- procedure and disposal.

20. Contract and Outsourced Housekeeping services- Meaning, advantages and limitations.

### **Module 5: Open-Ended Module / Teacher Specific Content**

#### **Reference books:**

G. Raghubalan & Smritee Raghubalan., 2015. *Hotel Housekeeping Operation and Management*, Oxford Higher Education, New Delhi.

Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert. AH&LA. *Managing Housekeeping Operations*

Sudhir Andrews., 2013, *Hotel Housekeeping management & Operations*: Mc Graw Hill Education (India) Pvt Limited. New Delhi.

K.S. Gusain., *Hotel Housekeeping Necessary Features*. Cyber tech publications.

Sudhir Andrews., 2013, *Hotel Front Office: A Training Manual*. Mc Graw Hill Education (India) Pvt Limited. New Delhi

Sudhir Andrews., 2013, *Front Office Management & Operations*: Mc Graw Hill Education (India) Pvt Limited. New Delhi

Jatashankar R Tewari., *Hotel Front Office Operations & Management*. Oxford Higher Education. India Pvt Limited.

Colin Dix, Chris Baird., *Hotel Front Office Operations*. Longman Publishers.

### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	-	-	-	-	-
CO 2	2	1	-	2	-	1
CO 3	2	2	-	2	-	1
CO 4	2	2	-	1	-	-
CO 5	-	-	-	2	1	1

### Assessment of Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30
a) Test Paper*	10
b) Assignment	10
c) Viva-Voce	5
d) Seminar	5
Total	100

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### - Learning Exercises

- Registration and Check-in Procedure.
- Meal Plans.
- Handling Unusual Events and Emergency Situations.
- Evaluating Hotel Performance.
- Guest Room Status.
- Forms, Formats, Records and Registers used at Control Desk.
- Bed making using duvet and public area cleaning.

<b>SEMESTER 3</b>	<b>KU3VACTTM 201</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>
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Program	BTTM				
Course Code	KU3VACTTM 201				
Course Title	Customer Relationship Management				
Type of Course	VAC-1				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3		-	45
Course Summary	This course focuses on improving customer service, retention, sales, productivity, professionalism, communication skills, and personality development, aiming to streamline processes, enhance cross-functional collaboration, and prepare students for a business environment.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Make the students groom their personality towards a hospitality and tourism profession.	Ap	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine the importance of customer service management operations	U	P	
CO3	To prepare students to promote quality customer service management, effectively handling consumer Behavior and client relations.	Ap	P	
CO4	Identify customer service principles that drive internal and external customer satisfaction and organizational success.	Ap	P	
CO5	Demonstrate an in-depth knowledge of how effective customer service relates to different types of customers in the organization.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>		<b>Customer Service</b>
	1.	Customer Service- Customer Relationship Management, Stages of relationship
	2.	CRM cycle, Stakeholders in CRM, Types of CRM, Success Factors in CRM, Opportunities in CRM
	3.	E-CRM in Business, Technologies of e-CRM, Voice Portals, Web Phones, bots, Virtual

		Customer Representatives
	4.	Customer Relationship Portals- Challenges of Customer Service- Coping with Challenging Customers
<b>II</b>	<b>Customer Satisfaction</b>	
	5.	Customer Satisfaction: Components, Models, Measuring Customer Satisfaction
	6.	Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality
	7.	Customer loyalty -Factors affecting customer loyalty
	8.	Cross-Selling and Up-Selling
	9.	Customer Retention- Strategies to influence customer perceptions and expectations
	10.	Tourist Behavior: concepts, process, Tourist's Codes of Behavior.
	11.	Transactional analysis: Analysis of Strokes, Decision-Making Skills- Arbitration and Adjudication
	12.	KBO-Knowledge Based Organization, Performance Management.
<b>III</b>	<b>Factors that Affect Customer Relationships</b>	
	13.	Personality: types of personality
	14.	Concepts of success and failure: Factors responsible for success, hurdles in achieving success, overcoming hurdles, and causes of failure.
	15.	SWOC analysis - Attitude: Factors affecting attitudes, Positive attitude, Advantages, Negative Attitude, Disadvantages, Ways to develop a positive attitude
	16.	Significance of motivation, Internal and external motives, Importance of self-motivation
	17.	Self-esteem: Advantages - Do's and Don'ts to develop positive self-esteem
	18.	Factors leading to de-motivation-Defining the difference between aggressive, submissive, and assertive behaviors – Lateral thinking
<b>IV</b>	<b>Needs of Every Customer</b>	
	19.	Five Needs of Every Customer
	20.	Barriers to Excellent Customer Service - Understanding Expectations - Techniques for Exceeding Customer Expectations
	21.	Role of Problem Solving in Customer Service
	22.	Professional Approaches to Apologizing & Conveying Bad News- Communications in Customer Service - Words to Use or Avoid (Practical Sessions)
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### Compulsory Learning Activity

1. Case study of companies with best customer care strategies.
2. Screening videos for learning customer care in the modern hospitality industry.

### References:

- Harris, E. K. (2002). *Customer service: A practical approach*. Prentice-Hall, Inc.
- Bhat, G. (2013). *Customer Relationship Management*, Himalaya Publishing House: New Delhi.
- Daffy, C. (2011). *Once a customer, always a customer: How to deliver customer service that creates customers for life*. Oak Tree Press.
- Cook, S. (2010). *Customer care excellence: How to create an effective customer focus*. Kogan page publishers.
- Hurlock, E. B. (2006). *Personality Development*, 28th Reprint.
- Wellington, P. (2010). *Effective customer care* (Vol. 52). Kogan Page Publishers.
- Government of India & U.N.D.P. *Training Module on Personality Development*, Department of Personnel & Training.
- Smith, B. (2004). *Body Language*. Delhi: Rohan Book Company, 5-1.
- Andrews, S. (1988). *How to Succeed at Interviews*. Tata McGraw-Hill Education.
- Heller, R. (2002). *Effective leadership*. Essential Manager series.
- Knox, S., Payne, A., Ryals, L., Maklan, S., & Peppard, J. (2007). *Customer relationship management*. Routledge.
- Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism*. Psychology Press.
- (PDF) Customer Satisfaction in Tourism Service Quality (researchgate.net)
- (PDF) Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples (researchgate.net)
- The-role-of-customer-care-in-a-customer-experience-transformation-vf.pdf (mckinsey.com)

### Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	3	-	-	2
CO 2	2	2	3	-	-	-
CO 3	2	2	1	-	-	2
CO 4	2	2	2	-	-	2
CO 5	2	2	2	-	-	1



**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Case study	15
b)	Role play	10
<b>Total</b>		<b>75</b>

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

## SEMESTER 4

<b>SEMESTER 4</b>	<b>KU4DSCTTM206</b>	<b>HERITAGE TOURISM MANAGEMENT</b>
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Program	BTTM				
Course Code	KU4DSCTTM206				
Course Title	Heritage Tourism Management				
Type of Course	DSC-A5				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>This course is designed to provide students with a comprehensive understanding of the World Heritage tourism sector. Students will gain in- depth knowledge about UNESCO World Heritage sites, their significance, and the challenges and opportunities associated with managing and promoting these sites as tourist destinations. The program emphasizes sustainable tourism practices, heritage interpretation and stakeholder management for World Heritage tourism products. Through a blend of theoretical knowledge and practical applications, students will be prepared for careers in the tourism industry, heritage site management, cultural tourism organizations, and related fields.</p>				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To provide students with a comprehensive understanding of the concept of World Heritage and its	U	C	Quiz/ Practical Assignment /Observation of

	significance in the tourism industry.			Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	To explore the challenges and opportunities associated with managing and promoting World Heritage sites such as tourist destinations.	Ap	P	
CO3	To develop skills in sustainable tourism planning, heritage interpretation, and stakeholder management for World Heritage sites.	Ap	P	
CO4	To equip students with the knowledge and tools necessary for effective marketing and management of World Heritage tourism products.	An	P	
CO5	To familiarize students with major World Heritage destinations in India and other continents, their unique features, and tourism potential.	U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS

Module	Unit	Content
<b>I</b>	<b>Introduction to World Heritage Tourism</b>	
	1.	Understanding Heritage- Definition of World Heritage site- Importance of World Heritage in Tourism
	2.	Criteria for selection as a World Heritage site
	3.	Categories of World Heritage sites (cultural, natural, and mixed)
	4.	Importance of World Heritage sites in preserving cultural and natural heritage
<b>II</b>	<b>Indian World Heritage Sites-Cultural and Natural (In Brief)</b>	
	5.	<i>Introduction to World Heritage sites in India</i> -Types of World Heritage sites in India (cultural, natural, mixed)-Distribution of World Heritage sites across different states and regions
	6.	<i>Cultural World Heritage Sites in India:</i> Architectural Wonders (e.g., Taj Mahal, Qutub Minar, Red Fort, Fatehpur Sikri, Humayun's Tomb) Religious and Spiritual Sites (e.g., Khajuraho Group of Monuments, Elephanta Caves, Ellora Caves, Ajanta Caves, Mahabodhi Temple Complex, South Indian Temples (Belur, Halebid, Mahabalipuram, Goan Churches) Toy Trains of India and its tourism significance.
	7.	Historic Cities (e.g., Ahmedabad, Jaipur, Kolkata)

	8.	Archaeological Sites (e.g., Hampi, Nalanda, Khajuraho Group of Monuments)
	9.	Cultural Landscapes (e.g., Rajasthan's Hill Forts)
	10.	<i>Indian World Heritage Sites-Natural:</i> National Parks and Wildlife Sanctuaries (brief)
	11.	Biodiversity Hotspots (e.g., Western Ghats, Sundarbans National Park)
	12.	Natural Wonders (e.g., Valley of Flowers National Park, Nanda Devi)
<b>III</b>	<b>Iconic World Heritage Monuments (In Brief)</b>	
	13.	<i>Iconic World Heritage Monuments of Asia:</i> Taj Mahal (India), Angkor Wat (Cambodia), Great Wall of China (China), Petra (Jordan), Borobudur Temple Compounds (Indonesia)
	14.	<i>Iconic World Heritage Monuments of Europe:</i> (Colosseum (Italy), Acropolis (Greece), Stonehenge (United Kingdom), Alhambra (Spain), Neuschwanstein Castle (Germany))
	15.	<i>Iconic World Heritage Monuments of Africa:</i> (Pyramids of Giza (Egypt), Robben Island (South Africa), Rock-Hewn Churches of Lalibela (Ethiopia), Ruins of Great Zimbabwe (Zimbabwe), Timbuktu (Mali))
	16.	<i>Iconic World Heritage Monuments of the Americas:</i> Chichen Itza (Mexico), Statue of Liberty (United States), Moai Statues of Rapa Nui (Chile), Historic Sanctuary of Machu Picchu (Peru)
	17.	<i>Iconic World Heritage Monuments of Australia and Oceania:</i> (Sydney Opera House (Australia), Rapa Nui National Park (Chile), East Rennell (Solomon Islands), Tongariro National Park (New Zealand), Kakadu National Park (Australia))
<b>IV</b>	<b>Sustainable Management for World Heritage Sites (In Brief)</b>	
	18.	Challenges in managing and promoting World Heritage tourism (e.g., overcrowding, environmental degradation, lack of infrastructure, funding)
	19.	Visitor management strategies for World Heritage sites
	20.	Environmental impact assessment and mitigation measures, Stakeholder engagement and community involvement
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

**Compulsory Learning Activity:**

1. Case studies: *Sustainable tourism practices at World Heritage sites (e.g., Petra in Jordan, Galapagos Islands in Ecuador, Chitwan National Park in Nepal)*
2. *Visit local or regional Heritage sites to understand their management and tourism aspects*
3. *Cultural Exchange program with University/ Colleges / Institutions which provide hospitality education*

**References:**

- UNESCO World Heritage Centre. (2019). Operational Guidelines for the Implementation of the World Heritage Convention.
- Pedersen, A. (2002). Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers. UNESCO World Heritage Centre.
- Shackley, M. (Ed.). (1998). Visitor Management: Case Studies from World Heritage Sites. Routledge.
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**CO-PSO Mapping:**

CO's	Program Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1
CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1

**Assessment Rubrics:****Correlation Levels**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Field Visit Report	20
<b>Total</b>		<b>100</b>

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 4</b>	<b>KU4DSCTTM207</b>	<b>Event Management and Hospitality</b>
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Program	BTTM				
Course Code	KU4DSCTTM207				
Course Title	EVENT MANAGEMENT AND HOSPITALITY				
Type of Course	DSC-A6				
Semester	4				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites					
Course Summary	This course offers a comprehensive overview of event management, covering event functions, host facilities, operations, budgeting, and best				

	practices of event planners worldwide, focusing global meeting planners.
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**Course Outcomes (CO):**

<b>CO</b>	<b>CO Statement</b>	<b>Cognitive Level*</b>	<b>Knowledge Category#</b>	<b>Evaluation Tools used</b>
CO1	Enrich the knowledge level of managing different types of events.	U	C	Instructor-created exams / Practical Assignment / Practical
CO2	Comprehend various technologies adopted by meetings and exhibition planners.	U	C	
CO3	Apply knowledge and skills in the event business.	Ap	P	

CO4	Understand different event laws and regulations.	U	C	Assignment / Seminar
CO5	Acquiring budgeting skills specific to MICE.	Ap	P	presentation/
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Event Business</b>	
	1	Introduction to Events: Scope - Nature - Types of Events
	2	Five Cs of Event Management- Trends of Event Business
	3	Roles and Functions of Event Manager - Attributes of Technical Staff
	4	Preparation of Operation Manual - Developing Record Keeping Systems.
<b>II</b>	<b>MICE Tourism</b>	
	5	MICE Tourism, features, criteria required for a MICE destination.
	6	Players in event business – ICPB, ICCA; the relationship between events & tourism industry; Travel marts –ITB, WTM, FITUR, KTM, etc., shopping festivals, Biennale etc.
	7	Selection of Event Site: Individual events & Corporate events, conference & convention centers
	8	Types of venues- Layouts and Designs.
<b>III</b>	<b>Event Laws &amp; Regulations</b>	
	9	Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions
	10	Performing License - Entertainment Tax
	11	Permissions for Open Ground Events
	12	License for Serving Liquor
	13	Waste Management & Green Certification
	14	Traffic Police - Ambulance
	15	Fire and safety
	16	Permission from Municipal Corporation
	17	Indian Performing Rights Society (IPRS).
<b>IV</b>	<b>Planning and Scheduling Events</b>	
	18	Planning and Scheduling Events: Corporate Events - Trade Shows - -
	19	Planning and Scheduling Events- Exhibitions - Events in Educational Institutions
	20	Budgeting of MICE - Use of Budget Preparation
	21	Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies
	22	Ethical Behavioral Practices in MICE industry.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	



### **Compulsory Learning Activity:**

1. Conduct an Event incorporating all learning.
2. Case Study of an event management company.

### **References:**

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

**Mapping of COs with PSOs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	2	3	-	-	2
CO 3	2	-	1	-	-	-
CO 4	-	-	-	3	-	-
CO 5	-	3	2	-	-	2

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Case Study	15
c)	Assignment	5
<b>Total</b>		<b>100</b>

<b>SEMESTER 4</b>	<b>KU4DSCTTM208</b>	<b>TOUR LEADERSHIP AND STUDY TOUR</b>
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Program	BTTM				
Course Code	KU4DSCTTM208				
Course Title	Tour Leadership and Study Tour				
Type of Course	DSC-A7				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-		75
Pre-requisites					
Course Summary	The course teaches students about tour operation business, procedures, and operations, focusing on creating itineraries and packages for tourists. It covers administrative aspects, setting up a business, and providing better tourist experiences.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the various concepts related to tour operation business.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Learn and practice various techniques used by the tour operator's pre-post phases and during the tour's conduct.	U	P	
CO3	Apply various procedures to conduct successful tours and how one can emerge as a leader in the process.	Ap	P	
CO4	Demonstrate the significance of travel consultancy handling procedures and protocols.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Tour Planning</b>	
	1.	Business Tour Operation - A brief account of TAAI and IATO
	2.	Licenses required for guiding in India at various levels (Regional, State and Local)
	3.	Fiscal and nonfiscal incentives available to travel agencies and tour operators' business.
	4.	Travel Documentation (PASSPORT/VISA); Tour Documentation: Passport, Visa and other travel documents-TIM Exercises on Travel Documentation (PASSPORT/VISA)
	5.	Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers
	6.	Tour Negotiation: Commitment, Allocation and Ad-hoc basis
	7.	Tour Promotion- Preparation of brochure
<b>II</b>	<b>Tour Operation</b>	
	8.	Conducting Tours: Understanding Clients Need. Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Service Providers
	9.	Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet
	10.	Job of a tour Manager -Skill Sets for Tour Managers
	11	Pre-tour preparation- Tour Responsibilities of Tour Managers- familiarization with a destination- liaison with local suppliers – pre- tour documentation-travel essential for a tour manger.
	12	On – tour responsibilities- Receiving guest at airport/seaport-Responsibilities at the hotel-responsibilities at an attraction- responsibilities on modes of transportation- other responsibilities
	13	Closing the tour
<b>III</b>	<b>Tour Guiding</b>	
	14.	Benefits of hiring a tour guide – challenges of a tour guide- role of the tour guide
	15.	Techniques of commentary (Exercise on mock tour guiding)
	16.	Practices to become a successful tour guide: before the start of trip, during the tour, during the completion of the tour
	17.	Don'ts in tour guiding- handling questions-handling awkward tourists- dealing with the group-handling grievances –handling emergency situations
	18.	Types of overseas representatives and their duties
	19.	Principles of Effective Communication in Tour Guiding- Interpretation Techniques and Storytelling- Presentation Skills and Public Speaking
<b>IV</b>	<b>National/ International Study Tour</b>	

V	Teacher Specific Content (12 Hrs)
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**Note: Compulsory Learning Activity**

1. *Prepare an itinerary imparting all theoretical knowledge acquired in the previous three semesters for the study tour (National/ International). National tours can take place anywhere in India, visiting at least three key tourist destinations (not attractions), and are not limited to North or South India. The plan can include any region, including South, North, Western, and Eastern India, or a combination of these.*

Duration: Max. 6-10 Days; Destination: India/ Abroad.

- Tours of more than 10 days must be discouraged, in any circumstances.
- The tour itinerary must be prepared by the students only.
- One sector air journey to be included in the itinerary.
- Involvement of each student in travel planning and execution must be evaluated
- Tour Diary (Minimum of 40 pages) must be evaluated by the teacher who escorted the trip (preferably group leader) and the HOD for 25 marks as follows.

○ **Tour diary (Spiral Binding) : 15 marks**

Tour Diary should contain the following details.

- Tour planning process (in brief)
- Tour itinerary
- Daily activities
- Description of the destinations/ attractions visited with SWOT Analysis
- Details of activities engaged,
- Personal experiences out of the tour with at least one photo of the destination

- Involvement in tour planning and execution: 5 marks
- Discipline during the tour : 5 marks
- Viva-Voce and Presentation :5 Marks
- Total :15 marks**

**Special Note:**

*Those who do not attend the study tour will not receive internal marks of 25. Students can pass the written examination and receive internal marks of 5 based on Viva and other assignments based on the material of this course, therefore missing the study tour will not result in a failure of the course.*

***(Max. marks in such cases are 70 for theory (External)+ 5 for Viva (Internal)= 75 Marks***

## References:

- Tour leadership and Management, shailja Sharma and Nimit Chowdhary (2018)-Sage
- J. Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd...
- Foster, D. L. (1991). The business of travel: agency operations and administration. (*No Title*).
- Webster, S. (1993). *Group travel operating procedures*. Van Nostrand Reinhold Company.
- Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
- Chand, M. (2002). *Travel agency management: An introductory text*. Anmol Publications PVT. LTD.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. In *The encyclopedia of ecotourism* (pp. 549-563). Wallingford UK: CABI publishing.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. (*No Title*).
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- Gartner, W. C. (Ed.). (1996). Tour Guides and Tour Guiding: A Service Industry Handbook. Kendall/Hunt Publishing Company.
- Weiler, B., & Black, R. (2015). Tour Guiding Research: Insights, Issues and Implications. Channel View Publications.
- Rabotić, B. (2010). Tour Guide training. Ross Publishing.
- Cohen, E. (1985). The Tourist Guide: The Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*, 12(1), 5-29.

## Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	2
CO 2	2	2	-	-	-	2
CO 3	3	2	1	-	-	2
CO 4	2	3	-	-	-	2

## Assessment Rubrics:

## Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium

3	Substantial / High
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Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Tour diary (Spiral Binding)	15
b)	Involvement in tour planning and execution	5
c)	Discipline during the tour	5
d)	Viva-Voce (Can be related to Study Tour / based on Modules 1-3 for those who do not attend study tour)	5
<b>Total</b>		100

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<b>SEMESTER 4</b>	<b>KU4SECTTM201</b>	<b>BUSINESS COMMUNICATION</b>
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Program	BTTM				
Course Code	KU4SECTTM201				
Course Title	Business Communication				
Type of Course	SEC-1				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Course Summary	<p>This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and application level. It aims to enhance the presentation and other skills that eventually enhance students' employability for their future jobs and endeavors in the corporate world to gain a cutting edge over their counterparts within the country and across the globe.</p>				



**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Prepare students themselves for the job market with excellent presentation and communication skills.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	To establish and articulate presentations with clear goals and objectives.	U	P	
CO3	Practice Business English in practical situations.	Ap	P	
CO4	Analyze and explain the importance of soft skills required for corporate culture and professionalism in the service industry.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
<b>I</b>	<b>Communication</b>	
	1.	Communication: 7 Cs of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter,
	2.	Reports: Types of Business Reports, Reports Writing
	3.	Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting
	4.	Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication – Layout Options and Illustrations
	5.	Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts
<b>II</b>	<b>Employability Quotient</b>	
	6.	Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion
	7.	Facing the Interview: Frequently Asked Questions - Mock Interview
	8.	Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language

	9.	Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes
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	10.	General Do's and Don'ts
<b>III</b>	<b>Business English</b>	
	11.	Business English: Salutations in the hospitality Industry & analyzing grammatical errors in spelling & punctuation
	12.	Common errors in spoken and written English often confused; one-word substitution, phrases, idioms
	13.	Spoken English: formal English and business-related conversations
	14.	Difference between British and American English- Vowels- Common mistakes in English pronunciation
	15.	Vocabulary pertaining to tourism and allied subjects alone need be taught.
<b>IV</b>	<b>Conversational English</b>	
	16.	Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc.
	17.	Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation
	18.	How to end a conversation-building conversation
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	

**Note: Compulsory Learning Activities:**

1. Role Plays, and Presentations,
2. Listening exercises with the help audio-visual aids for understanding formal English and business-related conversations.
2. Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality
3. Prepare resume
4. GD sessions
5. Mock Interviews

**References:**

- Chaturvedi, P. D. (2011). Business communication: Concepts, cases, and applications. Pearson Education India.
- Sharma, R. C., & Mohan, K. (2016). Business Correspondence and Report Writing: A practical approach to business & technical communication.

- Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi-paper-final-libre.pdf (d1wqtxts1xzle7.cloudfront.net)
- Kumar, R. (2010). Basic business communication. Excel Books India.

### Mapping of COs with PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	2	-	-	2
CO 2	2	1	2	-	-	1
CO 3	2	2	1	1	-	1
CO 4	2	2	2	1	-	1

### Assessment Rubrics:

### Correlation Levels:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	10
b)	Role Plays	5
c)	Any one from the Compulsory Learning Activities:	10
<b>Total</b>		<b>75</b>

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 4</b>	<b>KU4VACTTM202</b>	<b>BASICS OF FOOD SCIENCE AND NUTRITION</b>			
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Program	BTTM				
Course Code	KU4VACTTM202				
Course Title	Basics of Food Science and Nutrition				
Type of Course	VAC-2				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course helps to understand biological, chemical, and physical				

structures of foods. It also helps the student understand the structure of food at a micro-level like its nutritional value, contamination etc.

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Obtain knowledge of different food groups and their contribution to nutrition.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Acquire knowledge of beverages and its uses with attention to the preservation of their nutritive value - oriented to Traditional Indian beverages	U	P	
CO3	Understand the food additives and food laws and standards governing the food adulteration	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Food Production</b>	
	1.	Kitchen Equipment–Cooking Fuel –Rules for Reheating of food/ réchauffé cooking
	2.	Various Methods of cooking (Moist, Dry, Frying, microwave cooking) Microwave cooking advantage & Disadvantages -Time and temperature, Effect of cooking on food items & nutrients, Care & Precautions to be taken,
	3.	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids-
	4.	Principles of Flavorings and seasonings – Sweetening – Thickenings
<b>II</b>	<b>Introduction to Food and Nutrition (Brief)</b>	
	5.	Stock –components, Types, and use of stock—Sauces- thickening agent used in sauces, Classification of sauces. Soups– types, preparation, garnishing for soup- Accompaniment and garnishes
	6.	Milk and Milk Products - Nutritive Value- Processing-Micro-organisms- Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts: Varieties of Yoghurts-Creams: Types of Cream- Storage of Cream. Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese- Butter- -Types of Butter.
	7.	Cereals-Types, Structure-Composition and Nutritive Value

	8.	Nuts and Oils- Types, Nutritive value- Toxins
	9.	Pulses-Types, Nutritive Value-Processing- Storage- Infestation
	10.	Herbs: Uses and Varieties of Herbs- Spices uses and Varieties - Condiments: Uses and Varieties - Salads — types of salad – salad dressing
	11.	Vegetable and Fruit- Types, Composition-Nutritive Value
	12.	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages - Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages
<b>III</b>	<b>Introduction to Food Science</b>	
	13.	Meat-Structure-Composition-Nutritive Value
	14.	Egg- Composition - Preservation
	15.	Fats and Oils Composition -Nutritive Value
	16.	Fungi and Algae as Foods
	17.	Food Preservation-Methods.
<b>IV</b>	<b>Food Preservation and Presentation</b>	
	18.	Food additives-Food Adulteration- Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants
	19.	Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card-
	20.	Types of Food Quality Tests.
	21.	Menu Planning: Principles of menu planning and design- Nutritional considerations in menu planning
	22.	Basic plating and presentation techniques (Practical)- Trends in food presentation and gastronomy (Practical)
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### Compulsory Learning Activity

1. Filed visit to a hotel or any accommodation unit to understand the basics of food production.
2. Identify the food preservation methods used by various companies for their products by examining its products.

### References:

- Food Science - B. Srilakshmi
- Food Science and Nutrition - Malathi
- Nutrition Science - B. Srilakshmi Food
- And Nutrition -P.K.Jas

**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	-	-	-

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Practicum/Viva-Voce	10
b)	Field Visit Report	15
<b>Total</b>		<b>75</b>

**Correlation Levels**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High



**SEMESTER 4****KU4VACTTM203****TOURISM LAW AND ADMINISTRATION**

Program	BTM				
Course Code	<b>KU4VACTTM203</b>				
Course Title	TOURISM LAW AND ADMINISTRATION				
Type of Course	VAC-3				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Course Summary	This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding legal frameworks impacting the industry	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine Legal principles related to contracts in industry and specific contractual issues	An	P	
CO3	Identify the legal requirements in hotel operations and determine the guest needs, liabilities, and implement strategies for exceptional service	A, An	P	
* - Remember I, understand (U), Apply (Ap), Analyze (An), Evaluate I, Create I # - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Introduction to Tourism Laws
<b>I</b>	1.	Overview of tourism and hospitality industry
	2.	Legal framework in tourism and hospitality
	3.	Key legal terms and concepts related to tourism industry
	4.	Ethical considerations in the industry
	5.	Formation and elements of a contract
	6.	Contractual relationships in the industry
	7.	Liability and contractual disputes
	8.	Contract termination and remedies
		<b>Tourism Business and Laws</b>
<b>II</b>	9.	Registration of tourism business in India
	10.	Government regulations impacting the industry -Licensing, permits, and compliance requirements
	11.	Health and safety regulations

	12.	Environmental laws and their implications-CRZ-Environmental Protection Act, Forest Act, Wildlife Act etc.
	13.	Legal requirements in hotel operations- Foreigners Registration Act- Customs and Currency Regulations- Health Certificates
	14.	Laws Relating to Hotel Premises
	15.	Laws related to Planning & Designing
	16.	International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security
		<b>Tourists and legislation</b>
<b>III</b>	17.	Guest rights and responsibilities
	18.	Policies & Procedures for International Tourists
	19.	Duty of care towards guests
	20.	Liability for accidents, injuries, and property damage
<b>IV</b>		<b>Teacher Specific Content-(12 Hrs)</b>

### Compulsory Learning Activity

1. Case study of Kerala tourism with special preference to tourism laws.
2. Case study of Indian tourism with special preference to tourism laws.

### References

- Anolik, A. (1995). Travel, tourism, and hospitality law. A. Anolik.
- Barth, S. C., & Barber, D. S. (2017). Hospitality law: managing legal issues in the hospitality industry. John Wiley & Sons Inc.
- Barth, S., & Hayes, D. K. (2005). Hospitality Law: Managing Legal Issues in the Hospitality Industry, 2<sup>nd</sup> Edi. John Wiley & Sons.
- Mohanty, P. (2008). Hotel Industry and Tourism in India. APH Publishing.
- Malik S. (2011) Ethical & Legal & Regulatory Aspects Tourism Business
- Albuquerque. D. (2011), Business Ethics- Principles and Practices, Oxford: New Delhi
- Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
- Goadwin R John (2014) Hotel Hospitality and Tourism Law

**Mapping of COs with PSOs**

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO6
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CO 1	1	-	-	-	-	-
CO 2	2	1	-	-	-	2
CO 3	2	-	1	-	-	2

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	10
b)	Case Study	10
c)	Seminar	5
<b>Total</b>		<b>75</b>

#### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### SEMESTER 5

<b>SEMESTER 5</b>	<b>KU5DSCTTM301</b>	<b>EMPLOYABILITY AND LEADERSHIP IN HOSPITALITY</b>
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Program	BTTM				
Course Code	KU5DSCTTM301				
Course Title	Employability and Leadership in Hospitality				
Type of Course	DSC-A8				
Semester	<b>5</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The Employability and Leadership in Hospitality course prepares students for				

	dynamic careers in the hospitality industry by combining theoretical knowledge with practical skills. Through a blend of lectures, interactive activities, and real-world applications, students develop the competencies needed to excel in leadership roles and meet the evolving demands of the industry.
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**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding personality development	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	Analyze ones’ own personality	U	P	
CO3	Understand about working with others and adapting to the situations	Ap	P	
CO4	Apply persuasive speaking and presentation skills	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>The concept of personality</b>	
	1.	The concept of personality- Dimensions of personality –Types of personality- introverts and extroverts
	2.	Self-analysis- SWOT Analysis
	3.	Who am I, Attributes, Importance of Self-confidence, Self Esteem, aggressive
	4.	Submissive and assertive behaviors - Out of box thinking, Lateral Thinking
	5.	Intrinsic & Extrinsic Motivators.
<b>II</b>	<b>Leadership qualities</b>	
	6.	Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution
	7.	Conflict- reasons -conflict Management-
	8.	Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters.
	9.	Value of time, Weekly Planner To do list, Prioritizing work. Time Management- Team work
<b>III</b>	<b>Emotion</b>	
	10.	Emotional Intelligence- emotional quotient -Emotion Scales.
	11.	Managing Emotions. -Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude –Advantages –Negative attitude
	12.	Differences between personalities having positive and negative attitude- Attitude Change
<b>IV</b>	<b>Leadership Orientation</b>	
	13.	Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure-managing failures
	14.	Types of Body Language, Role of Body Language- group discussion (Practical Sessions)
	15.	Interview techniques, Frequently Asked Questions - Business Etiquette, telephone etiquette-dress codes- Work ethics (Practical Sessions)
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	



## Compulsory Learning Activity

1. Mock Interview Sessions
2. Presentation and Public Speaking Exercises

## References:

Books for Study:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

Reference Books:

3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B. Body Language. Delhi: Rohan Book Company. 2004
9. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

## Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-1	10
b)	Presentation	10
c)	Practical (Module IV)	10
Total		100

<b>SEMESTER 5</b>	<b>KU5DSCTTM302</b>	<b>TOURISM ECONOMICS</b>
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Program	BTTM
Course Code	KU5DSCTTM302
Course Title	TOURISM ECONOMICS
Type of Course	DSC-A9
Semester	<b>5</b>
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The Tourism Economics course equips students with a thorough understanding of the economic aspects of tourism, emphasizing analytical skills and practical applications. Through a mix of theoretical learning and practical analysis, students gain the knowledge needed to assess the economic impact of tourism and contribute to the sustainable development of the industry.				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic concept of economics for tourism studies	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Understand the demand and supply in tourism	U	P	
CO3	Analyse the impact of seasonality on tourism demand and supply	E	P	
CO4	Understand the economic impacts of Tourism	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Business Economics</b>	
	1.	Business Economics – introduction and importance-Micro and Macro Economics
	2.	Basic Economic Problems - Concept of Demand –Types of demand-Elasticity of Demand and Their types.
	3. -	Accounting Costs and Economic Costs – Fixed, Variable and Total Cost;
	4.	Competition – monopoly, oligopoly
<b>II</b>	<b>Demand</b>	
	5.	Tourism Demand: Elasticity of demand, Types, determinants; measurement and

		forecast of tourism demand.
	6.	Tourism supply: Determinants of tourism supply; Law of supply- Elasticity of supply, tourism supply forecasting.
	7.	Tourism and seasonality, types of seasonality, Managing Tourism Business during Economic Slowdown, and off season
<b>III</b>	<b>Tourism Statistics</b>	
	8.	Tourism Statistics: measurement of tourist statistics – volume, expenditure, and profile; tourism barometer
	9.	Tourists spending --spenders and earners in international tourism  Kerala tourism statistics- Comparison of important states in India in terms of Foreign Tourist Arrivals (FTA).
	10.	Critical evaluation of Indian tourism in terms of Foreign Tourist Arrivals (FTA)
<b>IV</b>	<b>Economic Impacts of Tourism</b>	
	11.	Economic impacts of tourism – Foreign exchange, Balance of Payments, employment generation
	12.	multiplier effect – types of multipliers; regional development; Displacement effect and tourism, tourism as an invisible export
	13.	Negative economic impacts of tourism, Leakage effect, inflation and price rise, enclave tourism
	14.	Impact of economic recession on tourism.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

#### 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)

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment	5
c)	Seminar	5
d)	Case Study	10
Total		100

<b>SEMESTER 5</b>	<b>KU5DSCTTM303</b>	<b>HOSPITALITY MARKETING</b>
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Program	BTTM				
Course Code	KU5DSCTTM303				
Course Title	Hospitality Marketing				
Type of Course	DSC-A10				
Semester	<b>5</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>The course will provide insights into both theoretical and applied knowledge in the field of marketing. Students will be getting knowledge of the marketing strategies that will be required for the business to be successful. It will also introduce to the students the essentials of marketing, like what are the methods of attracting tourists which will benefit the firms and strategies as well as methods that will help them to successfully market in today's dynamic world. The emphasis on the tourism marketing mix and digital marketing as applied in contemporary times is the hallmark of the course.</p>				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify effective marketing strategies for tourism development.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Recognize the significance of customer orientation in tourism marketing.	U	P	
CO3	Explain how promotional tourism, hospitality, and leisure campaigns can appeal to multiple target markets.	E	P	
CO4	Create, apply, and evaluate various marketing strategies for tourism destinations and organizations.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Marketing</b>	
	1.	Marketing for Hospitality and Tourism: Meaning, Definition, Core Concepts – Marketing Philosophies
	2.	Selling Vs. Marketing, Differences between Products and Service Marketing- Specific features of Tourism Marketing
	3.	Role of Marketing in Tourism and Hospitality-Strategic Marketing in Tourism: Global Marketing, Direct Marketing, Target Marketing, Relationship Marketing, Experiential Marketing, E-Marketing, Green Marketing
	4.	Issues in Marketing -Social Responsibility and Marketing Ethics, Consumerism and Legal Issues
<b>II</b>	<b>Marketing Environment</b>	
	5.	Marketing Environment-Marketing Planning -Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research
	6.	Consumer Markets and Consumer Behavior, Factors Affecting Tourist Behavior
	7.	STP Process- Developing the Tourism Marketing Mix: Ps of Marketing
	8.	Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle
	9.	New Product Development process, Branding and Packaging Decisions, Destination Branding



	10.	Strategies adopted in various stages of the Destination Life Cycle
<b>III</b>	<b>Pricing Products</b>	
	11.	Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods -
	12.	Integrated marketing communication-Mass Media- Distribution Channel
	13.	Promotion Mix: Public Relations, Advertising, Sales Promotion, Personal Selling, and Publicity.
<b>IV</b>	<b>Digital Marketing</b>	
	14.	Digital Marketing- Importance, Key forms of Digital Marketing- Creativity in digital marketing; - Social media marketing
	15.	Design of marketing materials/ promotional tools (brochures, folders, pamphlets etc)-
	16.	Destination Marketing by Tourism Boards-Case Studies -Digital Technologies in Marketing- Online Marketing Domains-B2C-B2B-C2C-C2B-CRM-
	17.	Setting up Online Marketing presence Ads and Promotions Online, Types of ads, Digitalization of Word of Mouth- Internet Banner Ads, Online Video Content, Pay Per Click (PPC) Advertising, Email marketing, Websites & SEO content, Blogs,
	18.	Types of digital marketing-Push & Pull; Digital advertising - Digital marketing strategy of Airbnb (case study).
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

#### References:

1. Philip Kotler, Bowens, and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. Nimit Chaudhary – Service Marketing

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 5</b>	<b>KU5DSCTTM304</b>	<b>MANAGEMENT PRINCIPLES</b>			
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Program	BTTM				
Course Code	KU5DSCTTM304				
Course Title	Management Principles				
Type of Course	DSC-A11				
Semester	<b>5</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course teaches learners basic management principles, competencies for good managers, employee processes, ethical conduct, corporate social responsibility, and the impact of unethical practices on performance and existence in the tourism, travel, and hospitality industries.				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the fundamental management concepts.	R	C	Quiz/ Practical
CO2	Analyze the roles and responsibilities of managers in different organizational settings. Illustrate the basic planning, decision-making, and organizing skill sets.	U	P	Assignment /Observation of Practical Skills/ Seminar
CO3	Analyse and infer how individual factors influence the dynamics of employee behavioral processes.	E	P	Presentation / Technology-based
CO4	Analyse and infer how group factors and organizational practices influence the dynamics of employee behavioral processes.	An	P	assessment

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Management</b>	
	1	Introduction to Planning: Definition and Importance of Planning-Types of Plans (Strategic, Tactical, Operational, Contingency)
	2	Management Functions (Planning, Organizing, Leading, and Controlling) Levels of Management (Top, Middle, and Lower)
	3	Management Skills and Competencies-Management Roles and Responsibilities-MBO
	4	Evolution of Management Theories (Brief): Classical Theories (Scientific Management, Administrative Management), Behavioral Theories (Human Relations, Behavioral Science), Contemporary Theories (Contingency Theory, Systems Theory)
	5	Strategic Planning Process: Mission, Vision, and Objectives Environmental Scanning and Analysis (SWOT, PESTEL), Strategy Formulation and Implementation
<b>II</b>	<b>Motivation and Leadership</b>	
	6	Motivation: Need and Importance
	7	Important theories: Maslow's need hierarchy, Alderfer – ERG, McClelland, Herzberg's two-factor theory, Theory X and Theory Y, Expectancy Theory,
	8	Leadership: significance, types
	9	Important theories: Trait Theory of Leadership, Behavioral Theories, Managerial Grid, Fiedler's Contingency Model, Great Man Theory- Transformational Leadership.
<b>III</b>	<b>Organizing and controlling</b>	
	10	Organizing and Organizational Structure-Principles of Organizing Types of Organizational Structures (Functional, Divisional, Matrix), Departmentation and Span of Control.
	11	Decision-Making Process: Rational and Non-rational Decision Models Decision-Making Techniques (Decision Trees, Payoff Matrices: Meaning – elements – fundamental concepts
	12	Introduction to Control: Definition and Importance of Control-Control Process (Establishing Standards, Measuring Performance, Taking Corrective Action)-Control Techniques and Tools-Financial Controls (Budgeting, Cost-Benefit Analysis)-Quality

		Control (Total Quality Management, Six Sigma) Performance Appraisal Systems
<b>IV</b>	<b>Ethics</b>	
	13	Business Ethics and CSR: Meaning and significance
	14	ethical and unethical behavior – nature/characteristics – objectives —levels of ethics
	15	CSR –meaning – importance of CSR – stakeholders involved in CSR – Responsibility to each stakeholder –
	16	Managing stakeholders - CSR reporting and audit
	17	Relationship between ethics and CSR
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### References:

1. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
2. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Pub, London.
3. Ray Youell (1998), Tourism-An Introduction, Addison Wesley Longman, Essex.
4. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Case study	10
c)	Seminar	10
<b>Total</b>		<b>100</b>

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 5</b>	<b>KU5DSCTTM305</b>	<b>TOURISM TRANSPORT SYSTEMS</b>
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Programme	BTTM
Course Code	KU5DSCTTM305
Course Title	TOURISM TRANSPORT SYSTEMS
Type of Course	DSC-A12
Semester	5
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of transportation systems and their vital role in the tourism industry. The course covers essential concepts, operations, regulations, and sustainability aspects of each mode, emphasizing their significance in facilitating travel and enhancing the overall tourism experience.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of transportation systems and their role in the tourism and hospitality sector.	U	F	Instructor-created exams / Quiz
CO2	Evaluate the advantages and limitations of different transportation systems in the context of tourism.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Describe the types of road transportation systems, including highways, public and private transportation services, and documentation requirements.	An	P	Instructor-created exams / Home Assignments
CO4	Explain the air, rail, and water transport systems, including luxury tourist trains, mountain railways, cruise liners, and national waterways.	An	M	Instructor-created exams / Quiz
CO5	Understand the importance of transportation documentation, regulations, and safety measures in facilitating travel and ensuring a seamless tourism experience.	U	C	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
<b>I</b>	<b>Introduction to Transportation Systems</b>	
	1	Definition of transportation and its components: Importance of transportation in various sectors (e.g., tourism, hospitality, trade, commerce, logistics), Advantages of transportation systems (economic development, connectivity, efficiency, safety, comfort)
	2	Ancient modes of transportation (e.g., walking, animal-powered transport, waterways)- Development of roads and wheeled vehicles)

	3	Emergence of railways and their impact on travel and trade- Advent of automobiles and the rise of road transport systems
	4	- Aviation and the birth of air travel- Modern transportation systems (e.g., high-speed rail, electric vehicles, ride-sharing)
<b>II</b>	<b>Surface Transportation</b>	
	5	Types of surface transportation (roads, highways, railways), Modes of surface transportation (buses, cars, trucks, motorcycles), Advantages and limitations of surface transportation
	6	Public Road Transportation Systems: Public bus transportation services (municipal, state, and intercity), Operations and services of public transport corporations (e.g., KSRTC), Scheduled and non-scheduled bus services, Ticketing, and fare systems Private Road Transportation Systems: Taxis and ride-sharing services (e.g., Uber, Ola), Limousine and luxury car services, Car rental agencies and procedures, Caravans, and recreational vehicles (RVs), Tour coaches and charter buses
	7	Types of Roads and Highways: National highways and interstate highway systems, State and local roads, Rural and urban road networks, Toll roads and expressways, Highway infrastructure and maintenance (Brief)
	8	Road Transportation Documentation: Driver's licenses and vehicle registration, Insurance and liability coverage, Road taxes and toll payments, Safety regulations and traffic laws, Travel documents and permits (for international travel)
<b>III</b>	<b>Air and Rail Transport system</b>	
	9	Major rail transport systems in the world- British Rail, Euro Rail, Amtrack, Japanese Rail. Major metro rails in India -IRCTC, special packages for tourists
	10	Indian Rail Transport- general information about Indian railway – Types of trains, classes of journey, luxury tourist trains, mountain railways in India- high-speed rail
	11	Classes of service in India- Ticket Booking and cancellation and refund rules of all classes including Tatkal- Codes of different classes- Different types of coaches- Groups Booking, Concessional Tickets-Booking train tickets
<b>IV</b>	<b>Air and Water Transport system</b>	
	12	Water transport network & categories of water transport -Major Water ways of the world
	13	Cruise transport, types of cruise liners, cruise packages of India and abroad – Cruise Packages to Islands of India- National waterways of India
	14	Modes of air transport: Major Airlines, Air taxis, Custom channels- Ministry of transport.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

## References

Lumsdon, L. M., & Peeters, P. M. (2019). *Transport and Tourism: Global Perspectives* (4th Edition). Routledge.

Page, S. J. (2019). *Transport and Tourism: Global Perspectives* (4th Edition). Pearson Education.

Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). *The Geography of Transport Systems* (4th Edition). Routledge.

Holloway, J. C., & Humphreys, C. (2019). The Business of Tourism (11th Edition). SAGE Publications Ltd.

Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). The Geography of Transport Systems (4th Edition). Routledge.

Knowles, R., Shaw, J., & Docherty, I. (Eds.). (2014). Transport Geographies: Mobilities, Flows and Spaces. John Wiley & Sons.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Case study	10
c)	Seminar	10
<b>Total</b>		<b>100</b>



<b>SEMESTER 5</b>	<b>KU5SECTTM301</b>	<b>AVIATION MANAGEMENT</b>
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Program	BTTM				
Course Code	<b>KU5SECTTM301</b>				
Course Title	Aviation Management				
Type of Course	SEC				
Semester	<b>5</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course is expected to deliver an understanding of airline operations and airport management. Students will be able to obtain a basic knowledge of airline operations and management, understand both the technical and business sides of the airline industry, and develop skills for most tasks in airline management.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand air transport and its management and regarding the technical terms and codes associated with airline operations.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Exhibit the significance of airport handling procedures and protocols.	U	P	
CO3	Communicate the developments and formalities related to airport handling.	E	P	
CO4	Familiarize with airport and airline operations.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive				

Knowledge (M)

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>		<b>Civil aviation</b>
	1.	Airline Terminology -Origin of civil aviation - History of Civil Aviation in India
	2.	IATA, ICAO, AAI and DGCA
	3.	Air Transport regulations: Bilateral Regulations- -Multilateral regulations- Warsaw and Chicago conventions – Freedoms of Air- Open Sky policy
	4.	Types of Airlines- Classes of Service and aircraft configuration -aircraft manufacturers.
	5.	In-flight services
	6.	Job Opportunities in airlines- Cabin Crew - Services- Job Specifications and Qualifications
<b>II</b>		<b>Airlines Management</b>
	7.	IATA Areas -2 letter Codes of Airlines -3 letter city codes of major airports.
	8.	Types of journeys (OW, CT, RT, OJ, RTW)
	9.	E-tickets & its advantages-International Sale Indicators - Global Indicators
	10.	Types of fare: Normal Fare - Special fares - Discounted Fares- ticket validity-refund-cancellation

	11.	Insurance coverage-types of insurance for travel- Airline planning and operations: hub and spoke systems - Code sharing- - CRM and Frequent Flyer Programmes (FFPs).
<b>III</b>	<b>Airport Management</b>	
	12.	Cabin Crew – Airport Terminals—formalities for arriving, transiting, and departing passengers
	13.	Airport facilities: Check-in facilities, types –Landing facilities for departing passengers – In-flight services — Emergency equipment for disembarkation - Minimum connecting time
	14.	Passengers requiring special handling- Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage
	15.	Carry-on items – carriage of live animals - classification of dangerous goods
<b>IV</b>	<b>Operations Control</b>	
	16.	Airline operations Control-Flight planning and Dispatch - Load control planning- Crew Operations Control
	17.	Maintenance Control-types of maintenances-Station Operations Control -Passenger processing and flight operation -Airline Disruptions and Irregular Operations-Safety and security operations by airlines-On-board safety measures
	18.	Airline Key personnel and organization structure- -IATA&UFTAA fare formula (only theoretical aspects).
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### References:

1. Graham. A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Hand Book— Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism 4. IATA course material for Passenger Ground Services

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper-2	10
c)	Case Study	15
<b>Total</b>		<b>75</b>

## SEMESTER 6

<b>SEMESTER 6</b>	<b>KU6DSCTTM306</b>	<b>ORGANIZATIONAL BEHAVIOR IN TOURISM</b>
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Program	BTTM				
Course Code	KU6DSCTTM306				
Course Title	Organizational Behavior in Tourism				
Type of Course	DSC-A13				
Semester	<b>6</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	To make the student capable to become a tourism entrepreneur and to equip the students to prepare the Tourism business project.				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the Concept of Organizational Behavior	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Illustrate the Organizational Culture and Ethics	U	P	
CO3	Demonstrate the Individual Behavior and Personality Traits, Group behavior, Theories of Motivation	A	P	
CO4	Analyze the Concept of Organizational Change, Conflict, and power	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
<b>I</b>	<b>Introduction to Organizational Behavior</b>	
	1.	Concept of Organizational Behavior (OB): Nature and characteristics
	2.	Importance -Management roles, skills, and activities
	3.	Concept of organizational culture: elements of organizational culture in tourism, factors affecting tourism organizational culture
	4.	Impact of tourism organizational culture (functions and liability); Creating and sustaining tourism organizational culture
<b>II</b>	<b>Group Dynamics:</b>	
	5.	Group Dynamics: Concept of group, Types of groups. Stages of Group Development -Factors Influencing Group Behavior
	6.	Group norms, Group and teams; Types of teams; Creating team players from individuals building and team-based work (TBW)
	7.	Team Roles and Responsibilities, Teamwork -Team Building-Team Management
	8.	Conflict- types, stages of conflict-Conflict Management and Resolution
<b>III</b>	<b>Concept of Individual Behavior:</b>	
	9.	Components of individual behavior, factors affecting individual behavior - Learning, Concept of learning, conditioning, shaping and reinforcement.
	10.	Attitude: Concept of attitude in tourism organization, components, behavior, and attitude. - Job satisfaction in tourism organization
	11.	Personality and Values: Concept of personality; Relevance of values; Big Five model of personality: Theories of personality - Trait theory - psychoanalytic theory - social learning theory
	12.	Perception, Decision Making and Emotions (Tourism): Perception and Judgements; Factors; Linking perception to individual decision making
<b>IV</b>	<b>Organizational Change</b>	
	13.	Concept of organizational change, Forces of change; Planned change; Resistance, and resistance to change: Learning organization
	14.	Managing Change and Innovation-Forces for Change (External and Internal) Resistance to Change and Overcoming Resistance
	15.	Change Management Models (Lewin's Change Model, Kotter's 8-Step

	Model)-Innovation and Creativity in Organizations
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>

## References:

1. Kinicki, Angelo, and Mel Fugate. "Organizational Behavior: A Practical, Problem-Solving Approach." 2nd ed., McGraw-Hill Education, 2018.
2. Luthans, Fred. "Organizational Behavior: An Evidence-Based Approach." 13th ed., McGraw-Hill Education, 2015.
3. Nelson, Debra L., and James Campbell Quick. "Organizational Behavior: Science, the Real World, and You." 9th ed., Cengage Learning, 2018.
4. Newstrom, John W. "Organizational Behavior: Human Behavior at Work." 15th ed., McGraw-Hill Education, 2019.
5. Greenberg, Jerald. "Behavior in Organizations." 11th ed., Pearson Education, 2017.
6. McShane, Steven L., and Mary Ann Von Glinow. "Organizational Behavior." 8th ed., McGraw-Hill Education, 2018.
7. Colquitt, Jason A., Jeffery A. LePine, and Michael J. Wesson. "Organizational Behavior: Improving Performance and Commitment in the Workplace." 6th ed., McGraw-Hill Education, 2019.
8. Schermerhorn, John R., James G. Hunt, Richard N. Osborn, and Mary Uhl-Bien. "Organizational Behavior." 13th ed., John Wiley & Sons, Inc., 2017.
9. Hitt, Michael A., C. Chet Miller, and Adrienne Colella. "Organizational Behavior." 5th ed., John Wiley & Sons, Inc.,
10. Dwivedi, R. S. (2001). Human relations and organizational behaviour. Macmillan Publishers India Limited.
11. Robbins, Stephen P., and Timothy A. Judge. "Organizational Behavior." 18th ed., Pearson Education, 2019.

## Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper-1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 6</b>	<b>KU6DSCTTM307</b>	<b>HUMAN RESOURCE MANAGEMENT AND TOURISM</b>			
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Program	BTTM				
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Course Code	KU6DSCTTM307				
Course Title	Human Resource Management and Tourism				
Type of Course	DSC-A14				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	Upon completion of this course, students will be prepared for various HR roles within the tourism industry, including HR manager, recruitment specialist, training and development coordinator, employee relations manager, and compensation and benefits analyst. The course also lays a foundation for further studies and specialization in HRM or tourism management.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept, importance, and scope of human resource management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze the roles and responsibilities of the human resource department.	U	P	
CO3	Develop skills in workforce planning and talent management	E	P	
CO4	Develop skills in designing and implementing effective compensation and performance management programs.	An	P	
CO5	Develop skills in managing employee grievances, disputes, and disciplinary actions.	An	P	



\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Human Resource Management</b>	
	1	Definition and Evolution of Human Resource Management: Scope and Functions of HRM
	2	Strategic Human Resource Management-Features and benefits of SHRM - Barriers to SHRM - Difference in traditional HRM and SHRM.
	3	The Factories Act, 1948-- The Workmen's Compensation Act, 1923-The Maternity Benefit Act, 1961
	4	The Employee's Provident Fund and Miscellaneous Provision Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labour (Prohibition and Regulation Act, 1986)
<b>II</b>	<b>Recruitment and Selection</b>	
	5	Job Analysis and Job Description- Recruitment Sources (Internal and External)-Selection Methods (Applications, Interviews, Tests)-Onboarding and Orientation
	6	Training and Development: Training Needs Assessment-Training Methods (On-the-Job, Off-the-Job)-Career Development and Succession Planning- Career life cycle, Process, Factors affecting Career Planning and Development
	7	Talent Management: Workforce Planning and Forecasting-Talent Acquisition and Retention-Employee Engagement and Motivation
<b>III</b>	<b>Compensation Management</b>	
	8	Job Evaluation and Pay Structures-Internal and External Equity-Incentive and Variable Pay Plans-Benefits and Perquisites
	9	Performance Management: Performance Appraisal Methods (Ratings, 360-degree, Self-appraisal)-Performance Management Systems-Feedback and Coaching-Rewarding and Recognizing Performance
	1	Employee Relations in Tourism: Employee Engagement and Communication-Grievance and Discipline Management- Employee Separation: Retirement, VRS, Suspension, Termination, Resignation
	1	Future of Work and HRM in Tourism: Gig Economy and Non-traditional Work Arrangements-Artificial Intelligence and Automation-Workforce Upskilling and Reskilling

<b>IV</b>	<b>Industrial Relations:</b>	
	1	Trade Union and Industrial Dispute: functions and role of Trade union -Unfair labour practices by employers & Trade Unions, Strikes, Layoff, Retrenchments, Closures /Lockouts, Collective Bargaining Agreements, Wage Agreements, Violations, Bonus
		gratuity, Grievances Handling Procedure(process), Weekly offs. -
	1	- Industrial dispute: Forms and Causes, Machinery for settlement of Industrial dispute
	1	A <b>very brief</b> overview of Acts: The Factories Act, 1948-- The Workmen's Compensation Act, 1923-The Maternity Benefit Act, 1961-The Employee's Provident Fund and Miscellaneous Provision -Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labour (Prohibition and Regulation Act, 1986)
	1	Collective Bargaining: process and types- Grievance and Disciplinary Actions: Grievance: causes, Discovery of grievance, effects of grievance,
	1	Participative Management and employee counselling: Importance, Forms of Participative Management, Worker's Participative Management (WPM) in India-Employee Counselling: Methods and types of Employee Counselling
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

#### References:

- Tripathi & Reddy, Principles of Management, Tata Mcgraw-Hill, New Delhi,2008
- Steven W. Schmidt. Training and Development for the Workplace"
- Human Resource Management by Gupta C.B (Publisher: Sultan Chand & Sons)
- Bernadin, Human Resource Management, Tata Mcgraw Hill, 8th edition 2012
- Shashi.K.Gupta And Rosy Joshi, Human Resource Management
- <https://www.accountingnotes.net/human-resource/type-of-incentive-plans/type-ofincentive-plans/17317>)
- <https://www.economicdiscussion.net/industries/industrial-relations/32249>
- <https://www.managementstudyguide.com/job-description-specification.htm>

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper-2	10
b)	Assignment/ Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 6</b>	<b>KU6DSCTTM308</b>	<b>AIRPORT MANAGEMENT AND GROUND HANDLING</b>
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Program	BTTM
Course Code	KU6DSCTTM308

Course Title	Airport Management and Ground Handling				
Type of Course	DSC-A15				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		1	75
Pre-requisites	No prerequisites needed for the course				
Course Summary	Equip the students with the basic knowledge and skills required for airport operations. Enhance the student for further study and Professional Development.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the structure and components of an airport, including terminals, aprons, runways, taxiways, and air navigation services.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyse the importance of airports for tourism and identify the different types of airport customers, including tourists.	U	P	
CO3	Describe the various components and operations involved in airport ground handling.	E	P	
CO4	Explain the roles and responsibilities of ground handling agents and service providers.	An	P	

CO5	Develop problem-solving skills and decision-making abilities in handling operational challenges.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Airport</b>	
	1	Concept of Airport – Airport and Air transport – Major Airports
	2	Structure of the Airport – Terminal, Apron, Runway, Taxiway etc.
	3	Importance of Airport for Tourism – Airport customers and tourists
	4	Classification of Airport – Modern Airports
	5	Privatization – Types of Privatizations
	6	Airport Operators and Investors
<b>II</b>	<b>Airport Management</b>	
	7	Airport Classification - Airport Ownership- Public-Private Partnership (PPP) - Modern Airports
	8	Structure of the Airport-The Airside-Runway-Taxi ways- Apron/Ramp-.Hangar-Air Navigation Services (ANS) and Air Traffic Control (ATC)- Terminal
	9	Structure and components of a terminal- Landside-Physical components
<b>III</b>	<b>Overview of Airport Ground Handling</b>	
	10	Definition and scope of ground handling services
	11	Ground Handling Operations: Passenger handling (check-in, boarding, deplaning), Baggage handling (loading, unloading, sorting, transfer), Cargo and mail handling
	12	Safety and Security in Ground Handling: Ramp safety procedures, Dangerous goods handling, Security screening and access control
		Customer Service in Ground Handling, Passenger assistance and special needs handling, Complaint management and conflict resolution
<b>IV</b>	<b>Ground Handling</b>	

	13	Ground Handling Operations Planning and Scheduling: Flight schedules and ground time calculations, Resource allocation and staff rostering, Contingency planning for disruptions and delay
	14	Aircraft handling (marshalling, loading, unloading, cleaning), Ramp operations and equipment, aircraft parking, Loading, and unloading procedures, Aircraft cleaning and catering services
	15	Passenger Handling Procedures: Check-in and boarding processes, Baggage handling
		and reconciliation, Passenger assistance and special needs handling
	16	Ground Support Equipment (GSE): Types of GSE (passenger stairs, baggage carts, belt loaders, etc.), GSE maintenance and safety procedures
		<b>Teacher Specific Content (12 Hrs)</b>

#### References:

- Ashford, N. J. (2013). Airport operations. McGraw-Hill Companies, Inc.
- Dileep, M. R., & Kurien, A. (2021). Air Transport and Tourism. Routledge.
- Budd, L., & Ison, S. (2017). Air Transport Management: An International Perspective. Routledge, Taylor & Francis Group.
- Graham, A. (2014). Managing Airports: An International Perspective. Routledge.
- Ashford, N. J. (2013). Airport Operations. McGraw-Hill Companies, Inc.
- IATA Airport Handling Manual (AHM)
- IATA Ground Operations Manual (IGOM)
- Norman Ashford, et al".
- Airport Operations" by
- Dimitrios Dimitriou "Ground Handling Operations"

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 6</b>	<b>KU6DSCTTM309</b>	<b>LOGISTICS MANAGEMENT</b>
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Program	BTTM
Course Code	KU6DSCTTM309
Course Title	Logistics Management
Type of Course	DSC-A16
Semester	<b>6</b>
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course builds necessary knowledge regarding supply chain management, logistics and different modes of transport.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Familiarize with the concept of logistics and supply chain management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Understand the process and procedures of logistics operations.	U	P	
CO3	Learn the process of supply chain management.	E	P	
CO4	To familiarize demand forecast and managing economies in the process.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Concept of Logistics</b>	
	1.	Concept of Logistics: Introduction, Types, Logistics Management, Role of Logistics in an Economy
	2.	Difference between Logistics and Supply Chain Management, Logistics and competitive advantage, Logistics Mix, organized retail in India
	3.	Logistics process: Concept of Integrated Logistics, inventory, and information flow
	4.	Operational objectives of integrated logistics; barriers to integration, organization structure, measurement system, inventory ownership.
	5.	logistics performance cycle, manufacturing support performance cycle, procurement performance cycle
<b>II</b>	<b>Supply chain management</b>	
	6.	Supply chain management: Introduction, Supply chain Performance, drivers, metrics and distribution network, network design
	7.	Role of demand forecasting in the supply chain, aggregate planning in the supply chain, sales, and operations planning, managing predictable variability, cycle inventory
	8.	Managing uncertainty in a supply chain: safety inventory, sourcing decisions, and Bullwhip effect.
<b>III</b>	<b>Containerization</b>	
	9.	Containerization: Concept, classification, benefits, and constraints; Inland Container Depot (ICD
	10.	Role and functions; CFS, export Clearance at ICD; CONCOR; ICDs under CONCOR etc
	11.	Warehousing and Distribution Centers: Concepts, elements, and functions of Warehousing– Types of Warehouses– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse
	12.	Warehousing Network in India - Central Warehousing corporation in India
<b>IV</b>	<b>Transportation Mix</b>	
	13.	Transportation infrastructure and network in India
	14.	Impact of the transport system on the supply chain

	15.	Factors that determine the choice of transport mode – Transportation Costs - Tools and techniques for reducing costs - Fleets – Fleet sizing and configuration – Routing and Scheduling.
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	

#### References:

- Chopra, S., & Meindl, P. (2007). *Supply chain management. Strategy, planning & operation* (pp. 265-275). Gabler.
- Leenders, M. R., & Fearon, H. E. (1997). *Purchasing and supply management. (No Title)*.
- Stock, J. R., & Lambert, D. M. (2001). *Strategic logistics management* (Vol. 4). Boston, MA: McGraw-Hill/Irwin.

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>



<b>SEMESTER 6</b>	<b>KU6DSCTTM310</b>	<b>ENTREPRENEURSHIP IN TOURISM INDUSTRY</b>
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Program	BTTM				
Course Code	KU6DSCTTM310				
Course Title	Entrepreneurship in Tourism Industry				
Type of Course	DSC-A17				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	1		75
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to provide a comprehensive understanding of finance management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry.				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Familiarize with the fundamental principles of financial management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify various methods for financial management in tourism and get entrepreneurial skills.	U	P	
CO3	Formulate ideas for start-ups.	E	P	
CO4	To demonstrate a learning system that inspires entrepreneurial motivation	An	P	

	among students, providing a platform for creativity and innovation.			
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Financial Management</b>	
	1.	Finance: Meaning, Functions; Importance, and typologies of Finance – Role of financial management, Break-even analysis,
	2.	Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in the tourism industry-
	3.	Working Capital Management: Financing current assets, Cash Management, Receivables, and inventory management -
	4.	Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques- Difference between financial and capital structures. Determinants of Financial Structure-
	5.	Types of budgets, preparation of budget, and zero-based budgeting, Working Capital Management, Cash management-
	6.	Contract Act,1872 --Offer& Acceptance-Consideration-Free Consent-Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract –Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.
<b>II</b>	<b>Finance and Assessment</b>	
	7.	Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage-
	8.	Dividend Policy, types of dividend policies- Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings -
	9.	Public Deposits; Sources of short-Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators, Government Grants and Subsidies, Bank Loans, Crowd Funding. .
	10.	FDI in Tourism Sector in India-Overview of financial institutions in India, Central level, and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship, TFCI,

	11.	Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India
<b>III</b>	<b>Tourism Entrepreneurship</b>	
	12.	Tourism Entrepreneurship: Concept and definition, Functions of an Entrepreneur,
	13.	Types of Entrepreneurs, Intrapreneur, Entrepreneurial Culture; Stages in entrepreneurial process. Ethical and social responsibility challenges for entrepreneurs in tourism- Social entrepreneurship, Woman Entrepreneurship
	14.	Entrepreneurship opportunities in Tourism, Tourism entrepreneurial competencies- Elements of business planning,
	15.	Preparation of project plans, Components of an ideal business plan: Market plan – Financial plan -Operational plan -Site selection-
	16.	Feasibility analysis: – aspects and method. Economic analysis, financial analysis, Market, and technological feasibility, Feasibility report.
<b>IV</b>	<b>Legal Issues</b>	
	17.	Ownership patterns in India, Legal issues related to emerging ventures – Registrations, Licenses
	18.	Fees and Permits regarding the tourism industry- Potential Capital and Start-Up Costs,
	19.	Starting a New Business vs Purchasing an Existing Business- Rules, regulations, and procedures relevant for small-scale industries and small-scale businesses.
	1.	Financing by UNWTO, ITDC, and MOT towards different projects.
<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	

#### References:

- 1. Vasant, Desai, “Entrepreneurship”, Himalaya Publishing House, 2003.
- 2. Taneja& Gupta S.L., “Entrepreneurship Development”, 2003.
- 3. Pandey, I.M., “Venture Capital –The Indian Experience”, Prentice Hall of India, 2003.
- 4. Tandon B.C., “Environment and Entrepreneur”, Chug Publications, Allahabad.

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 6</b>	<b>KU6SECTTM302</b>	<b>TECHNOLOGY AND TOURISM</b>
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Program	BTTM				
Course Code	KU6SECTTM302				
Course Title	Technology and Tourism				
Type of Course	SEC				
Semester	<b>6</b>				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course explores the integration of information technology in the tourism industry, focusing on its operational and managerial applications in tourism enterprises.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To learn how the advances in information technology affect tourism businesses.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	To familiarize students with digital applications in the Tourism Industry.	U	P	
CO3	Preparing students for the use of digital tools in the tourism industry	E	P	
CO4	To analyze the impact and trends of IT among travel intermediaries.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Computer:</b>	
	1	MS Office: MS Word, MS Excel, MS PowerPoint-, Email and mail merge
	2	Internet of Things (IoT), Artificial Intelligence & chatbots, Role of ChatGPT and BARD in tourism
	3	Tourism apps- advantages & features of mobile applications
	4	Mobile apps as a marketing tool; role of travel apps in post covid scenario.
<b>II</b>	<b>Impact of digitization</b>	
	5	Smart destination- digital tourist; digital touch points
	6	Virtual and augmented reality, voice on search
	7	Online payment modes – internet & mobile banking, cards, wallets, payment interface
	8	Location-based services; 3D modelling’ Biometrics, Robotics in tourism- smart travel facilitation.
<b>III</b>	<b>Digital economy in Tourism;</b>	
	9	Types of digital platforms – accommodation, transport, dining, travel experiences
	10	E – Intermediaries
	11	Infomediaries
	12	Metamediaries
	13	Digitization in hotels post covid scenario
	14	Concept of smart hotels
	15	technology solutions used by hotels
	16	Property Management Systems (PMS)
	17	Challenges faced by hotels in adopting digital technology.
<b>IV</b>	<b>Air transport and use of information technology</b>	
	18	Technology solutions at airports- baggage and cargo handling systems
	19	Departure control and passenger processing systems

	20	Gate management
	21	Geo location applications-airline applications
	22	Airline Reservation Systems.

<b>V</b>	<b>Teacher Specific Content (12 Hrs.)</b>	
	1	Case studies  Real-World Applications Open-Ended Exploration and Assessment: Presentation and discussion of findings Group Assignment

### References:

- Belén Vidal, Tourism and Technology: How Tech is Revolutionizing Travel (<https://www.wearemarketing.com/blog/tourism-and-technology-how-tech-is-revolutionizing-travel.html>)
- Impact of technology on travel and tourism - statistics & facts by Statista Research Department(<https://www.statista.com/topics/7844/impact-of-technology-on-travel-and-tourism/>)
- Technology in tourism by World Tourism Organization (UNWTO), (<https://www.e-unwto.org/doi/epdf/10.18111/9789284414567>)
- Digital Transformation by UNWTO, (<https://www.unwto.org/digital-transformation>)
- Revfine, 15 Key Technology Trends Emerging in the Travel Industry in 2024, (<https://www.revfine.com/technology-trends-travel-industry/>)
- Gretzel, et.al, (2015) Smart tourism: foundations and developments, Journal of Electronic Markets([https://www.researchgate.net/publication/280719315\\_Smart\\_tourism\\_foundations\\_and\\_developments](https://www.researchgate.net/publication/280719315_Smart_tourism_foundations_and_developments))

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	5
c)	Case Study	10
<b>Total</b>		<b>75</b>

## SEMESTER 7

<b>SEMESTER 7</b>	<b>KU7DSCTTM401</b>	<b>SUSTAINABLE DEVELOPMENT &amp; CRISIS MANAGEMENT</b>			
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Program	BTTM				
Course Code	KU7DSCTTM401				
Course Title	Sustainable Development & Crisis Management				
Type of Course	DSC-A18				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course is expected to deliver an understanding of the basics of tourism and aviation industries. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Illustrate types of crises that could arise in tourism.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Create a pre-preparedness plan anticipating likely problems.	U	P	
CO3	Develop skills to use crisis management plans during the actual disaster.	E	P	
CO4	Develop a communication plan for the media and public during the crisis.	An	P	

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Tourism Risk Management</b>	
	1.	Tourism Risk Management: concept, issues, phases
	2.	Culture and Practical Process of Risk Management, Risk Encounter, Risk Contextualization, Phases of Risk Management, Safety guidelines
	3.	Physical and geographic features of India: Mountains, islands, coastal areas, deserts
	4.	Types and characteristics of disaster management, pre-disaster plan, limitations of disaster management
	5.	Sustainable development: The role of stakeholders, Central Government, State Government, District Administration
	6.	Sustainable development: Armed Forces, Paramilitary Forces, Fire Services.
<b>II</b>	<b>Tourism Crisis</b>	
	7.	Tourism Crisis; Types, causes, and Consequences, Vulnerability of Tourism Industry to Crisis,
	8.	Types of Crisis in Tourism: Economic, Environmental and Political, Socio-Cultural Conflicts, Terrorism, global warming, and its impacts
	9.	Tourism and Health Crisis, Technological Failure, Disaster Response Mechanism in India
	10.	legislation: National Disaster Management Act -2005National Policy on Disaster Management – 2009, National Plan on Disaster Management – 2016
<b>III</b>	<b>Disaster and Risk Preparedness</b>	
	11.	Tourism Disaster and Risk Preparedness and Planning: Disaster Preparedness
	12.	Emergency Planning, Contingency Plans and Simulation Exercises
	13.	Hazard mapping, Development of Crisis Plans, Crisis management systems and tools
	14.	Tourism Crisis Planning and Preparation
<b>IV</b>	<b>Recovery and rebuilding</b>	
	15.	Recovery and rebuilding strategies of tourism, Case Study
	16.	Disaster and risk response: Coordination, Control and Resource Allocation
	17.	Crisis Communication in the Emergency, Long-term Recovery, and Resolution, Master Plan for Future.
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	



## References:

- Piekarz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism, and sports industries*. CABI.
- Alexander, D. (2018). *Natural disasters*. Routledge.
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Channel View Publications: United Kingdom
- Tourism Crisis and Disaster Management in the Asia-Pacific. (2014). CABI: United Kingdom
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.
- Henderson, J. C. (2007). *Managing tourism crises*. Routledge.
- Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, 23(2-4), 249-264.

## Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 7</b>	<b>KU7DSCTTM402</b>	<b>PRODUCT DESIGN AND DEVELOPMENT</b>
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Program	BTTM				
Course Code	KU7DSCTTM402				
Course Title	Product Design and Development				
Type of Course	DSC-A19				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				

Course Summary	<p>This course makes students aware of the role of sustainable tourism in the changing global scenario. This course provides students with the necessary skills and know-how to develop their own plans and design and create sustainable tourism products considering environmental, social, political, and legal considerations while enhancing the quality of visitor experiences. It also aims to ensure a high standard of services and amenities to generate long-term demand.</p>
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**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand tourism planning process, strategy, and policies.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Design and development of new tourism products and travel circuits	U	P	
CO3	Create, apply, and evaluate various tourism product designs.	E	P	
CO4	Create confidence in students' own abilities to create a new product.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Product development</b>	
	1.	Defining tourism product development- Components, levels, and characteristics of a tourist product
	2.	5 product levels of Philip Kotler-Developing new tourism products- Smith (1994) model of a generic tourism product
	3.	Lumsdon framework (1997) of tourism offering- Tourism Systems- Leiper's Geospatial Model,
	4.	Mill-Morrison, Butler's Tourism Area Life Cycle (TALC) – Doxey's Irridex Index – Demonstration Effect
	5.	Crompton's Push and Pull Theory, Stanley Plog's Model, Gunn's Model.
<b>II</b>	<b>Tourism Product Development</b>	
	6.	Variables Influencing Tourism Product Development- Principles of Tourism Product

		Development planning
	7.	Destination Strategy for Tourism Product Development: Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems
	8.	Product Formulation View: Zeithaml and Bitner (1996) Framework- stage-gate model (Cooper), Agile-stage-gate model
	9.	innovative service development models: Booz, Allen, and Hamilton (BAH) model,
	10.	Diamond Model of Sustainable Tourism Development.
<b>III</b>	<b>Principles of Tourism Product Development Planning</b>	
	11.	Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching
	12.	Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development.
	13.	Successful and Sustainable Developments: Establishing Present Situation Analysis: PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix
	14.	Identifying the opportunities: Tourism Product Development Checklist -Prioritizing the destination's own tourism sector's objectives: Categorizing tourism destinations, Putting the Plan into Action.
<b>IV</b>	<b>New Service Development</b>	
	15.	Innovation in services- disconfirmation theory-Idiosyncratic Service Experience (ISE)-
	16.	Cultural mapping: -The Resource-Process Framework (RPF) of New Service Development; Intellectual Resources, Organizational Resources, Physical Resources-
	17.	NSD process- Core Resources Needed for New Tourism Product Development- Transformative Tourism Experiences- the importance of 'co-creation' in a destination
	18.	- The impact of transformative learning theory in experiential tourism- Müller and Scheurer model on tourism experiences.
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	

### References:

- McNulty, P., & Cleverdon, R. (2011). *Handbook on tourism product development*. World Tourism Organization.

- Haid, M., & Albrecht, J. N. (2021). Sustainable tourism product development: An application of product design concepts. *Sustainability*, 13(14), 7957.
- New Product Development Workbook, Government of Northwest Territories.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Froehle, C. M., & Roth, A. V. (2007). A resource process framework of new service development. *Production and operations management*, 16(2), 169-188.
- Bitran, G., & Pedrosa, L. (1998). A structured product development perspective for service operations. *European Management Journal*, 16(2), 169-189.
- Komppula, R. (2001, October). *New-product development in tourism companies-case studies on nature-based activity operators*. In 10th Nordic Tourism Research Symposium (Vol. 18, p. 20).
- Booz, E., Allen, J., & Hamilton, C. (1968). Management of new products Booz.

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 7</b>	<b>KU7DSCTTM403</b>	<b>DESTINATION PLANNING AND MANAGEMENT</b>			
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Program	BTTM				
Course Code	KU7DSCTTM403				
Course Title	Destination Planning and Management				
Type of Course	DSC-A20				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course focuses on destination planning and development, emphasizing sustainability, stakeholder collaboration, and responsible tourism practices. Students gain knowledge and skills through lectures, case studies, group discussions, and practical projects.				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Familiarize with the sustainable tourism initiatives and their significance in tourism.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Plan and develop tourism destinations on a sustainable approach to understand tourism planning, design, and innovations.	U	P	
CO3	Interpret levels, types, and new approaches to planning in their own destinations.	E	P	
CO4	Develop a Master Plan for Destination Development	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Concept of Destination Development</b>	
	1.	Destination Management Systems–Destination Planning Guidelines
	2.	Destination Zone, Planning
	3.	Model- Destination Life cycle and Tourism Area Life cycle
	4.	Environment Impact Assessment (EIA).
<b>II</b>	<b>Destination Competitiveness</b>	
	5.	10 As of successful destinations
	6.	Stakeholders involved in destination management- Destination governance

	7.	Public Private Partnership Model in Tourism- Tourism PPPs in India-
	8.	Diversification of Tourism Products: Importance and strategies of Tourism Product Diversification – creating trip circuits and routes-providing variety of experiences- Controlling tourist activities and levels: controlling use intensity, managing events.
<b>III</b>	<b>Tourist Destination Planning</b>	
	9.	Visitor management plans and systems- ‘over-tourism’- Strategies and measures to address visitors’ growth in cities
	10.	Managing ‘new’ visitors
	11.	Risk management plans, Sustainable destinations management.
	12.	Techniques for managing visitor impact strategies for coping with the temporality of visitor attractions
	13.	Tourism Planning and its Characteristics, Types, elements, Stages, Process, and approaches
	14.	Six A’s Framework for Tourism Destinations Project
	15.	Feasibility Study-Carrying Capacity Analysis
	16.	Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation.
<b>IV</b>	<b>Destination Image Development</b>	
	17.	Destination Marketing Mix-Destination Image-Dimensions of Tourist Destination Image
	18.	Formation of Destination Image-Factors Influencing the Formation of Destination Image
	19.	Attributes of Destination- Measurement of Destination Image
	20.	Destination Branding, Difficulties in Destination Branding- Critical Success Factors
	21.	Web-based Destination Branding: Basics of Internet Marketing, the Impact of internet marketing on destination branding, collaboration between destination branding and internet marketing
	22.	Role of DMOs in destination marketing strategies-FAM Tours
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	

### References:

- Fyall, A., Garrod, B., Leask, A., & Wanhill, S. (Eds.). (2022). *Managing visitor attractions*. Routledge.



- WTO. (2004). Indicators of Sustainable Development for Tourism Destinations A Guidebook (English version).
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Inskip, E. (1991). *Tourism planning: An integrated and sustainable development approach*. John Wiley & Sons.
- Mowforth, M., & Munt, I. (2008). *Tourism and sustainability: Development, globalization, and new tourism in the third world*. Routledge.
- Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Routledge.
- Hall, C. M. (2014). Competitiveness and tourism, by Geoffrey Crouch and JR Brent Ritchie: Cheltenham, Edward Elgar, 2012, 2 Volumes, Vol. 1, xx+ 497 pp., Vol. 2, xi+ 565 pp, £ 360 (hardback), ISBN 978-1-84980-927-6.
- Al-Masroori, R. S. (2006). Destination Competitiveness: Interrelationships between destination planning and development strategies and stakeholders' support in enhancing Oman's tourism industry. *Unpublished doctoral dissertation*). Griffith University, Australia.
- 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary (e-unwto.org)
- Seth, P. N. (1978). Successful tourism: planning and management. *Successful tourism: planning and management*.

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 7</b>	<b>KU7DSCTTM404</b>	<b>TOURISM PROJECT MANAGEMENT</b>
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Program	BTTM
Course Code	KU7DSCTTM404
Course Title	Tourism Project Management
Type of Course	DSC-A21
Semester	7
Academic Level	400 – 499

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	To discuss the project life cycle and build a successful project from pre-implementation to completion. To introduce different project management tools and technique				

**Course Outcomes (COs):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Appraise the selection and initiation of individual projects and its portfolios in an enterprise.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze the project planning activities that will predict project costs, time schedule, and quality.	U	P	
CO3	Develop processes for successful resource allocation, communication, and risk management.	E	P	
CO4	Evaluate effective project execution and control techniques that results in successful project completion	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>		
	1.	Verities of project, Project Features, Project Life Cycle
	2.	Project Selection: Project Identification and Screening
	3.	New ideas, Vision, Long-term objectives, SWOT Analysis (Strength, Weakness, Opportunities, Threats).
	4.	Project Appraisal – Market Appraisal, Technical Appraisal, Economic Appraisal,

		Ecological Appraisal, and Financial
<b>II</b>		
	5.	Appraisal – Payback, Net Present Value (NPV), Internal Rate of Returns (IRR).
	6.	Project Selection – Decision Matrix, Technique for Order Preference using Similarity to Ideal Solution (TOPSIS), Simple Additive Weighting (SAW)
	7.	Gant Chart, Critical Path Method (CPM), Project Evaluation & Review Technique (PERT).
<b>III</b>		
	8.	Linear time cost trade-offs in project – Direct cost, indirect cost
	9.	Project crashing Resource Consideration – Profiling, Allocation, Levelling.
	10.	Project Execution: Monitoring control cycle, Earned Value Analysis (EVA)
<b>IV</b>		
	11.	Project Control – Physical control, Human control, financial control.
	12.	Organizational and Behavioral Issues: Organizational Structure, Selection-Project Manager, Leadership Motivation, Communication, Risk Management
	13.	Project Termination: Extinction, Addition, Integration, Starvation.
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	

## References:

### Textbook(s)

- Jack R. Meredith and Samuel J. Mantel, Jr. – ‘Project Management- A Managerial Approach’ Eighth Edition – John Wiley & Sons Inc – 2012.
- Arun Kanda – ‘Project Management-A Life Cycle Approach’ PHI Learning Private Limited – 2011

### Reference(s)

- ‘A Guide to Project Management Body of Knowledge’ PMBOK GUIDE, Sixth edition, Project management Institute – 2017
- Ted Klastorin – ‘Project Management, Tools, and Trade-Offs’ – John Wiley – 2011
- <https://www.amrita.edu/course/project-managemen>

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 7</b>	<b>KU7DSCTTM405</b>	<b>TOURISM PLANNING</b>
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Program	BTTM				
Course Code	KU7DSCTTM405				
Course Title	Tourism planning				
Type of Course	DSC-A22				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The objective of this course is to acquaint the students about the basic concept of tourism planning and the principles and techniques of national and regional tourism planning.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the concept and importance of planning in tourism.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Describe the planning process principles and techniques and identify the various factors influencing tourism planning.	U	P	
CO3	Study the various models for tourism policies	E	P	

CO4	Assess National and Kerala tourism planning framework	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>INTRODUCTION TO TOURISM PLANNING</b>	
	1.	Concept of planning
	2.	Importance of Planning
	3.	Planning in Tourism Sector
	4.	Consequences of Unplanned Tourism Development
	5.	Reasons for Tourism Planning in Destination Areas
<b>II</b>	<b>TOURISM PLANNING PROCESS</b>	
	6.	Principles and Techniques of Tourism Planning, Factors influencing Tourism Planning
	7.	National and Regional Tourism Planning;
	8.	Co-ordinated Tourism Planning
	9.	Environmental Planning in Tourism
<b>III</b>	<b>MODEL OF TOURISM PLANNING AND POLICY FORMULATION</b>	
	10.	Establishing a Tourism Policy
	11.	Various Models for Tourism Policy
	12.	Policy and Plan Formulation
	13.	New Challenges in Tourism Policy
	14.	Future World Tourism Policy Issues
<b>IV</b>	<b>TOURISM PLANNING FRAMEWORK IN INDIA AND KERALA</b>	
	15.	An outline of L.K. Jha Committee-1963, National Committee on Tourism 1988

	16.	National Tourism Policy - 1982, National Action Plan on Tourism - 1992, National
		Tourism Policy- 2002, National Tourism Policy 2015
	17.	The latest policy document on tourism
	18.	Tourism and Five-Year Plans in India. Introduction of Neethi Ayog in India
	19.	Tourism policies at the state level – Kerala
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	

### References:

1. Mill, Robert Christle & Morrison, Alastair M. (1992): 'The Tourism System – an Introductory Text: Hall
2. Clare A. Gunn: (2002) fourth Edition, 'Tourism Planning' Routledge
3. J.K Sharma (2004), Tourism Planning and Development a new perspective, Kanishka Publishers, New Delhi
4. Prabhat Chaudhary, (2009) 'Tourism Policy and Planning'. Adeline Books
5. National Tourism Policy documents
6. Kerala Tourism Policy documents

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

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## SEMESTER 8

<b>SEMESTER 8</b>	<b>KU8DSCTTM406</b>	<b>RESEARCH METHODOLOGY</b>
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Program	BTTM				
Course Code	KU8DSCTTM406				
Course Title	Research Methodology				
Type of Course	DSC-A23				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides students with the skills to conduct research in social sciences, covering topics, literature review, and strategy selection. It introduces various research philosophies, strategies, and techniques, helping students develop research proposals, analyze data, and solve managerial problems through applied research and project writing.				

### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Learn research methodologies and get involved in areas such as data handling and novel research processes so that they can mold their future scholarly endeavors.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Demonstrate the stages of the research process, and the principal activities, skills and ethics associated with this process.	U	P	
CO3	Involvement in social development through research activities on the socio-economic and political domains.	E	P	
CO4	Identify research problems and questions, keeping in mind the social and ethical issues in business.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Research</b>	
	1.	Research: Meaning, Objectives and Significance of Research- Types of research – Philosophical considerations of research(brief)
	2.	Research process, Criteria of good research
	3.	Social Science Research - Ethics in Social science research
	4.	Research Process: Identifying the problem/gap in knowledge -Writing the problem statement
	5.	Formulating the research questions and objectives.
<b>II</b>	<b>Review of Literature</b>	
	6.	Review of Literature, Research Hypothesis-research design- Basic features of a good design, Types of Research Designs
	7.	variables and constructs - Sampling, types of sampling, sampling errors

	8.	Methods of data collection, Difference between Questionnaires and Schedules - development of schedules and questionnaires.
	9.	Quantitative vs. qualitative research techniques- mixed methods
	10.	Grounded Theory, Ethnography, Case studies, Content Analysis, Phenomenology, Narrative research, Bibliometric analysis.
<b>III</b>	<b>Data Collection</b>	
	11.	Collection of Primary Data, methods, Collection of Secondary data - Data Processing, Editing, Coding-
	12.	Academic writing:(Discussion on conceptual and empirical papers published in SCOPUS/ UGC listed journals)
	13.	Plagiarism- Paraphrasing, quoting, and writing summary, vocabulary, conciseness, correct paper formatting
	14.	Referencing styles- Paragraph Structure -Report writing, types of report-Structure and steps of preparing research proposal
	15.	Types of project proposals, difference between proposal and report (Emphasize on practical sessions).
<b>IV</b>	<b>Statistics</b>	
	16.	Statistics: Measures of central tendency- mean, median, mode; measures of dispersion- range, standard deviation, variance, etc.;
	17.	Skewness and kurtosis; Distributions- discrete and continuous; Normal distribution - correlation and regression- scatter plots, lines of best fit,
	18.	Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate. - multiple regression-
	19.	Hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, Run Test, sign tests, Wald- Wolfowitz Test, Kruskal Walis Test, Komogrov-Smirnov Test, Factor analysis, discriminant analysis, conjoint analysis (Introduce analysis using SPSS)
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	
	1	

## Compulsory Learning Activity

1. Each student must prepare a research paper and present it in seminars/ conferences and produce certificates

### References:

- Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide* Essex.
- Kothari, C. (2017). research methodology methods and techniques by CR Kothari. *Published by New Age International (P) Ltd., Publishers, 91.*
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Cooper, D. R., Schindler, P. S., Cooper, D. R., & Schindler, P. S. (2003). *Business research methods*.

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

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<b>SEMESTER 8</b>	<b>KU8DSCTTM407</b>	<b>ACADEMIC WRITING AND PUBLISHING</b>
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Program	BTTM
Course Code	KU8DSCTTM407

Course Title	Academic Writing and Publishing				
Type of Course	DSC-A24				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course will emphasize philosophical reasoning, and the ability to articulate and justify philosophical stances in research. Research proposals, analyze data, attending conferences and seminars, preparing and presenting research papers and solve managerial problems through applied research and project writing are the expected outcomes.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the purpose, importance, and characteristics of academic writing.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify and differentiate between various types of academic writing.	U	P	
CO3	Develop a clear and concise writing style suitable for academic contexts.	E	P	
CO4	Effectively use academic vocabulary and maintain an appropriate tone.	An	P	
CO5	Apply philosophical concepts to evaluate and justify research methodologies and methods.	An	P	
CO6	Demonstrate an understanding of academic integrity and plagiarism	An	P	

	avoidance.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to Research Philosophy(brief)</b>	
	1.	Definition and significance of research philosophy-The role of philosophy in research
	2.	Ontology: The nature of reality and existence- Ontological positions: realism, idealism, and relativism- Implications of ontological assumptions for research
	3.	Epistemology: The nature and sources of knowledge- Epistemological positions: objectivism, constructionism, and subjectivism- The relationship between the knower and the known
	4.	Axiology: The role of values and ethics in research-Axiological considerations: value-free vs. value-laden research- Ethical principles and guidelines in research
	5.	Philosophical Paradigms and Research Approaches: Positivism, post-positivism, and empiricism, Interpretivism and constructivism- Critical theory and transformative paradigms- Pragmatism and mixed methods
<b>II</b>	<b>Introduction to Academic Writing</b>	
	6.	The Importance of Academic Writing- Types of Academic Writing (Research Papers, Literature Reviews, Essays, etc.)
	7.	Developing an Academic Writing Style-Using Academic Vocabulary and Tone-Organizing Ideas and Constructing Arguments
	8.	Plagiarism and Academic Integrity- Software to check plagiarism
<b>III</b>	9.	Artificial intelligence in academic writing- popular tools and applications
	<b>Presenting Literature Review and Data Analysis in Academic writing</b>	
	10.	Presenting literature review in academic writing (Brief): Conducting Literature Searches-Critical Analysis and Evaluation of Literature- Synthesizing Information and Identifying Research Gaps-Formulating Research Questions and Hypotheses-Writing a Literature Review-Presenting Research Methodology
	11.	Presenting Quantitative and Qualitative Data Analysis in academic writing (Brief): Interpreting and Reporting Statistical Results- Qualitative Data Analysis Methods (Coding, Thematic Analysis, etc.)-

	12.	Presenting and Discussing Research Findings-Addressing Limitations and Future Research
<b>IV</b>	<b>Writing and Publishing Academic Papers</b>	
	13.	Structuring and Formatting Academic Papers (IMRaD Format)
	14.	Writing an Effective Abstract
	15.	Writing an Engaging Introduction and Compelling Conclusion-Using Figures, Tables, Reference Management
	16.	Adhering to Journal Guidelines and Conventions- Responding to Peer Review and Revising Manuscripts
<b>V</b>	<b>Teacher Specific Content(12 Hrs)</b>	

### Compulsory Learning Activity

1.Preparation of manuscripts for publication- Attending and presenting seminar/ conference papers.

### References:

- Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.
- Slife, B. D., & Williams, R. N. (1995). *What's behind the research? Discovering hidden assumptions in the behavioral sciences*. SAGE Publications.
- Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). University of Michigan Press.
- Craswell, G., & Poore, M. (2012). *Writing for academic success* (2nd ed.). SAGE Publications.
- Graff, G., & Birkenstein, C. (2018). *They say/I say: The moves that matter in academic writing* (4th ed.). W.W. Norton & Company.
- Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The craft of research* (3rd ed.). University of Chicago Press.
- Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.
- Saldaña, J. (2016). *The coding manual for qualitative researchers* (3rd ed.). SAGE Publications.

Belcher, W. L. (2009). Writing your journal article in twelve weeks: A guide to academic publishing success (2nd ed.). SAGE Publications.

Gastel, B., & Day, R. A. (2016). How to write and publish a scientific paper (8th ed.). Cambridge University Press.

Rosenfeldt, F. L., Dowling, D. A., Pepe, S., & Fullerton, M. J. (2019). How to get your academic papers published: Navigating the publication process. *British Journal of Surgery*, 106(9), 1082-1085.

#### **Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Preparation of a paper for publication/	20
b)	Conference Presentation/ Public presentation	10
<b>Total</b>		<b>100</b>



<b>SEMESTER 8</b>	<b>KU8DSCTTM408</b>	<b>FINANCIAL MANAGEMENT IN TOURISM</b>
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Program	BTTM				
Course Code	KU8DSCTTM408				
Course Title	Financial Management in Tourism				
Type of Course	DSC-A25				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to provide a comprehensive understanding of finance management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Familiarize with the fundamental principles of financial management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify various methods for financial management in tourism and get entrepreneurial skills.	U	P	
CO3	To demonstrate a learning system that inspires entrepreneurial motivation among students providing a platform for creativity and innovation.	E	P	
CO4	Estimate financial funds requirement for tourism entrepreneurship.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Financial Management</b>	
	1.	Finance: Meaning; Functions; Importance; and typologies of Finance
	2.	Role of financial management, Break – even analysis
	3.	Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in tourism industry
	4.	Working Capital Management: Financing current assets, Cash management, Receivables, and inventory management
<b>II</b>	<b>Capital Management</b>	
	5.	Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques
	6.	Difference between financial and capital structures. Determinants of Financial Structure
	7.	Types of budgets, preparation of budget, and zero-based budgeting
	8.	Working Capital Management, Cash management- Contract Act,1872 --Offer& Acceptance-Consideration-Free Consent
<b>III</b>	<b>Legal Aspects and Financial Planning</b>	
	9.	Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract
	10.	Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.
	11.	Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage
	12.	Dividend Policy, types of dividend policies
	13.	Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings
<b>IV</b>	<b>Financial Operations</b>	
	14.	Public Deposits; Sources of short Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators
	15.	Government Grants and Subsidies, Bank Loans, Crowd Funding.

	16.	FDI in Tourism Sector in India-Overview of financial institutions in India, Central level and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship,
	17.	TFCI, Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### References

- Durkin, C., & Gunn, R. (Eds.). (2016). *Social entrepreneurship: A skills approach*. Policy Press.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Himalaya publishing house: Mumbai, India.
- Janakiram, D. B., & Rizwana, M. (2011). *Entrepreneurship development: Text and cases*. Excel Books India.
- Gupta, G. (2022). *Financial Management*. Pearson India, 2021
- Gilding, C. (2002). *Financial management for hospitality decision makers*. Routledge
- Kumar, A. (2012). *Entrepreneurship: Creating and leading an entrepreneurial organization*. Pearson Education: India.

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 8</b>	<b>KU8DSCTTM409</b>	<b>Digital and Social Media Communication in Tourism</b>
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Program	BTTM				
Course Code	KU8DSCTTM409				
Course Title	Digital and Social Media Communication in Tourism				
Type of Course	Major-Elective				
Semester	<b>8</b>				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course offers an introduction to the field of E-tourism reflects and provides information on intensive information applications for the tourism industry and describes the development of e-tourism as well as the motives, benefits, and challenges of the latest trends.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the concepts of e-tourism, travel intermediaries and travel websites.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify the E-business linkage with the tourism sector	U	P	
CO3	Examine the entrepreneurial and managerial aspects of electronic business in tourism.	E	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive				

## DETAILED SYLLABUS:

Module	Unit	Content
<b>I</b>	<b>Introduction to E- Tourism</b>	
	1.	Introduction to E- Tourism – Stages of ICT revolution – ICTs and new business tools- Strategic and operational use of IT in tourism –
	2.	The internet and tourism A powerful combination – Networks for intermediaries- Travel Trade intermediaries – Features of a travel trade website-Implementing a travel trade website
	3.	Online travel intermediaries, E - business for Destination Management organizations – Principles and concepts – Positioning
<b>II</b>	<b>E- Tourism</b>	
	4.	DMOs in value net – destination e business system model – e business partnership for DMOs Knowledge (M)
	5.	Global Distribution System: History & Evolution –CRS, HRS, GDS, Hotel Distribution System
	6.	Cases of Amadeus, Galileo, Sabre, Abacus -Changing Business models of GDS, NDC
<b>III</b>	<b>E- Commerce in Travel Industry</b>	
	7.	E-Commerce in travel industry – Framework for E-Commerce –Classification of EC by nature of transaction.
	8.	Feature of EC-Typologies of E tourism: Business models – Business to Business (B2B) –Business to Consumer (B2C) – Consumer to Business (C2C)
	9.	Consumer to Consumer (C2C) – Business to Employees (B2E) – Business to Government (B2G), Payment Systems in E-tourism
	10.	Electronic Credit Card system – Debit Card – Smart Card and E – Check System
<b>IV</b>	<b>Launching a successful Online business</b>	
	11.	Launching a successful Online business – Introduction of business formation and the process
	12.	Classification of websites – Building the websites and its process and evaluation –
	13.	Website Hosting (options, contract, domain name and its features) – Content creation –AI in Tourism -

	14.	Delivery and Management – Website Design – Website Construction – Website promotion.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### References:

- Buhalis, D. (2003) *E-Tourism: Information Technology for Strategic Tourism Management*. Gosport: Prentice Hall
- Gary Schneider. (2008), *Electronic Commerce, 8th Edition*, Course Technology, 8th edition
- Zongqung Zhou. (2003), *E-Commerce and information Technology in Hospitality and Tourism*, Delmar Cengage Learning
- Annie Becker. (2008), *Electronic Commerce: Concepts, Methodologies, Tools and Applications*, Information Science Reference.
- Dana V Tesone. (2005), *Hospitality Information Systems and E – Commerce*, Wiley
- M.R Dileep. (2014), *Information Systems in Tourism*, Excel Books

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>

<b>SEMESTER 8</b>	<b>KU8DSCTTM410</b>	<b>CARGO MANAGEMENT</b>
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Program	BTTM				
Course Code	KU8DSCTTM410				
Course Title	Cargo Management				
Type of Course	Major-Elective				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5			75
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to impart knowledge of the management aspects of Airports and Cargos.				

#### Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the structure and functioning of the airport management	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Learn about the cargo industry and the operations of cargos.	U	P	
CO3	Understand the international regulations and formalities of travel and travel documents	E	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**DETAILED SYLLABUS:**

Module	Unit	Content
<b>I</b>	<b>Introduction to Aviation Industry</b>	
	1.	Role of air transportation in tourism – major entry points in India – history of air transportation
	2.	Major airports in India (domestic & international)
	3.	Role of AAI and DGCA.
	4.	A brief account of IATA/ICAO- Three letter city codes and airport codes.
	5.	Major world cities and airports and identifying cities and countries on the map
<b>II</b>	<b>Introduction to Airports</b>	
	6.	Guidelines for airport management – airport facilities – the check-in formalities– Baggage and excess baggage checking –
	7.	registered and unregistered baggage– piece & weight concept – excess baggage ticket (EBT) – pooling of baggage– free carryon
	8.	Dangerous goods- Introduction, classification, and Packaging Dangerous Goods
<b>III</b>	<b>Travel Formalities and documents</b>	
	9.	Labelling, marking, and handling live animal regulations– Billing and Settlement Plan
	10.	Travel formalities, travel documents required for a tourist to visit India and northeastern states –documents required to get a passport in India –
	11.	TIM, types of information in TIM.
<b>IV</b>	<b>Cargo Transportation</b>	
	12.	Cargo, meaning definition - Cargo transportation – the scope of the cargo business, the structure of cargo industry
	13.	Movement of cargo, airway bill preparation, cargo insurance and clauses.
	14.	Cargo terminology- Trucking, RFS, Warehousing, Trade Free Zone, Charters.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	



**References:**

- Introduction to Airline Industry: IATA Study KIT
- Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
- Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
- Study Kit for IATA/UFTAA
- Stephen Shaw, Airline Marketing and Management, Ashgate
- Airport, aircraft and airline security, Kenneth C Moore, Butterworth-Heinemann
- Airline Business in 21st Century, Regas Doganis, Routledge

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
<b>Total</b>		<b>100</b>