THE MAHATMA GANDHI UNIVERSITY UNDER GRADUATE PROGRAMMES (HONOURS) SYLLABUS

MGU-UGP (Honours)

(2024 Admission Onwards)

Faculty: TOURISM AND HOSPITALITY STUDIES

BOS: TOURISM

Subject: BACHELOR OF TOURISM AND TRAVEL MANAGEMENT(BTTM)

Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India

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Preface

Bachelor of Tourism and Travel Management (BTTM) is an 8-semesters taught undergraduate programme targeted at preparing learners frontline and supervisor jobs in the tourism industry. This student centric programme focuses on enhancement of knowledge through interdisciplinary studies and skill development for employability. The students have flexibility to choose from a range of prescribed courses such as core, elective, value and skill-based options. A holistic development of the learner is focussed in this programme in line with international standards. This programme suggests a span of three year for general degree and four years for honours degree with research, preparing graduates for specialised roles in the travel and tourism industry, as well as for research.

The tourism industry is an incredibly diverse and rewarding sector, offering a wide range of opportunities for the students such as:

1. Tourism business Startup
2. Tour Manager
3. Travel consultant
4. Event manager
5. Transport administrator
6. Recreation manager
7. Travel agent
8. Tour guide
9. Customer service manager
10. Tourism promoter
11. Destination developer
12. Front office Executive

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Board of Studies & External Experts

Board of Studies:

Chairperson:

1. Surya N S, Assistant Professor& Head, Dept of tourism studies, Sree Narayana Arts & Science College Kumarakom, 9446611079, suryasthottam@gmail.com

Members:

2. Dr Anitha R, Assistant Professor, Dept of tourism studies, Sree Narayana Arts & Science College Kumarakom.9495973081, anithasalil@yahoo.com

3. Dr Sindhu R Babu, Assistant Professor, School of Tourism Studies, MG University,9496709834, sindhurbabu@mgu.ac.in

4. Dr Sindhu Joseph, Assistant Professor, GPM Government College Manjeshwar, Kasargod,7012740940, sjsindhu@gmail.com

5. Dr Toney K Thomas, Assistant Professor, School of Tourism Studies,MG University, 9946253616, toneykthomas@mgu.ac.in

6. Arun K Saseendran, Assistant Professor, Sree Narayana Arts & Science College Kumarakom,9400157955, arunsajas@gmail.com

7. Dr B Sindhu, Assistant Professor& Head, Dept of Commerce, Pavanathma College Murickassery, 9388775422,sindhupdv@gmail.com

8. Dr Ann Naisy Jacob, Assistant Professor, Dept of Commerce, Catholicate College, Pathanamthitta,8606578492, naisyjacob@gmail.com

9. Dr Ebby Joseph Idicula, Assistant Professor, Dept of Commerce BAM College Thurithicad, 9447259079, email: ebbyjoseph6865@gmail.com

10. Jeesh S, Assistant Professor, Dept of Commerce, Government Arts and Science College Elanthoor

External Expert:

Dr Binoy T A, Associate Professor, Department of Tourism Studies, Central University of Kerala, Kasargode. Mob-9480012022, Email: binoy@cukerala.ac.in

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Syllabus Index

Name of the Major: **Tourism and Travel Management**

Semester: 1

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG1DSCTTM100	Introduction to Tourism (Major)	DSC A	4	5	3	0	2	0
MG1MDCTTM100	Fundamentals of Adventure Tourism	MDC	3	4	2	0	2	0
MG1MDCTTM101	Eco Tourism	MDC	3	4	2	0	2	0

L — Lecture, T — Tutorial, P — Practical/Practicum , O — Others

Semester: 2

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG2DSCTTM100	Tourism Business Management (Major)	DSC A	4	5	3	0	2	0
MG2MDCTTM100	Film Tourism	MDC	3	4	2	0	2	0

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Semester: 3

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG3DSCTTM200	Hospitality Operations (Major)	DSC A	4	5	3	0	2	0
MG3DSCTTM201	Tourism Products and Resources (Major)	DSC A	4	5	3	0	2	0
MG3DSCTTM202	Transport Services in Tourism Industry (Minor)	DSC B	4	5	3	0	2	0
MG3DSETTM200	Airline Geography (Aviation Management Specialization)	DSE	4	4	4	0	0	0
MG3DSETTM201	Geography of Tourism (Tour Operations Management Specialization)	DSE	4	4	4	0	0	0
MG3VACTTM200	Holistic approach to Health and Wellness Tourism	VAC	3	3	3	0	0	0
MG3MDCTTM200	Front Office Operation	MDC	3	3	3	0	0	0

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Semester: 4

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG4DSCTTM200	Culture and Heritage Tourism Management (Major)	DSC A	4	5	3	0	2	0
MG4DSCTTM201	Tourism Marketing (Major)	DSC A	4	5	3	0	2	0
MG4DSCTTM202	Sociology of Tourism (Minor)	DSC C	4	5	3	0	2	0
MG4DSETTM200	Aviation Management (Aviation Management Specialization)	DSE	4	4	4	0	0	0
MG4DSETTM201	Leisure and Recreation management (Tour Operations Management Specialization)	DSE	4	4	4	0	0	0
MG4SECTTM200	Digital and Social media communication in Tourism	SEC	3	3	3	0	0	0
MG4VACTTM200	Tourism Ethics and Civics	VAC	3	3	3	0	0	0
MG4INTTTM200	Internship		2					

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Semester: 5

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG5DSCTTM300	Cruise Tourism management (Major)	DSC A	4	5	3	0	2	0
MG5DSCTTM301	Tourism Impact Assessment (Major)	DSC A	4	5	3	0	2	0
MG5DSCTTM302	Tourism Planning and policies (Major)	DSC A	4	4	4	0	0	0
MG5DSETTM300	Integrated Resort Management (Without Specialisation)	DSE	4	4	4	0	0	0
MG5DSETTM301	Organizational Behaviour in Tourism (without Specialisation)	DSE	4	4	4	0	0	0
MG5DSETTM302	Air Cargo and Logistics Management (Aviation Management Specialization)	DSE	4	4	4	0	0	0
MG5DSETTM303	Setting up of Tour Operator Business (Tour operations Management Specialization)	DSE	4	4	4	0	0	0
MG5SECTTM300	Tourism Trend Analysis	SEC	3	3	3	0	0	0

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Semester: 6

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG6DSCTTM300	Tour Planning and Packaging (Major)	DSC A	4	5	3	0	2	0
MG6DSCTTM301	Event Project Management (Major)	DSC A	4	5	3	0	2	0
MG6DSETTM300	Consumer behaviour in Tourism (Without Specialisation)	DSE	4	4	4	0	0	0
MG6DSETTM301	Sustainable Tourism Development (Without Specialisation)	DSE	4	4	4	0	0	0
MG6DSETTM302	Airport Management and Ground Handling (Aviation Management Specialization)	DSE	4	4	4	0	0	0
MG6DSETTM303	Tour Leadership Management (Tour operations Managements Specialization)	DSE	4	4	4	0	0	0
MG6SECTTM300	Tourism Information office Management	SEC	3	4	2	0	2	0
MG6VACTTM300	Tourism and Hospitality Laws	VAC	3	3	3	0	0	0

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Semester: 7

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG7DCCTTM400	Research Methodology for Tourism	DCC	4	4	4	0	0	0
MG7DCCTTM401	Entrepreneurship in Tourism Industry	DCC	4	4	4	0	0	0
MG7DCCTTM402	Tourism Innovation Management	DCC	4	5	3	0	2	0
MG7DCETTM400	International Trade and Port Management	DCE	4	4	4	0	0	0
MG7DCETTM401	Special Interest Tourism	DCE	4	4	4	0	0	0
MG7DCETTM402	Customer Relationship Management in Tourism Industry	DCE	4	4	4	0	0	0

Semester: 8

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG8DCCTTM400	Tourism and Cross-Cultural Management	DCC	4	5	3	0	2	0
MG8DCCTTM401	Destination management	DCC	4	5	3	0	2	0
MG8DCETTM400	Risk and crisis management in tourism	DCE	4	5	3	0	2	0
MG8DCETTM401	Tourism product design and development	DCE	4	5	3	0	2	0
MG8DCETTM402	Public Relation and Protocol in Tourism Sector	DCE	4	5	3	0	2	0
MG8PRJTTM400	Project	PRJ	12					

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SEMESTER 1

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Programme	**BTTM (Hons)**					
Course Name	**INTRODUCTION TO TOURISM**					
Type of Course	**DSC A**					
Course Code	**MG1DSCTTM100**					
Course Level	**100-199**					
Course Summary	**This course offers an introductory exploration of the fundamental principles in travel and tourism, providing comprehensive insights into the workings of the tourism industry.**					
Semester	1	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any	No prerequisites need for the course					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Find the historical background and basics of Tourism	R	1,3,4,6,8
2	Understand basic travel motivational factors.	U	1,2,6
3	Explain the various Tourism Theories.	U	1,2,3
4	Discover the role and growth of tourism with the local community	An	1,6,8,10
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		Nature, Concept and Development of tourism	15 Hrs	CO1
	1.1	Definition, Concepts, Components and Elements of Tourism	6 Hrs	CO1
	1.1.1	Definition and Concepts of Tourism, Excursion, Leisure and Recreation	2	CO1
	1.1.2	Distinction between travellers, visitor, tourists, excursionists and transit visitors	2	CO1
	1.1.3	Major Components and Elements of Tourism.	2	CO1
	1.2	Historical Development of Tourism	9 Hrs	CO1
	1.2.1	Early and Medieval Period of Travel	3	CO1
	1.2.2	Renaissance and its Effects on Tourism	2	CO1
	1.2.3	Birth of Modern Mass Tourism.	1	CO1
	1.2.4	Development of Modern Transport, Communication and Accommodation Systems	1	CO1
	1.2.5	Origin and Concept of Travel Intermediary Business. Old and New Age Tourism	2	CO1
2		Travel Motivations	15 Hrs	CO2
	2.1	Motivation	4 Hrs	CO2
	2.1.1	Meaning and Types of Motivation	2	CO2
	2.1.2	Motivation Process	2	CO2

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	2.2	Travel Motivation	11 Hrs	CO2
	2.2.1	Application of Motivation Theory to Tourism-Introduction	1	C02
	2.2.2	Maslow's Need Hierarchy Theory of Motivation	2	CO2
	2.2.3	Expectancy Theory	1	CO2
	2.2.4	Dann's Theory of Push and Pull Factors	2	CO2
	2.2.5	Gray's Travel Motivation Theory	1	CO2
	2.2.6	Cohen's types of Tourist Theory	1	CO2
	2.2.7	McIntosh Categorization of Travel Motivation	2	CO2
	2.2.8	Plog's Psychographic Model	1	CO2
3		Tourism and Its Theories	15Hrs	CO3
	3.1	Types & Forms of Tourism	3	CO3
	3.2	Measurement of Tourism and its need	3	CO3
	3.3	Impacts of Tourism- Economic, Environmental and Socio Cultural	3	CO3
	3.4	Different Tourism Theories: Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index.	6	CO3
4		Growth and development of Tourism in India And Community involvement in Tourism	30 Hrs	CO4
	4.1	Development of Tourism in India	7 Hrs	CO4

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	4.1.1	Sargent Committee	1	CO4
	4.1.2	Tourist Information Offices	1	C04
	4.1.3	Formation of Ministry of Tourism, Setting up of Department of Tourism,	2	CO4
	4.1.4	Developments over the years and present position, Major Tourism schemes of Govt. of India	3	CO4
	4.2	Practical component	23 Hrs	
	4.2.1	Tourism and Host Community	2	CO4
	4.2.2	Attitude of Host on Visitors	2	CO4
	4.2.3	Community Involvement in Tourism	2	CO4
	4.2.4	Guest-Host Interaction	2	CO4
	4.2.5	Conduct a field visit and study the community involvement in tourism. A report has to be submitted	15	CO4
5		Teacher Specific Content	(To be evaluated internally)	

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Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning and in-class discussions Module 2: Classroom learning and Group Tutorial Works. Module 3: Classroom learning and Oral Presentation. Module 4: Classroom Learning, Community & Tourist Interaction, Field visit.
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARK** **PRACTICUM-15 MARK**

	Formative Assessment: Home Assignment In class discussions Group Tutorial Work Summative Assessment: Written Test Field Visit Report (Practicum)
	B. End Semester Evaluation (ESE) **1. Theory=50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **2.Practicum=35 Marks (will be conducted by the institution)** Evaluation of Field visit report

REFERENCES

1. Bhatia, A. K. (2019). *Tourism development: Principles and practices*. New Delhi: Sterling Publishers Pvt. Ltd.

2. Swain, S. K. (2011). *Tourism: Principles and practice*s. Noida: Oxford University Press.

3. Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Noida: Oxford University Press.

4. Swain, S. K., & Mishra, J. M. (2012). *Tourism principles and practices*. Noida: Oxford University Press.

SUGGESTED READINGS

1.Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.

2.Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.

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Mahatma Gandhi University Kottayam

Programme						
Course Name	**FUNDAMENTALS OF ADVENTURE TOURISM**					
Type of Course	**MDC**					
Course Code	**MG1MDCTTM100**					
Course Level	**100-199**					
Course Summary	Adventure Tourism will create an idea about different types and levels of adventure and the ways to make adventure tourism business with minimal impacts.					
Semester	1	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	--	1	--	60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the basics of Adventure Tourism	U	3,10
2	Understand the Air, Water and Land based Adventure Tourism	U	2,9,10
3	Analyse the impact of Adventure Tourism and identity the ways to solve.	An	1,2,6,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	1	ADVENTURE TOURISM -AN OVERVIEW	15Hrs	CO1
	1.1	Adventure Tourism: Definition and meaning	1	CO1
	1.2	Scope of adventure tourism in India	2	CO1
	1.3	Scope of adventure tourism in Kerala	2	CO1
	1.2	Marketing and Promotional Strategies in Adventure Tourism	3	CO1
	1.3	Challenges of Adventure Tourism	2	CO1
	1.4	Emerging trends and job opportunities in Adventure Tourism	2	CO1
	1.5	Risk management in Adventure Tourism	3	CO1
2	2	CLASSIFICATION OF ADVENTURE TOURISM	15Hrs	CO2
	2.1	Air based Adventure Tourism	5Hrs	CO2
	2.1.1	Air based adventure tourism Definition, Scope, Nature of Air Based adventure tourism	2	CO2
	2.1.2	Popular tourism destinations for air based adventure tourism in India, Basic minimum standards for air based adventure Tourism related activities.	2	CO2

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	2.1.3	Tools and equipment used in air based adventure tourism.	1	CO2
	2.2	Water based Adventure Tourism	4Hrs	CO2
	2.2.1	Definition, Scope and nature of Water Based adventure tourism, Popular tourist Destinations for water based adventure tourism in India	2	CO2
	2.2.2	Basic minimum standards for water Based adventure tourism related activities, Tools and equipment used in water based Adventure tourism	2	CO2
	2.3	Land based Adventure Tourism	6Hrs	CO2
	2.3.1	Definition, Scope and nature of land-based adventure tourism	2	CO2
	2.3.2	Popular tourist destinations for land based adventure tourism in India, Basic minimum standards for land based Adventure tourism related activities	2	CO2
	2.3.3	Tools and equipment used in land based adventure Tourism	2	CO2
	3	ADVENTURE TOURISM IMPACTS	30hrs	CO3
	3.1	Impacts of adventure tourism	15Hrs	CO3
3	3.1.1	Social & Cultural impacts of adventure tourism.	4	CO3
	3.1.2	Economic impacts of adventure tourism	3	CO3
	3.1.3	Environmental impacts of adventure tourism	3	CO3
	3.1.4	Issues from the Perspective of different stakeholders, government, local people, tourists and tourism Businesses.	5	CO3
	3.2	Practicum Component= Destination Visit Visit to any adventure tourism destination in Kerala	15 Hrs	CO3

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4		Teacher Specific Content	(To be evaluated internally)	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** **Module 2** 1. Classroom Learning (Direct instruction and Group discussions) 2. Classroom Learning (Library works and Group Discussion) 3. Classroom Learning and Library works (ICT classes)
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive assessment (CCA)** **Theory= 15 marks** **Practicum= 15 Marks** Formative Assessment: 1. Oral Presentation - Present a topic related to the subject 2. In-Class discussions - Group discussion and presentation. 3. Home assignments Summative Assessment: 1. Internal test Paper 2. Adventure tourist destination visit and report evaluation(practicum)
	B. End Semester Evaluation 1.**Theory** **Written test = 35 marks** Pattern: Short Answer Questions- 5 Questions having 2 marks each Essay Questions- 2 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks 2. **Practicum= 35 marks** (will be conducted by the institution) Evaluation of Destination Visit Report

REFERENCES:

1.Negi, J (2001), Adventure Tourism and Sports, Kanishka Publishers, Delhi

2.Crowther, G (1990) India- A Travel Survival Kit, Lonely Planet Publication

3. Hall, M, Timothy, D et al (2006) Safety and Security in Tourism, Jaico Publishing House

4. Wright, G, (1991) Hill Stations of India, Penguin Books, New Delhi

5. Dixit, M, (2002) Tourism Products, New Royal Book Co. Lucknow

6. Douglas, N Ed. (2001) Special Interest Tourism, John Wiley& Sons, Australia

7. Singh, S (2008) Lonely Planet India

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Programme						
Course Name	**Ecotourism**					
Type of Course	MDC					
Course Code	**MG1MDCTTM101**					
Course Level	**100-199**					
Course Summary	Explore sustainable tourism practices, biodiversity conservation, and community engagement in this eco-tourism course blending nature appreciation with responsible travel principles					
Semester	1	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2		1		60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the fundamentals of ecotourism	U	1,6,7, 10
2	Explain the planning, marketing, and promotion of ecotourism products, exploring diverse destinations, including national parks and cultural heritage sites for sustainable and successful outcomes.	U	1,2.6,7, 10
3	Identify the role of global agencies in eco-tourism devt.	A	1,3,6,9,10

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Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	Introduction	15 Hrs	CO1
	1.1	Concept of Ecotourism	2	CO1
	1.2	Definition of Eco tourism	1	CO1
	1.3	Components of Eco tourism	2	CO1
	1.4	Ecotourism principles; Resources of eco-tourism; Eco-tourists- Types of Eco-tourists	4	CO1
	1.5	Eco-Tourism Conventions& Declarations; Eco-tourism Summit, Quebec Declaration, Oslo Convention; Kyoto Protocol	6	CO1
2	2	Eco- Tourism Products and Resources	30 Hrs	CO2
	2.1	Ecotourism Products – Adventure tourism, Nature tourism, Cultural tourism, Wildlife tourism	3	CO2
	2.2	Eco-tourism destinations – National parks, Wildlife sanctuaries, Cultural heritage sites, Community-based tourism	3	CO2
	2.3	Planning and developing ecotourism products & destinations	3	CO2
	2.4	Marketing & promotion of ecotourism	3	CO2
	2.5	Successful eco-tourism destinations in Kerala	3	CO2
	2.6	Destination Visit- Eco Tourism Destination in Kerala and submit a report	15	CO2

3	3	Eco Tourism Policy and Planning	15 Hrs	CO3
	3.1	Alternative & responsible tourism	2	CO3
	3.2	Sustainable Eco tourism	2	CO3
	3.3	Eco Tourism Policy & planning	2	CO3
	3.4	Carrying capacity for eco-tourism	3	CO3
	3.5	Ecotourism trends, issues & challenges	3	CO3
	3.6	Role of National & International agencies in ecotourism – UNWTO, UNDP, WWF, Dept. of Forest & Environment	3	CO3
4		Teacher specific content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom Learning (Direct instruction and Group discussions) Module 2: Classroom Learning (Library works and Group Discussion) Module 3: Classroom Learning and Library works (ICT classes)
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive assessment (CCA)** Theory= 15 marks Practicum= 15 Marks Formative Assessment: 1.Oral Presentation - Present a topic related to the subject 2.In-Class discussions - Group discussion and presentation. 3.Home assignments Summative Assessment: 1. Internal Exam 2. Eco tourism destination visit& report evaluation (Practicum)
	B. Semester End Evaluation 1.Theory Written test = 35 marks

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	Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 2 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks 2. Practicum= 35 marks (will be conducted by the institution) Evaluation of Destination Visit Report

References

1.Fennell, D. A., Weaver, D. B., & A, D. A. (2003). Ecotourism Policy and Planning. Wallingford, Oxon, UK ; Cambridge, MA, USA: CABI Pub.

2. George, J. (2011). Ecotourism in Kerala's Tourism Destinations: Some Emerging Issues: Economics of Eco Tourism. Saarbrücken: LAP Lambert Academic Publishing.

3. Rajani, P. (2023). A Study on Ecotourism in Kerala. Independent Author. Retrieved March 4, 2023.

4. Vinodan, A., & Manalel, J. (2019). Ecotourism and Community Intervention: Emerging Research and Opportunities. IGI Global.

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SEMESTER 2

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Programme	**BTTM (Hons)**					
Course Name	**TOURISM BUSINESS MANAGEMENT**					
Type of Course	**DSC A**					
Course Code	**MG2DSCTTM100**					
Course Level	**100-199**					
Course Summary	This course aims to equip students with an understanding of the global tourism business. It focuses on the role and responsibilities of various tourism business operators and helps the students to understand various business opportunities in the tourism sector.					
Semester	2	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Outline the network of sectors linked in the tourism business.	R	1,3
2	Explain the basics of travel agency business, and understand the working management and future trends of the business.	U	3,6,9,10
3	Examine the management of tour operation business and apply the costing of package tours	A	3,5,6,9,10
4	Identify and classify different categories of accommodation units and MICE business	U	3,6,9,10
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	**STRUCTURE OF TRAVEL AND TOURISM INDUSTRY**		**15 Hrs**	CO1
	1.1	An overview of network of sectors in the tourism industry	6	CO1
	1.2	Tourism supply chain, business strategies and supply issues in tourism business, common interest organizations,	3	CO1
	1.3	Integrations in the tourism industry: Horizontal integration and Vertical integration, Benefits of integration, Integration leads to control, Conglomerates and international integration	6	CO1
2	**INTRODUCTION TO THE BUSINESS OF TRAVEL AGENCY AND TOUR OPERATION**		**15 Hrs**	CO2
	2.1	Travel Agency Business	8 Hrs	CO2
	2.1.1	Significance of Travel agency business, Skills and competence for running travel agency business	1	CO2

	2.1.2	Types of travel agencies, functions of travel agency, procedures for setting up travel agency business	3	CO2
	2.1.3	Source of revenue and cost management in travel agency business, Information technology in travel agency business	2	CO2
	2.1.4	Threats and future trends in travel agency business.	2	CO2
	2.2	Tour Operation Business	7 Hrs	CO2
	2.2.1	Significance of Tour operation business, Skills and competence for running tour operation business	3	CO2
	2.2.2	Types of tour operators and functions of tour operators	2	CO2
	2.2.3	Package Tour: Concept, Components and Advantages	2	CO2
3	**INTRODUCTION TO THE BUSINESS OF TRANSPORTATION ORGANISATION**		**15 Hrs**	CO3
	3.1	Importance of passenger transport business, Essentials of tourist transport services, Tourist travel modes	2	CO3
	3.2	Road transport services	3	CO3
	3.3	Rail Transport Services- Tourist trains	3	
	3.4	Water transport, major ports around the world, cruise line business- India and World, house boats and ferries, Inland waterways	4	CO3
	3.5	Air transport, Airline business- India and world, Air charter services, Air cargo services, Airline alliances.	3	CO3
4	**INTRODUCTION TO THE BUSINESS OF ACCOMODATION AND MICE**		**30 Hrs**	CO4
	4.1	Accommodation	9Hrs	CO4
	4.1.1	Structure of accommodation industry	3	CO4
	4.1.2	classification of accommodation units	3	CO4

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	4.1.3	Categorization of hotels and grading	3	CO4
	4.2	Introduction to MICE Tourism Business- Meeting and Incentive planners, convention and conference tourism business, trade fairs and exhibition business	6 Hrs	CO4
	4.3	Practicum- Prepare a list of MICE Events in Kerala and submit a case study report of any one of the MICE Events	15 Hrs	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Classroom learning, Case-based learning, Industrial visits, Seminars, Group activities
Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning and in-class discussions Module 2: Classroom learning and Group Tutorial Works. Module 3: Classroom learning and Oral Presentation. Module 4: Classroom Learning, Community & Tourist Interaction, Field visit.
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARK** **PRACTICUM-15 MARK** **Formative Assessment**: Home Assignment In class discussions Individual Presentation **Summative Assessment:** Written Test Case Study Report (Practicum)

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	2. End Semester Evaluation **1) Theory=50 Marks** Written Examination – Duration 2 Hrs Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks 2) **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Case study report

References

- J Christopher Holloway, & Humphreys, C. (2012). *The business of tourism*. Harlow, England ; N.Y.: Pearson.
- Page, S., & Connell, J. (2020). *Tourism : a modern synthesis* (5TH ed.). New York: Routledge.
- Robinson, P., & Smith, S. (2019). *Tourism*. Wallingford: Cabi.
- Sampad Kumar Swain, & Jitendra Mohan Mishra. (2012). *Tourism : principles and practices*. Oxford: Oxford University Press.

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Mahatma Gandhi University Kottayam

Programme						
Course Name	**Film Tourism**					
Type of Course	MDC					
Course Code	**MG2MDCTTM100**					
Course Level	**100-199**					
Course Summary	Film tourism explores locations featured in movies, influencing travel choices and bolstering economies.					
Semester	2	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	--	1	--	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the impacts of film tourism and identify the significance of film cities, evaluating their contributions in local economies and tourism.	A	1,2,3,6,9
2	Show effective strategies for promoting film tourism destinations. & Application of sustainable practices crucial for managing film tourism destinations.	A	1,2,6,10
3	Analyse the pivotal role of technology in film tourism, analysing its influence on visitor's experience	An	1,2,6,8,10

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Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	**Hrs**	**CO No.**
1	1	Introduction	15 hrs	CO1
	1.1	Definition of Film Tourism	1	CO1
	1.2	Forms of film tourism	1	CO1
	1.3	Scope of film tourism,	1	CO1
	1.4	Historical overview & evolution	2	CO1
	1.5	Impact on local economies and communities.	2	CO1
	1.6	Role of Film Cities	2	CO1
	1.7	Outdoor Film Studios in Promoting Film Tourism	1	CO1
	1.8	Process of selecting film locations	1	CO1
	1.9	Iconic film locations and their impact on tourism	2	CO1
	1.10	Role of infrastructure in supporting film tourism	1	CO1
	1.11	Role of movies in travel decision	1	CO1
2	2	Marketing and Promotion	15 Hrs	CO2
	2.1	Strategies for promoting destinations featured in films	3	CO2
	2.2	Leveraging film festivals & events for tourism	3	CO2

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	2.3	Digital & Social media's role in film- induced tourism.	2	CO2
	2.4	sustainable management practices for film tourism destinations	3	CO2
	2.5	stakeholder engagement and community involvement in film tourism	2	CO2
	2.6	Balancing the preservation of film locations	2	CO2
3	3	Technology and Innovation	15Hrs	CO3
	3.1.1	Technology's Role in Film tourism	3	CO3
	3.1.2	Advancement in Technology and their impact,	3	CO3
	3.1.3	Virtual Reality and Augmented Reality experiences	3	CO3
	3.1.4	Future Trends and challenges	3	CO3
	3.1.5	Emerging trends in film Tourism	3	CO3
	3.2	Case studies showcasing successful film tourism initiatives (Practicum)	15Hrs	CO3
	4	Teacher Specific Content	To be internally evaluated	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom Learning (Direct instruction and Group discussions) Module 2: Classroom Learning with ICT Classes (Library works and Group Discussion) Module 3: Classroom Learning and Library works (ICT classes)
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive assessment (CCA)** Theory= 15 marks Practicum= 15 Marks

	Formative Assessment: 1.Oral Presentation - Present a topic related to the subject 2.In-Class discussions - Group discussion & presentation. 3.Home assignments **Summative Assessment:** 1. Internal Exam 2. Case Study Report (Practicum)
	B. End Semester Evaluation (ESE) **1.Theory= 35 marks** Written test Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 2 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **2. Practicum= 35 marks** (will be conducted by the institution) Evaluation of Destination Case Study Report

References

1. Beeton, S. (2016). *Film-induced tourism*. Buffalo: Channel View Publications.
2. Kim, S., & Stijn Reijnders. (2018). *Film tourism in Asia: evolution, transformation, and trajectory*. Singapore: Springer.
3. Prof. Stefan Roesch. (2009). *The Experiences of Film Location Tourists*. Channel View Publications.
4. Suri, G. (2014). *Local Community Perceptions and Attitudes Towards Film Tourism Impacts*.
5. Connell, J. (2012). *Film tourism-Evolution, progress and prospects. Tourism Management*,33(5), 1007-1029

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SEMESTER 3

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**HOSPITALITY OPERATIONS**					
Type of Course	**DSC A**					
Course Code	**MG3DSCTTM200**					
Course Level	**200-299**					
Course Summary	To understand and familiarise with hotel and its functions					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the concept, history and structure of a hotel.	R	3,4,9,10
2	Illustrate the role and functions of front office in a hotel.	U	3,4,5,6, 10
3	Explain the role and functions of housekeeping department.	U	3,4,5,6,9
4	Summarize the role of food and beverage department, Accounts Department, Sales& Marketing Department and Personnel Department and develop a practical knowledge	U,S	3,4,5,6,7,9

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	EVOLUTION OF HOSPITALITY SERVICES	15 Hrs	CO1
	1.1	Definition, History and evolution of hospitality industry, segments in hospitality industry, Features of hospitality services	5	CO1
	1.2	Types of Accommodation: Conventional, Supplementary and Customised Accommodation, Non-Commercial & Commercial Establishments	5	CO1
	1.3	Organizational structure of a hotel, Classification and categorization of hotel	5	CO1
2	2	FRONTOFFICE OPERATIONS	15 Hrs	CO2
	2.1	Organizational structure and functions of front office	4	CO2
	2.2	Check in and check out procedure	4	CO2
	2.3	Duties, responsibilities and qualities of a front office manager, lobby manager, receptionist, bell captain	4	CO2
	2.4	Types and process of reservations, Hotel and guest handling relationship	3	CO2
3	3	HOUSEKEEPING OPERATIONS	15 Hrs	CO3
	3.1	Classification and Organization	4	CO3
	3.2	Responsibilities of housekeeping executive, staff	4	CO3
	3.3	Housekeeping control desk, cleaning agents and equipment	4	CO3
	3.4	Bed making, linen management and laundry operations	3	CO3
	4	OTHER FUNCTIONAL DEPARTMENTS IN HOTEL	30 Hrs	CO4

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4	4.1	F & B department Various sections functions and importance	3	CO4
	4.2	Menu planning, types of service, types of restaurants and catering units, ball rooms, buffet	2	CO4
	4.3	Finance& Accounts Department, Administration	3	CO4
	4.4	Sales & Marketing, Revenue Management, Yield Management	3	CO4
	4.5	Personnel Management, Training & Development	2	CO4
	4.6	Safety management	2	CO4
	4.7	Practicum: Generate practical knowledge on functional departments of a hotel through a property visit. (minimum 4 star category)	15	CO4
5		Teacher Specific Content		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning, Group discussions Module 2: Classroom learning, In class discussions Module 3: Classroom learning, presentations Module 4: Class room Learning, explicit teaching, hotel visit
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** THEORY-25 MARKS PRACTICUM-15 MARKS **Formative Assessment:** 1. Home Assignment 2. Seminar

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	Summative Assessment: 1. Written Test 2. Hotel Visit Report & Viva Voce (Practicum)
	B. End Semester Evaluation (ESE) **Theory=50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Field visit report and Viva Voce

References:

1. Negi, J. (2014). Professional Hotel Management. S Chand and Company Pvt Ltd.
2. Gray, C., & Ligouri, L. (2002). Hotel and Motel Management Operations. PHI, New Delhi.
3. Hayes, D. K.,Ninemeier, J. D., & Miller, A. A. (2016). Hotel Operations Management. Pearson Publications.
4. Bose, I. (2023). Fundamentals of Hotel Front Office. Sankalp Publications.

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**TOURISM PRODUCTS AND RESOURCES**					
Type of Course	**DSC A**					
Course Code	**MG3DSCTTM201**					
Course Level	**200-299**					
Course Summary	To Make aware he students about the tourism products and resources and understand about the diverse tourism and resources products in India					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To explain the basic concepts about tourism resources	U	1,10
2	Illustrate major types of Tourism resources in India	U	1,6,7,10
3	Explain the basics of diverse tourism products in India	U	1,6,7,10
4	Assess special interest tourism (SIT)and types of SIT along with new trends in SIT	E	3,6,7,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Tourism Resources**	15 Hrs	CO1
	1.1	Tourism resources – Concept of Tourism Resources, Definition, features of resources tourism resource potential of India	3	CO1
	1.2	Types of resources: Natural resources - National park- Wildlife sanctuary - biosphere reserve -	3	CO1
	1.3	Hill stations - islands- beaches- caves and deserts, Cultural resources - monuments, performing arts, customs,	4	CO1
	1.4	Manmade resources, Commercial attractions - gaming - amusement parks - shopping mall	5	CO1
2		**Tourism products**	15Hrs	CO2
	2.1	Concept, Definition, Characteristics of tourism products	5	CO2
	2.2	Types of tourism products, Elements - geographical elements, cultural elements, natural elements,	5	CO2
	2.3	Diversities of Indian Tourism Product.	5	CO2
3		**Socio cultural products and Heritage tourism Development**	30Hrs	CO3
	3.1	Performing and non- performing arts of India,	2	CO3
	3.2	Fairs and festivals,	2	CO3
	3.3	Handicrafts and artefacts,	2	CO3
	3.4	Major religions and religious philosophies in India,	4	CO3
	3.5	Cuisines of India, Art and architecture of India,	3	CO3
	3.6	UNESCO world heritage sites in India	2	CO3

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	3.7	Practicum: Heritage Tourism Development in Kerala Select a heritage site or cluster of sites in Kerala (e.g., forts, palaces, temples, historical towns) and conduct a detailed study of the site's history, architecture, cultural significance, and current tourism status.	15Hrs	CO3
4		**Special interest tourism**	15Hrs	CO4
	4.1	Basic concept, Definition, Recent trends in SIT.	5	CO4
	4.2	Origin and evolution, Factors responsible for the growth of SIT, Types of SITs	5	CO4
	4.3	Gastronomy, Niche, Film, Golf, Dark Tourism, Spa and Wellness, Shopping, Wedding, Wine	5	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning, Explicit Learning, Group Discussion Module 2: Classroom learning, In class discussions Module 3: Classroom learning, practical assignment Module 4: Class room Learning, explicit teaching
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARKS** **PRACTICUM-15 MARKS** Formative Assessment: 1. Practical Assignment 2. Observation of practical skills 3. Self and Peer Assessment Summative Assessment:

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	1. Written Test 2. Final Report Presentation or any other mode decided by the faculty (Practicum)
	B. End Semester Examination (ESE) Theory=50 Marks Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Final Report presentation

References

1.Jacob, R., Joseph, S., & Philip, A. (2007). *Indian tourism products*. Abhijeet Publications.

2.Dixit, M., & Charu Sheela. (2008). *Tourism products*. New Delhi: New Royal Book Company.

3.Sajnani, M. (2001). *Encyclopaedia of tourism resources in India*. Gyan Publishing House.

4.Rittichainuwat, B. N. (2018). *Special interest tourism*. Cambridge Scholars Publishing.

5.Sharma, J. K. (2007). *Tourism product and services: Development strategy and management options.* Kanishka Publishers, Distributors.

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**TRANSPORT SERVICES IN TOURISM INDUSTRY (MINOR)**					
Type of Course	DSC B					
Course Code	**MG3DSCTTM202**					
Course Level	**200-299**					
Course Summary	To understand the significance and role of various modes of transportation and its relationship with tourism industry					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept, history and development of transport sector.	U	PO1, PO6, PO9
2	Explain the various aspects of road transportation network.	U	PO6, PO9
3	Build a knowledge on rail and water transportation.	R	PO6, PO9
4	Examine the role of air transportation in the development of tourism in the country.	An	PO1, PO6, PO9, PO10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Introduction and History of Transportation**	15Hrs	CO1
	1.1	Introduction, concept and advantages of transportation system.	5	CO1
	1.2	Historical evolution and modes of transportation.	5	CO1
	1.3	Role of transportation in tourism and hospitality sector.	5	CO1
2	2	**Surface Transportation**	15 Hrs	CO2
	2.1	Introduction: Surface transportation-types of surface transportation	2Hrs	CO2
	2.2	Road Transportation	6Hrs	CO2
	2.2.1	History, Types of roads. national and inter- national highways.	2	CO2
	2.2.2	Public and private road transportation system. KSRTC, Limousine, caravans, taxi system, coaches, car rentals	3	CO2
	2.2.3	Road transportation documentation	1	CO2
	2.3	Rail Transportation	7Hrs	CO2
	2.3.1	Rail Transport- general information about Indian railway	2	CO2
	2.3.2	Types of trains, classes of journey, luxury tourist trains, mountain railways in India. Major rail transport systems in the world- British Rail, Euro Rail, Amtrack. Major metro rails in India.	3	CO2
	2.3.3	IRCTC, special packages for tourists.	2	CO2
	3	**Water Transportation**	15Hrs	CO3
	3.1	Water transport network & categories of water transport	5	CO3
	3.2	Cruise transport, types of cruise liners, cruise packages of India and abroad.	5	CO3
	3.3	National waterways of India	5	CO3

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	4	**Air Transportation**	30Hrs	CO4
4	4.1	**Introduction**	15Hrs	CO4
	4.1.1	Air transportation-role of airlines in tourism promotion	5	CO4
	4.1.2	Types of airlines and airports, modes of air transport. Air taxis, arrival and departure formalities, inflight services, Custom channels.	5	CO4
	4.1.3	Airports Authority of India (AAI). DGCA, ICAO, Ministry of transport.	5	CO4
	4.2	**Practicum: Airport Visit and Report Submission**	15Hrs	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: class room learning. Module 2: class room learning and interaction with transport vendors, mapping of major national highways in India. Module 3: Classroom learning. Module 4: classroom learning, Mapping of major airports in India.,Airpor visit
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** THEORY-25 MARKS PRACTICUM-15 MARKS **Formative Assessment**: Quiz Home assignments Class discussions Group tutorial works **Summative Assessment**: Internal examination

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	Airport visit report (Practicum)
	B. End Semester Examination (ESE) **Theory=50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Airport visit Report

References

1. M.R. Dileep. *Tourism, Transport and Travel Management*. Routledge, 19 Mar. 2019.
2. Manoranjan Parida, et al. *Proceedings of the Fifth International Conference of Transportation Research Group of India*. Springer Nature, 22 Apr. 2022.
3. Mathew, M O. *Rail and Road Transport in India*. 1964.
4. Maurya, Akhilesh Kumar, et al. *Transportation Research in India : Practices and Future Directions*. Singapore, Springer, 2022.

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Programme	**BTTM (Hons)**					
Course Name	**AIRLINE GEOGRAPHY**					
Type of Course	**DSE**					
Course Code	**MG3DSETTM200**					
Course Level	**200 -299**					
Course Summary	This paper is very unique for the budding tourism professionals to understand and to be familiar with the airline geography with reference to aviation management					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-		60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the basics of airline geography and its importance in the aviation industry.	U	PO1, PO3, PO10
2	Understand the global airline industry	U	PO1. PO3 PO7
3	Understand the travel formalities in international air travel	U	PO3. PO6, PO7
4	Discuss the economic and environmental impacts of air travel..	Ap	PO3. PO6, PO7
**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*			

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COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO NO
1	1	**Basics of Airline Geography**	15 Hrs	CO1
	1.1	Definition and scope of airline geography	3Hrs	CO1
	1.2	Importance of geographical knowledge in the aviation industry.	9Hrs	CO1
	1.2.1	The continents of the world	3	CO1
	1.2.2	Map reading with Longitude and Latitude	3	CO1
	1.2.3	Countries of the world, Major Cities of the World, World Famous Destinations	3	CO1
	1.3	The 24-Hour Time Clock, The World Tome Zones, The Prime Meridian, Daylight Saving Time, International Date Line, Elapse Travel Time	3 Hrs	CO1
2	2	**Overview of the global airline industry**	15 Hrs	CO2
	2.1	Global Airline Networks: Structure and components of global airline networks; Hub-and-spoke vs. point-to-point networks.	2	CO2
	2.2	Domestic airlines, international airlines. Major Airlines operating in India. Major international airline alliances and partnerships	2	CO2
	2.3	International Organizations IATA, UFTA, FIATA, ICAO	2	CO2
	2.4	Codes –2 character Airline Codes	2	CO2
	2.5	3 letter City Codes and 3 Letter Airport Codes	3	CO2
	2.6	Airline in – flight facilities and services – superior class – business class – club class – first class – supersonic class	3	CO2
	2.7	Passenger with special care	1	CO2
3	3	**International Air travel formalities**	15Hrs	CO3
	3.1	Check- in formalities	5	CO3
	3.2	Airport formalities – Arrival	5	CO3

		formalities – Departure formalities.		
	3.3	Travel regulations – travel documents: Passport, Viva, Health Documents, Obtaining Travel Documents, Customs, Currencies, Travel Insurance.	5	CO3
4	4	**Economic and Environmental Impacts of Air Travel** .	15Hrs	CO4
	4.1	**Economic Impact of Airlines** • Contribution of the airline industry to global and local economies. • Economic geography of airline hubs and airports. Case studies on economic impacts of major airports	5	CO4
	4.2	**Environmental Impact of Air Travel** • Environmental footprint of the aviation industry. • Geographical distribution of environmental impacts. • Strategies for mitigating the environmental effects of air travel.	5	CO4
	4.3	**Sustainable Aviation** • Innovations in sustainable aviation technologies. • Policies and regulations promoting sustainable air travel. Future trends in sustainable aviation	5	CO4
5		Teacher specific content	Tobe evaluated internally	

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning, Quiz Module 2: Classroom learning, ICT presentations Module 3: Classroom learning, collective participation learning Module 4: Classroom learning, collective participation learning	
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA) 30 Marks**	
	FA	SA
	Practical Assignment Observation of practical skills In-class discussions Group Tutorial work	Written test Quiz
	B. **End Semester Evaluation** **Theory=70 Marks**	

	Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References:

1. Dennis L. Foster (1990): An Introduction to Travel & Tourism. Worldwide

2. Jagmohan Negi (2006): Travel Agency & Tour Operation – Concepts & Principles. Kanishka Publishers

3. Lonely Planet: The Travel Book – A Journey Through Every Country of the

world.

4. IATA Foundation : IATA / UFTAA Travel and Tourism

Suggested Readings

1.Hudman, E. L., & Jackson, H. R. (2003). *Geography of Travel and Tourism*. Delmar Cengage Learning.

2.Ghosh, A. K. (2011). *Physical Geography: A Landscape Appreciation*. PHI Learning Private Limited

MGU-UGP (HONOURS)

Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**GEOGRAPHY OF TOURISM**					
Type of Course	**DSE**					
Course Code	**MG3DSETTM201**					
Course Level	**200 -299**					
Course Summary	A travel consultant should have a vast knowledge and touristic products and services about a destination. Geographical resources in a destination are tourism products, which is attracted by its similarities and differences. Learning this course allow the students in gaining abilities to sell destinations, provision of information and to lead and advise the clients if promoting and selling of a tour.					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-		60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the basic concept of geography	U	PO3, PO6, PO7
2	Understand the geographical features of world	U	PO3. PO6 PO7
3	To understand the physical and geographical features of India and Kerala	U	PO3. PO6, PO7
4	To Apply the basic problems and thread in environment	Ap	PO3. PO6, PO7
**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*			

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hr	CO
1	1	**INTRODUCTION**	15 Hrs	CO1
	1.1	Introduction to Geography	3	CO1
	1.2	Elements of Geography	3	CO1
	1.3	Branches of Geography	4	CO1
	1.4	Nature and scope of Tourism Geography Importance of Geography in Tourism	2	CO1
	1.5	Impacts of physiography, flora & fauna, climate, seasonality and weather on tourism	3	CO1
2	2	**International tourism Geography**	15 Hrs	CO2
	2.1	Major natural and political divisions of the world	5	CO2
	2.2	Climatic pattern and major water bodies	5	CO2
	2.3	Popular tourist pulling regions with their geographical implications, and their location on map	5	CO2
3	3	**Tourism Geography of India**	15Hrs	CO3
	3.1	Physical divisions and their topographical significance in generating tourist destinations	5	CO3
	3.2	Climate and seasonality, and its impacts on its tourism and tourists' mobility	5	CO3
	3.3	Flora & fauna and their role in generating tourism attraction	5	CO3
4	4.1	**Tourism Geography of Kerala**	15Hrs	CO4
	4.2	Physiographic divisions of Kerala	3	CO4
	4.3	Climate and seasonality of Kerala and their impacts on tourist mobility.	4	CO4

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	4.4	Geo-cultural tourism resource base and attractions in Kerala	4	CO4
	4.5	Bio geographical resource base and attractions in Kerala	4	CO4
5		Teacher specific content	To be evaluated internally	

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning Module 2: Classroom learning, Map Reading Module 3: Classroom learning, collective participation learning Module 4: Classroom learning, collective participation learning	
Assessment Types	MODE OF ASSESSMENT **C. Continuous Comprehensive Assessment (CCA) 30 Marks**	
	FA	SA
	Practical Assignment Observation of practical skills Oral presentations Computerized adaptive testing In-class discussions Group Tutorial work	Written test
	D. **End Semester Evaluation** **Theory=70 Marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks	

References

- Husain, M. (2016). *World geography*. Rawat Publications.
- Ghosh, A. K. (2011). *Physical geography: A landscape appreciation*. PHI Learning Private Limited.
- Anon. (2016). *World geography*. Houghton Mifflin Harcourt Publishing Company.
- Hudman, E. L., & Jackson, H. R. (2003). *Geography of travel and tourism*. Delmar Cengage Learning.

• Qazi, S. A. (2009). *Principles of physical geography*. APH Publishing.
• Bryant, R. H. (2013). *Physical geography made simple*. Elsevier Science.
• Bunnett, R. B., & Parihar, S. M. (n.d.). *[Book title not provided]*. Pearson Education India.
• World Health Organization, United Nations Environment Programme, & World Health Organization. (1991). *[Book title not provided]*. ISBN 9789241544160.
• Matkin, R. B. (1997). *[Book title not provided]*. Dalesman.

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Syllabus

Mahatma Gandhi University Kottayam

Programme						
Course Name	**Holistic Approach to Health and Wellness Tourism**					
Type of Course	**VAC**					
Course Code	**MG3VACTTM200**					
Course Level	**200-299**					
Course Summary	This course explores the integration of health and wellness principles within the tourism industry, emphasizing a holistic approach to promoting physical, mental and emotional well-being.					
Semester	3	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	-	-	45
Pre-requisites, if any	no prerequisites needed					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Recognize the importance of holistic well-being within the tourism sector and interpret the concept of holistic healthcare and wellness tourism	R, U	1,6,7,8,9,10
3	Develop the role of technology in enhancing wellness experiences	A	1,10
4	Examine the role of naturopathy and spa in delivering health and wellness services	An	1,2,3,6,9,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No
1	1	**History, Development, Typologies of Health and Wellness Tourism**	15Hrs	CO1
	1.1	Historical Overview	2	CO1
	1.2	Contemporary Definitions	2	CO1
	1.3	Leisure, Lifestyle and Tourism	2	CO1
	1.4	Primary and secondary wellness tourism, Destination Spa Tourism	3	CO1
	1.5	Thermal and Mineral Springs Tourism, Adventure and Outdoor Wellness Tourism, Cruise and Wellness Tourism, Ayurvedic Tourism	3	CO1
	1.6	Health and Wellness Tourism for Specialized Groups	3	CO1
2	2	**Technology in Wellness Tourism**	15Hrs	CO2
	2.1	Digital Health Tools	5	CO2
	2.2	Virtual Reality and Augmented Reality in Healthcare	5	CO2
	2.3	Best practices and success stories in wellness tourism	5	CO2
3	3	**Naturopathy, SPA and Yoga**	15Hrs	CO3
	3.1	Treatments in Naturopathy: Hydrotherapy, Mud Therapy, Massage therapy and Diet Therapy	3	CO3
	3.2	SPAS: Mineral springs, Thermal springs	3	CO3
	3.3	Important natural spa destinations	3	CO3

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	3.4	Yoga and Meditation (Origin and Development of Yoga in India)	3	CO3
	3.5	Different forms of Yoga and Meditation	3	CO3
4		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach & Assessment

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Lecturing and Direct Instructions, Presentations Module 2: Lecturing, Presentations, Group Activities Module3: Lecturing, presentation by individual student/ group representative
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 25 Marks** **Formative Assessment:** Quiz Home Assignments Group tutorial work Self and peer Assessments **Summative Assessment:** Open book test
	B. Semester End examination **Theory = 50 marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

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References

1. Melanie Smith and László Puczkó,1st Edition, 2013, "Wellness Tourism: Mind, Body, Spirit" Routledge.
2. Melanie Smith and Ian Patterson, 1st Edition, 2014 "Tourism and wellbeing "Channel view publications.
3. Robinet Jacob, 1st Edition, 2008 "Health Tourism and Ayurveda" Abhijeeth Publications.

SUGGESTED READINGS

1. Rajesh Singh,1st Edition,2011" Medical Tourism" Sonali publications
2. David Reisman,1st Edition,2010" Health Tourism: Social welfare through international trade Edward Elgar Publication Limited.
3. R.L. Parekh,1st Edition,2009" Medical Tourism "Alpha Publications

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Syllabus

	Mahatma Gandhi University **Kottayam**

Programme						
Course Name	**Front Office Operation**					
Type of Course	**MDC**					
Course Code	**MG3MDCTTM200**					
Course Level	**200-299**					
Course Summary	**Front Office Operations**					
Semester	3	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	-	-	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	List the various sections and the corresponding functions of front office department	R	3
2	Explain students' duties and responsibilities of personnels of each section	U	3,4,5,6
3	Develop skills to operate and manage reservation systems and registration	A	3,4,5,6
4	Discover Room Assignment strategies and handle guest request efficiently	An	3,4,5,6

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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Module	Units	Course description	Hrs	CO No.
1		**Front office department**	**15**	**CO1**
	1.1	Organizational structure of hotel with special reference to front office department	3	**CO1**
	1.2	Standard layout of front office department and its Functional sections	2	**CO1**
	1.3	Guest cycle	2	**CO1**
	1.4	Front office equipment (non-automated, semi-automated, fully automated	2	**CO1**
	1.5	Front office staffs -Duties and Responsibilities	**2**	**CO1**
	1.6	Reservation manager, Reception Manager, Guest service manager, Night audit manager	2	**CO1**
	1.7	Qualities and competencies of FO staffs	2	**CO1**
2	2	**Reservation and Registration in Hotels**	**9**	**CO2**
	2.1	**Reservation**		
	2.1.1	Definition & importance of reservation	3	**CO2**
	2.1.2	modes and sources of reservation, tools and process of reservation	3	**CO2**
	2.1.3	system of reservation (manual- card & hotel diary, semi-automated-Whitney, computerized, fully automated- CRS & GDS) Types of Reservation (on different basis)	3	**CO2**
	2.2	**Guest Registration**	6	**CO2**
	2.2.1	Pre-registration procedures, Registration card, Creating registration record	3	**CO2**
	2.2.2	Payment methods, Assigning Rooms, Issuing room key Handling special requests	3	**CO2**
3	3.	**Standard Operating Procedures (SOP)**	15	**CO3**
	3.1	SOP of VIP arrival	3	**CO3**
	3.2	SOP for handling guest luggage	3	**CO3**
	3.3	SOP for walk-in, room change, wake up	3	**CO3**
	3.4	SOP for Guest check in	3	**CO3**

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	3.5	Unusual situation -death, fire theft, bomb threat, and terrorist attack	3	**CO3**
	4	Teacher specific content	(To be evaluated internally)	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Lecturing and Direct Instructions, Presentations Module 2: Lecturing, Presentations, Group Activities Module 3: Lecturing, Assignment, Seminar
Assessment Types	**MODE OF ASSESSMENT** A. **Continuous Comprehensive Assessment** (CCA) **Theory: 25 Marks** **Formative Assessment:** 1.Practical Assignment 2. Group tutorial work **Summative Assessment:** 1.MCQ
	B. Semester End examination (ESE) **Theory = 50 marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

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Reference

1. Baker, Sue (2011). *Principles of Hotel Front Office Operations*. Hampshire, Cengage Learning
2. Bardi, James A. (2011) *Hotel Front Office Management*. Hoboken, N.J., John Wiley & Sons,
3. Dr. B.K. Chakravarti. (2010) *Hotel Front Office Training Manual*.
4. Foster, Dennis L. (1992) *Rooms at the Inn*. Simon & Schuster Books For Young Readers,
5. Zulfikar, Mohammed. (2009) *Introduction to Tourism and Hotel Industry : With Special Focus on Front Office Management*. New Delhi, Vikas Publishing House

SEMESTER 4

MGU-UGP (HONOURS)

Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**CULTURE AND HERITAGE TOURISM MANAGEMENT**					
Type of Course	**DSC A**					
Course Code	**MG4DSCTTM200**					
Course Level	**200-299**					
Course Summary	The course covers heritage management, applications and practices in India. The course provides the definitions, terminology and concepts of heritage and Management and their relationships with tourism.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any	NIL					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept of culture and heritage	U	1,3,6,10
2	Relate the role of heritage in tourism.	U	1,7.8.10
3	Evaluate heritage tourism management	E	1,7
4	To analyse initiatives taken by national and international organisations in Heritage Management	An	1.9.10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1.		**Indian history and Culture**	15 Hrs	CO1
	1.1	Introduction to Indian history and culture	4	
	1.2	Idea of Culture & Characteristics of Culture	4	CO1
	1.3	Features of Indian Culture	4	CO1
	1.4	Cultural tourism-dimensions of cultural production	3	CO1
2		**Introduction to Heritage and Heritage Tourism**	15Hrs	CO2
	2.1	Heritage: Meaning and Concept	3	CO2
	2.2	Types of heritage	3	CO2
	2.3	Significance of heritage	3	CO2
	2.4	Interrelationship between various types	3	CO2
	2.5	Significance of heritage in tourism studies	3	CO2
3.		**Heritage Tourism Management**	15Hrs	CO3
	3.1	World Heritage Sites in India	3	CO3
	3.2	Heritage conservation, Impacts of heritage tourism	3	CO3
	3.3	Planning and development for heritage tourism	2	CO3
	3.4	Managing heritage tourism: visitor management, legal aspects and zoning	3	CO3
	3.5	Organizations engaged in heritage management	4	CO 3

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4.		**Heritage Tourism Marketing and Management**	30Hrs	CO4
	4.1	Marketing heritage tourism	6	CO4
	4.2	New Trends in Heritage Marketing	4	CO4
	4.3	Role of Public Sectors in Promoting Cultural and Heritage Tourism (Incredible India Campaign)	6	C04
	4.4	Heritage Management through Virtual Tour	4	CO4
	4.5	Practicum: Develop a comprehensive heritage tourism management plan for the selected site, addressing aspects such as visitor management, sustainability, marketing, and community involvement	10Hrs	CO4
5		Teacher Specific Content		

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: class room learning, library Work Module 2: class room learning, Virtual Trips Module 3: Classroom learning. In class discussions Module 4: classroom learning, Individual Project work
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY= 25 MARKS** **PRACTICUM= 15 MARKS** **Formative Assessment:** Group Tutorial Works Home Assignments **Summative Assessment:** Written Test Evaluation of Report- Heritage Marketing Plan (Practicum)

	B. End Semester Evaluation (ESE) **Theory =50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Project Presentation and Evaluation

References:

- Xie, P. F. (2015). *Industrial heritage tourism*. Channel View Publications.
- Acharya, R. (2007). *Tourism and cultural heritage of India*. RBSA Publishers.
- Dhar, P. (2010). *Heritage, cultural and natural sites tourism*. Kanishka Publishers.
- Dhar, P. (2008). *Cultural and heritage tourism*. Kanishka Publishers.
- Seth, P. M. (2008). *Successful tourism management*. Sterling Publishers.
- Chowla, A. S. (1995). *Management of tourism: A global perspective*. Deep & Deep Publications.

विद्यया अमृतमश्नुते

MGU-UGP (HONOURS)

Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**				
Course Name	**TOURISM MARKETING**				
Type of Course	**DSC A**				
Course Code	**MG4DSCTTM201**				
Course Level	**200-299**				
Course Summary	Intended to describe the concept and strategies of tourism marketing as well as the existing innovative practices in the tourism industry.				
Semester	4	Credits			4
Course Details	Learning Approach	Lecture	Tutorial	Practical	Total Hours
		3	-	1	75
Pre-requisites, if any	NIL				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the basics of tourism marketing	U	1,3,6
2	Evaluate different marketing strategic analysis opted in the tourism industry	E	1,6,10
3	Analyse the impact of tourism destinations on marketing strategies	An	1,6,7,10
4	Analyse the innovative trends in digital platforms.	An	1,3,6,9,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate I, Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
	1	**Introduction of Tourism Marketing**	15Hrs	
1	1.1	Tourism Marketing Concept	2	CO1
	1.2	Need for Tourism Marketing	2	CO1
	1.3	Characteristics of Tourism Marketing	3	CO1
	1.4	Process of Tourism Marketing	3	CO1
	1.5	Marketing Management Philosophies	3	CO1
	1.6	Special Features of Tourism Marketing	2	CO1
2	2	**Marketing Mix and Market Research**	15Hrs	CO2
	2.1	Marketings mix strategies in Tourism Perspectives	1	CO2
	2.2	Product Designing	2	CO2
	2.3	Market Segmentation	2	CO2
	2.4	Product Life Cycle	2	CO2
	2.5	New Product Development	2	CO2
	2.6	Pricing Strategies and Approaches	2	CO2
	2.7	Place- Channels of distributions	1	CO2
	2.8	Promotion and Advertising	1	CO2
	2.9	Market Research and Process	2	CO2

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3	3	**Destination Development and Branding**	15Hrs	CO3
	3.1	Introduction of Destination Marketing	1	CO3
	3.2	Role of public sectors (GOI) and other organisations in the development of Tourism Destinations	2	CO3
	3.3	Ethics and Social Responsibilities in Destination Development	2	CO3
	3.4	Events and campaigns for the Destination Development	1	CO3
	3.5	Destination Branding	3	CO3
	3.6	Destination Image	3	CO3
	3.7	Design and Analysis of Destination Marketing Project	2	CO3
	3.8	Impact on Seasonality in the Destination Development	1	CO3
	4	**Modern trends in Tourism Marketing**	15Hrs	CO4
4	4.1	Concepts of Modern Trends in Tourism Marketing and their influence	3	CO4
	4.2	Social Media Marketing Strategies and paradigm	3	CO4
	4.3	Impact of digital, E- Marketing and Green Marketing	3	CO4
	4.4	Challenges of Tourism Marketing in Digital and Global economy	3	CO4
	4.5	Future casting the Tourism Market Place	3	CO4
	4.6	Practicum: Conduct a Case study of a successful marketing campaign	15Hrs	CO4
5		Teacher Specific Content	To be evaluated internally	CO4

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Lecturing, Discussion, Activity Module 2: Lecturing, Assignment Module 3: Lecturing, group activity Module 4: Lecturing, Hands on training
Assessment Types	MODE OF ASSESSMENT **MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY= 25 MARKS** **PRACTICUM= 15 MARKS** **Formative Assessment:** 1. Marketing Quiz 2. New destination marketing (PPT Presentation) 3. Assignments **Summative Assessment:** 1.Written Test 2. Presentation of Marketing campaign
	B. End Semester Evaluationtion (ESE) **Theory =50 Marks** **Written Examination** Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** Marketing campaign evaluation (will be conducted by the institution)

References

1. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4thedition, Pearson Education, Bengaluru

2. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi

3. Sinha, P (1998). Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.

4. Seth, P.N. (1998). An Introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd., NewDelhi

Mahatma Gandhi University
Kottayam

Programme	**BTTM (Hons)**					
Course Name	**SOCIOLOGY OF TOURISM**					
Type of Course	**DSC C**					
Course Code	**MG4DSCTTM202**					
Course Level	**200-299**					
Course Summary	TO GET A BASIC AWARENESS ABOUT SOCIOLOGY OF TOURISM AND THE RELEVEANCE.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Illustrate basics of sociology and tourism sociology.	U	3,6,7,10
2	Critically examine the social impacts and Sociological Procedures	A	1,3,6,7,8,10
3	Build a perspective on Women Empowerment in Tourism	C	1,3,6,7,8,10
4	Analyse the social nature of travel and understand the role of sociological organizations	U, An	1,3,4,5,6,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1.0	**INTRODUCTION TO SOCIOLOGY**	15Hrs	CO1
	1.1	Meaning &Definition	3	CO1
	1.2	Characteristics and Methods of Sociology	3	CO1
	1.3	Sociological Perspective of Tourism	3	CO1
	1.4	Significance of Sociology in Tourism	3	CO1
	1.5	Tourism and Society	3	CO1
2	2.0	**SOCIAL IMPACTS OF TOURISM**	15Hrs	CO2
	2.1	Positive and Negative social effect of Tourism on a host society	3	CO2
	2.2	Tourism Security and Crime	3	CO2
	2.3	Theories of Tourism Sociology	3	CO2
	2.4	Sociology of Tourism evolution model	3	CO2
	2.5	Techniques - Procedures	3	CO2
3	3.0	**WOMEN EMPOWERMENT**	30Hrs	CO3
	3.1	The role of Women Empowerment in Indian Tourism	4	CO3
	3.2	Reason for the Women Empowerment in Tourism	4	CO3

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	3.3	A sociological perspective of Empowering Women in India for Tourism	4	CO3
	3.4	Types of Women Empowerment (Social, Educational and Political)	4	CO3
	3.5	Govt. Schemes for Women Employability	4	CO3
	3.6	Make a case study report on any government schemes and women empowerment in tourism	10hrs	CO3
4	4.0	SOCIAL NATURE OF TRAVEL AND SOCIOLOGICAL ORGANIZATIONS	15	CO4
	4.1	Social Nature Of Travel	7Hrs	CO4
	4.1.1	Social effects of Tourism and Socio-economic variables and their effects on Travel	4	CO4
	4.1.2	Tourist roles in sociology and the rise of new travel pattern	3	CO4
	4.2	Sociological Organisations	8Hrs	CO4
	4.2.1	American Sociological Association (ASA) Sociologist for Women in Society (SWS)	4	CO4
	4.2.2	International Sociological Association (ISA) Indian Sociological Society International Social Tourism Organisation (ISTO)	4	CO4
5		**Teacher Specific Content**	To be evaluated internally	

Teaching And Learning Approach	**Classroom Procedure (Mode of transaction)** Module: 1. Classroom Learning (Direct instruction, E-learning) 2. Classroom Learning (Library works and Group Discussion)

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	3. Classroom Learning (Role play and presentation 4. Classroom Learning (Group Assignments & Classroom Learning and Library works (E-resources)
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive assessment** **THEORY= 25 MARKS** **PRACTICUM= 15 MARKS** Formative Assessment: 1. In-Class discussions - Group discussion and presentation. 2. Home assignments - Assignment given by the faculty related with the topic. Summative Assessment: 1. Internal Test 2. Case study Report (Practicum)
	A. End Semester Examination (ESE) **Theory =50 Marks** **Written Examination** Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** 1.Case study report evaluation (will be conducted by the institution))

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References

1. Dann, G., & Parrinello, G. L. (2009). *Sociology of tourism*. Emerald Group Publishing.
2. Dann, G., & Cohen, E. (1991). *Sociology and tourism*.
3. Alam, J. (2018). *The relationship between tourism, sociology and social control*. GRIN Verlag.
4. Singh, K. S. (2013). *Women empowerment*. Institute for Social Development and Research, India.

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**AVIATION MANAGEMENT**					
Type of Course	**DSE**					
Course Code	**MG4DSETTM200**					
Course Level	**200-299**					
Course Summary	Generate knowledge on the airport, airport operations and other aspects of the aviation industry.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept, history, evolution & types of aviation industry	U	PO1, PO3
2	List the airport classifications & infrastructure	R	PO1,PO3,PO6
3	Identify the procedure of aviation safety and security and understand the economic importance of aviation sector.	U, A	PO1,P03,PO6
4	Analyse Legal and Ethical Issues in Aviation and Future Trends in Aviation	An	PO1,PO2, PO6,PO10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Introduction to aviation management**	15Hrs	CO1
	1.1	Concept, History and evolution of aviation	5	CO1
	1.2	Types of aviation- civil aviation, general aviation, military aviation	5	CO1
	1.3	Airline Operations Management: Airline business models, Fleet planning and management, Scheduling and operations control	5	CO1
2		**Airport classification and Infrastructure**	15Hrs	CO2
	2.1	Airport Classification	4	CO2
	2.2	Functions	3	CO2
	2.3	Facilities at the airport	3	CO2
	2.4	Airport infrastructure – airport operations, airport control, ground control, approach and terminal control	5	CO2
3		**Aviation Safety and Security and Aviation Economics and Finance**	15Hrs	CO3
	3.1	Aviation Safety and Security	8 Hrs	CO3
	3.1.1	Safety management systems (SMS)	2	CO3
	3.1.2	Regulatory frameworks and international bodies (FAA, ICAO)	3	CO3
	3.1.3	Security protocols and emergency response	3	CO3
	3.2	Aviation Economics and Finance	7Hrs	CO3

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	3.2.1	Revenue management	2	CO3
	3.2.2	Cost control in aviation	3	CO3
	3.2.3	Economic impact of the aviation industry	2	CO3
4	4	**Legal and Ethical Issues in Aviation and Future Trends in Aviation**	15Hrs	CO4
	4.1	Legal and Ethical Issues in Aviation	10Hrs	Co4
	4.1.1	Regulatory compliance	3	CO4
	4.1.2	Environmental regulations	4	CO4
	4.1.3	Ethical issues and case studies	3	CO4
	4.2	Future Trends in Aviation	5Hrs	CO4
	4.2.1	Technological advancements	2	C04
	4.2.2	Sustainability in aviation	1	CO4
	4.2.3	The future of air travel	2	CO4
5		Teacher Specific Content	To be evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning- Lecturing and Discussion Module 2: Classroom learning with in class discussions Module 3: Classroom learning – Lecturing and analysis of current scenario Module 4: Classroom leaning and interaction with industrial experts

Assessment Types	**MODE OF ASSESSMENT** C. **Continuous Comprehensive Assessment** (CCA) **Theory: 30 Marks** **Formative Assessment:** 1.Practical Assignment 2. Quiz 3. Presentations **Summative Assessment:** 1.written test
	D. Semester End examination (ESE) **Theory = 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References

1. Dileep, M. R., & Kurien, A. (2021). *Air Transport and Tourism: Interrelationship, Operations*, *and Strategies*. Routledge.
2. Millbrooke, A. (Jeppesen Sanders Inc.). (2006). *Aviation History*.
3. Khurana, K. C. (Global India Publications). (2009). *Aviation Management: Global Perspectives.*
4. Wells, A. T., & Young, S. (2003). *Principles of Airport Management*. McGraw-Hill.

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	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**LEISURE AND RECREATION MANAGEMENT**					
Type of Course	**DSE**					
Course Code	**MG4DSETTM201**					
Course Level	**200-299**					
Course Summary	This subject describes the history of recreational use of natural resources as well as the current issues related to it. It recognises the principles of natural resource based planning and management.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-		60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	The student will receive a fundamental awareness about the field of leisure.	U	3,5,9,10
2	Understand the dynamics of recreation products and their significance.	U	3,5,9,10
3	Familiarise the students with the types and usage of the recreational vehicles.	A	3,5,9,10
4	Analyse the importance of sustainability concept in leisure tourism management.	An	3,5,6,7,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Introduction to recreation and leisure**	15Hrs	CO1
	1.1	Understanding the nature and scope of leisure and recreation.	4	CO1
	1.2	Recreational resources and types of indoor and outdoor recreational services.	6	CO1
	1.3	Significance of recreation in tourism development.	5	CO1
2	2	**Attractions and entertainments**	15Hrs	CO2
	2.1	Heritage and commercial attractions, Emergence of gaming segments, shopping and live entertainments.	7	CO2
	2.2	Concept of amusement parks and theme parks. Classification	3	CO2
	2.3	Theories of leisure and recreation (surplus energy theory, relaxation theory, preparation theory& compensation theory)	5	CO2
		Recreational vehicles (RVs)	15Hrs	CO3
3	3.1	Meaning, Definition. Types of recreation vehicles	5	CO3
	3.2	New trends in RVs and its influence in modern adventure tourism.	5	CO3
	3.3	Resorts, classification and activities (ski resorts, beach resorts, health resorts, golf resorts, marinas).	5	CO3
4	4	Sustainable practices in leisure tourism	15Hrs	CO4
	4.1	Importance of sustainability in leisure tourism.	5	CO4
	4.2	Managing environmental impacts of leisure tourism. Community engagement and responsible tourism practices in leisure tourism.	5	CO4

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	4.3	Hospitality services and their role in leisure tourism.	5	CO4
5		Teacher specific content		

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: class room learning. Module 2: class room learning and interaction with recreation providers. Module 3: Classroom learning and a caravan type RV visit and analysing the merits and demerits. Module 4: Classroom learning
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment** (CCA) **Theory: 30 Marks** **Formative Assessment:** 1.Home Assignment 2. Seminars 3. In class discussions **Summative Assessment:** 1.written test
	B. Semester End Evaluation (ESE) **Theory = 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References:

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Kinectics, Human., (2013), Introduction to Recreation and Leisure. London: Human Kinectics publishers Pvt.Ltd.

Nicholas, Tyler (2019), Introduction to Recreation and Leisure. London: Human Kinectics Publishers Pvt.Ltd.

Wells Sara Mary, Tapps Tyler (2018). Nature and Scope of Leisure & Recreation. London. Human Kinectics Publishers Pvt Ltd.

Dunn Dee Lorna (1999), Tourism: Attractions and Entertainment. Clevedon: Canoe Publishers Pvt.Ltd.

Howard Hughes (2013) Entertainment and Tourism. Canoe Publishers Pvt Ltd

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Programme						
Course Name	**DIGITAL AND SOCIAL MEDIA COMMUNICATION IN TOURISM**					
Type of Course	**SEC**					
Course Code	**MG4SECTTM200**					
Course Level	**200-299**					
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.					
Semester	4	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	-	-	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concepts of e-tourism, travel intermediaries and travel websites.	U	1,3,4,9,10
2	Identify the E-business linkage with the tourism sector	A	1,3,6,9
3	Examine the entrepreneurial and managerial aspects of electronic business in tourism.	A	1,3,6,9

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Introduction to E- Tourism**	15Hrs	CO1
	1.1	Introduction to E- Tourism – Stages of ICT revolution – ICTs and new business tools- Strategic and operational use of IT in tourism –	3	CO1
	1.2	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	CO1
	1.3	Online travel intermediaries, E - business for Destination Management organizations – Principles and concepts – Positioning	2	CO1
	1.4	DMOs in value net – destination e business system model – e business partnership for DMOs	2	CO1
	1.5	Global Distribution System: History & Evolution –CRS, HRS, GDS, Hotel Distribution System	2	CO1
	1.6	Cases of Amadeus, Galileo, Sabre, Abacus - Changing Business models of GDS, NDC	3	CO1
2		**E- Commerce in Travel Industry**	15Hrs	CO2
	2.1	E-Commerce in travel industry – Frame work for E-Commerce –Classification of EC by nature of transaction.	4	CO2
	2.2	Feature of EC-Typologies of E tourism: Business models – Business to Business (B2B) –Business to Consumer (B2C) – Consumer to Business (C2C)	4	CO2
	2.3	Consumer to Consumer (C2C) – Business to Employees (B2E) – Business to Government (B2G), Payment Systems in E-tourism	4	CO2
	2.4	Electronic Credit Card system – Debit Card – Smart Card and E – Check System	3	CO2

3		**Launching a successful Online business**	**15hrs**	CO3
	3.1	Launching a successful Online business – Introduction of business formation and the process	3	CO3
	3.2	Classification of websites – Building the websites and its process and evaluation –	4	CO3
	3.3	Website Hosting (options, contract, domain name and its features) – Content creation –AI in Tourism -	4	CO3
	3.4	Delivery and Management – Website Design – Website Construction – Website promotion.	4	CO3
4		Teacher specific Content		

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module1: Lecturing, Case based Learning Module 2: Lecturing, Practical assignment Module 3: Lecturing, Classroom interactions, Case based Learning
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 25 Marks** **Formative Assessment:** 1. Quiz 2. Seminar 3. Assignment **Summative Assessment:** 1. Blogging (Travel Blog) 2. Vlogging (Destination Documentary to be published in social media)
	B. **End Semester Evaluation (ESE)** **Theory = 50 marks** Written Examination Pattern:

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	Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

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

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Programme						
Course Name	**TOURISM ETHICS AND CIVICS**					
Type of Course	**VAC**					
Course Code	**MG4VACTTM200**					
Course Level	**200-299**					
Course Summary	This course explores the ethical dimensions of tourism, examining its impact on local communities, cultural heritage, and the environment. Students will develop skills in ethical decision-making within the tourism industry and gain insights into fostering responsible citizenship for sustainable tourism development.					
Semester	4	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	-	-	45
Pre-requisites, if any	There are no specific prerequisites for this course, as it is designed to provide a foundational exploration of the ethical aspects and civic responsibilities within the tourism industry.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the historical perspectives and recall the evolution of tourism, societal impacts, and ethical considerations	R	1,6,7
2	Articulate the fundamental principles of ethics and civics in the context of tourism.	U	1,2,6,7
3	Utilize ethical decision-making frameworks in analyzing real-world tourism dilemmas.	A	1,2.6,7,8

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Remember (R, Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Tourism: Ethical Concepts and Evaluation**	15Hrs	CO1
	1.1	Introduction to tourism and ethics	3	CO1
	1.2	Research on tourism ethics	4	CO1
	1.3	Tourism Impacts	4	CO1
	1.4	Human Nature	4	CO1
2	2	**Basis of Ethical Discourse**	15Hrs	CO2
	2.1	Philosophical Terminology	5	CO2
	2.2	Intuitionism and Tourism	5	CO2
	2.3	Existentialism	5	CO2
3	3	**Application of Ethics and The Natural World**	15Hrs	CO3
	3.1	Basis of justice	4	CO3
	3.2	Justice and rights	4	CO3
	3.3	Responsibility, Freewill and determinism	4	CO3
	3.4	Ecosystems, Services, Ecological values and Environmental ethics	3	CO3
4		Teacher specific content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module1: Lecturing, Library works Module 2: Lecturing, Brainstorming Sessions Module 3: Lecturing, Classroom interactions
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 25 Marks**

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	Formative Assessment: Quiz Home Assignments Group tutorial work Self and peer Assessments **Summative Assessment**: Internal Examination
	B. **End Semester Examination** **Theory = 50 marks** Open Book Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

References

1. Brent Lovelock and Kirsten M. Lovelock, 1st edition,2013 "The Ethics of Tourism critical and applied perspectives" Routledge
2. David A Fennell, 1st edition, 2010, Tourism Ethics-Aspects of Tourism

SUGGESTED READINGS

1. **Codes of Ethics in Tourism, Aspects of Tourism (David A. Fennel, David C. Malloy)**

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SEMESTER 5

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Syllabus

	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**CRUISE TOURISM MANAGEMENT**					
Type of Course	**DSC A**					
Course Code	**MG5DSCTTM300**					
Course Level	**300-399**					
Course Summary	Cruise Tourism Management focuses on the strategic, operational, and environmental aspects of managing cruise ships and destinations to optimize guest satisfaction and sustainable development in the cruise industry.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1		75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Examine the elements and history of cruising	R	3,10
2	Describe the importance of Geography to cruising and the world's major cruise regions	R, U	3,10
3	Explain Job description of Cruise Crew	U	1,3,4,5,6,10
4	Identify what considerations are being taken before a passenger actually buys a cruise product	A, An	1,2,3,4,5,9,10

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Contemporary Cruise Operations**	**15hrs**	**CO1**
	1.1	Define elements of cruising	5	CO 1
	1.2	Identify the history of Cruising – Image of Cruising	5	CO 1
	1.3	Different types of Cruises-Cruise Market – Cruise Brands	5	CO 1
2		**Cruise Geography**	15Hrs	CO2
	2.1	Primary Cruising Regions- The Caribbean- Eastern-Western- Southern Caribbean	4	CO 2
	2.2	Europe and Mediterranean Sea – Northern and Southern Europe	4	CO 2
	2.3	North America – Oceania and the South Pacific	4	CO 2
	2.4	Asia-India-Kerala	3	CO 2
3		**Planning the itinerary & Working on Board**	15Hrs	CO3
	3.1	The role and responsibilities on a Cruise Ship – The management of Hotel Services	3	CO 3
	3.2	The Ship board Culture-Managing a multi–Culture Crew	3	CO 3
	3.3	Cruise Destinations-Port Call	3	CO 3
	3.4	Tourist Motivations – Impact of Cruise Ship Tourism-Shore Excursions	3	CO 3
	3.5	Cruise Reservations – Marketing and promotion of cruises -Itinerary Planning	3	CO 3
4		**Health, Safety and Security**	15Hrs	CO4

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	4.1	Travelling Safely – Centres for disease control and protection – Noro Virus	5	CO4
	4.2	Vessel Sanitation Program-Vessel Sanitation program inspection – Safety at Sea	5	CO4
	4.3	Providing a service to guest who have special needs	5	CO4
	4.4	Project: Students in groups have to develop a cruise experience programme.	15Hrs	CO4
5		Teacher Specific Content		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning, Explicit Learning, Group Discussion Module 2: Classroom learning, In class discussions Module 3: Classroom learning, practical assignment Module 4: Class room Learning, explicit teaching
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARKS** **PRACTICUM-15 MARKS** **Formative Assessment:** 1. Practical Assignment 2. Observation of practical skills 3. Self and Peer Assessment **Summative Assessment:** 1. Written Test 2. Group Project Report (Practicum)
	B. End Semester Evaluation (ESE)

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	Theory=50 Marks Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Group project report

Instructions regarding Group Project:

Students have to develop a cruise experience programme. The group package will include

Itinerary – Ports of Call

Cruise Dates- Embarkation and disembarkation with pre and post packages

Marketing plan

Onboard shore excursion tours to offer

Onboard entertainment plan- meetings, events, parties etc.

Revenue, Cost and profit analysis

References:

1. Gibson, P., & Parkman, R. (2019). Cruise Operations Management (3rd ed.). New York: Routledge.

2. Bierce, A. (2022). Security and Safety in Cruise Tourism. New Delhi: ABD Publishers.

3. Dowling, R., & Weeden, C. (2016). Cruise Ship Tourism (2nd ed.). CABI Publishers.

4. Butler, M., World Tourism Organization. Tourism Trends And Marketing Strategies Programme, & World Tourism Organization. Regional Programme For The Americas. (2010). Cruise Tourism: Current Situation and Trends. World Tourism Organization.

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Programme	**BTTM (Hons)**					
Course Name	**TOURISM IMPACT ASSESSMENT**					
Type of Course	**DSC A**					
Course Code	**MG5DSCTTM301**					
Course Level	**300-399**					
Course Summary	After completing this course, the students will be able to know the social. environmental, economic, cultural and technological impacts of tourism and ways of measuring these impacts.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define Tourism Impact System	R	1,6,7,8,10
2	Explain the importance of SDG	R, U	6,7,8,9,10
3	Identify the various types of tourism impacts	A	3,4,5,6,7,8,9,10
4	Examine what considerations are being taken to reduce social and technological impacts in Tourism	A, An	1,6,7,8,10

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**INTRODUCTION TO TOURISM IMPACT**	**15Hrs**	**CO1**
	1.1	Define Tourism Impact – Impact Assessment	3	CO 1
	1.2	Determinants of Tourism Assessment – Importance of Tourism Assessment	3	CO 1
	1.3	Sustainable development in Tourism – Concept of Sustainable and Responsible Tourism	3	CO1
	1.4	17 Sustainable Development Goals	3	CO1
	1.5	Historical perspective of sustainable development summits - Sustainable Development Summits 2023 - Sustainable Initiatives in Hospitality Industry	3	CO1
2		**CATEGORIES OF TOURISM IMPACT**	15Hrs	CO2
	2.1	Economic Impact of Tourism-Local economic development-Rural Tourism and communities -The role of Tourism in Poverty alleviation - long term economic impacts of Tourism	5	CO2
	2.2	Environmental Impacts of Tourism – Sustainable Tourism as a catalyst for positive environmental change	5	CO2
	2.3	Climate change and its associated impacts on the tourism sector	5	CO2
3		**SOCIO-CULTURAL IMPACTS OF TOURISM**	15Hrs	CO3
	3.1	Socio-cultural Impacts of Tourism-Socio-Cultural Impacts of Tourism development on Heritage Sites –	6	CO3

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	3.2	Political Impacts of Tourism – Impacts of Corruption on Tourism	4	CO3
	3.3	Technology and Tourism Impacts – Smart Tourism ecosystem Impacts – Towards the digital Era: adding value through ICT in the tourism Industry	5	CO 3
4		**METHODS USED TO STUDY TOURISM IMPACT ASSESSMENT**	30 Hrs	CO4
	4.1	Tourism Impact Assessment and its tools – Triple Bottom Approach – EIA – Tourism carrying capacity Assessment	10	CO4
	4.2	Designing Tourism Impact Assessment Tool –Limitations - Case Studies	10	CO4
	4.3	Case study Report	10	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module 1: Classroom learning and in-class discussions Module 2: Classroom learning and Group Tutorial Works. Module 3: Classroom learning and Oral Presentation. Module 4: Classroom Learning, case study
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARK** **PRACTICUM-15 MARK** **Formative Assessment:** Home Assignment In class discussions

	Summative Assessment: Written Test Case study Report (Practicum)
	B. Semester End Evaluation (ESE) **Theory=50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Evaluation of Case study report

References

1. Gursoy, D., & Nunkoo, R. (2019). *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives.* Routledge.

2. Malra, R. (2013). *Tourism Principles, Practices, Concepts and Philosophies.* Anmol Publications.

3. Sisodia, H. (2014). *Economic Impacts of Travel and Tourism.* Anmol Publications.

4. Reddy, M. V., & Wilkes, K. (2013). *Tourism, Climate Change and Sustainability.* Routledge.

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Programme	**BTTM (Hons)**					
Course Name	**TOURISM PLANNING AND POLICIES**(MAJOR)					
Type of Course	**DSC A**					
Course Code	**MG5DSCTTM302**					
Course Level	**300-399**					
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.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	--	-	60
Pre-requisites, if						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept and importance of planning in tourism.	U	6, 8
2	Describe the planning process principles and techniques and identify the various factors influencing tourism planning.	U, A	6, 7, 8
3	Study the various models for tourism policies	U	6, 8
4	Assess National and Kerala tourism planning framework	E	6,8,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1.0	INTRODUCTION TO TOURISM PLANNING	15hrs	CO1
	1.1	Concept of planning	3	CO1
	1.2	Importance of Planning	3	CO1
	1.3	Planning in Tourism Sector	3	CO1
	1.4	Consequences of Unplanned Tourism Development	3	CO1
	1.5	Reasons for Tourism Planning in Destination Areas.	3	CO1
2	2.0	TOURISM PLANNING PROCESS	15hrs	CO2
	2.1	Principles and Techniques of Tourism Planning	3	CO2
	2.2	National and Regional Tourism Planning;	2	CO2
	2.3	Co- ordinated Tourism Planning	4	CO2
	2.4	Environmental Planning in Tourism	3	CO2
	2.5	Factors influencing Tourism Planning	3	CO2
3	3.0	MODEL OF TOURISM PLANNING AND POLICY FORMULATION	15hrs	CO3
	3.1	Establishing a Tourism Policy	3	CO3
	3.2	Various Models for Tourism Policy	3	CO3
	3.3	Policy and Plan Formulation	3	CO3

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	3.4	New Challenges in Tourism Policy	3	CO3
	3.5	Future World Tourism Policy Issues	3	CO3
4	4.0	TOURISM PLANNING FRAMEWORK IN INDIA AND KERALA	15hrs	CO4
	4.1	An outline of L.K. Jha Committee-1963, National Committee on Tourism1988	3	CO4
	4.2	National Tourism Policy - 1982, National Action Plan on Tourism - 1992, National Tourism Policy- 2002, National Tourism Policy 2015	3	CO4
	4.3	The latest policy document on tourism	3	CO4
	4.4	Tourism and Five-Year Plans in India. Introduction of Neethi Ayog in India	3	CO4
	4.5	Tourism policies at the state level – Kerala	3	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: class room learning, library work Module 2: class room learning and in class interaction Module 3: Classroom learning and group discussions Module 4: Classroom learning and review of policy documents

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Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment** (CCA) **Theory: 30 Marks** **Formative Assessment:** 1.Home Assignment 2. Quiz 3. In class discussions **Summative Assessment**: 1.written test
	B. Semester End examination (ESE) **Theory = 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

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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

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Integrated Resort Management**					
Type of Course	**DSE**					
Course Code	**MG5DSETTM300**					
Course Level	**300-399**					
Course Summary	Upon completion of this course, the students will be able to familiarise the concept of resort management and various types of resorts and activities provided by them and to understand the major challenges and issues for resort management and resort marketing.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Illustrate the basic concept of a resort	U	1,2,3
2	Demonstrate various types of resorts	U	3,4,10

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3	Describe the various challenges in resort management.	U	3,4,5,6 10
4	Assess waste Management practices within resorts and critique the steps required to initiate a resort business.	E	6,7
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	**1.0**	**Introduction to Resort Management**	**15Hrs**	CO1
	1.1	Resort Management- Concept, Historical perspective, Indian scenario, basic characteristics and features of resort.	5	CO1
	1.2	Basic element of a resort complex- Lodging facilities, landscaping.	5	CO1
	1.3	Dining and Drinking facilities, Family oriented services, shops and entertainment services.	5	CO1
2	**2.0**	**Types of resorts**	**15Hrs**	CO2
	2.1	Based on location- Mountain based resorts – introduction - development process – visitor profile.	4	CO2
	2.2	Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management.	4	CO2
	2.3	Golf/tennis resorts– introduction - market segments – visitor profiles. Health resorts/ Ayurveda resorts).	5	CO2
	2.4	Categorisation of resorts, Accreditation	2	CO2
3	**3.0**	**Marketing of resorts & Challenges**	**15Hrs**	CO3

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	3.1	Marketing of resorts: introduction, place marketing, destination image formation.	2	CO3
	3.2	Marketing changing seasons, seasonality management strategies	2	CO3
	3.3	Branding – services marketing and management- Recreation management in resorts: rides, games and parks.	3	CO3
	3.4	External challenges for resort management: Changing market and competitive conditions Department.	2	CO3
	3.5	Global demand trends – benefit segmentation – market segmentation – competition.	3	CO3
	3.6	Internal challenges for resort management: Planning and financial management – planning process– phases of resort development.	3	CO3
4	**4**	**Environment and site management**	**15Hrs**	CO4
	4.1	Visitor impact management, land uses, waste management Types of pollution, Ecological footprint	5	CO4
	4.2	Do's and don'ts in a resort complex, code of conduct for entrepreneurs, social responsibility, Quality control,	5	CO4
	4.3	Requirements to start a resort business, Phases of resort planning and development.	5	CO4
	5	Teacher Specific Content	To be evaluated internally	CO5

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning, Field Trip, Adaptive learning, Reflective learning

MGU-UGP (HONOURS) Syllabus

Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory= 30 marks** **Formative Assessment:** 1. Practical Assignment 2. Seminar 3. In-class discussions 4. Group Tutorial work **Summative Assessment**: 1. Internal test (Open book test)
	B. End Semester Evaluation (ESE) **Theory=70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

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Reference

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann

2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.

3. Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.

4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.

5. Chuck Y Gee (1996), Resort Development and Management, AHMA, USA.

	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**ORGANIZATIONAL BEHAVIOUR IN TOURISM**					
Type of Course	**DSE**					
Course Code	**MG5DSETTM301**					
Course Level	**300 -399**					
Course Summary	To make the student capable to become a tourism entrepreneur and also to equip the students to prepare the Tourism business project.					
Semester	**5**	Credits			**4**	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	**-**	**-**	**-**	**60**
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the Concept of Organizational Behaviour	U	PO3, PO6
2	Illustrate the Organisational Culture and Ethics	U	PO3, PO6
3	Demonstrate the Individual Behaviour and Personality Traits, Group behaviour, Theories of Motivation	A	PO5,PO6, PO3, PO8

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4	Analyse the Concept of Organisational Change, Conflict and power	An	PO3,PO6 PO8, PO10
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hr	CO
1	1	**Concept of Organizational Behaviour (OB):**	**15 Hrs**	**CO1**
	1.1	Concept of Organizational Behaviour (OB): Nature and characteristics	**4**	**CO1**
	1.2	Importance -Management roles, skills and activities	**4**	**CO1**
	1.3	Disciplines that contribute to OB - Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	7	**CO1**
2	2	**Concept of organizational culture**	15Hrs	**CO2**
	2.1	Concept of organizational culture: elements of organizational culture in tourism, factors affecting tourism organizational culture.	5	**CO2**
	2.2	Impact of tourism organizational culture (functions and liability); Creating and sustaining tourism organizational culture	5	**CO2**
	2.3	Employees and tourism organizational culture: Creating positive and ethical organizational cultures.	5	**CO2**
	3	**Concept of individual behaviour**	**15Hrs**	**CO3**
	3.1	Concept of individual behaviour: components of individual behaviour, factors affecting individual behaviour - Learning, Concept of learning, conditioning, shaping and reinforcement.	**5**	**CO3**

3	**3.2**	Attitude: Concept of attitude in tourism organization, components, behaviour and attitude. - Job satisfaction in tourism organization	5	**CO3**
	3.3	Personality and Values: Concept of personality; Relevance of values; Indian values in Tourism; Linking personality and values to the workplace	2	**CO3**
	3.4	Perception, Decision Making and Emotions (Tourism): Perception and Judgements; Factors; Linking perception to individual decision making: Groups and Work Teams: Concept: Group think and shift; Indian perspective on group norms. Group and teams; Types of teams; Creating team players from individuals building and team-based work (TBW)	3	**CO3**
	4	**ORGANISATIONAL CHANGE, CONFLICT AND POWER**	**15Hrs**	**CO4**
4	4.1	Concept of organizational change, Forces of change; Planned change; Resistance, and resistance to change: Learning organization	**5**	**CO4**
	4.2	Organisational change in Indian Tourism businesses.	**5**	CO4
	4.3	Concept of conflict Traditional view and interaction, Tourists view of conflict; Conflict process; Functional/ Dysfunctional. Introduction to power and politics.	5	**CO4**
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning, Module 3: Classroom learning Module 4: Classroom learning,

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	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) Theory 30 marks	
	Formative Assessment	**Summative Assessment**
Assessment Types	Practical Assignment Oral presentations In-class discussions Group Tutorial work Home assignments Self and peer Assessment	Written test Team project report
	B. Semester End examination Theory 70 marks Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks	

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REFERENCES:

1.Dwivedi, R. S. (2001). Human relations and organizational behaviour. Macmillan Publishers India Limited.

2. Sharma, & Gupta. (2021). Management Process and OB. Kalyani Publishers

3. Ramaswami, T. (2014).Principles of management. Himalaya publishing House.

4. Shermerhorn, J. R. (1996). Management and Organizational Behaviour Essentials.

5.Aswathappa. (1991). Orgnizational behaviour. Himalaya Publishing House.

6. Drucker, P. F (2008). Principles and Practice of Management.

7. Prasad, L. M. (2019). Principles of Management. Sultan Chand & Co.

	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**AIR CARGO AND LOGISTICS MANAGEMENT**					
Type of Course	**DSE**					
Course Code	**MG5DSETTM302**					
Course Level	**300-399**					
Course Summary	Air cargo and Logistics Management is a dynamic undergraduate course designed to provide students with a comprehensive understanding of the principles, practices, and challenges involved in managing air cargo and logistics operations. This course explores the intricacies of the global air cargo industry, focusing on the efficient movement of goods by air and the critical role of logistics in supply chain management.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Recall and list the key components of cargo operations	R	1,10
2	Summarize the role of air transportation in global logistics	U	1,2,3,10
3	Compare and contrast various strategies for mitigating risks in air cargo operations	A	1,9,10

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4	Evaluate the role of technology in optimizing air cargo operations	E	3,4,5,6,7,10
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	I	**INTRODUCTION TO AIRCARGO AND TOURISM**	15hrs	
	1.1	Overview of the global air cargo industry	3	CO1
	1.2	Importance of air cargo in tourism and travel sector	3	CO1
	1.3	Trends and challenges for air cargo transportation for tourism	4	CO1
	1.4	Major players in air cargo logistics and management	5	CO1
2	II	**AIR CARGO OPERATIONS AND INFRASTRUCTURE**	15hrs	
	2.1	Airports and their role in air cargo logistics	5	CO2
	2.2	Airline operations and their impact on tourism	5	CO2
	2.3	Freight forwarders and their significance in the supply chain	5	CO2
3	III	**AIR CARGO TRANSPORTATION AND SECURITY AND REGULATIONS**	15hrs	
	3.1	Types of air cargo and modes of air cargo transportation (Passenger vs. dedicated cargo air craft)	2	CO3
	3.2	Packaging, Handling and storage of air cargo	2	CO3
	3.3	Special considerations for perishable and hazardous cargo	2	CO3
	3.4	International air cargo security regulations (TSA, ICAO)	4	CO3

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	3.5	Risk Management in air cargo operations	3	CO3
	3.6	Compliance and certification requirements	2	CO3
4	IV	**TECHNOLOGY, INNOVATIONS AND SUSTAINABILITY IN AIR CARGO**	15hrs	
	4.1	Digitalization and Automation in Air cargo Management	3	CO4
	4.2	RFID, IoT and Block chain applications in air cargo logistics	3	CO4
	4.3	Emerging trends and future outlook in air cargo technology	3	CO4
	4.4	Environmental impacts of air cargo operations	2	CO4
	4.5	Sustainable practices and green initiatives	2	CO4
	4.6	Corporate social responsibility in air cargo logistics	2	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Mode of transaction** Lectures: 1. Begin each topic with comprehensive lectures to provide students with foundational knowledge and understanding of key concepts 2. Use multimedia resources such as slides, videos and real-world examples to enhance learning and illustrate practical applications. 3. Encourage student participation through questions, discussions, and interactive activities through lectures. Case studies: 1. Integrate case studies from real world air cargo and logistics scenarios to contextualize theoretical concepts.

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	2. Assign individual or group case studies for students to analyse, apply problem solving skills, and develop critical thinking abilities. 3. Discuss case study findings in class to encourage peer learning and diverse perspectives. Guest Speakers: 1. Invite guest speakers from air cargo industry, logistics companies, regulatory agencies or related fields to share their insights and experience. 2. This will provide students with practical insights, industry perspectives, and networking opportunities. Field Visits: 1. Organize field visits to cargo related organizations to provide students with firsthand exposure to air cargo operations 2. Field visits offer students practical insights, networking opportunities, and a deeper understanding of industry practices.
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory 30 marks** **Formative Assessment:** Assignments Seminars Quiz **Summative Assessment:** Internal Test
	B. End Semester Evaluation (ESE) **Theory 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

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References

1. Waters, D. (2011). Air Transport Management: An International Perspective. Routledge.
2. Christopher, M. (2016). Logistics & Supply Chain Management. Pearson UK.
3. Kazemi, A., Kazemi, Z., & Seyedhoseini, S. M. (2018). A Model for Air Cargo Network Design Considering Airline and Airport Revenue. Journal of Air Transport Management, 72, 50-64.
4. Delfmann, W., Albers, S., & Gehring, M. (2017). Development of a Generic Air Cargo Network Model. Transportation Research Procedia, 25, 1140-1156.
5. Wood, D. F., & Barone, A. (2014). International Logistics. AMACOM.

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Programme	**BTTM (Hons)**					
Course Name	**SETTING UP OF TOUR OPERATOR BUSINESS**					
Type of Course	**DSE**					
Course Code	**MG5DSETTM303**					
Course Level	**300-399**					
Course Summary	This course introduces the Students to the Opportunities of Tour Operator Business and further helps them venture into the Business of Tour Operations very systematically and efficiently through a Business Plan which helps in acquiring its legal entity and further establishing it with a form and structure, the course will further help them to inculcate Digital technology for its marketing and growth in a Technological Environment.					
Semester	**5**	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any	Nil					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No

1	To explore, define, classify, and categorise the various forms of Tour Operator Business and their functioning understanding of the Global Business Opportunities of Tour Operator Business.	R, U, E	1,3
2	To identify destinations, negotiate with stakeholders, create tour packages by analyzing and integrating various tour components, and further apply costing techniques according to market demand.	U, An, C, S	3,7,5,6
3	To create a Business Plan and be able to fulfill all the procedures to acquire all the legalities, licenses, and approvals for the establishment of the Company as a legal entity and further operate the Tour Operator Business.	U, An, C, S	3,7,5
4	To design, and develop appropriate Marketing Strategies and implement them through digital technological infusions for the success and growth of the Tour Operator Business.	U, An, C, S	2,5
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	**1.0**	**UNDERSTANDING TOUR OPERATOR BUSINESS**	**15hrs**	CO1
	1.1	Overview of the global tourism market -structure of the Travel Industry- Differences between Travel Agency and Tour Operators.Types of travel agencies -Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Relevance of Tour Operators in the Tourism Industry.	5	CO1
	1.2	Types of tour operators- Inbound, Outbound, Domestic, Ground, and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade	5	CO1

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	1.3	Operations and Functions of a Tour Operator Business, Organisational Structure of a Tour Operator Business, Major Tour Operating Companies in India & Abroad, Major Inbound and Outbound Tourist Destinations and Emerging Tourist Destinations.	5	CO1
2	**2.0**	**ESSENTIALS OF TOUR PACKAGING IN TOUR OPERATOR BUSINESS**	15Hrs	CO2
	2.1	Destination Selection- Identification of popular destinations, emerging travel trends, and niche markets- Understand the demographics and preferences of the Target audience- Itinerary Preparation and Evaluation- Types of Tour Packages (Destination-based Tours-Duration-based Tours-Theme-based Tours-Mode of Travel)	5	CO2
	2.2	Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing-Transportation Selection and Cost, Accommodations including and excluding Meals based on Meal Activities and Excursions Cost Tour Guides and Staff - Administrative Costs-Contingency-Mark Up Decisions	5	CO2
	2.3	Negotiations with Tourism Suppliers/Vendors- Research and Preparation- Build Relationships- Flexibility- Bundle Services (Exclusive Deals/ Package Deals)-Volume Discount- Using Best Alternative to a Negotiated Agreement (BATNA).	5	CO2
3	**3.0**	**ESTABLISHING A TOUR OPERATOR BUSINESS**	**15Hrs**	CO3
	3.1	Preparing a Business Plan- Business Overview- Business Description-Deciding the Owners and their Shares-Mission Statement-Business History- Future Goals & Vision Plan	5	CO3
	3.2	Legal & Regulatory Requirements- Liability Partnership (LLP) -One Person Company (OPC) (Sole Proprietorship and Partnership)-Udyog Aadhar registration for MSME- Shop and Establishment License- GST Registration for the Travel Business- Trademark Registration	5	CO3

	3.3	Company Registration on the MCA Portal - Certificate of incorporation - Digital signature - Business name - Business structure - Director Identification Number (DIN) - Recognition from the Government of India, Ministry of India, Travel Trade Division- Recognition for Specialised Tourism Activities such as Adventure Tourism	5	CO3
4	**4.0**	**MARKETING & DIGITAL TECHNOLOGY INFUSION FOR TOUR OPERATOR BUSINESS**	**15**	CO4
	4.1	Importance of sales and marketing for tour operators- 7 P's of Tour Marketing – Tour operator marketing channels-Devising Tour marketing plan- Tailor packages for the target audience-Pricing strategy- Branding Strategies.	5hrs	CO4
	4.2	Website Development-Website Builder Selection-Securing a Domain Name-Integration of Online Booking System-Preparing a Website Copy-Search Engine Optimization-Keyword Research with Text-Homepage- Featured Destinations-Call-to-Action (CTA)- Tour Descriptions-Customer Reviews/Testimonials-Blog/Travel Guide-Privacy Policy and Terms of Service	6	CO4
	4.3	Digital Marketing Strategies-Use of Compelling visuals-Engaging content- Mobile optimization- Email marketing-positive reviews, ratings, and user-generated content- Clear calls-to-action (CTAs)- Strategies for strong online presence-Search engine optimization (SEO)- Google Ads and social media advertising -discounts and promotions	4	CO4
	5	**TEACHER CONTENT**		CO5

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning, Field Trip,
Assessment Types	**MODE OF ASSESSMENT**

	A. Continuous Comprehensive Assessment (CCA) **Theory 30 marks** **Formative Assessment** Individual Presentation Site Visit to New Tourism Destinations Seminars Group Tutorial work **Summative Assessment** 1.Site Visit Report on Tourism Product Design
	B. End Semester Evaluation (ESE) **Theory= 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References:

1. Vasudevan, V., Vijayakumar, B. P., Roy, B. R., & Roy, S. R. B. (2019). *Introduction to the business of tourism*. Sage Text, Sage Publications Pvt Ltd.

2. Kapoor, G. K. (2013). *Law & practice relating to formation and incorporation of companies*. Taxmann Publications Pvt. Ltd.

3. Lal, D. (2019). *Digital Marketing: From Fundamentals to Future*. BPB Publications.

4. Prakash, M., & Chowdhary, N. (2010). *Starting a tourism company*. Matrix Publishers.

5. Bhatia, A. K. (2012). *The Business of Travel Agency and Tour Operations Management* .Sterling Publishers Pvt. Ltd

Suggested Readings

1. Entrepreneur Press. (2012). *Start your own travel business and more 2/E: Cruises, adventure travel, tours, senior travel*. Entrepreneur Media Inc.

2. Jain, D. K. (2014). *Companies incorporation & compliances*. Bharat Law House Pvt. Ltd.

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Programme	**BTTM (Hons)**					
Course Name	**Tourism Trend Analysis**					
Type of Course	**SEC**					
Course Code	**MG5SECTTM300**					
Course Level	**300-399**					
Course Summary	The students can examine and analyse the evolving patterns, emerging concepts, and influential factors impacting the tourism sector.					
Semester	5	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical		
		3	-	-		45
Pre-requisites, if any	Nil					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain more about tourism trend analysis	U	1,2,4,6,10
2	Show the significance of empirical analysis in tourism	U	1,4,6,10
3	Asses the scope and need of tourism statistics	E	1,2,3 ,6,8,10

4	Analyse the future business opportunities through tourism trend analysis	AN	1,2,3,6,8,9,10
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Tourism Trend Analysis and its progress of Tourism in India**	15Hrs	CO1
	1.1	Introduction Of Tourism Trend Analysis and Tourism Trends after Globalization	3	CO1
	1.2	Tools for Trend Analysis	2	CO1
	1.3	Trends and Growth of Tourism in India	2	CO1
	1.4	Trend and progress of Tourism in India - An Empirical Analysis	2	CO1
	1.5	Empirical Analysis Introduction	2	CO1
	1.6	Progress of Tourism in India	2	CO1
	1.7	Trend Analysis Comparison study on representation tools	2	CO1
2	2	**Tourism Statistics and Measurement**	15hrs	CO2
	2.1	Methods of statistical measurement and Analysis	5	CO2
	2.2	Types of tourist statistics and Analysis	5	CO2
	2.3	General Problem of Tourism Analysis	5	CO2
3	3	**Tourism Trends, The Latest Opportunities**	15hrs	CO3

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	3.1	Factors responsible for upcoming Tourism Trends	2	CO3
	3.2	Role of Tourism Trends Analysis for the Development Tourism	2	CO3
	3.3	Wellness and Retreat Tourism Trends	2	CO3
	3.4	Methods for Local Experience Trend Analysis	2	CO3
	3.5	Role of Artificial Intelligence in Tourism Trend Analysis	2	CO3
	3.6	Case study: Trend analysis of flow of tourists within India and Abroad Effective Tourism Trend Analysis Pattern Tourism trends and their impacts on Indian Economy New challenges in tourism trends Role of Tourism Trend Analysis in parlance to the tourism industry and the Marketing sustainability	5	CO3
4		Teacher Specific Content		

Teaching and Learning Approach & Assessment

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Lecturing and Direct Instructions, Presentations Module 2: Lecturing, Presentations, Group Activities Module3: Lecturing, presentation by individual student/ group representative
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 25 Marks** **Formative Assessment:**

	Quiz Home Assignments Group tutorial work Self and peer Assessments **Summative Assessment:** Internal test
	B. Semester End examination **Theory = 50 marks** Open Book Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

References

1. Gunn, C. (2002).Tourism Planning: Basic, Concepts and Cases, Cognizant Publication

2. Singh,S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing

3. Statistical Methods in Geographical Studies by Mahmood A, Rajesh publications, New Delhi, 1977

4. Statistical Analysis by Ya-lun chou, Rinehart and Winston publishing, New York

5. Introduction to Multivariate methods by Anderson T.W., John wiley and sons publishing, New York, 1953

6. Research for Marketing decision by Green P. and Tull D. Prentice Hall Publication

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SEMESTER 6

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**TOUR PLANNING AND PACKAGING**					
Type of Course	**DSC A**					
Course Code	**MG6DSCTTM300**					
Course Level	**300-399**					
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.					
Semester	6	Credits				Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any	An awareness on Destination Geography is mandatory.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the meaning and types of itinerary and understand the need for itinerary planning.	R, U	1,3,6
2	Examine various information resources required for drawing itineraries and make use of the resources in more effective ways	U, A	1,2,3,6
3	Show different types of tour packages with their cost components and preparation of individual cost sheets.	U, A	1,2,9.

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4	Decide Tour itinerary after evaluating all the components of a tour package and take part in the tour process and analyse the effectiveness of the implemented itinerary	E, C, A	1,2,4,5
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	**INTRODUCTION TO ITINERARY PLANNING**		**15Hrs**	CO1
	1.1	Travel itinerary- meaning and concept, significance of itinerary, types of travel itinerary: itinerary for tourist, tour manager, tourist guide, accommodation and transport operator,	4	CO1
	1.2	Steps in developing/planning travel itinerary	3	CO1
	1.3	Background information for preparing itinerary, Do's and Don'ts of an itinerary	4	CO1
	1.4	GIT itinerary, FIT itinerary, Tailor made itinerary, special interest itinerary	4	CO1
2	**TOUR FORMULATION AND DESIGNING**		**15Hrs**	
	2.1	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	5	CO2
	2.2	Valuable tips for good itinerary, Evaluation of various itineraries on National and International trips by reputed firms (Exercise)	4	CO2
	2.3	Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers, costing of package, promotional materials, marketing, documentation	6	CO2
3	**TOUR PACKAGING**		**15Hrs**	CO3

	3.1	Introduction to tour packages, classifications of tour packages	4	CO3
	3.2	Components of package tour	4	CO3
	3.3	Costing of package tour, Components of tour costing and preparation of cost sheet	3	CO3
	3.4	Tour pricing and pricing strategies	4	CO3
4	**ITINERARY PREPARATION FOR THE STUDY TOUR (PRE-TOUR PHASE)**		**30Hrs**	CO4
		Prepare an itinerary imparting all theoretical knowledge acquired in the previous modules for the mandatory study tour. Duration: MAX 14 DAYS Destination: India/ Abroad		CO4
	STUDY TOUR AND TOUR REPORT (TOUR AND POST TOUR PHASE)			CO4
		1. Take part in the study tour on the basis of the itinerary prepared by students. All students must compulsorily participate in the study tour. 2. Students shall maintain a tour dairy/ logbook to record the events, activities and expenses during the study tour 3. Prepare and submit a report on study tour and evaluated by viva-voce. **The study tour report** The Report must contain • Tour planning process • Tour itinerary • Brief description of the attractions visited • Brief profile of the accommodation availed • Details of transportation used • Details of activities engaged • SWOT analysis of 2-3 destinations • At least one photo of the destination with the student		

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning, Case-based learning, Module 2: Classroom learning, Case-based learning Module 3: Classroom learning, Case-based learning, Group Activities Module 4: Study Tour
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 25 marks** Itinerary Preparation: 10 marks Tour Costing and Planning and Costing – 15 marks **Practicum: 15 marks** Tour Log book/ Daily Activity Report
	B. Semester End Evaluation (ESE) **PARTICIPATION IN STUDY TOUR -25 marks** **TOUR REPORT- 25 Marks** **TOUR REPORT PRESENTATION AND VIVA VOCE – 35 marks**

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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.

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Event Project Management**					
Type of Course	**DSC A**					
Course Code	**MG6DSCTTM301**					
Course Level	**300-399**					
Course Summary	The programme is intended to fully explore the multi-disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry.					
Semester	6	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the basic concepts of event and event management	U	1,3
2	Create a knowledge on event planning and management process	C	1,3,6
3	Examine the planning, promotion and marketing of events & The role of media in event management	An	1,3,4,5,6
4	Elucidate the essential skills for successful event project management like planning, execution, and evaluation	Ap	1,2,4,5

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Introduction and Concept**	15Hrs	CO1
	1.1	Introduction	2	CO1
	1.2	Concept and Definition	4	CO1
	1.3	History of Event Management	4	CO1
	1.4	Types of Events-Sporting, Entertainment, Art, Culture, Commercial marketing and promotional events, Meeting and Exhibitions, Festivals, Family, Miscellaneous	5	CO1
2		**Event management and planning**	15Hrs	CO1
	2.1	Event Manager	3	CO2
	2.2	Code of Ethics of an Event Manager	2	CO2
	2.3	Resources and Logistics required for an event	2	CO2
	2.4	Steps to conduct a successful event	2	CO2
	2.5	Multi-cultural event planning	3	CO2
	2.6	How to prepare an Event Proposal	3	CO2
3		**Event Marketing & Role of media in event management**	15Hrs	CO3
	3.1	Event Marketing	2	CO3
	3.2	Marketing Event Strategies and Types of Marketing Events	3	

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				CO3
	3.3	Event marketing Mix	2	CO3
	3.4	Role of media in event management and media management	3	CO3
	3.5	Impacts of event coverage	2	CO3
	3.6	Crisis management for event managers.	3	CO3
4		**Event Project Management**	15Hrs	CO4
	4.1	Events as Projects-project management perspective	2	CO4
	4.2	Role and responsibilities of event project manager	2	CO4
	4.3	Definition Event Project Management	2	CO4
	4.4	Organisation and framework	2	CO4
	4.5	Project parameters, objective statement, planning, optimization, evaluation, crashing, risk management, cost breakdown structure, implementation, required competencies.	5	CO4
	4.6	Stakeholder's requirements and need.	2	CO4
	4.7	Assign the students to conduct an event in their college Allow students to volunteer any tourism events	15	CO4
5		Teacher Specific Content		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Module1: Brain Storming Lecture, Explicit Teaching Module 2: Lecturing, E- learning, Group Assignments

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	Module 3: Lecturing, Class room discussion Module 4: Lecturing, Practical Assignment
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **THEORY-25 MARK** **PRACTICUM-15 MARK** **Formative Assessment:** Home Assignment In class discussions Internal Test Assign the students to conduct an event in their college Allow students to volunteer any local event **Summative Assessment:** Written Test Observation of students and evaluation of activity report (practicum)
	B. Semester End examination **Theory=50 Marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Observation of Students participation in conducting an event and evaluation of activity report

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References

1. Van, Lynn, and Brenda R. Carlos. (2005) *Event Management*. Prentice Hall.

2. Sharma, Diwakar, (2005) *Event Planning and Management*. Deep and Deep Publications.

3. Lemaire, Cindy, and Mardi Foster-Walker. (2010) *Start and Run an Event Planning Business*. JAICO PUBLISHING HOUSE
4. Jackson, Nigel. (2013) *Promoting and Marketing Events*. Routledge
5. Nolan, Emma. (2018) *Working with Venues for Events: A Practical Guide*. Routledge.
6. Bladen, Charles. Kennell, James. Abson, Emma. Wilde, Nick. (2012). Events Management: An Introduction. Rouletdge Publication

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Programme	**BTTM (Hons)**					
Course Name	**Consumer Behaviour for Tourism**					
Type of Course	**DSE**					
Course Code	**MG6DSETTM300**					
Course Level	**300-399**					
Course Summary	To know about the consumer behaviour and create a better link between tourism and consumer.					
Semester	6	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Illustrate the basics of consumer behaviour in tourism.	U	3,4,9,10
2	Critically examine consumer needs and motivation and consumer perception towards tourism	A	3,4,6,9,10
3	Analyse the consumer perception towards tourism.	A	3,4,6,9, 10
4	Analyse the issues related with tourism consumer behaviour.	c	1,3, 9,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Introduction**	15Hrs	CO1
	1.1	Introduction to consumer behaviour	2	CO1
	1.2	Definition	2	CO1
	1.3	Scope	2	CO1
	1.4	Market segmentation based on consumer behaviour	3	CO1
	1.5	Role of consumer behaviour in tourism	3	CO1
	1.6	Consumer behaviour models in tourism	3	CO1
2	2	**Consumer needs and motivation**	15Hrs	CO2
	2.1	Consumer as an individual	3	CO2
	2.2	Consumer needs and motivation	3	CO2
	2.4	Motivation of tourist, Needs and goals, Types and system of tourism needs	3	CO2
	2.5	Personality and tourist behaviour	3	CO2
	2.6	Consumer Perception- meaning and Dynamics of Perception	3	CO2
	3	**Consumer decision making**	15Hrs	CO3
	3.1	The emergence of new markets and changes in tourist demand	3	CO3

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3	3.2	Consumer behaviour and E-Business	3	CO3
	3.3	Safety and environment issues	3	CO3
	3.4	Online buyer behaviour	3	CO3
	3.5	Consumer decision making process on the internet.	3	CO3
4	4	**Social media and consumer behaviour**	15Hrs	CO4
	4.1	Social media and consumer behaviour	3	CO4
	4.2	Development of social media in tourism	3	CO4
	4.3	Social media influence on travellers planning process (pre-during and post)	3	CO4
	4.4	Sharing travel experience in social media	2	CO4
	4.5	Social media customer care	2	CO4
	4.6	Mobile technology influence to the travellers.	2	CO4
5		Teacher specific content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom lecturing, Assignment Module 2: Classroom lecturing, In-class participation Module 3: Classroom lecturing, Group assignment Module 4: Classroom lecturing, E-learning, individual presentation
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA) Theory = 30 marks**

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	Formative Assessment: 1. Assignment 2. Seminar presentation 3. Group tutorial work **Summative Assessment:** **1.**Internal Test (MCQ)
	B. End Semester Evaluation (ESE) **Theory=70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References

1. Moutinho. Luiz (1987),Consumer Behaviour in Tourism, England; MCB university press, Cop (available in online platforms)
2. Majumdar. Ramanuj (2011), Consumer Behaviour: Insights from Indian Market, New Delhi, PHI Learning.
3. Kumar. D. Remesh (2009), Consumer Behaviour and Branding: Concepts, Readings and Cases, New Delhi, Pearson Education.
4. Jauhari. Vinnie (2017), Hospitality Market and Consumer Behaviour; New Delhi, CRC press.

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	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**SUSTAINABLE TOURISM DEVELOPMENT**					
Type of Course	**DSE**					
Course Code	**MG6DSETTM301**					
Course Level	**300-399**					
Course Summary	**The course focuses on exploring the nature, scope, and importance of sustainable tourism. Through this course students will gain familiarity with diverse approaches and practices essential for the development and successful implementation of sustainable tourism initiatives.**					
Semester	6	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-		60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the nature, concept, evolution, and key challenges of Sustainable Tourism.	U	6,7,8, 10
2	Classify the basis for sustainable tourism	U	3,6,7,8,10
3	Analyse the practices of eco friendly accommodation units and ecotourism destinations	An	1,3,6,7
4	Analyse the strategies of sustainable tourism focusing community participation with pro-poor approaches	An	1,3,6,7

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Definition and Principles**	**15 Hrs**	**CO1**
	1.1	Evolution, Nature and Scope of Sustainable Tourism. Factors affecting tourism sustainability- Environmental, Social, Cultural and Economic	4	CO1
	1.2	Interrelationship between sustainable and responsible tourism	2	CO1
	1.3	Interrelationship between sustainable and responsible tourism	2	CO1
	1.4	Key Challenges for More Sustainable Tourism- Managing Dynamic growth-climate change-Poverty alleviation-support for conservation-Health-safety and security	4	CO1
	1.5	The 12 Aims for an Agenda for sustainable Tourism	3	CO1
2	2	**Environmental Impact Assessment**	**15Hrs**	CO2
	2.1	Inter relationship between sustainable and green tourism,	2	CO2
	2.2	Evaluation of impact of tourism site,	2	CO2
	2.3	Zoning system-carrying capacity	2	CO2
	2.4	Innovative forms of sustainable tourism and their characteristics- Eco Tourism	2	CO2
	2.5	Geo Tourism	2	CO2
	2.6	Adventure Tourism	2	CO2
	2.7	Agro Tourism	1	CO2
	2.8	Rural Tourism	2	CO2
3		**Understanding the concept and practices**	15hrs	CO3
	3.1	Eco Camp	3	CO3
	3.2	Eco Hotels	3	CO3
	3.3	Eco Resorts	3	CO3
	3.4	Eco Lodges	3	CO3
	3.5	Eco marketing and Green fuel with respect to tourism Sustainability, Major eco-tourism destinations of India	3	CO3
4	4	**strategies for sustainable tourism-**	**15hrs**	CO4

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	4.1	community-based tourism and sustainability,	3	CO4
	4.2	National policy for sustainable development,	3	CO4
	4.3	Sustainable Millennium Development Goals	3	CO4
	4.4	Pro-poor tourism and community participation,	3	CO4
	4.5	Future of sustainable tourism	3	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom lecturing, Assignment Module 2: Classroom lecturing, In-class participation Module 3: Classroom lecturing, Group assignment Module 4: Classroom lecturing, E-learning
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA)** **Theory = 30 marks** **Formative Assessment:** 1.Home Assignment 2.Seminar presentation 3.Group tutorial work **Summative Assessment:** **1.**Internal Test
	B. End Semester Evaluation (ESE) **Theory=70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References:

Swarbrook, John(1999) *Sustainable Tourism Management*, CABI, UK

Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability: Development and New Tourism in the Third World.* Routledge, London.

UNEP & UNWTO, (2005) *Making Tourism more sustainable,*

Wahab, S and John J. Pigram, J.J. (1997) *Tourism, Development and Growth: The Challenge of Sustainability,* Routledge, London

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Programme	**BTTM (Hons)**					
Course Name	**AIRPORT MANAGEMENT AND GROUND HANDLING**					
Type of Course	DSE					
Course Code	**MG6DSETTM302**					
Course Level	**300-399**					
Course Summary	Equip the students with the basic knowledge and skills required for airport operations. Enhance the student or further study and professional development.					
Semester	6	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the concept of Airport	R	PO3, PO9
2	Classify the Airport	R, U	PO3, PO9
3	Explain the growth of Airports	U	PO3, PO6
4	Identify the technology solutions in Airports	A, S	P03,PO6,PO9

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**INTRODUCTION TO AIRPORT**	**15Hrs**	**CO1**
	1.1	Concept of Airport – Airport and Air transport – Major Airports	3	CO 1
	1.2	Importance of Airport for Tourism – Airport customers and tourists	3	CO 1
	1.3	Classification of Airport – Modern Airports	2	CO 2
	1.4	Structure of airport	2	CO2
	1.5	Airport standards and certification	2	CO 2
	1.6	Airport business and socio-economic impacts	3	CO 2
2		**AIRPORT OWNERSHIP**	15Hrs	CO1
	2.1	Traditional Airport ownership and management – Moves towards commercialisation	5	CO 3
	2.2	Privatisation – Types of Privatisations	6	CO 3
	2.3	Airport Operators and Investors	4	CO 3
3		**AIRPORT AND INFORMATION TECHNOLOGY**		
	3.1	Technology solutions in Airports	6	CO 4
	3.2	Airport and ICT emerging trends	5	CO 4
	3.3	Airport security measures	4	CO 4
4		**GROUND HANDLING**	15Hrs	CO5
	4.1	Introduction to ground handling – Importance of ground operations in Airport	3	CO 5
	4.2	Overview of ground handling – Passenger handling – Ramp Handling – Aircraft ramp servicing – Fault servicing – Fuelling – Wheels and Tyres – Ground power supply – Dicing and washing – cooling and heating	4	CO 5

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	4.3	On board servicing – ramp layout – departure control – division of ground handling responsibilities- control of ground handling efficiency – cabin service – catering – field operation service	4	CO 5
	4.4	Safety challenges – safety initiatives	2	CO 5
	4.5	Duties of an Airport Ground Handling Agent	2	CO 5
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom lecturing, Assignment Module 2: Classroom lecturing, In-class participation Module 3: Classroom lecturing, Group assignment Module 4: Classroom lecturing, E-learning
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA)** **Theory = 30 marks** **Formative Assessment:** 1.Home Assignment 2.Seminar presentation 3.Group tutorial work **Summative Assessment:** **1.**Internal Test
	B. End Semester Evaluation (ESE) **Theory=70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

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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 Perspectiv e*. Routledge, Taylor & Francis Group.

Graham, A. (2014). *Managing Airports: An International Perspective*. Routledge.

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Programme	**BTTM (Hons)**					
Course Name	**Tour Leadership Management**					
Type of Course	**DSE**					
Course Code	**MG6DSETTM303**					
Course Level	**300-399**					
Course Summary	**Prepare the students to pursue a suitable career in tour guiding and escorting while imparting the essential skills necessary to provide customers with quality services.**					
Semester	6	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Interpretation of in-depth knowledge about the profession of tour guiding and escorting	U	3,5,10
2	Develop knowledge of various skills and Techniques required for the profession guiding	A	2,4,5,6,9
3	Build knowledge of Pre-tour preparations and examine the Responsibilities of a Tour Manager	A, An	1,2,4,5,6,9
Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1		**Introduction to Guiding and Escorting**	**15Hrs**	**CO1**
	1.1	Meaning; Concept, Ancient Tourist Guides- The Pathfinder-Mentor- Proximos - Ciserones.	3	CO1
	1.2	Types of tour guides-Urban guides, Government guides, driver guides, business or Industry guides, Adventure guides, Tour managers or Volunteer guides.	3	CO1
	1.3	Duties and responsibilities of Guides and Escorts in General- and At Monuments, Museums, Wildlife and Parks.	3	CO1
	1.4	Various role of tour guide- The Leader- The Educator Public relations Representative- The Host – The Conduit.	3	CO1
	1.5	The business of guiding, Organising a guiding business	3	CO1
2		**Module 2** **The guiding techniques-**	15 hrs	CO2
	2.1	Leadership and social skills, Presentation and speaking skills, The guide's personality	5	CO2
	2.2	Moments of truth, the seven sins of guide, the service cycle,	4	CO2
	2.3	Working with different age groups,	3	CO2
	2.4	Working under difficult circumstances	3	CO2
3		**Module 3** **Pre-tour preparations and responsibilities of a tour manager**	15	CO3
	3.1	Pre-tour preparation for a group - Familiarisation with Destination, Liason with local suppliers, Pre-tour documentation	3	CO3
	3.2	**On tour Responsibilities of a Tour Manager-** Receiving guests at the airport	2	CO3

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	3.3	Responsibilities at the hotel and at an attraction	2	CO3
	3.4	Responsibilities on the different modes of transportation	3	CO3
	3.5	Travel Essentials for a tour manager	3	CO3
	3.6	Closing the tour	2	CO3
4		**Guest Relationship Management**	15	CO4
	4.1	Handling emergencies- medical, personal, official, VISA/passport, Death	5	CO4
	4.2	Handling guest with special needs/different abilities	5	CO4
	4.3	Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct.	5	CO4
5		Teacher specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom lecturing, Assignment Module 2: Classroom lecturing, In-class participation Module 3: Classroom lecturing, Group assignment Module 4: Classroom lecturing, E-learning ,Role play
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA)** **Theory = 30 marks** **Formative Assessment:** 1.Home Assignment 2.Seminar presentation 3.Group tutorial work 4. Role play **Summative Assessment:** **1.**Internal Test

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	B. End Semester Evaluation (ESE) **Theory=70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References;

1. Chowthary, N. (Year). Handbook for Tour Guides. Matrix Publishers.
2. Foster, D. L. (Year). Introduction to Travel Agency Management.
3. Negi, J. (2008). International Tourism and Travel: Concept and Principles.
4. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding.
5.Yale, P. (1995). Business of Tour Operations. Longman Scientific & Technical.

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Tourism Information Office Management**					
Type of Course	**SEC**					
Course Code	**MG6SECTTM300**					
Course Level	**300-399**					
Course Summary	Tourism Information Desk/Kiosks are a vital component of any Tourist Destination and play an important role in the Image building of the Destination, The Tourism Information Dest sometimes functions as the initial contact point of Tourists for vital information about the Destination attractions, information on Transportation, etc. This is a comprehensive course for students to assume job roles as Tourism Information Officers / Travel Desk Executives with Government Tourism Departments or Private Sector Entities.					
Semester	6	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	60
Pre-requisites, if any	Nil					

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To be able to effectively communicate as the situation desires to Tourists in Verbal, nonverbal, or written direct or indirect, external and internal requirements with appropriate etiquette and presentation including Dressing and offering quality service with a high level of perfection with good networking.	U, A, An, S	1,2,4,5, 8,9,10.

2	To list out the various Tourism Resources (Natural, Cultural, and Heritage Value) of the Country including Kerala, and also provide information on when and where events such as fairs and festivals of Tourist Importance happen to information-seeking Tourists while connecting to various government entities, Transportation Infrastructure and Gateways for reaching Destinations at appropriate time based on geographical location.	K, U, A, S	1,2,3,4, 6,9,10
3	To be able to Manage a Tourism Information Desk with appropriate Information Content with both Digital and Print resources and Manage Information accordingly to Tourists based on their Multicultural Background and Behavior	K, C, A, S	1,3,4,5. 6.7,8,9
4	Teacher Specific Content		
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs.	CO No.
1	**1.0**	**TOURISM INFORMATION DESK COMMUNICATION**	**15Hrs**	**CO1**
	1.1	Communication with Tourists: Verbal communication (written and oral) and Nonverbal - communication (kinesis or body, language and paralanguage) Effective listening skills - Reading Skills for Effective Communication	**3**	**CO1**
	1.2	Importance of Effectiveness Communication in Tourism Business, Appropriate use of Body Language while dealing with Tourism, Barriers of Communication to Tourists & Overcoming Barriers of Communication-Communication in problem-solving	**3**	**CO1**
	1.3	Written Communications for Travel Desk Operations - Basics in letter writing; Layouts, Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests, Replies, Demy official letters, Circulars, Letters connected with Hotel Reservations, Press Release, Letters for financial arrangements	**3**	**CO1**

	1.4	Report Writing; Basic Formats and Process, Types of Reports - Writing E-Mails and Email Etiquettes	**3**	**CO1**
	1.5	Information Desk Etiquettes-Initiating Interactions – Dressing for Work -Personal presentation and grooming – Health and Managing Conversation with Tourists – Managing Appointments -Entertaining Customers- Importance of Networking-Single & Multilevel – Telephone/ Mobile Communication	**3**	**CO1**
2	**2.0**	**NATURAL, CULTURAL GEOGRAPHY AND TOURISM ORGANISATIONS**	**15hrs**	**CO2**
	2.1	Tourism Resources Cultural & Natural Geography of India - Historical events, landmarks, and milestones - Indian Culture – Fairs & Festivals of India - Major Destinations in North India, South India, North - Eastern India, Western India- Natural tourism Resources of India - Wildlife Sanctuaries and National Parks - Cultural tourism resources - Fairs and Festivals	**4**	**CO2**
	2.2	Dance forms and Music - Art and Architecture and its importance in Tourism development in India-- Heritage Sites (UNESCO Sites) and Attractions	**2**	**CO2**
	2.3	Physical Geographical features & Transportation Network of Kerala - Western Ghats, Rivers and Lakes, Beaches, Mountains and Valleys, Forest and Wildlife, Hill Stations, Backwaters, Ayurveda Tourism	**3**	**CO2**
	2.4	Cultural and Natural Tourism Resources - Art and Architecture - Dance and Music - Fairs and Festivals - Historical Events - Heritage Sites and Tourism importance - Major Destinations - Attractions, Accessibility	**3**	**CO2**
	2.5	Functioning of the Information Offices of Department of Tourism (State & Central Government) Recent Tourism Initiatives - Kerala Tourism Policy - Role of Department of Tourism - Tourism Organisations; DTPC, KTDC, BRDC, KATPS, Transportation (Airport, Railway Stations, Bus Stations), Destination Management Companies.	**3**	**CO2**
3	**3.0**	**TOURISM INFORMATION DESK MANAGEMENT**	**30hrs**	**CO3**
	3.1	Managing Desk: Understanding Functions of Tourist Information Desk- Brochure Display & Arrangement	6	**CO3**
	3.2	qualities & duties of Information officer, communication, preparing for official Reception the Purpose and Importance of Brochures, Design &	6	**CO3**

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		format of Destination Information Brochure, Various types of Brochures		
	3.3	Managing Tourism Information in social media – Destination Travel Itinerary- Delivering on-call Tourist Information	6	**CO3**
	3.4	Handling social media (Facebook, Instagram) organization, handling tourist records, e-mail, Guiding Tourists with Hotel reservations, Travel facilitation - preparation of local sightseeing Itinerary.	6	**CO3**
	3.5	Tourist Behavior- Concept of tourist behavior; the importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Personality and tourist behavior –theories, self, and self-image	6	**CO3**
4	4.0	Teacher Specific Content		

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning Module 5: Industrial visit
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory: 15 Marks** **Practicum: 15Marks** **Formative Assessment:** 1. Dummy Brochure Development 2. Group Project Assignment **Summative Assessment** 1. Tourist Information Centre visit report 2. Oral Presentation 3. Internal Test
	B. End Semester Evaluation 1.**Theory** **Written test = 35 marks** Pattern: Short Answer Questions- 5 Questions having 2 marks each Essay Questions- 2 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks 2. **Practicum= 35 marks** (will be conducted by the institution) Evaluation of Destination Visit Report

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Reference

Renu Malra (2018), Fundamentals of Tourism, Amiga Press Inc

Anya Diekmann, Kevin Hannam (2015) Tourism and India: A Critical Introduction (Contemporary Geographies of Leisure, Tourism and Mobility) Routledge; 1st edition (27 April 2015)

Srikumar Chattopadhyay (2021), Geography of Kerala, Concept Publishing Company Pvt. Ltd

Bethany Hiitola (2012) Inkscape Beginner's Guide: Create Attractive Layout Designs, Logos, Brochures, Icons, and More Using the Inkscape Vector Graphics Editor: Create ... graphics editor with this book and ebook Packt Publishing

Ian Tuhovsky (2019) Communication Skills Training: A Practical Guide to Improving Your Social Intelligence, Presentation and Social Speaking Rupa Publications India

Kelly Monaghan (2009) The Travel Agent's Complete Desk Reference, Intrepid Traveler

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**TOURISM AND HOSPITALITY LAW**					
Type of Course	**VAC**					
Course Code	**To be prepared by the University**					
Course Level	**300-399**					
Course Summary	**MG6VACTTM300**					
Semester	6	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	-		45
Pre-requisites, if any	Orientation regarding legal terms					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding legal frameworks impacting the industry	U	1,2,3,4,10
2	Examine Legal principles related to contracts in the industry and specific contractual issues	An	1,2,3,4,10
3	Identify the legal requirements in hotel operations and Determine the guest needs, liabilities, and implementing strategies for exceptional service	A,An	1,4,5, 9,10
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
	1	**Introduction to Tourism and Hospitality Law**	15 Hrs	CO1
1	1.1	Overview of tourism and hospitality industry	2	CO1
	1.2	Legal framework in tourism and hospitality	2	CO1
	1.3	Key legal principles and concepts	2	CO1
	1.4	ethical considerations in the industry	2	CO1
	1.5	Formation and elements of a contract	2	CO1
	1.6	Contractual relationships in the industry	2	CO1
	1.7	Liability and contractual disputes	2	C01
	1.8	Contract termination and remedies	1	C01
	2	**Registration of tourism business in India and Regulatory Compliance**	15Hrs	C02
2	2.1	Registration of tourism business in India	1	CO2
	2.2	Government regulations impacting the industry - Licensing, permits, and compliance requirements	2	CO2
	2.3	Health and safety regulations	2	CO2
	2.4	Environmental laws and their implications	2	CO2
	2.5	Legal requirements in hotel operations	2	CO2
	2.6	Laws Relating to Hotel Premises	2	CO2
	2.7	Laws related to Planning & Designing	2	CO2
	2.8	International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security	2	CO2
	3	**Guest Relations and Liability**	15Hrs	CO3
3	3.1	Guest rights and responsibilities	3	CO3
	3.2	Policies & Procedures for International Tourists	4	CO3
	3.3	Duty of care towards guests	4	CO3
	3.4	Liability for accidents, injuries, and property damage,	4	CO3
4		Teacher Specific Content	To be evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Lecturing and Direct Instructions, Presentations Module 2: Lecturing, Presentations, Group Activities Module 3: Lecturing, Assignment, Seminar
Assessment Types	**MODE OF ASSESSMENT** A. **Continuous Comprehensive Assessment** (CCA) **Theory: 25 Marks** Formative Assessment: 1.Practical Assignment 2. Group tutorial work Summative Assessment: 1.written test
	B. Semester End examination (ESE) **Theory = 50 marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks

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References

1. Anolik, A. (1995). Travel, tourism, and hospitality law. A. Anolik.
2. Barth, S. C., & Barber, D. S. (2017). Hospitality law : managing legal issues in the hospitality industry. John Wiley & Sons Inc.
3. Barth, S., & Hayes, D. K. (2005). Hospitality Law: Managing Legal Issues in the Hospitality Industry, 2nd Edi. John Wiley & Sons.
4. Mohanty, P. (2008). Hotel Industry And Tourism In India. APH Publishing.

5. Malik S. (2011) Ethical & Legal & Regulatory Aspects Tourism Business
6. Albuquerque. D. (2011), Business Ethics- Principles and Practices, Oxford: New Delhi

Suggested readings:

1.Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

2.Goadwin R John (2014) Hotel Hospitality and Tourism Law

SEMESTER 7

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Syllabus

Mahatma Gandhi University
Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Research methodology for tourism**					
Type of Course	**DCC**					
Course Code	**MG7DCCTTM400**					
Course Level	**400-499**					
Course Summary	Research methodology familiarize the student with the fundamental concepts and various techniques of research that can be used in business and management					
Semester		Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To know the role of research as a means to more effective decision-making	U	1,3,8
2	To familiarize the student with the fundamental concepts and various techniques of research that can be used in business and management	U	1,3,6,9
3	Create awareness among the students about the practical Applications of research	An	1,2,3,6,10
4	To acquire research knowledge, skills and competencies for undertaking independent research activities.	U	1,3.6,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
	1	**Concept of Research**	15Hrs	CO1
1	1.1	Research -meaning, definition, objectives, motivation, significance and criteria for good research.	5	CO1
	1.2	Types of research -fundamental, applied, descriptive, quantitative, qualitative, analytical, empirical, exploratory research (brief study), Research Vs Research methodology.	5	CO1
	1.3	Research – qualities of a good research & researcher, Problems faced by the researchers in India.	5	CO1
2	2	FORMULATION OF RESEARCH PROBLEM AND RESEARCH DESIGN	15Hrs	CO2
	2.1	Research Process- steps in research process. research problem-Identifying the research problems	5	CO2
	2.2	Research proposal: meaning, Structure and steps of preparing research proposal.	5	CO2
	2.3	Research Design- Research design and important features of good design	5	CO2
	3	**Data Collection and Sampling**	15Hrs	CO3

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3	3.1	Data collection, Types of data, Limitations of data collections.	5	CO3
	3.2	methods and tools for data collection– observation, interview-questionnaire-schedule, Difference between Schedule & questionnaire	5	CO3
	3.3	Sampling design, census and sample survey, advantages of random sampling, various random sampling designs, simple, systematic, stratified and cluster random sampling.	5	CO3
4	4	**Data Analysis, Interpretation and Report Writing**	15 Hrs	CO4
	4.1	Data Analysis	4	CO4
	4.2	Interpretation; Report writing, Different steps in Report writing Prerequisites for writing report, format of the report	5	CO4
	4.3	Application of SPSS (Statistical Package for Social Science) Communicating Research Results-Books, Journals, Symposiums and Seminars	6	CO4
5		Teacher Specific content	To be evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** 1. Classroom Learning (Direct instruction and Group discussions) 2. Classroom Learning (Library works and Group Discussion) 3. Classroom Learning (Group Assignments) 4. Classroom Learning and Library works (E-resources)
Assessment Types	MODE OF ASSESSMENT **A. Continuous Comprehensive Assessment (CCA)** **Theory = 30 marks** **Formative Assessment:** 1.Home Assignment 2.Seminar presentation 3.Group tutorial work **Summative Assessment:** **1.**Internal Test
	B. End Semester examination **1. Written test= 70 Marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References:

1. C R Kothari (2004) Research Methodology: Methods and Techniques, New Age International Publishers.

2. Bob Brotherton (2009), Researching Hospitality and Tourism, Sage Publications.

3. Brente W Ritchi, Peter Burns, Catherine Palmer, Tourism Research Methods: Integrating Theory with Practice, CABI.

4. Ercan Sirakaya, Research Methods for Leisure, Recreation and Tourism, CABI.

5. Mona Clark, Michael Riley, Ella Wikie and Roy C Wood (1998), Research and Writing

Dissertations in Hospitality and Tourism.

6. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.

7. Levent Altinay & Alexandros Paraskevas (2008), Planning Research in Hospitality and Tourism, Butterworth Heinemann.

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Syllabus

Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**ENTREPRENEURSHIP IN TOURISM INDUSTRY**					
Type of Course	**DCC**					
Course Code	**MG7DCCTTM401**					
Course Level	**400-499**					
Course Summary	To make the student capable of becoming a tourism entrepreneur and also to equip the students to prepare the Tourism Business Projects.					
Semester	7	Credits			**4**	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	**---**	**-**	**-**	**60**
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the concept of entrepreneurship	U	P03, PO5, PO7
2	Show the structure of entrepreneurship	U	PO5, PO6
3	Find the sources of capital mobilisation for the firm	U	PO1,PO2, PO3
4	Analyse the project for entrepreneurship.	An	PO1,PO2, PO3, PO10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

Content for Classroom transaction (Units)

Module	Units	Course description	Hr	CO1
		Introduction to entrepreneurship	15Hrs	CO1
1	1.1	Concept of entrepreneurship – entrepreneur - characteristics of entrepreneur, concept of Tourism entrepreneur - concept of Tourism entrepreneurship	5	CO1
	1.2	Types of tourism entrepreneurs – Social entrepreneur, Women entrepreneur – problems of entrepreneurship	5	CO1
	1.3	Elements of entrepreneurship Source of Ideas (experience, digital platform, innovations, Customer demand, peers)	5	CO1
		Forms of ownership structure of entrepreneurship in tourism	15Hrs	CO2
2	2.1	Sole proprietorship, partnership, company, franchisee, AOPs and BOI, joint venture, trust	3	CO2
	2.2	Forms of organization - Tourism Department, Tourism Development Office, local bodies, co-operative societies	2	CO2
	2.3	**Source of fund –** Capitalization **-** Capital – own capital, borrowed capital **Traditional Source of capital** - share capital (equity, preference) - Borrowed (loans, advances, bond, debentures) - membership, contribution, venture capital.	4	CO2
	2.4	**Recent trends in capital mobilization –** founders - 3F's (family, friends and fools) - angels and informal, crowd funding, incentives and subsidies, venture capital, debt financing, factoring, leasing, suppliers, ICO (Initial Coin Offering) IPO (Initial Public Offering), Revenue based financing, foreign fund.	6	CO2
	3	**Avenues of entrepreneurship and Innovation**	15Hrs	CO3

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3	**3.1**	Product - Definition, types, criteria in the selection of a product.	4	CO3
	3.2	Market research- definition, techniques.,	5	CO3
	3.3	SWOT Analysis- definition, scope, importance	6	CO3
		Business Plan	15Hrs	CO4
4	**4.1**	Definition of Business Plan- its importance- Preparing Business Plan	2	CO4
	4.2	Financial aspects of the Business Plan Marketing aspects of the Business Plan Human Resource aspects of the Business Plan Technical aspects of the Business Plan Social aspects of the Business Plan	8	CO4
	4.3	Problems and prospects of Business Plan	3	CO4
	4.4	Business Project Preparation	2	CO4
5		Teacher specific content.	Tobe evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning, field visit. Module 3: Classroom learning, virtual study. Module 4: Classroom learning, experiential learning, case study	
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA) Theory= 30 marks**	
	FA	**SA**
	Oral Presentations In class discussions	Written examination

	Group tutorial work Assignments Self and peer assessment	
	A. End Semester Evaluation **Written Test= 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks	

References

1.Drucker, P. F. (2004). "Innovation and Entrepreneurship". Elsevier.

2.Sexton, D. L., & Smilor, R. W. (2007). "The Art and Science of Entrepreneurship". Springer Science & Business Media.

3.Poornima M Charantimath (2020) "Entrepreneurship Development and Small Business Enterprises", 3rd Edition,Pearson Publication

Suggested readings

1.David, H. (2013). "Entrepreneurial Development" (5th Edition), Prentice Hall

2.Desai, V. (2014).The Dynamics of Entrepreneurial Development and Mangement(6th Edition). Himalaya Publishing House

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Tourism Innovation Management**					
Type of Course	**DCC**					
Course Code	**MG7DCCTTM402**					
Course Level	**400-499**					
Course Summary	Tourism is one of the fastest transforming industries, and innovation in services, product development, and market approach is inevitable, upon completion of this course, the students will be able to familiarise themselves with the Process, Concepts, and Strategies of Tourism Innovation Management, Triggers, and Tools of Innovation, the importance of Intellectual Property and the access to Seed Funding for Innovative Projects.					
Semester	**7**	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To Define the Concept of Tourism Innovation and Identify the Innovation Process	K, U	1,2,7
2	To Illustrate and Classify the different factors and practices in Innovation Management	I, U	3,6,7
3	To Identify and Analyse how innovation is triggered and what kind of tools are used in Innovation.	U, E	3,8
4	To Build and Propose innovative ideas to the government entities supporting start-ups and explore seed funding	S, A	4. 5, 9,10
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course description	Hrs.	CO No.
1	**1.0**	**Introduction to the Concept of Innovation**	**15**	CO1
	1.1	Definition of Innovation- Creativity in Innovation-Innovation in Tourism (UNWTO), -Types of Innovation-Major Innovations in the Tourism Industry.	3	CO1
	1.2	Innovation Process: Stages of Innovation	2	CO1
	1.3	7 Steps of Innovation Process- Problem Definition, Idea Generation, Evaluation-Choosing-Development-Implementation- Monitoring-	4	COI
	1.4	Models of Innovation-Process Innovation-Disruptive Innovation-Incremental Innovation-	3	CO1
	1.5	Product Innovation-Sustainable Innovation-Customer Innovation	3	CO1

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2	**2.0**	**Innovation Management**	**15**	CO2
	2.1	Strategies & Practices of Innovation-Service Design-Service Delivery-Service Marketing-Service Technology-Service Business Model.	3	CO2
	2.2	Innovation Diffusion Theory (5 Stages)-Knowledge-Persuasion- Decision- Implementation- Confirmation	3	CO2
	2.3	The five factors that influence adoption -relative advantage, compatibility-complexity- trialability, and observability	3	CO2
	2.4	Design Innovation in Tourism- Immersive and Authentic Experiences- Personalization and Customization- Integration of Technology-	3	CO2
	2.5	Sustainability and Responsible Practices- Collaboration and Partnerships- Emotional and Sensorial Appeal-Integration of Local Innovations	3	CO2
3	**3.0**	**Triggers & Tools of Innovation**	**15**	CO3
	3.1	Definition- 5 Phases Innovation Trigger- The Peak of Inflated Expectations- Trough of Disillusionment-Slope of Enlightenment-Plateau of Productivity	5	CO3
	3.2	Tools of Innovation- Brainstorming- Design Thinking-Mind Mapping- Six Thinking Hats- Innovation Games-Open Innovation Platforms.	4	CO3
	3.3	Innovation Radar 360 degree of innovation -Key Elements- Partnerships-Offerings-Operations-	3	CO3
	3.4	Customer Intellectual Property- IP Protection Strategies- Patents- Trademarks- Copyrights- Trade Secrets- Licensing and Commercialization	3	CO3
4	**4.0**	**Role of Government & Seed Funding**	**30**	CO4
	4.1	Role of Kerala Start-Up Mission, Schemes, Student Registration, Procedures- Registration of Start-Ups-Grievance- IEDC, Network-Kerala Innovation Grant	5	CO4
	4.2	Role of Kerala Development and Innovation Strategic Council (K-DISC)- Divisions- Planning Competency	5	CO4

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	4.3	Development and Innovation System-Skills-Employment and Entrepreneurship- Innovation Technologies-Social Enterprises and Inclusion-Management Services	5	CO4
	4.4	Investments &Seed Funding for Startups- Start-Up India Initiatives- Features of Startup India	5	CO4
	4.5	Seed Fund Scheme- Types of Seed Funding-Crowdfunding- Angel investors- Accelerators- Venture capital- Loans-Grants.	5	CO4
	4.6	Practicum: Create a new business proposal	5	CO4
5		**Teacher Specific Content**		

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, Institutional /Industry Visits, Innovation Tours, adaptive learning, Reflective learning
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory=25 marks** **Practicum=15 marks** Formative Assessment 1. Individual Presentation 2. Group Project Assignment 3. Seminars 4. Group Tutorial work, Summative Assessment 1.Oral Presentation 2.start up business proposal(Practicum)
	B. Semester End examination **Theory=50 Marks** Written Examination

	Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 Marks** (will be conducted by the institution) Report writing and Presentation

Reference

1.Westland, J. C. (2016). Global innovation management. Macmillan International Higher Education.

2. Goffin, K., & Mitchell, R. (2016). Innovation management: effective strategy and implementation. Macmillan International Higher Education.

3.Halkier, H., Kozak, M., & Svensson, B. (2014). Innovation and tourism destination development.

Websites

https://startupmission.kerala.gov.in/

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विद्यया अमृतमश्नुते
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	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**INTERNATIONAL TRADE & PORT MANAGEMENT**					
Type of Course	DCE					
Course Code	**MG7DCETTM400**					
Course Level	**400 -499**					
Course Summary	The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.					
Semester	**7**	Credits			**4**	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	**-**	**-**	**-**	**60**
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Show the basic concept of international trade.	U	PO3, PO6
2	Examine the concept of terminals and shipping	U	PO3,
3	Define the concept of the port, the organizational structure of the port, and Global regulatory organizations in port.	U	PO3, PO6
4	Illustrate the Port ownership structure	U	PO3, PO6

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hr	CO
		INTRODUCTION	15Hrs	CO1
1	**1.1**	Introduction to International Trade Export and import procedure – tariff and non-tariff barriers Tourism and international trade factors (2030 agenda)	6	CO1
	1.2	Berths and Terminals - Berth Facilities and Equipment – ship Operation	4	CO1
	1.3	Pre-shipment planning, the stowage plan and on-board stowage	5	CO1
		PORT MANAGEMENT	15Hrs	CO2
2	**2.1**	Definition - Types and Layout of the Ports – Phases of port development - Growth in word trade - Changes in growth Development in terminal operation. -	3	CO2
	2.2	Organizational structure in a port - Fundamental observations. Main functions and features of ports: Infrastructure and connectivity - Administrative Functions - Operational functions. -	4	CO2
	2.3	Main services: Services and facilities for ships - Administrative formalities – Shipping technology and port: Ship knowledge - Ship development and port development Port time and ship speed - Other technical development affecting port.	4	CO2
	2.4	Global regulatory organizations: Conventions and Reports. Environment regulation: Port environmental pollution - Environmental Management System- HAZMAT (Hazardous Materials)- BWM (Ballast Water Management). Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400	4	CO2
		PORT OWNERSHIP STRUCTURE	15Hrs	CO3
3	**3.1**	Port ownership structure - Types of port ownership and administration	3	CO3

	3.2	Organizations concerning ports - Boards governing the ports - Port management development	3	CO3
	3.3	Rise and fall of Ports - Port ownership structure in India. - Port reform: Framework for port reform	4	CO3
	3.4	Evolution of ports in a competitive world - Alternative Port Management Structure and Ownership Model Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA	5	CO3
4	**4**	**CARGO SERVICES**	15Hrs	CO4
	4.1	Cargo - Transfer-Services and facilities for cargo - Additional "added value" service	5	CO4
	4.2	Cargo positioning and stowage on the terminal-Developments in cargo/ container handling and terminal operation	4	
	4.3	Safety of cargo operations – Cargo security: Measuring and evaluating performance and productivity	6	
5		Teacher specific content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning, Module 3: Classroom learning, Module 4: Classroom learning, Port visit (experiential learning)	
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **30marks**	
	FA	**SA**

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	Oral presentations In-class discussions Group Tutorial work Home assignments Self and peer Assessment	Written examination
	B. Semester End examination **Written Examination- 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks	

References

1. Krugman, Paul, Maurice Obstfeld, and Marc Melitz. *International Economics: Theory and Policy*. 9th ed. Addison-Wesley, 2011. ISBN: 9780132146654.
2. Jay Heirer, Barry Render. (2017) Operations Management"- Sustainability and Supply chain Management (12th ed.)
3. Justin Paul & Rajiv Asekar. (2013) Export Import Management (2 nd ed.): Oxford Higher Education
4. 3. Lee J Krajewski, Maney K Malhotra. (2018) Operations Management Process and Supply chains :pearson lean Management
5. Ronal H. Ballou & Samir Srivastava: Pearson: Business Logistics/Supply Chain Management:
6. Coyle,Bardi, Langley; Management of Business Logistics - A supply Chain Perspective:
7. D.K.Aggarawal ; Textbook of Logistics and Supply Chain management
8. Vinod V. Sople; Logistic Management -A Supply Chain Imperative
9. Donald J. Bowersox & D.J. Clos; Logistical Management

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Special Interest Tourism**					
Type of Course	DCE					
Course Code	**MG7DCETTM401**					
Course Level	**400-499**					
Course Summary	To get insights into the diverse facets of special interest tourism equipping them to navigate this dynamic industry.					
Semester	7	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	-	-	-	60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain basic concept of SIT	U	3
2	Illustrate the classification of SIT	U	1,3
3	Elucidate the foundation of SIT	Ap	1,3,6,7
4	Analyze the technological trends in SIT	An	3,6

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Introduction to special interest tourism**	15Hrs	CO1
	1.1	Definition of SIT	2	CO1
	1.2	Concept of special interest Tourism	2	CO1
	1.3	Origin and Evolution of SIT	3	CO1
	1.4	Features of responsible tourism	3	CO1
	1.5	Scope of Special Interest Tourism.	3	CO1
	1.6	Factors Responsible for Growth of SIT	2	CO1
2		**Classification of Special Interest Tourism**	15Hrs	CO2
	2.1	**Based on nature –** Botanical Tourism, Farm Tourism, Mountain Tourism, Nature Tourism, Village Tourism, Bird Watching, Agriculture Tourism, Highland Tourism	4	CO2
	2.2	**based on culture –** Dark Tourism, Ethnic Tourism, Festival Tourism, Skill Road Tourism, Faith Tourism, Cultural Tourism, Cultural Heritage Tourism, Third Age Tourism	3	CO2
	2.3	**Based on Education –** Educational Tourism, Youth Tourism	3	CO2
	2.4	**Based on hobbies –** Shopping Tourism, Hunting Tourism, Golf Tourism, Gambling Tourism, Adventure Tourism, Cave Tourism, Rafting Tourism, Wine Tourism, Yacht Tourism	3	CO2
	2.5	SIT Activities	2	CO2
	3	**Special Interest Tourism Demand**	15hrs	CO3
3	3.1	Concept of Need, Wants and Demands	3	CO3

	3.2	Types of Demand – Price Demand, Income Demand. Cross Demand, Composite Demand, Direct & Derived Demand Actual, Potential & Deferred Demand etc..	5	CO3
	3.3	Factors Affecting Demand of SIT – Mass Tourism, Choice of Destination, Disposable Income, Mobility, Paid Holidays, Professional & Business Factors, Pleasing Weather, Government Policy Etc.	5	CO3
	3.4	Cost and Benefits of SIT as a Product	4	CO3
4	4	**Aboriginal Culture and Indigenous Tourism**	15Hrs	CO4
	4.1	Definition of Aboriginal Culture, Aboriginal Culture of India	2	CO4
	4.2	Indigenous Tourism – Definition, Scope of Indigenous Tourism, Types – Rural Tourism, Heritage Tourism, Eco- Tourism	3	CO4
	4.3	Importance of Indigenous Tourism, Pros and Cons of Tourism Indigenous Community, Positive and Negative Effects of Indigenous Tourism	2	CO4
	4.4	Preparation of travel itineraries of SIT in India (Educational Tourism, Dark Tourism, Film Tourism, Food & Wine Tourism, Ayurveda Tourism, and Spiritual Tourism	2	CO4
	4.5	Innovation and technology in SIT, Recent trends & opportunities of SIT.	3	CO4
	4.6	Case study- Related to Entrepreneurship and small business in Special Interest Tourism	3	CO4

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning, Module 3: Classroom learning, Module 4: Classroom learning, Case Study

Assessment Types	**MODE OF ASSESSMENT** **B. Continuous Comprehensive Assessment (CCA)** **30marks**	
	FA	**SA**
	Oral presentations In-class discussions Group Tutorial work Home assignments Self and peer Assessment	Written examination
	C. Semester End examination **Written Examination- 70 marks** Written Examination Pattern: One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks	

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References

1. Sheela Agarwal. (2018) *Special Interest Tourism : Concepts, Contexts and Cases*. Cabi

2. Rittichainuwat, Bongkosh N. (2018) *Special Interest Tourism, 3rd Edition*. Cambridg Scholars Publishing.

3. Zeppel, H. D. (2006) *Indigenous Ecotourism : Sustainable Development and Management*. CAB International.

	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**Customer Relationship Management in Tourism**					
Type of Course	DCE					
Course Code	**MG7DCETTM402**					
Course Level	**400-499**					
Course Summary	This course will help the students to understand the nuances of customer relationship management and familiarize them with the issues of service management and global context.					
Semester	7	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	--	--	-	60
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept of Customer Relationship Management and its importance in Tourism.	U	1,3,6
2	Familiarize with the data management practices and sharing of data.	U	6,10
3	To be able to manage a market oriented service organization.	Ap	5,10
4	Familiarize with the issues of service management and global context	An	6.8,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Customer Relationship Management in Tourism**	15Hrs	CO1
	1.1	Customer Relationship Management in Tourism	3	CO1
	1.2	Customer Acquisition, Retention, Loyalty	4	CO1
	1.3	Customer Profitability and Value Modelling	4	CO1
	1.4	Customer Satisfaction Measurement, Feedback and Service Recovery	4	CO1
2	2	**Customer Data- Processing, Management and Applications**	15 Hrs	CO2
	2.1	Customer Data - Processing, Management and Applications	5	CO2
	2.2	Data Warehousing and Data Mining	5	CO2
	2.3	Data Analysis in CRM	5	CO2
3	3	**Marketing of Services**	15 Hrs	CO3
	3.1	Tourism as a Service	3	CO3
	3.2	Classification of Services	3	CO3
	3.3	Characteristics of Services	3	CO3
	3.4	Building Service Aspirations	3	CO3
	3.5	Consumer Behaviour in Service Encounters	3	CO3
4	4	**Tourism as a Major Component of the Service Sector and service delivery**	15 Hrs	CO4

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	4.1	Tourism as a Major Component of the Service Sector	2	CO4
	4.2	Service Design and Development	2	CO4
	4.3	Technology as an enabler of service	2	CO4
	4.4	Service Delivery	2	CO4
	4.5	Service Quality Gaps – Types and Causes	2	CO4
	4.6	Measuring And Improving Service Quality	2	CO4
	4.7	Strategies to Resolve Service Quality Gaps	3	CO4
5		Teacher Specific Content	To be evaluated internally	

Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: class room learning (Assignments and direct instructions) Module 2: class room learning and interaction Module 3: Class Room Learning Module 4: Class room learning and seminar
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)-30 marks** Formative Assessment: Summative Assessment Oral Presentation Internal Exam Home assignments Class discussions Group tutorial works
	B. Semester End examination **Theory =70 marks** Written Examination Pattern:

	One word answer questions-5 Questions having 1 mark each Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 2 Question having 15 marks

References

1. Andry Silmore (2001), Services marketing and management, Sage Publications, Delhi.

2. Iqbal S. Sachdeva (2009), Publication principles and Practices, Oxford Uni., Delhi.

3. Jagdish Seethi, Etal (2000), Customer relationship management STANCLES A.BRown, Customer Relationship Management, John Wiley & Sons.

4. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson, Singapore.

5. Zeithmal, Parasuraman & Berry, Delivering Quality Services,The Free press, New York.

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SEMESTER 8

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**TOURISM AND CROSS-CULTURAL MANAGEMENT**					
Type of Course	**DCC**					
Course Code	**MG8DCCTTM400**					
Course Level	**400-499**					
Course Summary	The course will provide the knowledge and understanding and Practices of the applications of Cross Culture in the Tourism Business, the importance of Cross-Cultural Communications, and Immersive experiences, will provide students the opportunity to develop or enhance their cross-cultural competence and will also help them work in a diverse work culture that will help them in decision making while embarking on international careers or seeking employment in global industries, such as in tourism and hospitality Business.					
Semester	**8**	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To define cross-culture further explain its features by identifying norms, beliefs, values, etc, and its various cross-cultural dimensions in Business	U, A, An	3,4,10
2	To Compare Continental Cross-Cultural Differences in International Tourism Business Scenario and establish relationships to foster Tourism Business.	U, An	3,4,10
3	To formulate strategies at home and abroad for Managing International Guests and Visitors by developing cross-cultural Etiquette according to Business Situations.	C, A	3,4,10
4	To Demonstrate Cross-Cultural Communication through practical holistic cross-cultural visits that will prepare to navigate diverse cultural landscapes and contribute to the success of the Tourism Business	U, A, C, S	1,2,3,4,5,6, 10
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

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Module	Units	Course description	Hrs.	CO No.
1	**1.0**	**Concept and Dimensions of Cross-Culture in Business**	**15**	CO1
	1.1	Diverse definitions of Cross-Culture-levels of Culture-Dimensions of Cross Culture in Business	3	CO1
	1.2	Geert Hofstede's Four Cultural Dimensions- GLOBE (Global Leadership and Organizational Behavior Effectiveness)- Cultural dimensions according to GLOBE	6	CO1

	1.3	Representation of Culture: -Norms, Values, Beliefs, Symbols	3	CO1
	1.4	Layers of Culture -Cultural Exchange rate system	3	CO1
2	**2.0**	**Culture in International Tourism Business Scenario**	**15**	CO2
	2.1	Relevance of Cultures in Tourism Business- Overview of Business Cultures in the World- Cultural Differences in Tourism Business	2	CO2
	2.2	European cultures- American and Australian cultures- countries in which European cultures were 'exported.	4	CO2
	2.3	African and Middle Eastern Cultures-Tribal identification among Sub-Saharan countries in Africa -Cultural diversity of South Africa.	3	CO2
	2.4	cultural elements shared by Arab countries in the Middle East.	3	
	2.5	Asian cultures clusters are considered in Asia, the one influenced by Confucianism, the other – in Southern Asia – influenced by Hinduism	3	CO2
3	**3.0**	**Managing Cultural Differences& Cross-Cultural Communication in International Tourism**	**15**	CO3
	3.1	Introduction to Organizational Culture- Managing cultural differences- etiquettes of different tourist-generating regions	3	CO3
	3.2	Impact on customer satisfaction-Global relocations and Deployment systems	2	CO3
	3.3	Introduction to cross-cultural communication- The forces of globalization in the 21st century	3	CO3
	3.4	Cross-cultural communication failures - The cross-cultural communication process	3	CO3
	3.5	Cross Cultural Business etiquette and Protocol Abroad - Developing global manager, Verbal language, codes, and conventions -Non-verbal communication	4	CO3

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4	**4.0**	**Managing Decision-Making and Multiculturism**	**15**	CO4
	4.1	Decision Making in Global Context- Control: Concept; Process and Type of Control, Control Techniques.	3	CO4
	4.2	The Hierarchy of Needs for Cross-Cultural Employees	3	CO4
	4.3	Cross-Cultural Motivation: Approaches and Significance in International Context.	3	CO4
	4.4	External and Internal Organizational Environments and Corporate Culture-Managing Multi-Culturalism and Diversity	3	CO4
	4.5	International strategy formulation and implementation; Global Alliances	3	CO4
	4.6	Practicum: Visiting Tourist Destinations with International Tourists for an Interactive Study	15 Hrs	CO4
5		**Teacher Specific Content**	To be evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning, Field Trip, adaptive learning, Reflective learning
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory= 25 marks** **Practicum= 15 marks** Formative Assessment 1. Individual Presentation 2. Visiting Tourist Destinations with International Tourists for an Interactive Study. 3. Oral presentations 4. Seminars 5. Group Tutorial work Summative Assessment 1.Oral Presentations

	2.Written Test
	B. End Semester Evaluation (ESE) **Theory= 50 marks** Written Test Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum=35 marks** Visiting tourist destination and interaction of students with tourists

Reference

Browaeys, M., & Price, R. (2019). Understanding Cross-Cultural Management (4th ed.). Harlow: Pearson.

Szkudlarek, B., Romani, L., Caprar, D. V. and Osland, J. S. (2020) Sage Handbook of Contemporary Cross-Cultural Management. Los Angeles: Sage.

Liu, S., Volčič, Z., & Gallois, C. (2019). Introducing Intercultural Communication: Global Cultures and Contexts (3rd ed.). Los Angeles: Sage

Elinor Ostrom September 2005, Understanding Institutional Diversity Princeton University Press

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**DESTINATION MANAGEMENT**					
Type of Course	**DCC**					
Course Code	**MG8DCCTTM401**					
Course Level	**400-499**					
Course Summary	Destination management will provide a basic idea about destination branding, imaging and marketing and to know how to create a tourism destination.					
Semester	8	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the basics of a tourist destination management	U	3,10
2	Understand the destination branding and packing a destination for tourism	U	3,4,5,6,9,10
3	Analyse the methods of destination marketing	An	1-6,9,10
4	Understand the role of various organisations in destination management	U, An	3,6,9,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	1.0	INTRODUCTION TO DESTINATION MANAGEMENT	15	CO1
	1.1	Tourist destinations-Meaning, Types and Characteristics of Tourism Destinations	3	CO1
	1.2	Basic elements of a tourist destination, The role of resources and attractions in tourism destinations.	3	CO1
	1.3	Destination management- Concept, Importance,	3	CO1
	1.4	Best Practices in Destination Management,	3	CO1
	1.5	Destination Lifecycle	3	CO1
2	2.0	DESTINATION IMAGE DEVELOPMENT	15	CO2
	2.1	Attributes of destination, Destination determined image, Measurement of Destination Image.	3	CO2
	2.2	Destination Branding and Challenges, Creating Unique Destination Proposition.	3	CO2
	2.3	Place Branding and Destination Image	3	CO2

	2.4	Destination image formation process, Unstructured image.	3	CO2
	2.5	Product development and Packaging, Destination branding and the web.	3	CO2
3	3.0	DESTINATION PROMOTION AND PUBLICITY	15	CO3
	3.1	Six A's Framework for Tourism Destinations.	3	CO3
	3.2	Dynamic Wheel of Tourism Stake holders.	3	CO3
	3.3	Destination Marketing Mix,	3	CO3
	3.4	Destination Competitiveness, Distribution Channels.	3	CO3
	3.5	Marketing Communication and Strategies.	3	CO3
4	4.0	DESTINATION MANAGEMENT ORGANIZATIONS	15	CO4
	4.1	Genesis and evolution, structure and functions.	3	CO4
	4.2	The diversity of destination management organizations.	3	CO4
	4.3	Competitiveness and Tourism Technology and Regional Tourism Authorities.	3	CO4
	4.4	The importance of Convention & Visitors Bureaus,	3	CO4
	4.5	The relevance of Regional Tourism Observatories for management support	3	CO4
	4.6	Practicum: Mini Project of Destination Development	15	CO4
5		Teacher Specific Content		

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** **Module** 1. Classroom Learning (Direct instruction and Group discussions) 2. Classroom Learning (Library works and Group Discussion) 3. Classroom Learning (marketing games) 4. Classroom Learning (Group Assignments
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive assessment (CCA)** **Theory – 25 marks** **Practicum- 15 marks** **Formative Assessment:** **1. In-Class discussions - Group discussion and presentation.** **2. Home assignments - Assignment given by the faculty related with the topic.** **3. Destination development mini project** **Summative Assessment:** **1.Internal test - One extended answer type exam** **2.Presentation of Mini project**
	B. Semester End examination **Theory= 50 marks** Written Examination Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum= 35 marks** **Evaluation of mini project**

References:

1. Harrill, R. (2013). Fundamentals of destination management and marketing. Pennsylvania: A.H.&L.E.I.
2. Kozak, M., & Baloglu, S. (2012). Managing and marketing tourist destinations: strategies to gain a competitive edge. London: Francis & Taylor.
3. Morrison, A. (2013). Marketing and managing tourism destinations. London: Taylor & Francis.
4. Weaver, D., & Lawton, L. (2014). Tourism management. New York: John Wiley & Sons.

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5. Butler, R, W. (2006) The Tourism Area Life Cycle: Applications and Modifications,Bristol: Channel View Publications.
6. Gunn, C, (2002) Tourism Planning: Basic Concepts and Cases, New York: Routledge
7. Morgan, N., Pritchard, A, & Pride, R, (2001) Destination Branding: Creating the Unique Proposition, London: CABI
8. Ritchie, J, B, & Crouch, G I, (2003) The Competitive Destination: A Sustainable Tourism Perspective, London: CABI
9. Singh S, Timothy, D, J, & Dowling,, S (2003), Tourism in Destination Communities, London: CABI

Suggested readings:

1.WTO (2007), A practical guide to destination management, Madrid: WTO

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Mahatma Gandhi University Kottayam

Programme	**BTTM (Hons)**					
Course Name	**Risk and Crisis Management in Tourism**					
Type of Course	**DCE**					
Course Code	**MG8DCETTM400**					
Course Level	**400-499**					
Course Summary	To Create a basic idea about Risk management in Tourism and methods of reducing this crisis in a systematic way.					
Semester	8	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To Explain the basics of Risk	U	1,2,6,8, 10
2	To describe the Crisis Management in Tourism	U	1,3,6,7,8,10
3	To appraise the risk and crisis in Tourism	E	1,3,6,7,8,10
4	To Analyse the role of Medias in Crisis & To build a perspective on Apply the crisis management in Tourism	An	5,6,8,9

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**Risk Management**	15Hrs	CO1
	1.1	Risk-Definition - Elements of Risk	2	CO1
	1.2	Risk management	2	CO1
	1.3	Risk management Process	2	CO1
	1.4	Identification of Risk	2	CO1
	1.5	Types of Risk	3	CO1
	1.6	Principles and practices of risk Management	2	CO1
	1.7	Governance, assurance of risk	2	CO1
2	2	**Crisis Management in Tourism**	15Hrs	CO2
	2.1	Introduction to Crisis Management in Tourism	2	CO2
	2.2	Theory of Risk and crisis Management	3	CO2
	2.3	Characteristics of tourism crisis	3	CO2
	2.4	Importance of the crisis management for the tourism industry	4	CO2
	2.5	Crisis Management Techniques	3	CO2
	3	**Risk management in Tourism**	15HRS	CO3
3	3.1	Tourism risk & Risk management in tourism	2	CO3
	3.2	Tourism risk management process	1	CO3
	3.3	National Disaster risk in Tourism	2	CO3
	3.4	Natural and manmade Risk	2	CO3
	3.5	Tourism Business Risk in India	2	CO3
	3.6	Tourism Stakeholders Role and approach in risk management	2	CO3

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	3.7	Tourist Risk and Tourist safety	2	CO3
	3.8	Travel Planning with Risk Management	2	CO3
	4	**Role of Media in Risk and Crisis Management**	15 hrs	CO3
4	4.1	Media in communication with Crisis and Risk, Role of media communication in crisis	3	CO4
	4.2	Media strategies for before, during and after a crisis, Pre and Post disaster involvement, Role of Media in destination restoration and position	3	CO4
	4.3	Disaster, Disaster Management, National Level Disaster Management - Role in Tourism	3	CO4
	4.4	NDMA, NDRF- Role and importance	3	CO4
	4.5	SDMA - Role and importance, Fire and Rescue & Civil defence- Role and importance, Aapda Mithra - Role and importance	3	CO4
	4.6	Practicum: Crisis Simulation and Response Exercise Students will participate in a crisis simulation exercise designed to mimic a real-world tourism crisis. The exercise will involve a detailed scenario where students must work in teams to manage the situation effectively. The practicum will include pre-simulation preparation, the simulation event, and a post-simulation debriefing and analysis.	15 Hrs	Co4
5		Teacher Specific Content		

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** **Module** 1. Classroom Learning (Brain storming lecture, explicit teaching) 2. Classroom Learning and Outreach Learning 3. Classroom Learning (Interactive Instructions, Active Co-operative learning, Assignments) 4. Classroom Learning, Field Trip and Video Presentation , Tutorial work and Demonstration Learning
Assessment Types	MODE OF ASSESSMENT A. **Continuous Comprehensive assessment (CCA)** **Theory – 25 marks** **Practicum- 15 marks**

	Formative Assessment 1. Oral Presentations - A topic will be given and a paper will be prepared and presented in the seminar. 2. Group Tutorial work - Give spot class work in the class and prepare that and submit in the class itself. 3. Home Assignments - Give Home assignments based on the subject are submitted to the teacher. **Summative Assessment** 1.Internal Test **2.** Project Report (Practicum)
	B. Semester End Evaluation **Theory= 50 marks** Open Book Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum= 35 marks** Crisis Simulation and Response Exercise

References

1. Ulmer, R.,Sellnow T. and Seeger M. (2011) Effective Crisis Communication,Moving from Crisis to Opportunity, SAGE Publication.
2. Fearn-Banks, K. (2011) Crisis Communications: A cause book approach, 4th edition, Routledge. Kotler, P., Bowen, J. and Makens, J. (2005) Marketing for Hospitality and Tourism, 4th Edition, Prentice Hall.
3. Ritchie, B W (2009) Crisis and Disaster Management for Tourism. Bristol: Channel View Publications.

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Programme	**BTTM (Hons)**					
Course Name	**Tourism Product Design and Development**					
Type of Course	**DCE**					
Course Code	**MG8DCETTM401**					
Course Level	**400-499**					
Course Summary	This course is to provide specific knowledge about the process and analysis of the physical design of tourism products based on local and international design concepts. This course aims to equip students with an understanding of the scope of tourism products and design, this course introduces learners to tourism product development. The course also highlights new product development (NPD), Market research and its influence on new product development, Strategy for tourism product development, and issues in Tourism Product Development.					
Semester	**8**	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any	Nil					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To define and classify Tourism Product Development and diverse tourism products and evaluate the Tourism product life cycle	K, U, E	1,3
2	To Categorize, Classify, and Create Cultural and Religious Tourism Products for the Religious Tourism Market	U, An, C	3,7,6
3	To Categorize, Classify, and Create Eco-Tourism and Wildlife Tourism Products for the Eco and wildlife Tourism Market.	U, An, C	3,7
4	To Categorize, Classify, and Create Competitive Island and Beach Tourism Products for the Beach and island Tourism Market and prepare feasibility reports	U, An, C, S	2,5
Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

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Module	Units	Course description	Hrs	CO No.
1	**1.0**	**PRODUCT DESIGNING**	**15**	CO1
	1.1	Tourism Product Development- Conceptual- Features of a Tourism Product - Background	3	CO1
	1.2	Characteristics of Services -Conceptualization of the Service Product, 5 Product levels	3	CO1
	1.3	Life Cycle of a Tourism Product- Strategies of Rejuvenating Tourism Products- Components of Tourist Specific Products, Perspective on New Product Development (NPD) in Tourism	3	CO1

	1.4	Tourism Product Designing -Development Issues and Considerations	3	CO1
	1.5	Marketing Considerations for the Sustainability of Tourism Products- Maintaining Sustainable Growth of Tourism Products	3	CO1
2	**2.0**	**CULTURAL AND RELIGIOUS TOURISM PRODUCT DEVELOPMENT**	15	CO2
	2.1	Introduction, Culture as a Tourism product- Developing Cultural Tourism Product, Designing Culture as a Tourism product- Major Components in Designing a Cultural and Religious Tourism Product	5	CO2
	2.2	Introduction, Historical perspective of religious Tourism- Characteristics of Religious Product, Designing of Religious Product	3	CO2
	2.3	Issues and Considerations While Designing Religious tourism and Cultural product- Holistic Approach-Characteristics of Religious Tourism on the basis of Diversity	2	CO2
	2.4	Religious and Cultural Resources and attributes- Market opportunities- Factors of Production and Investment Potential; Policies and Systems; Variables in Religious and cultural tourism product development Strategy -Role of destination authorities in tourism product development	5	CO2
3	**3.0**	**ECOLOGY AND WILDLIFE PRODUCT DEVELOPMENT**	**15**	CO3
	3.1	Introduction to Wildlife Tourism, Ecology and Wildlife based Tourism Products- Potential resources for designing, and developing ecology and wildlife products for the Nature-based Tourism Market	3	CO3
	3.2	Eco Tourism Definition and Global Perspectives - Analysing the Ecotourism Market- Legislations related to ecology and wildlife	3	CO3
	3.3	Planning for Eco-Tourism Product Development, Major Eco Tourism Destinations	3	CO3
	3.4	Issues and Considerations While Designing Ecology and Wildlife Tourism Product	3	CO3

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	3.5	Characteristics of Ecology and Wildlife Tourism and the role of National Parks and Wildlife Sanctuaries, Botanical gardens	3	CO3
4	**4.0**	**ISLAND AND BEACH TOURISM PRODUCT DEVELOPMENT**	**15**	CO4
	4.1	Introduction, Emergence of Island and Beach Tourism- Beach & Island as Tourism Products- International Perspectives of Beach and Island Tourism	3	CO4
	4.2	Beach and Island Tourism Destinations in India & Abroad	3	CO4
	4.3	Push and Pull factors for Beach and Island Tourism, Crucial elements of tourism product designing for Beach and Island Tourism, Designing Product/Site Plans, Branding, Image, Life Cycle, Feasibility and Financial Plan.	3	CO4
	4.4	Future trends and scope of island and beach Tourism, Beach & Island Tourism Planning	2	CO4
	4.5	Designing and developing Unique Beach & Island Tourism Products – Positioning to the Markets for Beach & Island Tourism Products	4	CO4
	4.6	Practicum: Mini project preparation on product designing	15Hrs	CO4
	5	**TEACHER SPECIFIC CONTENT**	To be evaluated internally	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning, Field Trip,
Assessment Types	**MODE OF ASSESSMENT** **A. Continuous Comprehensive Assessment (CCA)** **Theory- 25marks** **Practicum-15marks**

	Formative Assessment 1. Individual Presentation 2. Site Visit to New Tourism Destinations 3. Site Visit Report on Tourism Product Design 4. Seminars 5. Group Tutorial work **Summative Assessment** Internal test
	B. Semester End examination **Theory- 50 marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum-35 marks** Assessment of project report

Reference

Surinder Kumar Rai (2018) Tourism Products : Design and Development Random Publications

Satish Chandra Nigam (2008) Eco Tourism and Sustainable Development, Rajat Publications

S. P. Gupta , Krishna Lal , M. Battacharya (2008) Cultural Tourism in India: Museums, Monuments &Arts: Theory and Practice: No. 24 (Reconstructing Indian History and Culture, No. 24), D.K. Print World Ltd

Klaus Meyer-Arendt , Alan A. Lew (2020) Understanding Tropical Coastal and Island Tourism Development *Tourism Geographies*

Ann Marie Kimball , Jill R. Hodges , Leigh Turner (2012) Risks and Challenges in Medical Tourism: Understanding the Global Market for Health (2012) Services Praeger Publishers Inc

Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). Marketing for hospitality and tourism.

Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, *87*, 10-20.

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	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**PUBLIC RELATION AND PROTOCOL IN TOURISM SECTOR**					
Type of Course	**DCE**					
Course Code	**MG8DCETTM402**					
Course Level	**400**					
Course Summary	The course will enable the students to understand the role and function of PR and PR activities in Tourism Companies.					
Semester	8	Credits				Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	-	75
Pre-requisites, if any						

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the role and functions of PR	U	1,3,6,10
2	Outline the public relation plan of tourism companies	U	1,2,3,4,6,10
3	Analyse the public relation campaigns in tourism industry	An	1,2,3,4 10
4	Identify the protocols and etiquette in tourism	A	3,4,6,7,8,10

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1	**INTRODUCTION**	15Hrs	CO1
	1.1	Introduction to Public relations	3	CO1
	1.2	Role of PR	3	CO1
	1.3	Functions of PR	3	CO1
	1.4	Significance of PR in Tourism Industry	3	CO1
	1.5	Informational need challenges for PR in Indian Tourism	3	CO1
	2	**Public Relation plan in tourism companies**	15Hrs	CO2
2	2.1	Public relation plan in tourism companies such as accommodation units, Travel Agencies, Tourist Transport and gastronomic tourism.	3	CO2
	2.2	Public relation tools	3	CO2
	2.3	Methods and strategies	2	CO2
	2.4	Effective use of tools	2	CO2
	2.5	Production of public relations material	2	CO2
	2.6	Importance of the material production process	3	CO2
3	3	**Public relation campaign, Protocol and Etiquette in Tourism in tourism**	15 Hrs	CO3

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	3.1	Planning, Executing, and evaluating PR Campaigns in tourism	3	CO3
	3.2	Media relations and strategies for reaching target audience	2	CO3
	3.3	Role of Digital Marketing & social media in tourism PR.	2	CO3
	3.4	Cultural sensitivity and understanding in tourism	2	CO3
	3.5	Protocol norms & etiquette for different cultures & regions	2	CO3
	3.6	VIP handling and event management protocol in the tourism sector.	2	CO3
	3.7	Government Protocols	2	CO3
4	4.1	Training on handling emergencies- Accidents and natural disasters	5	CO4
	4.2	protocols for first aid and emergency contact procedures	5	CO4
	4.3	Crisis communication protocols for tourists and stakeholders	5	CO4
	4.4	Practicum: Designing and Implementing a PR Campaign for Tourism	15Hrs	

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Teaching and Learning Approach	**Classroom Procedure (Mode of transaction)** Module 1: Classroom learning Module 2: Classroom learning Module 3: Classroom learning, Module 4: Classroom learning, collective participation learning, Field Trip,
Assessment Types	**MODE OF ASSESSMENT** **B. Continuous Comprehensive Assessment (CCA)** **Theory- 25marks**

	Practicum-15marks **Formative Assessment** 1. Group Assignment 2. Seminars 3. Group Tutorial work **Summative Assessment** 1. Internal test 2. PR Campaign (Practicum)
	C. Semester End examination **Theory- 50 marks** Written Examination Pattern: Short Answer Questions- 5 Questions having 2 marks each Short Essay Questions- 5 Questions having 5 marks each Long Essay Questions- 1 Question having 15 marks **Practicum-35 marks** Assessment of PR Campaign and its report

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References

1. Amelda Pramezwary, Juliana, Lee, E., & Vilsen Oktalieyadi. (2021). *ETIQUETTE AND PROTOCOL IN HOSPITALITY*. Penerbit NEM.
2. Ceylan, M. (2008). *Public Relations as a tool of tourism marketing*. GRIN Verlag.
3. Fennell, D. A. (2018). *Tourism ethics*. Bristol; Blue Ridge Summit: Channel View Publications.
4. J. Christopher Holloway, & Taylor, N. (2006). *The Business of Tourism*. Financial Times/Prentice Hall.

INTERNSHIP GUIDELINES

	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**			
Course Name	**Internship**			
Type of Course	**INT**			
Course Code	**MG4INTTTM200**			
Course Level	**200-299**			
Course Summary	Through the internship, students will get an understanding of operational aspects of tourism sector and give them an opportunity to connect learned theory to real time operations			
Semester	4	Credits	2	Total Hours 120

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Internship Guidelines and Evaluation

- Students are required to undergo summer internship having 2 credits after completing their fourth semester. Summer Internship, Report & viva-voce component shall be a compulsory component in the programme.
- Internship should be done at Tourism, Travel and Hospitality Organizations with the prior approval from the Head of the Institution and the Department Head.
- Internal mentors shall be assigned to the students for necessary guidance.
- Students have to learn various functional departments in tourism organizations along with their products and services.
- The student shall prepare a Daily Work Record and submit the same to the department

periodically as decided by the internal mentor. At the end of the Internship tenure, an Internship Report with the outcomes along with the certificate of attendance shall also be submitted.

- **Evaluation**

  Continuous Comprehensive Assessment -15 marks

  CCA shall be based on the Daily Work Record. It shall be evaluated by the internal mentor & the Head of the Department.

  For the End Semester Evaluation - 35 marks

  (a) Internship Report Evaluation (15 marks) and

  (b) Presentation and Viva (20 marks)

  (Conducted at institutional level)

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PROJECT GUIDELINES

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	Mahatma Gandhi University **Kottayam**

Programme	**BTTM (Hons)**					
Course Name	**PROJECT**					
Type of Course	**PRJ**					
Course Code	**MG8PRJTTM400**					
Course Level	**400-499**					
Course Summary	**Students are required to undergo on the job training for a period of 4 months. Training should be done in an approved organisation related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation.**					
Semester	8	Credits			12 credits	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
Pre-requisites, if any	Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.					

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Expected outcome of the project:
• Learn about the organization's structure, products and services. • Learn the various processes and systems within the company and their related area of operations. • Learn about the various functional departments of the organization. • Learn the writing skills for tourism. • Learn the personality skills for tourism

Preparation of Reports:

- Preparing consolidated blue book report, Preparation of final hard copy report
- Power point presentation
- Viva Voce Examination

INSRUCTIONS TO LEARNERS

The learners are suggested to make the following observations in the departments of Industry:

WHAT TO OBSERVE:

1. Standard operation/ Operating Procedure
2. Who is Who- Key people in the Core Group
3. Hierarchy Chart
4. Key Personnel
5. Job Description
6. Employee Recruitment/Retaining/ Welfare Policies (Break-Timings) Duty hours, Weekly off
7. Working Condition
8. Situation handling procedures
9. Certifications from various Institutions like Licensing/ NoC etc.
10. Operation Timings
11. Duty Roaster
12. Communication Channels
13. Uniform codes
14. Forms & Formats
15. Record Keeping & Systems

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WRITING SKILLS FOR TOURISM

Writing Skills for Tourism (Writing of Industrial Reports/ Operation Software Skills/ Trade Presentation Skills

1. Business Communications
2. Email & Web Applications
3. Software Operations
4. Professional Presentations

5. Annual Reports

6. Appraisals

7. Inter Office Communications

8. Intra Office Communications

9. Formal Telephonic Conversations

10. Interacting with Customers/ Seniors/ Colleagues/ Juniors

11. Writing & Presentations of Reports

PERSONALITY SKILLS FOR TOURISM

WHAT TO OBSERVE

(a) Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good

Conversation, Art of Intelligent Listening

(b) Etiquettes & Manners

Social & Business Dinning Etiquettes, Social &Travel Etiquettes

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of

"Small Talk" before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

(e) Group Discussion

Team Behaviour, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its

expression.

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

(g) Presentation

Presentation skills, seminars skills role plays

(h) Electronic Communication Techniques

E mail, Fax.

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Evaluation Criteria - 12 credit project

Total Marks – 200 (CCA- 60 and ESA- 140)

A) Continuous Comprehensive Assessment - 60 marks

Timely submission of weekly reports	10 marks
Content of the weekly report	20marks
Learning Outcome	30 marks
Total	**60 marks**

B) End Semester Evaluation - 140 marks

1. Report- 80 marks

Content	35 marks
Sources of Data	35 marks
Style of Presentation	10 marks
Total	**80 arks**

2. Viva Voce- 60 marks.

Presentation (with audio visual aids)	20 marks
Understanding of the work	30 marks
Articulation skills	10 marks
Total	**60 marks**

It may be noted that any common regulation/ guideline issued by the University regarding Internship and Project shall supersede the above-mentioned guideline.

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CURRICULUM RESTRUCTURING WORKSHOP

LIST OF PARTICIPANTS

Name	Designation	Address
Smt. Surya N S	Chairperson, BOS Tourism	Sree Narayana Arts & Science College Kumarakom
Dr Anitha R	BOS Member	Sree Narayana Arts & Science College Kumarakom
Dr. Tony K Thomas	BOS Member	School of Tourism Studies Mahatma Gandhi University, Kottayam
Dr. Sindhu R Baby	BOS Member	School of Tourism Studies Mahatma Gandhi University, Kottayam
Dr. B Sindhu	BOS Member	Pavanatma College Murikkasseri, Idukki
Dr. Ann Naisy Jacob	BOS Member	Catholicate College Pathanamthitta
Dr. Ebby Joseph Idikkula	BOS Member	BAM, Thurithikkad, Kottayam
Ms. Sithara Mol A J	Asst. Professor (Self – Financing)	D B College Keezhoor
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Mr. Siljo Jose	Asst. Professor (Self – Financing)	Nirmala College Muvattupuzha
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MR. Albert Thomas	Asst. Professor (Self – Financing	CMS College Kottayam

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