

(Abstract)

Master of Tourism & Travel Management (MTTM) Programme- Scheme , Syllabus and Model Question papers under Choice Based Credit and Semester System (Outcome Based Education system- OBE) in Affiliated Colleges with effect from 2023 admissions - Implemented- Orders issued.

ACADEMIC C SECTION

ACAD C/ACAD C4/17457/2023

Dated: 23.08.2023

- Read:-1. U.O No. Acad C2/429/2017 Dated 08.09.2020
2. U. O No. Acad C1/21246/2019 Dated 07.12.2020
3 . U.O. No. Acad/C1/21246/2019 dated 16.02.2023 ,
4. U.O. No. Acad/C1/21246/2019 dated 20.04.2023
5. Minutes of the meeting of the CSMC & Conveners of Adhoc committee held on 15.06.2023
6. U.O. No. Acad/C1/21246/2019 dated 09.08.2023
7. Minutes of the Meeting of the Ad hoc committee for MTTM programme held on 08.08.2023
8. Syllabus submitted by the Convener, Ad hoc committee for MTTM Programme dated 17.08.2023

ORDER

1. A Curriculum Syllabus Monitoring Committee comprising the members of Syndicate was constituted for the Syllabus revision of UG & PG Programmes in Affiliated Colleges, vide paper read (1) above and as per the recommendation of this Committee in its meeting held on 20.11.2020, constitute a sub Committee to prepare the Regulation for PG programmes in Affiliated Colleges vide paper read (2) above.
2. As the reconstitution of Board of Studies of the University is under consideration of the Hon'ble Chancellor, considering the exigency of the matter, Ad hoc Committees were constituted vide paper read (3) above, & it has been modified vide paper read (4) above to revise the Curriculum and Syllabus of PG Programmes in Affiliated Colleges w.e.f 2023-24 academic year.
3. The combined meeting of the Curriculum Syllabus Monitoring Committee & Conveners of Ad hoc committee held on 15.06.2023 at syndicate room discussed in detail the draft Regulation, prepared by the Curriculum Syllabus Monitoring Committee, for the PG programmes under Choice Based Credit and Semester System to be implemented in Affiliated Colleges w.e.f 2023 admission and proposed the different phases of Syllabus revision process such as subject wise workshop , vide paper read (5) above.
4. Revised Regulation for PG programmes under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) was approved by the Vice Chancellor on 05.08.2023 and implemented w.e.f 2023 admission vide paper read (6) above.
5. Subsequently, as per the paper read (7) above, the Ad hoc committee for Master of Tourism & Travel Management programme finalized the Scheme, Syllabus and Model question papers of the Master of Tourism & Travel Management programme to be implemented w.e.f 2023 admission
6. As per the paper read (8) above, the Convener, Ad hoc committee for Master of Tourism & Travel Management submitted the finalized copy of the Scheme, Syllabus and Model question papers of Master of Tourism & Travel Management programme for implementation w.e.f 2023 admission
7. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, accorded sanction to implement the Scheme, Syllabus and Model question papers of Master of Tourism & Travel Management programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the

University w.e.f 2023 admission , subject to report to the Academic Council.

8. The Scheme, Syllabus and Model question papers of Master of Tourism & Travel Management programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission is uploaded in the University website

9. Orders are issued accordingly.

Sd/-

Sajesh Kottambrath
Assistant Registrar1
For REGISTRAR

To: 1. Principals of Affiliated Colleges offering MTTM Programme
2. Convenor, Curriculum Syllabus Monitoring Committee.
3. Convener, Ad hoc Committee for MTTM Programme

Copy To: 1. The Examination Branch (Through PA to CE)
2. PS to VC / PA to PVC / PA to R/PA to FO
3. DR / AR 1 (Acad) /All sections of Academic Branch/Computer Programmer
4. SF / DF /FC
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m. k. s.
SECTION OFFICER



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KANNUR UNIVERSITY

PROGRAMME DETAILS, SCHEME, AND SYLLABUS

For Choice Based Credit and Semester System
With Outcome Based Education

**MASTER OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

(2023 Admission onwards)

PREFACE

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

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

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

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

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to

employment globally, providing numerous job opportunities across various sectors. This will multiply in the coming decade. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate programmes in the state. The present total employment generated from tourism in Kerala is estimated to be 1.2 million. The peculiar dynamics of the industry require professionals to adapt and innovate continuously to meet the evolving needs and expectations of travellers while ensuring sustainability and responsible tourism practices. All these clearly show the need for quality trained manpower for the tourism industry that can be fulfilled through the implementation of outcome-based curriculum in universities and colleges.

EXPERT COMMITTEE FOR SYLLABUS PREPARATION

Master of Tourism and Travel Management Programme (MTTM) of Kannur University is a new generation course which strides towards quality postgraduate education in North Malabar, which is poised to become a major tourism destination. The Expert Committee for syllabus reconstruction has left no stone unturned in designing this programme. Syllabi of several post graduate programmes in India and abroad has been referred in drafting a new and updated syllabus for this programme. Moreover, as tourism is a dynamic and multi-disciplinary subject of study, all contemporary aspects have been carefully woven into designing this programme. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest growing industry, through this programme.

Expert Committee Convener:

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

Expert Committee Members

1. Jeevesh Viswambharan, Asst. Professor, GPM Government College, Manjeshwaram
2. Sri Shelji Mathew, Associate Professor, Pazhassiraja College, Pulpally

EXPERT COMMITTEE SPECIAL INVITEES

3. Prof Dr. Senthilkumaran Piramanayakam, Professor of Hospitality and Tourism, Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education, Manipal, India.
4. Sri. Mahadevan P, Regional Co-Ordinator, and Auditor (South Asia), Green Destinations, The Netherlands.
5. Dr. Sanuja KV, Faculty, GPM Government College, Manjeshwaram.
6. Nagaraj Sharma U, Faculty, GPM Government College, Manjeshwaram.

7. Navin Gupta, Faculty, Malik Deenar College of Graduate Studies, Seethangoli, Kasaragod.
8. Neethu Jose, Faculty, GPM Government College, Manjeshwaram.
9. Sri. Mohammad Vaseem, Research Scholar, Kannur University.

SCHEME AND SYLLABUS

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

(2023 Admission Onwards)

Outcome Based Education (OBE) is an educational methodology where each aspect of education is organized around a set of goals (outcomes). Students should achieve their goals by the end of the educational process. It focuses on measuring student performance through outcomes. The OBE maps and measures students' performance at every step and aims to maximize student learning outcomes by developing their knowledge, skills, and attitude. OBE system also referred to as standard based education which has proven to be a success in helping institutions measure their learning outcomes and at the same time enabling students to develop new skills that prepare them to stand out with their global counterparts. Students are given clear objectives and regular evaluations of progress, and they receive personalized feedback on how well they have achieved those goals. The key to success in OBE is clarity, for both teachers and students to understand what is expected of them. Kannur university introduced outcome-based education (OBE) in the curriculum for undergraduate students in 2019 and the same is introduced in Post graduate curriculum from the academic year 2023 onwards.

Rationale and Nature of MTTM Programme

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

PROGRAM OUTCOMES (POs)

Program outcomes can be defined as the objectives achieved at the end of any specialization or discipline which can be mapped while a student is doing post- graduation. At the end of the programme, the students are expected to have;

PO 1. Advanced Knowledge and Skills: Postgraduate courses aim to provide students with in-depth knowledge and advanced skills related to their chosen field. The best outcome would be to acquire a comprehensive understanding of the subject matter and develop specialized expertise.

PO 2. Research and Analytical Abilities: Postgraduate programs often emphasize research and analytical thinking. The ability to conduct independent research, analyze complex problems, and propose innovative solutions is highly valued.

PO 3. Critical Thinking and Problem-Solving Skills: Developing critical thinking skills is crucial for postgraduate students. Being able to evaluate information critically, identify patterns, and solve problems creatively are important outcomes of these programs.

PO 4. Effective Communication Skills: Strong communication skills, both written and verbal, are essential in various professional settings. Postgraduate programs should focus on enhancing communication abilities to effectively convey ideas, present research findings, and engage in academic discussions.

PO 5. Ethical and Professional Standards: Graduates should uphold ethical and professional standards relevant to their field. Understanding and adhering to professional ethics and practices are important outcomes of postgraduate education.

PO 6. Career Readiness: Postgraduate programs should equip students with the necessary skills and knowledge to succeed in their chosen careers. This includes practical skills, industry-specific knowledge, and an understanding of the job market and its requirements.

PO 7. Networking and Collaboration: Building a professional network and collaborating with peers and experts in the field are valuable outcomes. These connections can lead to opportunities for research collaborations, internships, and employment prospects.

PO 8. Lifelong Learning: Postgraduate education should instill a passion for lifelong learning. The ability to adapt to new developments in the field, pursue further education, and stay updated with emerging trends is a desirable outcome.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

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

PSO 1: Construct a sound interdisciplinary knowledge of tourism concepts and practices: An ability to apply tourism product knowledge in sustainable tourism development and Management.

PSO 2: Broad understanding of ethical and professional tourism practices in the context of global, economic, environmental, and socio-cultural realms and social commitment to serve society better.

PSO 3: Develop technical skills and interpersonal skills encompassing teamwork, communication, and leadership across multicultural contexts.

PSO 4: Build professional excellence and entrepreneurial competencies by applying knowledge and skills.

PSO 5: Conduct Investigation of Complex Problems: An ability to do and use research-based knowledge and research methods to provide solutions by applying research skills to serve the tourism industry.

PSO 6: Apply project management skills in conceptualizing, realizing, and implementing various tourism projects.

PSO 7: To enhance the ability to work in competitive, dynamic, and diverse work atmospheres through the enhancement of personal competencies and self-reliance.

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

CAREER OPTIONS AFTER THE MTTM PROGRAMME

1) Technical Research and Development

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

2) Education

- Teaching faculty in Colleges, National and state Institutes in Travel & Tourism
- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE) which offer Tourism as a Vocational Course

- Resource persons for various firms/institutes/colleges/university centers

3) Administrators

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

4) Tour Operations and Travel Agency Business

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

5) Product Design and Development

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

6) Marketing and Sales

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

7) Hospitality / Service jobs

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

PEDAGOGY

The programme is a blend of theoretical and practical/field components. Practical exposure and skill development to be given due importance along with classroom academic activities. Students and institutes must work in tandem to achieve this. The method of pedagogy includes Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, National / International Destination Visits. It is encouraged to properly engage in a few extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc.

MTTM PROGRAMME

(From 2023 Admission Onwards)

REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM -2023

(OBE – Outcome Based Education system)

TITLE, APPLICATION AND COMMENCEMENT

These regulations may be called “Kannur University Regulations for Choice Based Credit and Semester System for Post-Graduate Programme 2023 (in OBE – Outcome Based Education – system) (KUCBCSSPG 2023). The regulations provided herein shall apply to all regular post-graduate programmes conducted in colleges and institutions affiliated to the Kannur University, coming under the Faculties of Science, Technology, Humanities, Social Sciences, Language & Literature, Commerce and Management Studies, Fine Arts, Communication, and such other faculties as decided by the University from time to time. These regulations shall come into force with effect from 2023 admission onwards. The provisions herein shall supersede all the existing regulations for the regular Postgraduate programmes of affiliated colleges and institutions to the extent herein prescribed.

PROGRAMME STRUCTURE

Duration:

The duration of the programme is four semesters. The medium of instruction is English, and no question paper will be prepared in Malayalam. The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days and a minimum of 450

instructional hours in a semester. Ist and IIIrd semesters shall be from June to October and IInd and IVth semesters shall be from November to March. The minimum duration for completion of a two-year Postgraduate Programme in any subject is four semesters and the maximum period for completion is eight semesters from the date of registration. No student shall register for more than 24 credits and less than 16 credits per semester subject to the provisions of the programmes concerned.

Eligibility for Admission

Eligibility for admissions and reservation of seats for various First semester (Postgraduate) programmes shall be according to the rules framed by the University from time to time. There shall be a uniform Academic cum Examinations calendar approved by the University for the registration, conduct and scheduling of examinations, and publication of results. The Academic cum Examinations Calendar shall be complied with by all colleges and offices, and the Vice Chancellor shall have all powers necessary for this purpose.

Minimum requirements for admission to MTTM Degree Programme:

Any degree in 10 + 2 + 3 pattern with not less than 45 % subjects' marks or equivalent GPA Core Course/ Part III Subjects. ***Weightage of 5%*** shall be given to the candidates who have passed a degree in ***tourism/hospitality/hotel management (BTTM, BA TTM, BBA TTM, BBA AH, BHM, BTHM, BHMCT, BTS, B. Voc. Tourism and Hospitality, BSc Hotel Management, BSc H&HA, BBA AHA, B Com (Travel and Tourism),*** and other degrees with tourism and hospitality subjects as main subjects with 45 % marks or equivalent GPA. Usual relaxation as per university norms will be available to reserved candidates. The admission to all PG programmes will be as per the rules and regulations of the University. There will be provision for inter collegiate and inter University transfer in 3rd semester (for 4 semester programmes) within a period of two weeks from the date of commencement of the semester. There will be provision for credit transfer subject to the conditions specified by the Board of Studies concerned.

Courses:

MTTM programme shall include three types of courses, viz., Core Courses, Elective Course

and Open Elective Course (including MOOC courses). Parent Department will offer appropriate elective courses for a specific programme. Open Elective Courses are offered either by the parent department or by any other Department or by via MOOC. Open Elective Courses can be opted in third semester. A course offered may have different

components associated with the teaching –learning process of the course; namely 1. Lecture (L), 2 Tutorial (T) and 3 Practicals (P). L stands for lecture session and every one-hour lecture session per week of a semester amounts to 1 credit. T stands for tutorial session consisting participatory discussion /self-study/desk work/brief seminar presentation by students. P stands for practical sessions to acquire the required skill of applying the theoretically learnt concepts. A minimum of two-hour session of Tutorial or Practical amounts to 1 credit per semester. The maximum hours allotted for the 1 credit practical course/tutorial course/seminar course shall not exceed 4 hours.

ATTENDANCE

A student shall be permitted to appear for the semester examination, only if she/he secures not less than 75% attendance in all courses of a semester put together. Records of attendance shall be maintained by the concerned department for a period of six years and the attendance register shall be made available for verification, as and when required by the University.

a. Eligibility to register for examination: Only those students who are registered for the university examination with eligible attendance (including those under condonable limit) alone are eligible to be promoted to next semester. Students who have attendance in the prescribed limit but could not register for examination are eligible to move to the next semester after availing token registration. The candidates shall apply for token registration within two weeks of the commencement of the next semester. Token registration is allowed only once during the entire programme. It shall be the duty of the principal to ensure that only eligible candidates are promoted to the next semester. The Vice Chancellor shall be competent to cancel the ineligible promotion and impose a penalty on the principal.

b. Condonation: Students are eligible for the condonation of shortage of attendance for a maximum of 14 days in a semester subject to a maximum of two times during the whole period of a Post-graduate Programme. Condonation of shortage of attendance may be granted by the Vice Chancellor on production of the medical certificate from a registered medical practitioner for the days absent. Students who attend, with prior concurrence from the Head of the Department/ institution, the approved co-curricular activities of college/university/higher level /other agencies approved by the Principal are eligible to get their lost days treated as ‘Present’ on submission of an application to the Principal through

the head of the Department with a certificate of participation / attendance certificate in such activities, provided the student concerned must receive the required course of instruction in lieu of the days/ hours lost as may be decided by the Head of The Department/ Principal. A student who is not eligible for condonation of shortage of attendance shall repeat the semester along with the subsequent batch by availing re admission.

c. **Admission to Repeat courses** shall be within the sanctioned strength including marginal increase. However, if the number of candidates applied exceeds the sanctioned strength, those students who have discontinued the programme on account of serious health problems, may be permitted to repeat the course on production of a medical certificate issued by a physician not below the rank of a Civil Surgeon in Government service, after obtaining permission from the Registrar of the University.

d. **Absence from classes:** If a student registered in first semester of the Post Graduate programme is continuously absent from the classes for more than 14 days at the beginning of the first semester without intimation to the principal, the matter shall immediately be brought to the notice of the Registrar of the university, by the principal. The names of such students shall be removed from the rolls. A student who is continuously absent for 14 days during a semester without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll provided before removing the student from the roll, the Principal shall consult the College Council and shall communicate the student the decision of the college council giving the student a reasonable time to file appeals/ complaints if any to the Principal before the date of Strike off the roll. Such appeals/ complaints shall be considered by the College Council for further proceedings. **‘Strike off the roll’:** Removing a student who is continuously absent for 14 days without sufficient reason and proper intimation to the principal of the college from the roll after following the procedure prescribed.

GRACE MARKS

Grace Marks shall be awarded to a student for meritorious achievements in co-curricular activities (in Sports/Arts/ NSS/NCC) carried out besides the regular class hours. Such a benefit is applicable and limited to each academic year spreading over two years (4 Semesters). No separate credit shall be assigned for such activities. Grace marks shall be awarded to other eligible candidates.

Pattern of questions

A question paper may contain short answer type/annotation, paragraph (essay) type and long essay type questions. Different types of questions shall have different marks to quantify their range. Marks can vary from course to course depending on their comparative importance. Questions will be set to assess knowledge acquired, standard application of knowledge, critical evaluation of knowledge and the ability to synthesize knowledge.

Question Paper setting

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

Eligibility of Teaching Faculty. All Core courses, Elective courses and Open Elective Courses should be taught by teachers with qualifications such as MTTM, MTM, MBA(Tourism) and MTA.

Tourism Practicum

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

Internship and Destination Visit Report

The students of MTTM shall be required to undertake a Destination Visit either during their fourth semester /or at the end of third semester (considering the climate conditions and other academic activities) to important tourist destinations ***preferably international*** in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, destination development methodologies adopted, and knowing the inter-relationship between tourism and different industries. The duration of the Destination Visit (DV) shall be from ***5 to 11 days***. At least ***one leg of the journey must be by air*** to gain a primary knowledge of aviation and airline industry which students' study in core and elective courses. The possibility of involving different

modes of transportation in the package may be utilized. Even though the workload for DV is only allotted in the IVth semester, the preparations must be started from 3rd semester onwards. The work/organization of the Destination Visit must be done within the framework of the workload.

The students shall be required to undergo an *internship* in any of the facilities like approved Travel Agencies/Tour operators or in Airports/Seaports, Event Management Companies, Tourism Development Organizations, Tourism NGOs etc. during their third and fourth semesters (preferably from the end of the third semester including semester breaks extending to fourth semester) for a period of *not less than 75 days*.

The department may assign a teacher as *Internship Supervisor*, particularly for looking after the internship of the students within the framework of workload. In the fourth semester, workload is allotted for the internship supervisor who must manage and supervise the internship programme through arranging places (for those who are not able to find internship opportunities) and ensuring the submission of training logbook. The Internship Supervisor must initiate the process of sending students for internship in the 3rd semester itself with enquiries, sending mails and other communications. However, once students are involved in internship, it will be the responsibility of the students to take care of themselves and no supervision on their daily activities, including food and accommodation, transportation, and security aspects, will be done by the department. Further, the department will not be responsible for any risk or misconduct of students during internship. Students shall inform their choice of internship to the Internship Supervisor and obtain prior approval from the Head of the Department before the start of the internship.

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

The students shall submit reports of **Destination Visit** and the **Internship** to the University at the end of the fourth semester. Once a student has properly completed the internship and study tour during the programme and submitted the reports satisfactorily to the HoD, he/she need not repeat the internship/study tour during the period of the course. *An evaluation (Logbook) from the*

organization where they had undergone their internship is also considered for external evaluation, along with **Internship Report**.

STRUCTURE OF THE REPORT

a. Destination Visit Report (DVR):

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

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

b. Internship Report (IR):

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

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

PROJECT / DISSERTATION

There shall be a Project Work/Dissertation to be undertaken by all students. The Dissertation entails field work, lab work, report, presentation, and viva voce. The class hours allotted for project work may be clustered into a single slot for the benefit of students. Project work will be carried out under the supervision of a teacher in the parent department concerned or prescribed by the department coordinator. A candidate may, however, in certain cases be permitted to work on the project in an industrial/ research organisation on the recommendation of the Head of the Department. In such cases, one of the teachers from the department concerned shall be the supervisor/internal guide and an expert from the industry/research organisation concerned shall act as co-supervisor/external guide. Projects shall be submitted in the last week of February in fourth semester. Belated and incomplete projects will not be entertained. The project report shall be prepared according to the guidelines approved by the university and shall be prepared as per the guidelines. Two typed copies of the project report shall be submitted to the Head of the Department, two weeks before the commencement of the ESE of the final semester. The external evaluation of the project work shall be carried out at the end of the programme. The project should be unique with respect to title, project content and project layout. No two project reports of any student should be identical, in any case, as this may lead to the cancellation of the project report by the university.

Selection of the Topic:

Project Report / Dissertation, preferably, must be at application-level such as Feasibility study reports, impact assessment, carrying capacity assessment, calculating carbon footprint of tourism destinations, report on exploring a destination, new product development, destination planning, design and development of marketing materials and preparation of DPRs. Students in consultation with faculty can select any topic in connection with the curriculum. At least one statistical tool must be used. Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted; tools used etc. should be discussed in the report.

EXAMINATION

There shall be University examinations at the end of each semester. A candidate who fails to register for University Examination shall not be permitted to move to next semester. **Practical** examinations shall be conducted by the University at the end of the semester. If necessary, it shall be conducted before the End Semester Evaluation. **External Viva-voce**, if any, shall be conducted along with the practical examination/project evaluation. **Project/Dissertation** evaluation shall be conducted at the end of IVth semester. 20 % of marks are awarded through CE.

Improvement: Improvement of courses in a particular semester can be done only once. The student shall avail the improvement chance in the succeeding year along with subsequent batch.

If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improvement examination, the mark/grade obtained in the first appearance will be retained. Candidates may be permitted to cancel their improvement registration/appearance if applied before the publication of results, and after that application for cancellation shall not be permitted. To avoid a situation of undergoing two courses of study during the same academic year, those candidates who intend to avail improvement chance after successful completion of the Programme, shall surrender their Grade Cards and submit their Transfer Certificate to the University along with application for registration for examination. A Grade Certificate shall be returned to the students after releasing the hall tickets and fresh Grade Card shall be issued incorporating the improvement results. There shall be no improvement chance for continuous evaluation, project/viva voce/practical. The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination. There shall be no supplementary examinations. For reappearance/improvement the students shall appear along with students of subsequent admissions as and when the examinations are conducted by the University.

EVALUATION:

Course Evaluation: The evaluation scheme for each course shall contain two parts;

- a) Continuous Evaluation (CE)
- b) End Semester Evaluation (ESE)

20% weightage shall be given to the Continuous Evaluation (CE) and 80% weightage shall be for the End Semester Evaluation (ESE)

A. Continuous Evaluation (CE):

- a. 20% of the total marks in each course are for CE. CE shall be based on a pre-determined transparent system involving any of the two components-

a. Theory		b. Practical	
Component	% of IA	Components	% of IA
Test papers	50%	Skills/ Involvement	40%
Assignment/ Book/ Article Review	25%	Records	30%
Seminar/ Presentation	25%	Viva/ Presentation	30%

- b. Attendance ***shall not be*** a component for CE.
- c. No minimum marks for CE.

To ensure transparency of the evaluation process, the continuous evaluation marks awarded to the students in each component of each course in a semester shall be notified on the notice board at least three days before the commencement of End Semester Evaluation. There shall not be any chance for improvement for Continuous Evaluation. Only the total CE marks awarded to a candidate in each course need be sent to the university by the principal of the colleges concerned. The College shall maintain the academic record of each student registered for the course, with the details of the marks awarded to each component of CE of courses with the signatures of the students, course teacher and HOD which shall be preserved in the college for a period of six years from the last date of the ESE of the semester concerned and shall be made available to the University for inspection as and when required. Complaints, if any regarding the CE, shall be submitted by the student to the Course Teacher first. If the student feels that justice is denied, she/he can submit an appeal to Head of the Department and thereafter to the Principal of the College. The Department Council/ College Council shall consider the complaint and ensure that assessments are done by the teacher in a just and fair manner. In case the student is not satisfied with the decision at the college level, further appeal/complaints may be submitted by the student to the Controller of Examinations, Kannur University for being placed before the University Level Committee for consideration.

B. End Semester Evaluation (ESE)

End Semester Evaluation carries 80% of total marks. The End Semester Evaluation in theory courses are to be conducted with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners appointed by the University based on a well-defined Scheme of valuation and answer keys provided by the University. After the End Semester Evaluation only marks are to be entered in the answer scripts. Marks secured for End Semester Evaluation only need be communicated to university. All other calculations including grading are done by the university by the Chairperson of Board of Examiners. The End Semester Evaluation in practical courses shall be conducted by two examiners (one internal and one external) appointed by the University. End Semester Evaluation of all semesters will be conducted in centralized valuation camps immediately after the examination. All question papers shall be set by the university.

Project Evaluation:

Project evaluation shall be conducted at the end of fourth semester as per the following general guidelines or by the guidelines framed by the Board of Studies concerned:

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages:
 - a) CE (supervising teachers will assess the project and award internal Marks)
 - b) ESE (external examiner appointed by the University)
3. Marks secured for the project will be awarded to candidates, combining CE and ESE marks.
4. The CE to ESE components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.
5. Concerns of CE and ESE of Project other than the following can be decided by the concerned Board of Studies.
6. For internship/industry/academy/library visit BOS shall frame suitable evaluation methods including records presentation etc.

Evaluation of Project work:

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

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

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

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

PROJECT EVALUATION CRITERIA

Internal Evaluation		External Evaluation	
<i>Components</i>	<i>% of marks (20% of the total)</i>	<i>Components</i>	<i>% of marks (80 of the total)</i>
Punctuality	20	Relevance of the topic	5
Use of Data	20	Statement of objectives	10
Organization of the report	40	(Application-level quality of the research)	
Viva voce	20	Methodology, reference	15
		Presentation of facts and figures, Language style	20
		Quality of Analysis/ Use of statistical tools	15
		Findings and recommendations	10
		Viva voce	25

Pass conditions:

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

Structure of the Dissertation/ Project Report

The report should be of around 60 to 90 typed pages excluding the Title, Certificates, Index and Annexure. References are to be made as endnotes, following any one citation style. The project should be arranged as follows:

1. Cover page and Title page

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

Guidelines for structuring and formatting of the project report.

Font

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

Spacing

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

Margins

Left 1.5' Right 1.0'
Top 1.0' Bottom 1.0'

Page numbers

Position : Bottom, Middle

1. Front Pages: Small Roman Numbers (Excluding title page, Certificate page, Acknowledgement page)
2. Body pages : 1, 2, 3
3. Annexure : 1, 2, 3..... (Separate for each Annexure)

Pages

Size : A4 paper
Color : White
Documentation: Hard binding

CERTIFICATE

This is to certify that the project entitled(title submitted to the Kannur University in partial fulfilment of the requirements of Post Graduate Degree in(subject), is a bonafide record of studies and work carried out by(Name of the student) under my supervision and guidance.

Signature, name, designation, and official address of the Supervisor.

Date:

DECLARATION

I.....(Name of the candidate) hereby declare that this project titled(title) is a bonafide record of studies and work carried out by me under the supervision of(Name, designation and official address of the supervisor) , and that no part of this project , except the materials gathered from scholarly writings, has been presented earlier for the award of any degree or diploma or other similar title or recognition.

Date:

Signature and name of the student

GRADING:

The indirect Grading System based on the scale specified is used to evaluate the performance of students. An indirect grading system shall be adopted for the assessment of a student’s performance in a course (both CE and ESE) Each course is evaluated by assigning marks with a letter grade (A+, A, B, C, D, E and F) to that course by the method of indirect grading. Mark system is followed instead of direct grading for each question. For each course in the semester, letter grade, grade point and percentage of marks are introduced in the indirect grading system with scale as per guidelines given below:

% of Marks	Grade	Interpretation
------------	-------	----------------

(CE+ESE)		
90 and above	A+	Outstanding
80 to below90	A	Excellent
70 to below80	B	Very Good
60 to below 70	C	Good
50 to below 60	D	Satisfactory
40 to below50	E	Pass
Below 40	F	Failure

Evaluation (both CE and ESE) is carried out using the Mark system. The grading based on a total CE and ESE marks will be indicated for each course. Each letter grade is assigned a ‘Grade point’ (GP) which is a point given to a grade on the scale as envisaged under clause 9.2 and is obtained using the formula:

$$\text{Grade Point} = (\text{Total marks awarded} / \text{Total Maximum marks}) \times 10.$$

‘Credit point’ (CP) of a course is the value obtained by multiplying the grade point (GP) by the credit (C) of the course.

$$\text{CP} = \text{GP} \times \text{C}$$

A minimum of grade point 4 is needed for the successful completion of a course.

A candidate securing not less than 40% of aggregate marks of a course with not less than 40% in ESE and not less than 10% in CE separately shall be declared to have passed in that course. A minimum of grade point 4 with letter grade E is needed for the successful completion of a course. Appearance for CE and ESE are compulsory, and no grade shall be awarded to a candidate if she/he is absent for CE/ESE or both. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below.

SGPA = Sum of the Credit Points of all courses in a semester / Total Credits in that semester

Semester Grade Point Average’

(SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA determines the overall performance of a student at the end of a semester. For the successful completion of a semester, a student should pass all courses in that semester. However, a student

is permitted to move to the next semester irrespective of SGPA obtained. SGPA shall be rounded off to three decimal places.

The **Cumulative Grade Point Average (CGPA)** of the student is calculated at the end of each semester. The CGPA of a student determines the overall academic level of the student in each stage of the programme. CGPA can be calculated by the following formula:

$$\text{CGPA} = \text{Sum of Credit Points of all completed semesters} / \text{Total Credits acquired}$$

CGPA shall be rounded off to three decimal places.

At the end of the programme, the overall performance of a candidate is indicated by the Overall Grade Point Average. The overall **Grade Point Average (OGPA)** of the student is calculated at the end of the programme. The OGPA of a student determines the overall academic level the student in a programme and is the criterion for classification and ranking the students. OGPA can be calculated by the following formula.

$$\text{OGPA} = \text{Sum of Credit Points obtained in all semesters of the programme} / \text{Total Credits (80)}$$

OGPA shall be rounded off to three decimal places.

An overall letter grade for OGPA for the entire programme shall be awarded to a student after completing the entire programme successfully. Overall letter grade based on OGPA and conversion of Grades into classification shall be in the following way.

Grade range OGPA	Overall Letter Grade	Classification
9 - 10	A+	First class with Distinction
8 - 8.999	A	
7 - 7.999	B	First class
6 - 6.999	C	
5 - 5.999	D	Second class
4 - 4.999	E	Pass
Below 4	F	Fail

The Percentage of marks based on OGPA is calculated by multiplying them by 10.

$$\text{Percentage in two decimal places} = [\text{OGPA in three decimal places}] \times 10\%$$

Those candidates who pass all the courses prescribed for a programme shall be declared to have successfully completed the programme and eligible for the degree. The minimum OGPA required for the successful completion of the degree programme is 4. In the event a candidate fails to

secure pass in any course in a semester, consolidation of SGPA and CGPA will be made only after obtaining pass in the failed course in the subsequent appearance. A student who fails to secure a minimum mark for a pass in a course is permitted to write the examination along with the subsequent batch.

Moderation: Moderation shall be decided by the concerned Board of examiners subject to the Statistics of marks made available from the Examination branch and as per the prescribed guidelines.

Revaluation: In the new system revaluation is permissible. The prevailing rules and regulations of revaluation are applicable to KUCBCSSUG2019.

GRADE CARD

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

- a) Name of University
- b) Name of college
- c) Month and Year of examination
- d) Title of Under-Graduate Programme
- e) Semester concerned.
- f) Name and Register Number of students.
- g) Course Code, Title and Credits of each course opted in the semester.
- h) Continuous Evaluation marks, End Semester Evaluation marks, total marks, Grade point (G), Credit point and Letter grade in each course in the semester
- i) The total credits, total credit points and SGPA in the semester (corrected to three decimal places)
- j) Percentage of total marks and CGPA separately.

The **final Grade/mark Card** issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show the percentage of total marks, OGPA (corrected to three decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of common course, core courses, complementary elective courses, and generic elective courses separately. If the students need separate grade card of each semester for the purpose of higher studies, the same shall be issued on attestation by the Controller of Examinations / Joint Registrar/ Deputy Registrar/ Assistant Registrar after levying the prescribed fee.

AWARD OF DEGREE

For the successful completion of all the courses (core, elective and open elective(multidisciplinary) a candidate must secure minimum E grade as provided in clause 7. Satisfying the minimum credit 80 and securing minimum OGPA 4 shall be the minimum requirement for the award of degree. Position certificates up to 10th position will be issued based on the highest OGPA secured for the programme.

Monitoring of the Programme and Grievance Redressal Mechanism

(a)College level: Every programme conducted under the Choice Based Credit and Semester System in a College shall be monitored by the College Council. The College shall form a Grievance Redressal Committee in each department comprising of course teachers and one senior teacher as members and the Head of the department as chairperson. This committee shall address all grievances relating to the continuous evaluation marks of the students. There shall be a college level Grievance Redressal Committee comprising of staff advisor of College Union as Convenor, Chairperson of College Union, General Secretary of College Union, two senior teachers and two members elected by the College Council from among the teachers at the College as members and Principal as Chairperson.

(b)University level: The University shall form a Grievance Redressal Committee under the chairmanship of Pro-Vice Chancellor as the Chairperson with Convenors of Standing Committees of Examinations, and Student Welfare, Controller of Examinations as Convenor, One Senior officer in Examination branch not below the rank of Joint Registrar/Deputy Registrar , Director of Student Services ,University Union Chairperson, University Union General Secretary as members to consider the complaints/appeal from students with regard to Continuous Evaluation or any other matter coming under the purview of these regulations.

TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice-Chancellor shall, for a period of three year from the date of coming into force of these regulations, have the power to make provisions by order to address any issues arising out of the implementation of these regulations for solution of which no provisions are explicitly provided in these regulations. All such decisions taken by the Vice Chancellor shall be reported to the Academic Council and the Syndicate.

REPEAL

The Regulations now in force in so far as they are applicable to Undergraduate programmes offered by the University and to the extent, they are inconsistent with these regulations stand

repealed. In the case of any inconsistency between any other existing regulations and these regulations in their application to any programme offered in a College, the latter shall prevail.

INSTRUCTIONAL FACILITIES REQUIRED FOR MTTM **(NEW GENERATION PROGRAMME)**

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

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

1. Infrastructure for In-House Training Facilities

For students' learning experiences to be responsive to industry demand, the development of suitable physical facilities that provide adequate training opportunities at hospitality management schools plays an important role. Institutions should provide facilities/spaces to train housekeeping and front office operations (Furnished housekeeping room and front office desk). Computer laboratory, language laboratory and library for effective research work must be provided to help students to do various tourism consultancy works, projects, journal papers, DPRs etc. The approach of participatory training not only encourages students' engagement and contributions during a training but also equips them with professional knowledge, skills, and ideas that they can effectively, efficiently, and creatively use in their everyday work in hospitality establishments.

2. Industrial Visits (IVs)

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

3. Training / Capacity Building Programmes

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

It is recommended that institutions should strengthen the study of communications skills in students. This is because communication skills are needed in every important aspect of managerial activity such as, make a business presentation, capacity building programme for local stakeholders in tourism, orientations, interacting with guests and writing effective business memo, letters, e-mails, reports, and many other managerial responsibilities that require communications skills.

4. "Learn While Earn" Programs

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

4. Community Engagement

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

SCHEME, SYLLABI, CREDIT AND MARK DISTRIBUTION

MTTM PROGRAMME

(Under CBCSS System)

From 2023 Admission Onwards

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

Working Days Per Semester	90
Credit for Core Courses	68
Credit for Elective Courses (Including Open Elective(O) in the 3 rd Semester)	12
Total credits for the Programme	80
Total Marks	1500

**DETAILED CREDIT AND MARK DISTRIBUTION AND COURSES PER SEMESTER
(MTTM)**

No	Sem	Course Code	Title of the Course	IA	ESE	Marks	Credits	Credit/ Sem
1	I	MTTM01C01	Tourism Theory and Practices	15	60	75	4	20
2	I	MTTM01C02	Hotel Operations Management	15	60	75	4	
3	I	MTTM01C03	Tour Leadership and Management	15	60	75	4	
4	I	MTTM01C04	Business Communication	15	60	75	4	
5	I	MTTM01E01	Front Office Management	15	60	75	4	22
		MTTM01E02	Customer Relationship Management					
		MTTM01E03	Foreign Exchange Management					
6	II	MTTM02C05	Tourism Products and Resources	15	60	75	4	
7	II	MTTM02C06	Research Methodology	15	60	75	4	
8	II	MTTM02C07	Management Concepts and Organizational Behavior	15	60	75	4	
9	II	MTTM02C08	Event Management and MICE	15	60	75	4	
10	II	MTTM02C09	Tourism Practicum –I	10	40	50	2	
11	II	MTTM02E04	Aviation Management	15	60	75	4	20
		MTTM02E05	Crisis and Disaster Management in Tourism					
		MTTM02E06	Port and Shipping Management					
12	III	MTTM03C10	Financial Management and Tourism Entrepreneurship	15	60	75	4	
13	III	MTTM03C11	Tourism Marketing	15	60	75	4	

14	III	MTTM03C12	Destination Geography	15	60	75	4	
15	III	MTTM03C13	Product Design and Development	15	60	75	4	
16	III	MTTM03O01	Cargo Management	15	60	75	4	
		MTTM03O02	Logistics and Supply Chain Management					
		MTTM03O03	Heritage Tourism					
17	IV	MTTM04C14	Technology and Tourism	15	60	75	4	18
18	IV	MTTM04C15	Destination Planning and Development	15	60	75	4	
19	IV	MTTM04C16	Internship	15	60	75	5	
20	IV	MTTM04C17	Project / Dissertation	10	40	50	3	
21	IV	MTTM04C18	Destination Visit and Comprehensive Viva Voce	10	40	50	2	
TOTAL						1500	80	

MTTM- COURSE STRUCTURE

Semester-Wise Distribution of Papers, Contact Hours, Distribution of Marks, and Duration of Examination

SEMESTER 1

No	Paper Code	Title	Marks			Duration of ESE	Contact Hrs/Wk	Credit
			IA	ESE	Ttl			
1	MTTM01C01	Tourism Theory and Practices	15	60	75	3 hrs	5	4
2	MTTM01C02	Hotel Operations Management	15	60	75	3 hrs	4	4
3	MTTM01C03	Tour Leadership and Management	15	60	75	3 hrs	5	4
4	MTTM01C04	Business Communication	15	60	75	3 hrs.	5	4
5	Hours for practical						2	
6	MTTM01E01	Front Office Management	15	60	75	3 hrs	4	4
	MTTM01E02	Customer Relationship Management						
	MTTM01E03	Foreign Exchange Management						
TOTAL			75	300	375		25	20

SEMESTER 2

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs/Wk	Credit
			IA	ESE	Ttl			
1	MTTM02C05	Tourism Products and Resources	15	60	75	3 hrs	5	4
2	MTTM02C06	Research Methodology	15	60	75	3 hrs	5	4
3	MTTM02C07	Management Concepts and Organizational Behavior	15	60	75	3 hrs	5	4
4	MTTM02C08	Event Management and MICE	15	60	75	3 hrs	4	4
5	MTTM02C09	Tourism Practicum-I	10	40	50	2	2
6	MTTM02E04	Aviation Management	15	60	75	3 hrs	4	4
	MTTM02E05	Crisis and Disaster Management in Tourism						
	MTTM02E06	Port and Shipping Management						
TOTAL			85	340	425		25	22

SEMESTER 3

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs/Wk	Credit
			IA	ESE	Ttl			
1	MTTM03C10	Financial Management and Tourism Entrepreneurship	15	60	75	3 hrs	6	4
2	MTTM03C11	Tourism Marketing	15	60	75	3 hrs	5	4
3	MTTM03C12	Destination Geography	15	60	75	3 hrs	5	4
4	MTTM03C13	Product Design and Development	15	60	75	3 hrs	5	4
5	MTTM03O01	Cargo Management	15	60	75	3 hrs	4	4
	MTTM03O02	Logistics and Supply Chain Management						
	MTTM03O03	Heritage Tourism						
TOTAL			75	300	375		25	20

SEMESTER 4

No	Paper Code	Title	Marks			Duration of Exam	Contact Hrs/Wk	Credit
			IA	ESE	Ttl			
1	MTTM04C14	Technology and Tourism	15	60	75	3 hrs	6	4
2	MTTM04C15	Destination Planning and Development	15	60	75	3 hrs	6	4
3	MTTM04C16	Internship	15	60	75	-----	6	5
4	MTTM04C17	Project / Dissertation	10	40	50	---	4	3
5	MTTM04C18	Destination Visit and Comprehensive Viva Voce	10	40	50	----	3	2
TOTAL			65	260	325		25	18

DETAILED SYLLABUS-MTTM

SEMESTER	MTTM01C01	TOURISM THEORY AND PRACTICES
1		

Workload: 90 hours / 5 hours per week

This paper will provide a thorough overview of the tourism industry and summarize and demonstrate a broad understanding of tourism in a national and global perspective. Historical and contemporary developments of tourism are discussed. The learners will be able to describe how related impacts/ aspects of tourism policies, principles and practices will affect the community and a destination region. This course will give an understanding of the tourism industry of Kerala and its potential.

COURSE OUTCOME(COs):

CO1: To realize the interrelationship between tourism and its constituent segments.

CO2: To understand the stages of growth and development of Travel and Tourism.

CO3: To realize the socio-cultural and economic impacts generated out of tourism.

CO4: To analyze the importance of tourism in Kerala.

CO5: Understand the various stakeholders in tourism industry and gain practical knowledge on all these domains to choose their preferable area of electives.

Module 1 (25 Hrs.) Introduction to Tourism: Tourist/ visitor/ traveler/ excursionist – Typologies of Tourist- Cohen's, Smith's and Amex tourist typology - Growth and Development of Tourism (Brief Overview) - Origins of modern tourism -Basic Components and elements of Tourism- 6 A's of tourism- Characteristics- Forms of tourism – (Inbound, Outbound, National, International)- Travel Motivators- push and pull factors -Stakeholders of Tourism– Travel intermediaries and their role- Tourism system: Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences - Travel industry jobs- A brief account of UNWTO, IATA, ICAO, PATA, WTTC, IATO, ITDC, ICPB, KTDC, ASI, IHA, NTO, Ministry of Tourism.

Module 2 (20 Hrs.): Tourism Demand: Elements of tourism demand-Measuring Tourism Demand-Tourism Statistics: Types and Methods, general problems of measurement- Impacts of Tourism: Economic Impacts, Multiplier Effect-Measuring the economic impacts of Tourism - socio-cultural effects of tourism -Tourism and local communities- -Environmental impacts of tourism- Contemporary trends in international tourists movements-Post COVID-19 Travel trends-

tourism satellite account -Tourism statistics of India (FTAs and FEEs)- An analytical study over the last 10 years.

Module 3 (25 Hrs.): Tourism Typology- domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms of tourism: Sustainable Tourism, Alternative tourism, pro-poor tourism, Spice tourism, Space tourism, Cultural tourism, Pilgrimage tourism, Adventure tourism, Responsible Tourism, Rural tourism, Ecotourism, Health tourism, medical tourism, MICE tourism, new trends - IRCTC Packages- Tourist Train Packages in India- Major Tourism circuits of India: Golden Triangle, Eastern Golden Triangle, Northeast circuit, religious circuit, Heritage circuit, Wildlife circuit.

Module 4 (20 Hrs.) Tourism in Kerala: Kerala tourism development- Kerala tourism statistics- Analysis of Kerala Tourism Policies- Major tourism projects-Literary tourism, Farm Tourism, Backwaters and houseboats, Storytelling, Spice route, Muziris project, Responsible Tourism Destinations, Ecotourism-Major tourism destinations in Kerala (district-wise)- Major tourism routes - Kochi, Munnar, Alappuzha, Thekkady, Kovalam , Kumarakom, Wayanad , Bekal.

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

Assignments/ Seminars:

1. Product mapping through a field trip to the nearby locality and make a presentation.
2. Assignment of Kerala tourism products and statistical analysis of FEE and FTAs and PPT presentation

References:

- Bhatia, A. K. (2002). *Tourism development: Principles and practices*. Sterling Publishers Pvt. Ltd.
- Walker, J. R. (2011). *Tourism: Concepts and practices*. Pearson Education India.
- Goeldner, C. R., Ritchie, J. B., & McIntosh, R. (2006). *Tourism: Principles, Practices, Philosophies*, John Wiley&Sons. Inc., USA.
- Coltman, M. M. (1989). *Introduction to travel and tourism. An international approach*. Van Nostrand Reinhold.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.

- Dileep, M. R. (2018). *Tourism: Concepts, Theory and Practice*. IK International Pvt Ltd.

SEMESTER 1	MTTM01C02	HOTEL OPERATIONS MANAGEMENT
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Workload: 72 hours / 4 hours per week

The course aims to impart knowledge of hospitality /hotel operation and management to the students as tour planners, and tour executives so that they can add this vital component in the tour package and offer it to the tourists. Moreover, the course will help the tourism students to understand the operational aspects of front office, food and beverage and housekeeping departments both theoretically and practically.

COURSE OUTCOMES (COs)

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

CO2: Analyze and develop interpersonal skills through interacting with the guests in a hotel.

CO3: Get familiar with different departments in a hotel.

CO4: Acquire skills to work in the hotel industry.

Module 1 (18 Hrs.): Hospitality Industry: An overview of origin of hotel industry–organization structure of a hotel-Types of accommodation; guest cycle- –Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India -Major International chains of hotels (world and India)- FHRAI-classification and categorization- major departments in a hotel and their major functions- Job opportunities in hospitality.

Module 2 (18 Hrs.): Duties and responsibilities of front office staff; Hierarchy-Reservation, check-in procedures: GRC, C Form- Registration Procedure-Assignment of rooms-meal plans-methods of payment, type of hotel guests, night auditor, bell desk, LOBBY, Concierge-, Handling Individual and Groups- Complaint handling- PMS-Automation/ CRS in Front Office- Travel Desk

Module 3 (18 Hrs.): Housekeeping - Hierarchy, duties & responsibilities of housekeeping staff-important functions, control desk, Co-ordination with Other Departments -Linen room -laundry-types of rooms, guest room amenities- bed making and related types of service, types of bedding - - Rooms and Floor Cleaning, cleaning agents.

Module 4 (18 Hrs.): Food & Beverage production and service: Organization structure, Functions, Outlets of F & B, laying of covers- general dining etiquettes—general guidelines for

serving of meals -Types of Restaurants, Menu , food service- Allied catering services: Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, club food services – Trends in lodging and food services.

Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role plays.

Suggested Assignments/ Seminars:

1. Identification of functional departments of accommodation units through Industrial Visits.
2. Hotel menu pricing, bed making, Laying out a table in the restaurant.

References:

- Negi, J. M. S. (2002). *Professional hotel management*. S. Chand Publishing.
- Dhawan, V. (2011). *Food and Beverage Service*. Frank Brothers.
- Bhatnagar, S. K. (2011). *Front office management*. Frank Brothers.
- Tewari, J. R. (2009). *Hotel front office: operations and management*. Oxford University Press.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.4.
- Foskett, J.C.D. & Gillespie, C. (2002). *Food and Beverage Management*, Pearson Education, England.

SEMESTER 1

MTTM01C03

TOUR LEADERSHIP AND MANAGEMENT

Workload: 90 hours / 5 hours per week

The course is designed to orient the students to the types, procedures, and operations of tour operation business. It aims to develop an array of skill sets and knowledge amongst students for creating itineraries and packages for inbound and outbound tourists. It gives details regarding basic procedures adopted by tour companies and focuses on the setting up of our own business by learning the administrative aspects of business and how to operate a tourism business and to provide better experiences to the tourists.

COURSE OUTCOMES(COs):

CO1: Understand the various concepts related to tour operation business.

CO2: Learn various techniques used by the tour operators pre-post phases of the tour and during the conduct of the tours.

CO3: Apply various procedures to be carried out for conducting successful tours and how one can emerge as a leader in the process.

CO4: Demonstrate the significance of travel consultancy handling procedures and protocols.

Module 1 (20 Hrs.): Introduction to Tour Operation Business: History of tour operation - Types of Tour Operators, Functions-Types of tours, FIT & GIT- Income of a tour company- Organization Structure— different departments and activities- Online Travel Agency- Licenses required for guiding in India at various levels (Regional, State and Local)- - Essential Requirements for Starting Tour Operation Business- Procedures for Obtaining Recognition from authorities-fiscal and nonfiscal incentives available to travel agencies and tour operators business- Important tour companies (world and India)- A brief account of TAAI, IATO.

Module 2 (25 Hrs.): Tour Planning: Itinerary: Types of itineraries - Factors to consider- Major companies' itineraries--Domestic & International Requirements of itinerary preparation- Preparation of itineraries (based on market segmentation) *Note: Itinerary preparation exercises to be done on all the important themes and destinations.*

Tour Negotiation: Commitment, Allocation and Ad-hoc basis-air transport negotiation- Time series chartering, Part chartering and Ad-hoc chartering-the Role of Ground handling agents. - Tour costing and Pricing (*Practical sessions*)- Fixed costs and variable costs- pricing of package tours- Tour Price Structure, Factors influencing Tour Costing – Components of Tour Costing and Preparation of Cost Sheet — Advantage of Tour Cost Sheet – Quotation, Tariff: Confidential Tariffs, Commission, Markup Service charges & other remuneration for Tour operation -Tour Pricing and Pricing Strategies — marketing of tour package: Stages in production of the package brochure.

Module 3 (25 Hrs.) Conducting Tours: Understanding Clients Need. Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Service Providers, Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet, Tour Booking and administration- Pre-tour preparation-Travel documents to handle- Tour manager briefing- Role and qualities of a tour manager- duties of a tour manager- tour manager preparations- pre departure meeting- Departure and Arrival Procedures at airport- Transfer and tour conduct- Post-Tour activities- Travel Information Manual (TIM)- Passport & VISA, Types, Schengen Visa, Procedures, Validity, Necessary Information to fill the Passport and VISA form for issuance, Health Certificates, Currency, Travel Insurance, Customs, Currency, Baggage and

Airport information, ECR & ECNR, Emigration and Immigration- FEMA – Foreigners Registration Act — RBI guidelines.

Module 4 (20 Hrs.): Tour Leadership : Responsibilities of Tour Guide, responsibility towards other stakeholders, Personal Hygiene and Grooming, Checklist for Tour guide- Qualities of Tour guide- Challenges of Tour guiding- Handling questions and awkward tourists-Dealing with the group, Handling grievances, handling emergency situations, making sense of cultural differences- Developing Tour Guiding Skills- Types of overseas representatives and their duties- Tour Commentary, techniques of commentary(*Practical sessions*).

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

Assignments/ Seminars:

1. Exercises on Travel Documentation (PASSPORT/VISA)
2. Visit to the Airport / Tour Company and reporting
3. Mock tour guiding
4. Preparation of 10 different types of itineraries on major themes/ destinations (inbound and outbound) with costing.

References:

- J. Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd...
- Foster, D. L. (1991). *The business of travel: agency operations and administration*. (No Title).
- Webster, S. (1993). *Group travel operating procedures*. Van Nostrand Reinhold Company.
- Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
- Chand, M. (2002). *Travel agency management: An introductory text*. Anmol Publications PVT. LTD.
- Weiler, B., & Ham, S. H. (2001). *Tour guides and interpretation*. In *The encyclopedia of ecotourism* (pp. 549-563). Wallingford UK: CABI publishing.
- Pond, K. L. (1993). *The professional guide: Dynamics of tour guiding*. (No Title).

SEMESTER 1	MTTM01C04	BUSINESS COMMUNICATION
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Workload: 90 hours / 5 hours per week

This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and

application level. It aims to enhance presentation and other skills that eventually enhances the employability of students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

COURSE OUTCOMES(COs):

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

CO2: To establish and articulate presentation with clear goals and objectives.

CO3: Practice Business English in practical situations.

CO4: Analyze and explain the importance of soft skills required for corporate culture and professionalism in the service industry.

Module 1 (25 Hrs.): Communication: 7 C's of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter, Reports: Types of Business Reports, Reports Writing- Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting, Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication – Layout Options and Illustrations- Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts (*Emphasize practical sessions*).

Module 2 (25 Hrs.): Employability Quotient: Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion – Facing the Interview: Frequently Asked Questions - Mock Interview-Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language- -Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes- General Do's and Don'ts. (*Emphasize practical sessions*).

Module 3 (20 Hrs.): Business English: Salutations in hospitality Industry-identifying & analyzing grammatical errors in spelling & punctuation- common errors in spoken and written English-words often confused; one-word substitution, phrases, idioms- Spoken English: formal English and business-related conversations- Difference between British and American English- Vowels- Common mistakes in English pronunciation- *vocabulary pertaining to tourism and allied subjects alone need be taught. (Emphasize practical sessions)*.

Module 4 (20 Hrs.): Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc. Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation–How to end a conversation-building conversation. (*Emphasize practical sessions*).

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

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

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

References:

- Chaturvedi, P. D. (2011). *Business communication: Concepts, cases, and applications*. Pearson Education India.
- Sharma, R. C., & Mohan, K. (2016). *Business Correspondence and Report Writing: A practical approach to business & technical communication*.
- Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi-paper-final-libre.pdf (d1wqtxtslxzle7.cloudfront.net)
- Kumar, R. (2010). *Basic business communication*. Excel Books India.

SEMESTER	MTTM01E01	FRONT OFFICE MANAGEMENT
1		

Workload: 72 hours / 4 hours per week

COURSE OUTCOMES(COs):

CO1: Understand the various types of hotels and their features.

CO2: Explain the structure of Front Office Department.

CO3: Handle Reservation activities.

CO4: Deal effectively with Guests & Colleagues.

CO5: Maintain Personal Care & Safety at accommodations.

Module 1 (18 Hrs.): Structure of Front Office Department–Functional Organization of Front office- Front Desk Layout and Equipment - Accommodation Concept : Size and Types of Hotels, Types of Rooms, Rate Categories, Food Plans, Basis of Charging Room Rates, Tariff Card-Reservation Activities: Processing of reservation request, Systems & Tools used- On Arrival Procedures: Receiving, Greeting, Welcoming A Guest, Assessing Guest Requirements, Registration & Rooming Procedure, Room Change-Important Concepts: Over Booking, Scanty Baggage, Room Position, Cancellation, Amendment, Walk-in Guest, walking a Guest, Black listed Guest.

Module 2 (18 Hrs.): Attend to guest queries: Handling Guest Requests- Message Handling Procedure: - Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure - Checkout & Settlement: Procedures at Reception, Cash Section, Bell Desk - Reduction of Late Charges: Effective Billing & Collection.

Module 3 (18 Hrs.): Check-In & Check-Out Process: Front office Communication, Importance of inter-Departmental Communication, Types & Methods of Communication -Handling of Special Situations: DNS, DNA, RNA, NI (No information, Scanty Baggage Guest, Refusing Accommodation, Black Listed Guest, Walking A Guest)- Assist guest in check-in and checkout process: –‘Express Check-Out ’&‘Self-Check-Out’ -Handling guest complaints– Staff Organization, Duty Rotas & Work Schedule.

Module 4 (18 Hrs.): Front Office Supervisory Skills: Communicating with Guests, Handling Guest Requests & Guest Complaints, Message Handling Procedure : Importance, Procedure, Method of Receiving and Transmitting Messages for Guests, Importance of Handling Mail without Delay, Sorting of Mail- Facilitate a smooth stay for the guests at the hotel: Manual Key Control Procedure, Left Luggage Procedures, Handling of Special Situations Like – VIP / Spat / DG Guests- Hotel / Front office Security System : Methods, Equipment Used, Card Key Control, Emergency Procedures, Management's Role in Security- Front office Systems: Non-Automated, Semi-Automated, Fully- Automated - Receiving, Greeting, Welcoming a Guest, Assessing Guest Requirements in cases like – FIT, VIP, Group, Foreigner.

Pedagogy: Lecture, Role plays, Case studies, Presentations etc.

Assignments/ Seminars: Visit to a hotel/ Resort., Learn practical operations of front office and writing a brief report.

References:

- Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd.

- Bhakta, A. (2012). *Professional Hotel Front Office Management*. Tata McGraw Hill Education Private Limited.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Negi, J. M. S. (2002). *Professional hotel management*, S. Chand Publishing.

SEMESTER	MTTM01E02	CUSTOMER RELATIONSHIP MANAGEMENT
1		

Workload: 72 hours / 4 hours per week

This course prepares students for improved customer service and retention by managing and centralizing customer information and interactions, eventually creating increased sales by optimizing sales and marketing strategies and cultivating new leads. It will ensure higher productivity by automating and streamlining customer-centric processes and tasks and simplified collaboration by enabling cross-functional access and communication. Further it also will inculcate professionalism and enhance communication skills both verbal and non-verbal and prepares for a business environment through personality development.

COURSE OUTCOMES(COs):

- CO1: Make the students groom their personality strongly and positively towards a profession in hospitality and tourism industry.
- CO2: Familiarize and explore the CRM and its various components.
- CO3: Examine the importance of customer services management operations including communication, service standards, service delivery, quality issues, and the changing business environment.
- CO4: To prepare students to promote quality customer service management through effective handling of consumer behavior and client relations.
- CO5: Identify customer service principles that drive internal and external customer satisfaction and organizational success.
- CO6: Demonstrate an in-depth knowledge of how effective customer service relates to different types of customers in the organization.

Module 1 (18 Hrs.): Customer Service- Customer Relationship Management, Stages of relationship, CRM cycle, Stakeholders in CRM, Types of CRM, Success Factors in CRM, Opportunities in CRM, E- CRM in Business, Technologies of e-CRM, Voice Portals, Web

Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals- Challenges of Customer Service- coping with challenging customers. (*Practical sessions: Customer handling exercises based on various created situations (telephonic, manual)*)

Module 2 (18 Hrs.): Customer Satisfaction: Components, Models, Measuring Customer Satisfaction- Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality- Customer loyalty -Factors affecting customer loyalty- Cross-Selling and Up-Selling -Customer retention- Strategies to influence customer perceptions and expectations - Tourist Behavior: concepts, process, Tourist's Codes of Behavior- Transactional analysis: Analysis of Strokes, Decision Making Skills- Arbitration and Adjudication, KBO-Knowledge Based Organization, Performance Management.

Module 3 (18 Hrs.): Factors that affect customer relationships: Personality: types of personality- concepts of success and failure: Factors responsible for success, Hurdles in achieving success, overcoming hurdles, Causes of failure. SWOC analysis - Attitude: Factors affecting attitudes, Positive attitude, Advantages, Negative Attitude, Disadvantages, Ways to develop positive attitude - Significance of motivation, Internal and external motives, Importance of self-motivation- Self-esteem: Advantages - Do's and Don'ts to develop positive self-esteem- Factors leading to de-motivation-Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking (*Exercises on SWOC, Attitude assessment , self-esteem assessment etc. using different psychometric tools*)

Module 4 (18 Hrs.): Customer Service- Five Needs of Every Customer - Barriers to Excellent Customer Service - Understanding Expectation - Techniques for -Exceeding Customer Expectations - Role of Problem Solving in Customer Service - Professional Approaches to Apologizing & Conveying Bad News – communications in customer service- Words to Use or Avoid - Travel Companies having best Customer Service (Case Studies)

Pedagogy: Lecture, Games, Group Discussion, Case Studies, Role Plays, Discussions, Debates, Presentations.

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

References:

- Harris, E. K. (2002). *Customer service: A practical approach*. Prentice-Hall, Inc.

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

SEMESTER 1

MTTM 01E03

FOREIGN EXCHANGE MANAGEMENT

Workload: 72 hours/4 hours per week

This course allows the students to learn the basics of foreign exchange trades. In tourism careers, professionals should have an in-depth knowledge of foreign exchange principles, and the regulation of exchanging foreign currencies. Based on several forecasting methods using charts, students can analyze the foreign exchange market and forecast tourism trends and trade markets.

COURSE OUTCOMES(COs):

CO1: Categorize the factors affecting exchange rates.

CO2: Outline the structure of the foreign exchange market.

CO3: Examine the organization of foreign exchange market.

CO4: Categorize various risks associated with foreign exchange business.

CO5: Evaluate the pattern of movement of foreign exchange market through charting.

Module 1 (18 Hrs.): Foreign Exchange, concepts, significance of foreign exchange- FOREX RESERVES- Exchange rates- inter banks and Merchant rates- spot and forward rates-TT rates-computations-FOREX Markets—derivates in the FOREX markets- Futures, Swaps, Options and Arbitrage- Forex dealers and Speculators Organizations of the FOREX market.

Module 2 (18 Hrs.): Exchange rate fixation- Purchasing Power Parity Theory- Interest Rate Parity Theory- Flow Model- Asset market models-forecasting of exchange rates- Nominal Effective Exchange Rates and real Effective Exchange rates- Hedging against Exchange rate fluctuations.

Module 3 (18 Hrs.): Forward Exchange Contracts-relevance-types- forward exchange rate computation – factors influencing forward RATES- extension and cancellation of forward contracts- Futures-features vs Forward Contracts-Options- types and Mechanisms-risk Management through forward contracts.

Module 4 (18 Hrs.) FOREX Risk management: – transaction risk exposure risks- internal strategies- shifting of risk- sharing of risk- exposure netting and offsetting- External strategies – money market Hedge- currency swaps- interest rate swaps- Economic consequences of exchange rate changes- Managing Risk. FOREX Management in India- Fixed and fluctuating rates-rupee convertibility-NOSTRO-VOSTRO-LORO Accounts- Exchange control Measures- relevance- Foreign Exchange reserves of India- composition and Management- monetary and Fiscal policy and its impact on foreign exchange reserves in India.

Pedagogy: Lecturers, discussions, Debates, case study etc.

Assignments: Compare the selling and buying rates of foreign currency of 5 countries.

References:

- Donnelly, B. (2019). *The Art of Currency Trading: A Professional's Guide to the Foreign Exchange Market*. John Wiley & Sons.
- Joshi, H. (2012). *International Financial Management*, PG Apte, Tata Mc Graw Hill Education Private Limited, New Delhi, 2011, Pages 708. *Abhigyan*, 29(4), 71.

SEMESTER 2	MTTM02C05	TOURISM PRODUCTS AND RESOURCES
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Workload: 90 hours / 5 hours per week

As tourism products are mainly the tourists' experience, they can be stored only in the tourists' memories. Hence paper attempts to provide a perspective on the various tourism products and resources of India. Also aims at providing theoretical knowledge on the various modes of the transport system, which helps tourists reach the destinations and adds color to the overall tourism experience.

COURSE OUTCOMES(COs):

CO1: Understanding of the concept of tourism products and features.

CO2: Illustrate various natural tourism resources of the country.

CO3: Highlight socio-cultural tourism resources of the country.

CO4: Examine the importance of different types of transportation.

CO5: Understand the tourism transport system.

Module 1(25 Hrs.): Tourism products: features, types- Natural and Man-made resources: Tourism Products of India- physical and geographic features of India: Mountains: Himalayas and other hill stations, islands, coastal areas, deserts, major rivers, lakes, plateaus, mountains, hill stations-Eco tourism resources- UNESCO World Heritage Sites and major monuments (brief account only required) – climate and seasons- Heritage attractions– Indigenous; Colonial, Handicrafts of India; Fairs and Festivals of Social & Religious importance- Adventure Tourism: Types and destinations.

Module 2 (25 Hrs.): Performing Art: Classical Dances, Folk Dances -Indian Music - Different Schools, Prominent Indian Museums, Art Galleries, Indian cuisine- Historical monuments of India – Ancient temples, caves, stupas, monasteries, forts, palaces, Islamic and colonial art and architecture, major architectural styles- costumes- major religious places connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and Bahai Faith.

Module 3 (20 Hrs.): Tourist Transportation: Role of transport in tourism – Major entry points of tourists to India, Road transport system in India, types of roads , Rent-a-car Scheme- Rail Transport: Indian Railways, high speed trains, hill trains, classes of Journey, types of trains & track, Railway Reservation modes, Group booking procedures, Ind-rail pass- Categories of water

transport– National waterways, Cruise liners, types- Cruise: international cruise companies and destinations – Hydrofoils.

Module 4 (20 Hrs.): Major tourist destinations of India – Agra, Delhi, Jaipur, Mumbai, Kolkata, Darjeeling, Mysore, Ladakh, Gangtok, Goa, Manali, Ooty, Shimla, Jaipur, Udaipur, Jaisalmer, Amritsar, Mussoorie, Nainital, Hyderabad, Srinagar, Ahmedabad, Chandigarh, Hampi, Aurangabad, Madurai, Rameshwaram, Chennai, Bengaluru, Kanyakumari, Vizag, Rishikesh, Gwalior, Varanasi, Mahabalipuram, Andaman, Lakshadweep.

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

Suggested Assignments/ Seminars:

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

References:

- Robinet Jacob, P. Mahadevan, Sindhu Joseph (2012). *Tourism Products of India- A National Perspective*, Abhijeet Publications: New Delhi.
- Das, S. (1992). *Fabric art: heritage of India*. Abhinav Publications.
- Foster, L. D. (1994). *Tourism Management*. New York: Amazon publication.
- Hussain, A.K. (1999). *The National Culture of India*. New Delhi: National Beek Trust.
- Prabakaran, N., & Panchanatham, N. (2013). Niche Tourism Products of India. *Abasyn University Journal of Social Sciences*, 6(1).

SEMESTER 2	MTTM02C06	RESEARCH METHODOLOGY
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Workload: 90 hours / 5 hours per week

This course equips students with the necessary knowledge and skills to undertake research, from formulating the research topic, to critically reviewing the literature and selecting the appropriate research approach and strategy, to suit different research needs across the full range of the social sciences discipline. Students will be introduced to the various research philosophies and approaches to reasoning, and explore a range of research strategies, techniques

and procedures that will guide them in developing their research proposal, and in analyzing and interpreting research data. This course will further help to solve various types of managerial problems by conducting applied research and writing the research project.

COURSE OUTCOMES(COs):

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

CO2: Demonstrate the stages of the research process, and the principal activities, skills and ethics associated with this process.

CO3: Involvement in social development through research activities on the socio-economic and political domains.

CO4: Identify research problems and questions, keeping in mind the social and ethical issues in business.

CO5: Develop techniques to create new knowledge in tourism.

Module 1 (20 Hrs.): Research: Meaning, Objectives and Significance of Research- Types of research, Research process, Criteria of good research, Social Science Research - Ethics in Social science research- Research Process: Identifying the problem/gap in knowledge -Writing the problem statement - Formulating the research questions and objectives.

Module 2 (25 Hrs.): Review of Literature, Research Hypothesis-research design- Basic features of a good design, Types of Research Designs- variables and constructs - Sampling, types of sampling, sampling errors -methods of data collection, Difference between Questionnaires and Schedules - development of schedules and questionnaires, quantitative vs. qualitative research techniques- mixed methods-Grounded Theory, Ethnography, Case studies, Content Analysis, Phenomenology, Narrative research, Bibliometric analysis.

Module 3 (20 Hrs.): Collection of Primary Data, methods, , Collection of Secondary data - Data Processing, Editing, Coding- Academic writing:(Discussion on conceptual and empirical papers published in SCOPUS/ UGC listed journals)--Plagiarism- Paraphrasing, quoting and writing summary, vocabulary, conciseness, correct paper formatting -Referencing styles- Paragraph Structure -Report writing, types of report-Structure and steps of preparing research proposal-types of project proposals, difference between proposal and report (**Emphasize on practical sessions**).

Module 4 (25 Hrs.): Statistics: Measures of central tendency- mean, median, mode; measures of dispersion- range, standard deviation, variance, etc.; skewness and kurtosis; Distributions-

discrete and continuous; Normal distribution -correlation and regression- scatter plots, lines of best fit, Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate.- multiple regression- hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, Run Test, sign tests, Wald- Walfowitz Test, Kruskal Walis Test, Komogrov-Smirnov Test, Factor analysis, discriminant analysis, conjoint analysis (Introduce analysis using SPSS)

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

Pedagogy: Case-based learning, collaborative learning, seminar, group activities.

Suggested Assignments/ Seminars:

Preparation of project proposals, preparation of questionnaires and interview schedules/ SPSS analysis of data, Review of journal articles, exercises on paper writing

References:

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

SEMESTER 2	MTTM02C07	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR
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Workload: 90 hours / 5 hours per week

This course will help the learners to understand basic principles of management and how it is applicable in organizations. This knowledge will help the learners to understand the competencies needed to become good managers. It also aims to familiarize processes and behavioral patterns of prospective employees / employees at their individual, group and organizational levels. The course also exposes the learners to analyze the ethical way of conducting business, importance of corporate social responsibility of organizations in tourism,

travel and hospitality industry towards its various stake holders and explores the impact of unethical practices on their performance and existence.

COURSE OUTCOMES(COs):

CO1: Demonstrate an understanding of the fundamental management concepts.

CO2: Illustrate the basic planning, decision-making and organizing skill sets.

CO3: Analyze and Infer on how individual factors influence the dynamics of employee behavioral processes.

CO4: Analyze and infer how group factors and organizational practices influence the dynamics of employee behavioral processes.

CO5: Demonstrate an understanding of the ethical (unethical) practices of organizations.

Module 1 (20 Hrs.): Management: Meaning, Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling-Types of plans-Organization Structure– Delegation and Decentralization of Authority, flat & tall structures, work specialization, departmentalization, chain of command, span of control- Management by Objectives (MBO).

Module 2 (25 Hrs.): Motivation: Need, important theories: Maslow’s need hierarchy, Alderfer – ERG, McClelland, Herzberg’s two factor theory, Theory X and Theory Y - Leadership: significance, types, important theories: Trait Theory of Leadership, Behavioral Theories, Managerial Grid, Fiedler’s Contingency Model, Great Man Theory- Transformational Leadership- Theories of Learning- Theories of personality: Big five model of personality, Trait theory, psychoanalytic theory - social learning theory,

Module 3 (25 Hrs.): Introduction to Organizational Behavior: Meaning, elements, fundamental concepts- Group Dynamics: Concept of group, Types of groups- Stages of Group Development, Factors influencing Group Behavior-Teamwork (**Emphasize practical sessions**)- Conflict: Types, Stages of conflict, Management of conflict- Organizational Change and Development- Attitudes and Beliefs, attitude change- Communication Types, Process, Barriers, Making Communication Effective- Human Resource Planning: Internal and External sources, Recruitment, Selection, Induction and Socialization- Types of training methods -- Method of performance evaluation –Requirement of effective control systems grievances, Causes , Redressal methods.

Module 4 (20 Hrs.): Business Ethics and CSR: Meaning – Ethics, moral conduct, and business ethics - ethical and unethical behavior – nature/characteristics – objectives —levels of ethics, CSR –meaning – importance of CSR – stakeholders involved in CSR – Responsibility to each stakeholder – managing stakeholders - CSR reporting and audit – How organizations shape ethical conduct – Relationship between ethics and CSR - Case Studies from tourism and hospitality.

Pedagogy: Case-based learning, collaborative learning, seminar, group activities.

Suggested Assignments/ Seminars: Case study of successfully managed companies, Prepare a short report of CSR activities of any 5 companies.

References:

- Harold, K., & Heinz, W. (2012), *Essentials of management*, (8thed.). Singapore: McGraw-Hill Education.
- Robbins, S. P., Judge, T.A., & Vohra, N. (2016). *Organizational Behavior*. (16th ed.) Pearson Publishing.
- Robbins, S., Judge, T. A., Sanghi, S., & Chapter, P. S. R. (1994). *Organizational behavior (OB)*. Boston: Pearson.
- Rao, P. S. (2010). *Organizational behavior*. Himalaya Publishing House.
- Luthans, F., & Youssef, C. M. (2007). Emerging positive organizational behavior. *Journal of management*, 33(3), 321-349.
- Prasad, L.M, "*Principles & Practices of Management*", Chand & Sons.

SEMESTER 2	MTTM02C08	EVENT MANAGEMENT AND MICE
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Workload: 72 hours/4 hours per week

This course will provide an in-depth review of the elements associated with being an effective event manager. It will help the students understand different aspects and functions of events. It also aims to help students to identify the host facilities and types, which are used by meeting planners across the globe. It further explains the operations, engagement, and best practices of the various players involved in the event management industry.

COURSE OUTCOMES(COs):

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

CO2: Discuss various technologies adopted by meetings and exhibition planners.

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

CO4: Demonstrate frameworks for event planning and management.

Module 1 (18 Hrs.): Event Business: Scope, Nature, Types of Events, Size of Events - Five C's of Event Management -Trends of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems- MICE Tourism, features, criteria's required for a MICE destination, Players in event business – ICPB, ICCA; relationship between events & tourism industry, Travel marts –ITB, WTM, FITUR, KTM etc., shopping festivals, Biennale etc.

Module 2 (20 Hrs.): Selection of Event Site: Individual events & Corporate events, conference & convention centers, types of venues- Layouts and Designs - Site Map or Plan - Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting and sound, Audio visual- Special Effects- Planning and Scheduling Events: Special Events, Research & Planning: Types and category, Sports, Rallies, Wedding-Managing Events - Trade Shows and Exhibitions - Events in Educational Institutions- Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies- Basic Event Accounting: Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system.

Module 3 (14 Hrs.): Event Leadership & Communication: Leadership skills, managing team, Group development, Managing meetings- Written communications, (Official, demi-official, Invoice). Verbal communications- Preparing event proposals, Use of planning tools.

Module 4 (20 Hrs.) Event Logistics: Transport, Parking, Accommodation, Special Needs and Disabled Requirements- Security: Occupational safety, Crowded management - Major risks and emergency planning, Incident reporting, emergency procedures- Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions - Performing License - Entertainment Tax - Permissions for Open Ground Events -License for Serving Liquor - Waste Management & Green Certification, Traffic Police, Ambulance, Fire Brigade and permission from Municipal Corporation- Indian Performing Rights Society (IPRS)- Ethical Behavioral Practices in MICE industry.

Pedagogy: Case-based learning, collaborative learning, seminar, group activities, Role plays.

Suggested Assignments/Seminars

1. Case study on various events around the world.
2. Prepare a report about either of two event management companies.
3. Various exercises on conducting events.

References:

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

SEMESTER 2	MTTM02C09	TOURISM PRACTICUM-I
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Workload: 36 hours / 2 hours per week

Tourism Practicum -I is included in the curriculum to effectively train and evaluate the students on various tourism and hospitality aspects which have been taught in the first two semesters. The external examination will be carried out at the end of the second semester as a practical examination.

COURSE OUTCOMES (COs)

CO1: Create tour itineraries and tour packages.

CO 2: Apply tour operation and management skills.

CO3: Practice academic writing.

CO4: Understand the travel formalities around the world and apply the same in outbound tour operations.

CO5: Master in day-to-day presentations and exhibit expertise using digital technologies in presentations.

Tourism Practicum -I includes the following activities.

1. Prepare a report of itinerary with tour costing of 10 packages and prepare brochures - Major destinations in North and South India.
2. Prepare a report of itinerary with tour costing of 5 packages of the major destinations in Kerala and prepare brochures.
3. Write a report on visa formalities of 10 major countries / major outbound destinations.
4. Making effective presentations of the above (Oral/ digital)
5. Digital Brochure/Poster preparation
6. Research Proposal preparation
7. Mock tour guiding: Preparation and Presentation of the script.
8. Industrial Visit (IV)

Mark Distribution (Internal)

Components (Internal mark)	Marks (Total 10)
Record	7
Communication, Grooming and Etiquette and viva-voce	3

SEMESTER 2	MTTM02E04	AVIATION MANAGEMENT
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Workload: 72 hours / 4 hours per week

This course is expected to deliver an understanding of airline operations and airport management. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.

COURSE OUTCOMES(COs):

CO1: To get an understanding of air transport and its management and regarding the technical terms and codes associated with airline operations.

CO2: Exhibit the significance of airport handling procedures and protocols.

CO3: Communicate the developments and formalities related to airport handling.

CO4: Familiarize with airport and airline operations.

CO5: Understanding various rules, regulations, and procedures of airport handling and airline management.

Module 1(16 Hrs.): Origin of civil aviation - History of Civil Aviation in India - Role of AAI and DGCA -IATA, International Civil Aviation Organization (ICAO) Airport Authority of India (AAI)-Air Transport regulations: Bilateral Regulations- Freedoms of Air-Multilateral regulations- Warsaw and Chicago conventions – Open Sky policy- Aircrafts and aircraft manufacturers-Types of Aircrafts- types of airlines-Low-Cost Carriers-Classes of Service and aircraft configuration.

Module 2(20 Hrs.): Airlines Management: Airline Terminology -2 letter Codes of Airlines -3 letter city codes of major airports. Types of journeys (OW, CT, RT, OJ, RTW)- E-tickets & its advantages-International Sale Indicators - Global Indicators- Types of fare: Normal Fare - Special fares - Discounted Fares- ticket validity-refund-cancellation-Passengers requiring special handling- Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage – carry-on items – carriage of live animals - classification of dangerous goods- Cabin Crew – Airport Terminals—formalities for arriving , transiting and departing passengers-Airport facilities: Check in facilities, types –Landing facilities for departing passengers – In-flight services — Emergency equipment for disembarkation -Minimum connecting time –Insurance coverage-types of insurance for travel- Airline planning and operations: hub and spoke systems - Code sharing- - CRM and Frequent Flyer Programmes (FFPs).

Module 3(20 Hrs.): Airport Management: Airport Classification - Airport Ownership- Public-Private Partnership (PPP) -Modern Airports- Structure of the Airport-The Airside-Runway-Taxi ways- Apron/Ramp-.Hangar-Air Navigation Services (ANS) and Air traffic Control (ATC)- Terminal-Structure and components of a terminal- Landside-Physical components -Airport Ground Operations-Baggage Handling and delivery-Aircraft Ramp Handling- -Ramp Safety in

Aircraft Handling-Airport Security measures- Passenger Security-Baggage security- safety and security in air transport.

Module 4 (16 Hrs.): Airline operations Control-Flight planning and Dispatch - Load control planning- Crew Operations Control-Maintenance Control-types of maintenances-Station Operations Control -Passenger processing and flight operation -Airline Disruptions and Irregular Operations-Safety and security operations by airlines-Onboard safety measures-Airline Key personnel and organization structure- -IATA&UFTAA fare formula (only theoretical aspects).

Pedagogy: Authentic learning, case-based learning, collaborative learning, seminar, group activities

Suggested Assignments/ Seminars:

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

References:

- Doganis, R., Graham, A., &Lobberberg, A. (1994). *The Airport Business*. London: Routledge Publishing.
- Lech, J. (2002). *Airfare secrets exposed*. London: Powell Books.
- Negi, J. (2005). *Air travel Ticketing and Fare construction*. New Delhi: Kanishka Publications
- Sikdar, K. (1999). *All you wanted to know about the airline's function*. Wheeler Publishing.
- Shaw, S. (2007). *Airline Marketing and Management*. Ashgate Publications.
- Wensveen, J. G., & Wells, A. T. (2007). *Air transportation: A management perspective*. Aldershot, England: Ashgate.
- Wells, A. T. (2004). *Air transportation: A management perspective*. Belmont, CA: Thomson/Brooks/Cole.

SEMESTER 2	MTTM02E05	CRISIS AND DISASTER MANAGEMENT IN TOURISM
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Workload: 72 hours/4 hours per week

This course provides the required knowledge to future tourism professionals in crisis and disaster management in tourism during the three stages of pre-disaster prevention and planning, disaster situation management and post-disaster stage of response and recovery. It also brings out the importance of Crisis Communication in the time of emergency.

COURSE OUTCOMES(COs):

CO1-Illustrate types of crises that could arise in tourism.

CO2-Create a pre-preparedness plan anticipating likely problems.

CO3-Develop skills to use crisis management plans during the actual disaster.

CO4- Develop a communication plan for the media and public during the crisis.

Module 1 (18 Hrs): Tourism Risk Management: concept, issues, phases: Culture and Practical Process of Risk Management, Risk Encounter, Risk Contextualization, Phases of Risk Management, Safety guidelines, types and characteristics of disaster management, pre-disaster plan, limitations of disaster management, sustainable development, the role of stakeholders: Central Government, State Government, District Administration, Armed Forces, Paramilitary Forces, Fire Services.

Module 2 (20 Hrs): Tourism Crisis; types, causes and consequences, Vulnerability of Tourism Industry to Crisis, Types of Crisis in Tourism: Economic, Environmental and Political, Socio-Cultural Conflicts, Terrorism, global warming and its impacts, Tourism and Health Crisis, Technological Failure, disaster response mechanism in India, legislation: National Disaster Management Act -2005, National Policy on Disaster Management – 2009, National Plan on Disaster Management – 2016

Module 3 (17 Hrs): Tourism Disaster and Risk Preparedness and Planning: Disaster Preparedness: Emergency Planning, Contingency Plans and Simulation Exercises, hazard mapping, Development of Crisis Plans, Crisis management systems and tools, Tourism Crisis Planning and Preparation,

Module 4 (17 Hrs): Recovery and rebuilding strategies of tourism, Case Study, disaster, and risk response: Coordination, Control and Resource Allocation, Crisis Communication in the Emergency, Long-term Recovery and Resolution, Master Plan for Future.

Teaching Pedagogy: Authentic learning, case-based learning, collaborative learning, seminar, group activities

Suggested Assignments/Seminars

1. Case study
2. Seminar Presentation – a theme is to be discussed and identified to prepare a paper and present in the seminar.

References:

- Pickaraz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in the leisure, events, tourism and sports industries*. CABI.
- Alexander, D. (2018). *Natural disasters*. Routledge.
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Channel View Publications: United Kingdom
- Tourism Crisis and Disaster Management in the Asia-Pacific. (2014). CABI: United Kingdom
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.
- Henderson, J. C. (2007). *Managing tourism crises*. Routledge.
- Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, 23(2-4), 249-264.
- Coppola, D. P. (2006). *Introduction to international disaster management*. Elsevier.

SEMESTER 2	MTTM02E06	PORT AND SHIPPING MANAGEMENT
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Workload: 72 hours / 4 hours per week

This course aims to provide students with a rational understanding about seaport and cargo operations. The paper disseminates operational aspects involved in seaport management shipping procedures.

COURSE OUTCOMES(COs):

- CO1: Identify the interface of ports with logistics and the position of ports in the supply chain.
CO2: Understand the basics of ships and shipping.
CO3: Examine cargo and its movement by different transport modes and a conceptual understanding about sea cargo.
CO4: Determine global standards in sea cargo operations and trade policies.

Module 1(18 Hrs.): Port Structure and Functions Definition-Types and Layout of the Ports– Organizational structure. Main functions and features of ports: Infrastructure and connectivity- Administrative Functions-Operational functions. Main services: Services and facilities for ships- Administrative Formalities-Cargo Transfer-Services and facilities for cargo -Additional “added value” service -Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.

Module 2 (18 Hrs.): Port Operations Berths and Terminals - Berth Facilities and Equipment –ship Operation -Pre-shipment planning, the stowage plan and on-board stowage- cargo positioning and stowage on the terminal-Developments in cargo/ container handling and terminal operation -Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Module 3 (18 Hrs.): Ship: Types of ships - Principal dimensions - Ship’s tonnages (GT, NT, DWT) - Cargo carrying capacity. Ship owners, operators, and managers: Ship manager - Structure of ship owning and management organizations - Ship's personal - Agents - Ship Registration Types of registries - Flag - Classification - Port State Control - Inspections - Surveys - Conditions of survey and inspections - Other surveys. Insurance: Hull and machinery insurance - General average - Salvage - Third party recoveries - Claims and handling - Protection and indemnity.

Module 4 (18 Hrs.): Stowage of cargo – Stowage Factors - Types of cargo - Characteristics - Dangerous cargo and IMDG Code - Liquid cargoes - Tank cleaning - Petroleum products - Chemicals - Liquid gas carriers - Ullage, dead freight, and slack tanks - Geography and metrology - Routing services - Load lines- Cargo and Container handling equipment - Types of Packing- Marking of cargo - Dangerous Cargo - IMDG Code – Classes. Container Ships - ISO Container Dimension by types - non-containerisable cargo - Features of Containerization - Equipment for non-container sable cargo- IMO Conventions – SOLAS, MARPOL, STCW, Port State Control Convention - Hague Rules, Hague/Visby Rules, and Hamburg Rules - Marine Insurance – Types of policies.

Pedagogy: Case studies, collaborative learning, seminar, group activities

References:

- Patrick M. Alderton. (2008). *Port Management and Operations*. Information De Monie. 1989. Measuring and Evaluating Port Performance and Productivity. UNCTAD, New York.
- Jay Heirer, Barry Render. (2017). *Operations Management”- Sustainability and Supply chain Management* (12th Ed.)
- Justin Paul & Rajiv Asekar. (2013) *Export Import Management* (2 ND Ed.): Oxford Higher Education.
- Luny. H.V. Lai K.-H., Cheng T.C.E. Cheng. (2010). *Shipping and Logistics Management.”* Springer: U.K.
- Proshanto K. Mukherjee, Mark Brownrigg (2013). *Farthing on International Shipping*.4th edition, Springer.
- Maria G. Burns. (2014). *Port Management and Operations*. CRS Press: U.K.
- World Bank. (2007). *Port Reform Tool Kit*. World Bank, Washington.

Websites

1. <http://shipping.nic.in/> (Ministry of Shipping, Govt. of India)
2. <http://ipa.nic.in/> (Indian Port Association)
3. <https://www.sctportsaid.com> (Suez Canal Container Terminal)
4. unctad.org/en/PublicationsLibrary/dtlktcd2013d1_en.pdf (Port Management Case Studies - UNCTAD)

SEMESTER 3	MTTM03C10	FINANCIAL MANAGEMENT AND TOURISM ENTREPRENEURSHIP
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Workload: 108 hours / 6 hours per week

The objective of this course is to create an in-depth understanding on finance management and entrepreneurship from a general perspective to a more specific one, considering new budding entrepreneurs in the tourism industry. The course gives an in-depth specific view of tourism entrepreneurship which includes planning and practical execution of entrepreneurial plans. It also provides students with a practical view of how enterprises are managed with reference to its resource utilization such as finance, customers, and human resource from the perspective of a tourism industry.

COURSE OUTCOMES(COs)

CO1: Familiarize with the fundamental principles of financial management.

CO2: Identify various methods for financial management in tourism and get entrepreneurial skills.

CO4: Formulate ideas for start-ups.

CO5: To demonstrate a learning system that inspires entrepreneurial motivation among students providing a platform for creativity and innovation.

CO6: Estimate financial funds requirement for tourism entrepreneurship.

Module 1 (30 Hrs.): Finance: Meaning; Functions; Importance; and typologies of Finance – Role of financial management, Break – even analysis, Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in tourism industry- Working Capital Management: Financing current assets, Cash management, Receivables, and inventory management - Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques- Difference between financial and capital structures. Determinants of Financial Structure- Types of budgets, preparation of budget, and zero-based budgeting, Working Capital Management, Cash management- Contract Act,1872 – Offer & Acceptance-Consideration-Free Consent-Mistake of law & fact-Legality of object-Breach of Contract – Performance & discharge of Contract –Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.

Module 2 (30 Hrs.): Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage- Dividend Policy, types of dividend policies- Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings - Public Deposits; Sources of short Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators, Government Grants and Subsidies, Bank Loans, Crowd Funding. FDI in Tourism Sector in India-Overview of financial institutions in India, Central level and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship, TFCI, Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India.

Module 3 (30 Hrs.): Tourism Entrepreneurship: Concept and definition, Functions of an Entrepreneur, Types of Entrepreneurs, Intrapreneur, Entrepreneurial Culture; Stages in entrepreneurial process. Ethical and social responsibility challenges for entrepreneurs in tourism-

Social entrepreneurship, Woman Entrepreneurship -Entrepreneurship opportunities in Tourism, Tourism entrepreneurial competencies- Elements of business planning, Preparation of project plans, Components of an ideal business plan: Market plan – Financial plan -Operational plan -Site selection- Feasibility analysis: – aspects and method. Economic analysis, financial analysis, Market and technological feasibility, Feasibility report.

Module 4 (18 Hrs.): Ownership patterns in India, Legal issues related to emerging ventures – Registrations, Licenses, Fees and Permits regarding tourism industry- Potential Capital and Start-Up Costs, starting a New Business vs Purchasing an Existing Business- Rules, regulations, and procedures relevant for small-scale industries and small-scale business. Financing by UNWTO, ITDC, MOT towards different projects.

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

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

References:

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

SEMESTER 3	MTTM03C11	TOURISM MARKETING
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Workload: 90 hours/5 hours per week

The course will provide insights into both theoretical and applied knowledge in the field of marketing. Students will be getting knowledge of the marketing strategies that will be required for the business to be successful. It will also introduce to the students the essentials of marketing, like what are the methods of attracting tourists which will benefit the firms and strategies as well

as methods that will help them to successfully market in today's dynamic world. The emphasis on the tourism marketing mix and digital marketing as applied in contemporary times is the hallmark of the course.

COURSE OUTCOMES(COs)

CO1: Identify effective marketing strategies for tourism development.

CO2: Recognize the significance of customer orientation in tourism marketing.

CO3: Explain how promotional campaigns for tourism, hospitality and leisure can appeal to multiple target markets.

CO4: Create, apply, and evaluate various marketing strategies for tourism destinations and organizations.

CO5: Design a new tourism product which will be at par with the global tourism, hospitality, and leisure demand.

Module 1 (20 Hrs.): Marketing for Hospitality and Tourism: Meaning, Definition, Core Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Service Marketing- Specific features of Tourism Marketing - Role of Marketing in Tourism and Hospitality-Strategic Marketing in Tourism: Global Marketing, Direct Marketing, Target Marketing, Relationship Marketing, Experiential Marketing, E- Marketing, Green Marketing- Issues in Marketing -Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

Module 2 (25 Hrs.): Marketing Environment-Marketing Planning -Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behavior, Factors affecting tourist behavior- STP Process- Developing the Tourism Marketing Mix: P's of Marketing, Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development process, Branding and Packaging Decisions, Destination Branding- strategies adopted in various stages of Destination Life Cycle.

Module 3 (20 Hrs.): Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods - Integrated marketing communication-Mass Media- Distribution Channel – Promotion Mix: Public Relations, Advertising, Sales Promotion, Personal Selling, and Publicity.

Module 4 (25 Hrs.): Digital Marketing- Importance, Key forms of Digital Marketing- Creativity in digital marketing; - Social media marketing- Design of marketing materials/ promotional tools

(brochures, folders, pamphlets etc)- Destination Marketing by Tourism Boards-Case Studies - Digital Technologies in Marketing- Online Marketing Domains-B2C-B2B-C2C-C2B-CRM- Setting up Online Marketing presence-Placing Ads and Promotions Online, Types of ads, Digitalization of Word of Mouth- Internet Banner Ads, Online Video Content, Pay Per Click (PPC) Advertising, Email marketing, Websites & SEO content, Blogs, Types of digital marketing-Push & Pull; Digital advertising - Digital marketing strategy of Airbnb (case study).

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

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

References:

- Stanton, W. J., Etzel, M. J., & Walker, B. J. (1993). *Fundamentals of marketing*. McGraw-Hill Companies.
- Ramaswamy, V. S., & Namakumari, S. (2011). *Marketing Management*.
- Kotler, P. (2022). *Marketing for hospitality and tourism*. Pearson Education Limited: UK
- Hjalager, A. M. (2002). *Hospitality and Travel Marketing*. Delmar Thomson Learning: United States:
- Jha, S. M. (2000). *Services marketing*. Himalaya publishing house.
- Morrison, A. M. (2023). *Marketing and managing tourism destinations*. Taylor & Francis.
- Mudie, P., & Pirrie, A. (2012). *Services marketing management*. Routledge.
- Witt, S. F., & Moutinho, L. (1989). *Tourism marketing and management handbook*. Prentice Hall.
- Gupta, S. (2020). *Digital marketing*. McGraw Hill Education (India) Private Limited

SEMESTER 3	MTTM03C12	DESTINATION GEOGRAPHY
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Workload: 90 hours/5 hours per week

This course is designed to learn geographical profile of a destination, which has touristic acquisitions. This knowledge base and interpretive data are essential for any travel professional to design, package and develop a destination. Learning this course allows the students to gain the ability to sell destinations, provide information and to lead and advise clients. Knowledge of

geography shall also give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations at the international level.

COURSE OUTCOMES(COs):

CO1: To understand the world geography and its importance in relation with tourism.

CO2: To familiarize with time zones, time difference and International Date Line.

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

CO4: Label destinations of prominence in different geographical regions of the World using maps.

Module 1 (20 Hrs.): Introduction to Tourism Geography: Tourism Geography-Interrelationship. Imaginary lines on Earth - Longitude -Latitude-prime Meridien-International Date Line - Impact of climate and seasonality on tourist movement -World time Zones - Elapsed Time & Flying Time- Exercises on time Calculation- IATA Areas and subareas.

International tourism destinations

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

Module 2 (25 Hrs.): Tourism in the West: Location of North & South America in the world, boundaries, climate, and time zones -Travel Formalities - accessibility and airports- AMTRAK- North American Destinations: Canada- the United States, Mexico, the Caribbean Islands- South American Destinations (only general overview):

Module 3 (25 Hrs.): Tourism destinations of Europe, Africa, and Middle East: Location, boundaries, climate, and time zones -Travel Formalities - accessibility and airports- Eurail and Britrail- Tourist attractions of United Kingdom- France- Italy- Greece, Switzerland- Netherlands, Germany, Poland, Turkey, Spain, Portugal, Norway, Russia. Important Destinations in Africa: Egypt- Mauritius-Seychelles-South Africa-Kenya, Jordan, Israel.

Tourism in GCC Countries: UAE, Saudi Arabia, Qatar, Kuwait, Oman, Bahrain.

Module 4 (20 Hrs.) Tourism destinations of Asia, Australia, and Oceania:

Location, Australia and Oceania in the world, boundaries, climate, and time zones, -Travel Formalities--transport network- Japanese Rail, Trans-Siberian Railway- airports- Important

Destinations: China, Hong Kong, Singapore, Malaysia, Thailand, South Korea, Cambodia, Japan, Australia, New Zealand, Vietnam, Sri Lanka, Nepal.

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

Assignments/ Seminars: Preparation of itineraries., Marking destinations in maps.

References:

- Crowther, G., Finlay, H., Raj, P. A., & Wheeler, T. (1987). *India: A travel survival kit*. (No Title).
- Van Harssel, J., Jackson, R. H., & Hudman, L. E. (2014). *National Geographic Learning's Visual Geography of Travel and Tourism*. Cengage Learning.
- Boniface, B., Cooper, C., & Cooper, R. (2012). *Worldwide destinations: The geography of travel and tourism*. Routledge.
- Williams, S. (1998). *Tourism geography*. Psychology Press.
- Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place, and space*. Routledge.
- Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space, and experience*. Routledge.

SEMESTER 3	MTTM03C13	PRODUCT DESIGN AND DEVELOPMENT
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Workload: 90 hours/ 5 hours per week

This course makes students aware of the role of sustainable tourism in the changing global scenario. This course provides students the necessary skills and know-how of developing their own plans and to design and create sustainable tourism products considering environmental, social, political, and legal considerations, while enhancing the quality of visitor experiences. It also aims to ensure a high standard of services and amenities to generate long-term demand.

COURSE OUTCOMES(COs)

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

CO2: Design and development of new tourism products and travel circuits

CO3: Create, apply, and evaluate various tourism product designs.

CO4: Create confidence in students' own abilities to create a new product.

Module 1 (20 Hrs.): Defining tourism product development- Components, levels and characteristics of a tourist product- 5 product levels of Philip Kotler-Developing new tourism products- Smith (1994) model of a generic tourism product - Lumsdon framework (1997) of tourism offering- Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Butler's Tourism Area Life Cycle (TALC) – Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Model, Gunn's Model.

Module 2 (25 Hrs.): Variables Influencing Tourism Product Development- Principles of Tourism Product Development planning - **Destination Strategy for Tourism Product Development:** Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems– **Product Formulation View:** Zeithaml and Bitner (1996) Framework-stage-gate model (Cooper), Agile-stage-gate model-innovative service development models: Booz, Allen, and Hamilton (BAH) model, Diamond Model of sustainable tourism development.

Module 3: (25 Hrs.): Principles of Tourism Product Development Planning: Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs/PDAs), Flagship and Hub Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development. **Successful and Sustainable Developments:** *Establishing Present Situation Analysis:* PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix. *Identifying the opportunities:* Tourism Product Development Checklist -*Prioritizing the destination's own tourism sector's objectives:* Categorizing tourism destinations, Putting the Plan into Action. **Project Site Evaluation:** Where to Start, Location, Analysis, Physical Resource Analysis, Infrastructure Needs and Availability, Building and Land Development Requirements, – A Site Evaluation Matrix.

Module 4: (20 Hrs.): New Service Development (NSD)-innovation in services- disconfirmation theory-Idiosyncratic Service Experience (ISE)- Cultural mapping: -The Resource-Process Framework (RPF) of New Service Development; Intellectual Resources, Organizational Resources, Physical Resources- NSD process- Core Resources Needed for New Tourism Product Development- Transformative Tourism Experiences- importance of 'co-creation' in a destination- the impact of transformative learning theory in experiential tourism- Müller and Scheurer model on tourism experiences.

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

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

References:

- MacNulty, P., & Cleverdon, R. (2011). *Handbook on tourism product development*. World Tourism Organization.
- Haid, M., & Albrecht, J. N. (2021). Sustainable tourism product development: An application of product design concepts. *Sustainability*, 13(14), 7957.
- New Product Development Workbook, Government of Northwest Territories.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Froehle, C. M., & Roth, A. V. (2007). A resource process framework of new service development. *Production and operations management*, 16(2), 169-188.
- Bitran, G., & Pedrosa, L. (1998). A structured product development perspective for service operations. *European Management Journal*, 16(2), 169-189.
- Komppula, R. (2001, October). *New-product development in tourism companies-case studies on nature-based activity operators*. In 10th Nordic Tourism Research Symposium (Vol. 18, p. 20).
- Booz, E., Allen, J., & Hamilton, C. (1968). *Management of new products* Booz.

SEMESTER 3	MTTM03O01	CARGO MANAGEMENT
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Workload: 72 hours/4 hours per week

This course is designed to learn specialized knowledge on cargo operations and to familiarize oneself with cargo rates and cargo regulations. The students will learn the key principles and concepts in cargo management, multi-modal transport operations, the unitization and containerization of cargo, and the transportation of dangerous goods by air, land, and sea.

COURSE OUTCOMES(COs)

CO1: Familiarize with the concept of cargo and its types.

CO2: Understand the documentation procedure of cargo transfer.

CO3: Examine the procedure of cargo handling and documentation in air cargo industry.

CO4: Make familiar with safety measures during transfer of cargo.

CO5: Classify the types of air cargo and cargo air crafts and their specifications.

Module 1 (18 Hrs.): Concept of Cargo: Introduction to cargo management; Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo- Cargo Tariffs & weight rating- Types of Air Cargo- (Domestic/International/Bonded Cargo) Cargo Acceptance, Export Cargo and Import Cargo; Types of Contract between Consignor (Shipper) & Consignee- Currency Regulations-AWB Concept; Documentation required in handling Cargo -Customs rules and applications- Different types of ULDs.

Module 2 (18 Hrs.): Special Cargo handling: Perishables- Dangerous Goods- Carriage of Live Animals- Valuable Cargo- Human Remains-Restricted articles on board -Unaccompanied baggage (UB)/Personal Effect- The cargo handling organizations in Airports -Cargo Handling Procedures- Handling of Equipment at airport-loading and unloading.

Module 3 (16 Hrs.): Qualities required for a salesperson- Concepts of Sales Management-current trends in marketing; Safety of the Aircraft and Cargo- Time Management- Cargo Sales & Marketing: Marketing cargo, business integration, Courier as Cargo (domestic & international); Consolidation as a marketing Tool.

Module 4 (20 Hrs.): Air Cargo Management: Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business- Concept of an IATA Cargo Agent: IATA Recognition Agents Duties and Responsibilities; Payment Procedures- Airway Bills – FIATA- Air Cargo Console - Freight of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation- DG Cargo by Air: Classification and labelling - Types of Labels according Cargo – Samples of Labels - Packing and Transportation of DG Goods by Air.

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

Assignments/Seminars

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

References:

- Sales, M., & Scholte, S. (2023). *Air cargo management: Air freight and the global supply chain*. Taylor & Francis.
- Rowbotham, M. (2014). *Introduction to marine cargo management*. CRC Press.
- Abeyratne, R. (2018). *Law and regulation of air cargo*. Springer Nature Switzerland AG.
- Prem Nath Dhar (2008). *Global Cargo Management: Concept, Typology, Law, and Policy*, Kanishka Publishers

SEMESTER 3	MTTM03O02	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
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Workload: 72 hours/4 hours per week

This course builds necessary knowledge regarding supply chain management, logistics and different modes of transport.

COURSE OUTCOMES(COs)

CO1: Familiarize with the concept of logistics and supply chain management.

CO2: Understand the process and procedures of logistics operations.

CO3: Learn the process of supply chain management.

CO4: To familiarize demand forecast and managing economics in the process.

Module 1 (18 Hrs.): Concept of Logistics: Introduction, Types, Logistics Management, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and competitive advantage, Logistics Mix, organised retail in India- Logistics process: Concept of Integrated Logistics, inventory and information flow, operational objectives of integrated logistics; barriers to integration, organisation structure, measurement system, inventory ownership; logistics performance cycle, manufacturing support performance cycle, procurement performance cycle.

Module 2 (18 Hrs.): Supply chain management: Introduction, Supply chain Performance, drivers, metrics and distribution network, network design; role of demand forecasting in the supply chain, aggregate planning in the supply chain, sales, and operations planning, managing predictable variability, cycle inventory, managing uncertainty in a supply chain: safety inventory, sourcing decisions and Bullwhip effect.

Module 3 (18 Hours.): Containerization: Concept, classification, benefits, and constraints; Inland Container Depot (ICD); Role and functions; CFS, export Clearance at ICD; CONCOR; ICDs under CONCOR etc- Warehousing and Distribution Centers: Concepts, elements, and functions of Warehousing– Types of Warehouses– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse – Warehousing Network in India - Central Warehousing corporation in India-

Module 4 (18 Hrs.): Transportation Mix: Transportation infrastructure and network in India - Impact of the transport system on the supply chain - Factors that determine the choice of transport mode – Transportation Costs - Tools and techniques for reducing costs - Fleets – Fleet sizing and configuration – Routing and Scheduling.

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

Suggested Assignments and seminars:

Case studies: Familiarization of various firms and companies using logistics and supply chain management.

References:

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

SEMESTER 3	MTTM03O03	HERITAGE TOURISM
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Workload: 72 hours/4 hours per week

This paper will survey the history of India from ancient times down to the Modern India and create awareness about rich heritage tourism resources of India. The students will be exposed to different stages of Indian History categorized under Ancient, Medieval and Modern times for the better understanding of India and its Culture with special reference to its heritage and cultural traditions.

COIRSE OUTCOMES(COs)

CO1: Understand culture and the interdisciplinary approach with the Tourism Industry.

CO2: Analyze Factors influencing culture tourist.

CO3: Propose ideal plans to promote tourism policies for cultural sites.

CO4: Estimate the impacts on heritage tourism.

CO5: Develop a positive attitude towards cultural heritage and development.

CO6: Learn the major guidelines of UNESCO in heritage sites conservation.

CO7: Get familiarized with professional management of heritage sites.

Module 1 (18 Hrs): Conservation of Heritage Places: Fundamentals of Heritage; the nature and meaning of heritage; Heritage classification-natural and cultural heritage; tangible and intangible heritage; conservation planning; basics of archaeology, methods of heritage conservation and excavation; threats to heritage sites.

Module 2 (18 Hrs): World Heritage Sites: Role and relevance of world Heritage; UNESCO, World Heritage Mission; World Heritage committee and World Heritage convention; Criteria for selection; managing Tourism at World Heritage Sites; strategies and solutions; famous World Heritage Sites in the world and India.

Module 3 (18 Hrs): Cultural Heritage of India: Major architectural styles in India; Temple architectural styles of India; Role of Museums in India in heritage conservation; Role and function of ASI; Role of State Archaeology Departments; INTACH – role and functions; Heritage Management in India.

Module 4(18 Hrs): Heritage Policy, legal framework, Interpretation & Promotion: International & National Scenarios and issues: International charters and conventions regarding cultural heritage; Heritage interpretation for museums and sites; raising public awareness and education; promotion of tangible and intangible cultural heritage- Heritage legislation in India, AMP Act of 1904, AMASR Act of 1958.

Pedagogy: Lectures, Group Discussion, Presentations, Case studies, Role playing etc.

Suggested Assignments and Seminars:

- Visit heritage monuments and prepare a report.
- Identify intangible heritage in your area and prepare notes.

References:

- Basham, A. L., & Basham, A. L. (Eds.). (1975). *A cultural history of India* (p. 275). New Delhi: Oxford University Press.

- 2Dhamija, R. (1971). *Image India: heritage of Indian arts & crafts. (No Title)*.
- Kirshenblatt-Gimblett, B. (1998). *Destination culture: Tourism, museums, and heritage* (Vol. 10). Univ of California Press.
- McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
- Jacob, R., Joseph, S., & Philip, A. (2007). *Indian tourism products*. Abhijeet Publications.
- Jacob, R., Joseph, S., & Mahadevan, P. (2012). *Tourism Products of India*. Abhijeet Publications.

SEMESTER 4	MTTM04C14	TECHNOLOGY AND TOURISM
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Workload: 108 hours / 6 hours per week

This course examines the applications and impacts of information technology to the information intensive field of tourism. The paper covers both the operational and managerial use of information technology in tourism enterprises.

COURSE OUTCOMES(COs)

- CO1: To learn how the advances in information technology effects in tourism businesses.
 CO2: To familiarize students with the digital applications in the Tourism Industry.
 CO3: To equip students with the implementation of digital applications to promote tourism.
 CO4: To analyze the impact and trends of IT among travel intermediaries.

Module 1 (33 Hrs.): Introduction to Computer: Components, classification, operating Systems, application and operating software and their functioning in travel business. MS Office: MS Word, MS Excel, MS PowerPoint- Networking: Concept, User, Types. Introduction to the Internet, http and www: - Benefits, Application, Hardware and Software requirements, E- mail and mail merge.

Module 2 (25 Hrs.): Major impacts of digital transformation in tourism: Digital transformation; six stages of digital transformation -digital transformation trends: Artificial Intelligence & chatbots, Role of ChatGPT and BARD in tourism- Internet of Things (IoT), virtual and augmented reality, voice on search, location-based services; 3D modeling' Biometrics, Robotics in tourism- smart travel facilitation, smart destination- digital tourist; digital touch points- online payment modes – internet & mobile banking, cards, wallets, payment interface, sharing economy platforms, blockchain technology, cryptocurrency.

Module 3 (25 Hrs.): Digital economy in Tourism; Types of digital platforms – accommodation, transport, dining, travel experiences; E – Intermediaries, Infomediaries, Metamediaries; external factors affecting digitization; micro & macro-economic impacts of digitization; Tourism apps- advantages & features of mobile applications, mobile apps as a marketing tool, role of travel apps in the long- Covid scenario, digital interpretation: use of audio guides & apps; AR & VR apps, application of gaming in destination promotion.

Module 4 (25 Hrs.): Digitization in hotels post covid scenario; concept of smart hotels- technology solutions used by hotels- Property Management Systems (PMS)- -challenges faced by hotels in adopting digital technology- Case studies on Marriot, Novotel& Radisson hotels in India. Air transport and use of information technology: Technology solutions at airports- baggage and cargo handling systems-departure control and passenger processing systems-Gate management-system support in airport management-Geo-location applications-airport apps- airline applications-Airline Reservation Systems-Fleet Management Systems-Systems for flight and crew planning and scheduling-Flight operation systems-Revenue Management System-GDS and NDC- Galileo and Amadeus (Practice sessions).

Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session. Practical sessions in the lab for MS Office.

Assignments/ Seminars: Assignments to use MS office, sending group mails, Developing digital applications/ mobile apps/ digital promotional materials for tourism.

References:

- Dredge, D., Phi, G. T. L., Mahadevan, R., Meehan, E., & Popescu, E. (2019). Digitalization in Tourism: In-depth analysis of challenges and opportunities.
- Foris, D., Florescu, A., Foris, T., & Barabas, S. (2020). Improving the management of tourist destinations: A new approach to strategic management at the DMO level by integrating lean techniques. *Sustainability*, 12(23), 10201.
- Kayumovich, K. O. (2020). The highlight priorities for the development of digital tourism in Uzbekistan. *International scientific review*, (LXIX), 61-62.
- Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, 22(3), 455-476.

- Baliyan, P. S. (2012). An overview of E-commerce and E-business in business innovation and growth in changing times. *EXCEL International Journal of Multidisciplinary Management Studies*, 2(9), 15-33.
- Dileep, M.R. (2011). *Information Systems in Tourism*. Excel Books. New Delhi.

SEMESTER 4	MTTM04C15	DESTINATION PLANNING AND DEVELOPMENT
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Workload: 108 hours / 6 hours per week

This course provides an opportunity for the students to acquire the necessary skills and know-how of developing their own plans and to design and create sustainable tourism products considering various impacts and dimensions of tourism while enhancing the quality of visitor experiences.

COURSE OUTCOMES(COs)

- CO1: Familiarize with the sustainable tourism initiatives and their significance in tourism.
- CO2: Plan and develop tourism destinations on a sustainable approach to understand tourism planning, design, and innovations.
- CO3: Interpret levels, types, and new approaches to planning in their own destinations.
- CO4: Develop a Master Plan for Destination Development
- CO5: To acquire enough skills to plan, manage and develop tourist destinations.

Module 1 (30 hours): Sustainability: Concept- Triple Bottom Line-Sustainable tourism development-Sustainable Indicators, WCED- 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – Global Warming & Climate Change- Environmental Impact Assessment (EIA)- Global observatory on sustainable tourism in Sustainable Tourism Development - Agenda 21 for Travel and Tourism Industry - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation; Responsible Tourism- Ecological Footprints -Carbon Footprint.

Module 2 (25 hours): Destination Planning: Types, elements, benefits, levels, and Process of destination planning. Project Feasibility Study, carrying capacity Analysis- Six A's Framework for Tourism Destinations - Developing Tourism Plans, Designing Plan Documents, Techniques, Surveys & Area Characteristics, Stages of Formulation, diversification of tourism products-

Tourist Destination Image- Formation of Destination Image, Factors Influencing the Formation of Destination Image, Measurement of Destination Image-Destination Branding-Role of DMO's in destination marketing strategies-FAM Tours.

Module 3 (28 hours): Issues faced by different types of destinations: Coastal zones, Beach destinations, parks and protected areas, ecotourism destinations, mountain destinations, built heritage sites, small and traditional communities, theme/water parks, Communities Seeking Tourism Development - Impact Mitigation Measures- Socio-Cultural Considerations- Tourist Safety and Security: Practical Measures for Destinations. Seasonality: causes and effects of seasonality, approaches to reduce seasonality-Management of Visitor Attractions, providing variety of experiences- Controlling tourist activities and levels: controlling use intensity. Visitor Management: Visitor Tourism Planning and its characteristics, Types, elements, Stages, Process, and approaches.

Module 4 (25 hours): Destination Competitiveness: - Competitiveness: Nature and dimensions-theoretical and managerial dimensions- Competitiveness in the service sector- Linking competitiveness to performance-model of destination competitiveness (Brazil, UAE) - elements that enhance destination appeal-Destination Management-Parameters that define destination potential-Destination audit. Standardization and Certification for Tourism Sustainability: Blue flag, ISO standards- Role of WTTC, UNWTO, PATA, UNEP, IUCN- Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

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

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

Assignments/ Seminars:

1. Undertake a study of a destination in terms of Visitor management and develop strategies.
2. Tourist Safety and Security Measurement for Destinations and reporting.
3. Visit a destination to identify the economic, socio cultural and environmental impacts of tourism
4. Prepare a report about guest and host relationship and resident attitude towards tourism.
5. Measurement of environmental impact and carbon footprint of a destination or entity using simple equations / matrix, Development of sustainable indicators

References:

- Fyall, A., Garrod, B., Leask, A., & Wanhill, S. (Eds.). (2022). *Managing visitor attractions*. Routledge.
- WTO. (2004). *Indicators of Sustainable Development for Tourism Destinations A Guidebook* (English version).
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Inskip, E. (1991). *Tourism planning: An integrated and sustainable development approach*. John Wiley & Sons.
- Mowforth, M., & Munt, I. (2008). *Tourism and sustainability: Development, globalization, and new tourism in the third world*. routledge.
- Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Routledge.
- Hall, C. M. (2014). *Competitiveness and tourism*, by Geoffrey Crouch and JR Brent Ritchie: Cheltenham, Edward Elgar, 2012, 2 Volumes, Vol. 1, xx+ 497 pp., Vol. 2, xi+ 565 pp, £ 360 (hardback), ISBN 978-1-84980-927-6.
- Al-Masroori, R. S. (2006). *Destination Competitiveness: Interrelationships between destination planning and development strategies and stakeholders’ support in enhancing Oman’s tourism industry. Unpublished doctoral dissertation). Griffith University, Australia.*
- ‘Overtourism’? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary (e-unwto.org)
- Seth, P. N. (1978). *Successful tourism: planning and management. Successful tourism: planning and management.*

SEMESTER 4	MTTM04C16	INTERNSHIP
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Workload: 108 hours / 6 hours per week

Internship provides students with the opportunity to apply theoretical and practical knowledge in the tourism industry. This course allows students to sharpen their skills while entering industry and students will be able to acquire transferable skills such as communication, leadership, teamwork etc. Every student of the MTTM program must undergo an internship for a minimum period of 75 days. Students may choose to undergo internships in any of the organizations in tourism & hospitality sector such as hotels, airports, tour operators, event

management organizations, DMOs, tourism organizations, tourism NGOs etc. Students must inform their choice of area and obtain consent from the Head of the Department. Students, in case, want to arrange internship themselves, should obtain permission/ NOC from HoD. Students who abstain from internship will be considered as absent and no marks shall be awarded for the paper.

COURSE OUTCOMES(COs)

CO1: To bridge the gap between real-life business and academics.

CO2: To expose participants to the functioning of organizations to bridge the gap between classroom learning and industry environment.

CO3: To develop practical skills and gain a realistic idea of the managerial functions in organizations.

CO4: Demonstrate professional working attitude and aptitude.

CO5: Develop teamwork and leadership skills.

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

1. Internship Diary/report
2. Internship Certificate in original.
3. Logbook signed by the supervisor of the organization.

Mode of Assessment

1. Continuous Internal Assessment (IA)
2. Internship Report
3. Internship Supervisor evaluation (Logbook)
4. Presentation

INTERNSHIP GUIDELINES:

The general procedure for arranging internship is given below:

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

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

Step 3: Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email.

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

Step 5: Internship Report by the students must be submitted in the department along with the Training Certificate obtained. *Training at coaching centers/ academies will not be considered as internship.*

FORMAT OF INTERNSHIP REPORT

1. Title Page

The title page of the report will include;

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

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

3. Copy of the internship certificate (provided by the organization): Attach the scanned copy of Internship Completion Certificate provided by the organization.

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

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

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

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

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

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

- a. Organizational Hierarchy chart
- b. Number of employees
- c. Main offices

- d. Introduction of all the departments
- e. Comments on the organizational structure

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

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

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

ASSESSMENT

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

MARKS DISTRIBUTION- INTERNSHIP

External	60 Marks
Internal	15 Marks
Total	75 Marks

MARKS DISTRIBUTION-EXTERNAL EVALUATION

SL NO	Details	Marks
1	Internship Report	40
2	Grooming, communication, and etiquettes	5
3	Presentation and Viva- voce	15
	TOTAL	60

MARKS DISTRIBUTION- INTERNAL EVALUATION

Sl.No	Details	Marks
1	Internship Evaluation	8
2	Communication and professionalism	7
	TOTAL	15

SEMESTER 4	MTTM04C17	PROJECT / DISSERTATION
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Workload: 72 hours / 4 hours per week

Project /Dissertation work is envisaged to integrate and apply the cumulative knowledge gathered in all the four semesters of MTTM programme. This course prepares students to formulate research questions and explore the field with in-depth reading to develop the studies. On a holistic view, the students are expected to propose solutions/ recommendations / reflections in response to the problems studied.

COURSE OUTCOMES(COs)

CO1: Identifying issue/ research problem pertaining to tourism and hospitality industry.

CO2: Construct literature review relevant to problem/issue and formulate research objectives/ research questions.

CO3: Design research methodology, identify research tools, organize data collection to investigate research problems.

CO4: Analyze findings to answer research questions and create new knowledge.

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

Two typed copies of the project report shall be submitted to the Head of the Department, two weeks before the commencement of the ESE of the final semester. The external evaluation of the project work shall be carried out at the end of the programme. The title and the credit with marks awarded for the project work should be entered in the grade/mark sheet approved by the university. The project should be unique with respect to title, project content and project layout. No two project reports of any student should be identical, in any case, as this may lead to the cancellation of the project report by the university. The total mark for the project is 50 (**internal - 10 marks; external 40 marks**).

Project Evaluation:

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

Pass conditions:

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks of the aggregate and 40% separately for ESE and 10% CE for a pass in the project.
3. There shall be no improvement chance for the marks obtained in the Project Report.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re-done, and the report may be re-submitted along with subsequent exams through parent department.

SEMESTER	MTTM04C18	DESTINATION VISIT AND COMPREHENSIVE VIVA
4		VOCE

Workload: 54 hours / 3 hours per week

The objective of this course is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, including planning, execution of a package tour and to get a practical knowledge about various destinations. It also aims to check the knowledge gathered during the entire programme through a comprehensive viva-voce.

COURSE OUTCOMES(COs)

CO1: Develop knowledge and understanding of different stakeholders of the tourism industry.

CO2: To understand about important destination(s) abroad/India.

CO3: To learn to use resources such as tour guidebooks, travel websites to learn and facilitate travel to a destination.

CO3: To get experience in various kinds of transport, particularly travel by air.

CO4: Analyze and appraise a particular form of tourism and tourism business at a specific destination.

CO5: To apply the knowledge and skill acquired through the entire programme wherever necessary.

The students shall undertake a destination visit, *preferably international*, as a part of the course during 3rd/4th semester of their course. The destination visit shall be organized and planned by the students with the help of the teachers. Since the students learn airline operations and hence to get a practical knowledge, one leg of journey in the study tour must be by air. The students upon completion of the destination visit shall furnish a detailed report of their destination visit. The students also shall get their tour diary signed by the teacher accompanying them on destination visit daily. The tour diary shall contain the details of attractions visited each day and observations of the student and any other details that is relevant to the visit. The tour diary shall be submitted to the concerned teacher upon reporting to the college after the visit.

Destination Visit Report

The destination visit report should contain the following details:

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

Viva Voce: There shall be a comprehensive viva voce covering questions from all courses of the programme. The viva voce shall be conducted by two external examiners.

MARKS DISTRIBUTION-EXTERNAL EVALUATION

SI No	Details	Marks
1	Destination Visit Report	20
3	Grooming, communication, and etiquettes	5
5	Comprehensive Viva- voice	15
	TOTAL	40

MARKS DISTRIBUTION- INTERNAL EVALUATION

SI.No	Details	Marks
1	Pre, post and during the tour performance of the student	5
2	Behavior and attitude and time management during the tour	5
	TOTAL	10

Pattern of Questions

PART A	Short Essay	(6 Questions X Marks 3 Each =18)
	<i>Answer any 5 questions</i>	<i>(5 Questions X Marks 3 Each=15)</i>
PART B	Essay	(5 Questions X Marks 6 Each =30)
	<i>Answer any 3 questions</i>	<i>(3 Questions X Marks 6 Each=18)</i>
PART C	Long Essay (Application-Level Questions)	(5 Questions X Marks 9 Each =45)
	<i>Answer any 3 questions</i>	<i>(3 Questions X Marks 9 Each=27)</i>
• Total marks including choice -93		
• Maximum marks of the course- 60		

MODEL QUESTION PAPERS



FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM01C01 TOURISM THEORY AND PRACTICES

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What do you mean by tourism demand?
2. State the significance of tourism in the local community?
3. Explain the role of NTOs in Tourism.
4. Define pro-poor tourism.
5. Identify environmental impact of tourism.
6. Describe tourism satellite account.

Section B

Answer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. Write a note on travel motivators.
8. Propose the Stanley Plog's model of destination preferences.
9. Bring out the role UNWTO in promoting tourism.
10. Analyze post COVID-19 trends in tourism industry.
11. Explain the difference between inter- regional and intra-regional tourism.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Explain the various impacts of tourism with suitable examples.
13. Summarize Crompton's Push and Pull Theory and its implications for tourism.
14. Assess the possibility of Kerala in special interest tourism development. What are the major strategies to be adopted?
15. Analyze the tourism trends in India over the past ten years?
16. Evaluate the importance of tourism circuits with examples.

FIRST SEMESTER MTTM DEGREE EXAMINATION**MTTM01C02 HOTEL OPERATIONS MANAGEMENT**

Time: 3 Hrs.

Maximum: 60 Marks

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

1. Explain about C Form?
2. State any three job roles in hotel industry?
3. Explain the role of FHRAI in the hospitality industry.
4. Name any three international hotel chains?
5. Identify the role of night auditor.
6. Compose a note on guest cycle.

Section BAnswer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. Write a note on fiscal and no fiscal incentives offered to hotel industries in India.
8. Compare the facilities provided by a business class hotel and a Leisure hotel.
9. Bring out the complaint handling procedure in the hotel industry.
10. Write a note on duties and responsibilities of front office staff.
11. Write about Organization Structure of housekeeping department.

Section CAnswer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. If you get two job offers from a hotel to work in either front office department or housekeeping. Which one will you select? Justify your selection.
13. Explain the various types of rooms available in the hotel industry.
14. Assess the job opportunities in the hospitality industry.
15. Explain the major departments in a hotel and assess their major functions.
16. Evaluate the importance of co-ordination with other departments by housekeeping department in a hotel.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM01C03 TOUR LEADERSHIP AND MANAGEMENT

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What is an Online Travel Agency?
2. List any four outbound tour companies in India.
3. Describe package tour.
4. Differentiate between FIT and Git?
5. Discuss the functions of a Travel agency?
6. State the major types of tour itineraries.

Section B

Answer **any three** of the following. Each question carries 6 marks (3x6= 18 marks)

7. Write the difference between fixed cost and variable cost?
8. Compile the check list for tour guides.
9. Write about TAAI and IATO.
10. Compose a note on the essential requirements for starting a Tour Operation Business.
11. Prepare the procedures to design a tour package.

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

12. Prepare an itinerary for a group of 30 students who would like to visit Golden Triangle for a period of 11 days.
13. Prepare a costing sheet for a north Indian tour which lasts for a week with 50 adult passengers.
14. Explain the effective guiding strategies when you have a group of mixed clients based on age.
15. Evaluate the challenges of tour guiding and explain the responsibilities of a tour Guide.
16. Explain the travel requirements of an international traveler.

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM01C04 BUSINESS COMMUNICATION

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. List the types of business letters?
2. Discuss about 7 Cs of communication.
3. Differentiate between podcast and Vodcast.
4. Identify the common errors committed in English speaking.
5. Write about salutations in hospitality Industry.
6. Discuss the techniques for effective presentation.

Section B

Answer **any three** of the following. Each question carries 6 marks (3x6= 18 marks)

7. Write a note on business etiquette.
8. Compose a note on travel blogs.
9. Prepare a press release on tourism's impact on your nearby destination.
10. Write a note on table etiquette.
11. Prepare layout of a business letter.

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

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

17. Evaluate the importance of effective communication in Tourism Industry

FIRST SEMESTER MTTM DEGREE EXAMINATION

MTTM01E01 FRONT OFFICE MANAGEMENT

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What is C Form?
2. What is a guest cycle?
3. Who is a Blacklisted Guest?
4. Describe Front Desk Layout.
5. What is night auditing?
6. What is service quality?

Section B

Answer **any three** of the following. Each question carries 6 marks (3x6= 18 marks)

7. Write about different types of accommodation.
8. Write about the method of receiving and transmitting messages for a guest.
9. Which are the different types of rooms?
10. Prepare a note on key handling.
11. Discuss reservation activities.

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

12. How will you assess guest requirements in cases of FIT, and Group?
13. If you are a front office manager, how will you create duty rotas & work schedule?
14. Propose various strategies for handling of special situations in the front office.
15. Explain check-out process of a hotel.
16. Give the organization structure of the front office department and explain the duties of front office manager.

FIRST SEMESTER MTTM DEGREE EXAMINATION
MTTM01E02 CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. How do you conceive success and failure? Which are the hurdles in achieving success?
2. What is Attitude? Which are the factors affecting attitude?
3. Discuss aggressive, submissive, and assertive behaviors.
4. Describe Transactional analysis.
5. What is CRM? Discuss success factors in CRM.
6. What is service quality? Discuss different dimensions of service quality.

Section B

Answer **any three** of the following. Each question carries 6 marks (3x6= 18 marks)

7. Prepare a note on factors responsible for success.
8. Write about the ways to develop a positive attitude?
9. Compose note on CRM cycle.
10. Propose various e-CRM methods in business.
11. Write a note on the significance of motivation.

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

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

17. Analyze the importance of customer relationship management in the hospitality Industry. Explain the reasons for customer complaint.

FIRST SEMESTER MTTM DEGREE EXAMINATION
MTTM01E03 FOREIGN EXCHANGE MANAGEMENT

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What is the significance of foreign exchange?
2. Write a note on derivatives in the forex market.
3. How will you fix the exchange rate?
4. What are forward exchange contracts?
5. What is a flow model in forex?
6. What is a nostro account?

Section B

Answer **any three** of the following. Each question carries 6 marks (3x6= 18 marks)

7. Prepare a note on Interest Rate Parity Theory.
8. Write about factors influencing forward rates.
9. Explain about economic consequences of exchange rate changes.
10. Write about foreign exchange reserves of India.
11. What is a money market hedge?

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

12. Analyze FOREX management in India.
13. Compare futures and forward contracts.
14. Compare Nostro, Vostro and Loro Accounts.
15. Critically analyze fiscal policy and its impact on foreign exchange reserves in India.
16. Explain risk management through forward contracts.

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM02C05 TOURISM PRODUCTS AND RESOURCES

Time: 3 Hrs.

Maximum: 60 Marks

Part-A

Answer *any five* Questions. Each question carries *three* marks.

1. Define tourism products.
2. Identify the major island tourism products of India
3. Describe the intangibility of tourism products.
4. What are eco-tourism resources?
5. Write a note on Cruise liners.
6. Discuss about physiography of India

Part-B

Answer *any three* Questions. Each question carries **six** marks.

7. Write a note on beach tourism destinations in India.
8. Compile the main difference between National Parks and Wildlife sanctuaries.
9. Discuss different styles of architecture.
10. Which are the major tourism attractions of Christianity in India?
11. Give an account UNESCO world Heritage Sites in India.

Part-C

Answer *any three* Questions. Each question carries **nine** marks.

12. “India is destination for all seasons and reasons” – Comment. Prepare some strategies for attracting more tourists during off season.
13. Illustrate how does Indian railways play an important role in tourism promotion.

14. Suggest any five destinations in India where adventure seekers can enjoy. Write down their major features.
15. Critically analyse the tourism potential of Northeastern region of India.
16. Compare Carnatic and Hindustani Classical Music systems.

SECOND SEMESTER MTTM DEGREE EXAMINATION
MTTM02C06 RESEARCH METHODOLOGY FOR TOURISM

Time: 3 Hrs

Maximum: 60 Marks

Section A

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

1. Where does a researcher use Phenomenology?
2. What is a hypothesis?
3. Which are the important reference styles?
4. What is multistage random sampling?
5. What is mixed method research?
6. What is reliability in research context?

Section B

Answer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. How will you conduct an Inductive Research?
8. Differentiate the methodologies used in qualitative and quantitative research.
9. Point out the importance of case study method in research.
10. Write a note on different types of research. Bring out the qualities of a good research design.
11. Which are the different types of variables?

Section C

Answer **any three** of the following. Each question carries 9 marks. (3x9=27 marks)

12. Which are the various types of sampling designs used in tourism research? How will you fix a sample size?

13. Discuss the research process in detail. Bring out the importance of review of literature in research.
14. What are your major considerations while writing a research paper?
15. Examine the different qualitative approaches suitable for tourism research?
16. Write about any three statistical tests used in quantitative data analysis.

SECOND SEMESTER MTTM PROGRAMME.

MTTM02C07 MANAGEMENT CONCEPT AN ORGANIZATION BEHAVIOUR

Time: Three Hours

Maximum Marks: 60

Part-A

Answer *any five* Questions. Each question carries **three** marks.

1. Define Management.
2. Identify Herzberg's two factor theory x and theory y.
3. Describe the concept of Organizational Behaviour.
4. Compare the difference between moral conduct and Business ethics.
5. Summarize chain of command.
6. Discuss about Span of Control.
- 7.

Part-B

Answer any **three** Questions. Each question carries **six** marks.

8. Write a note on Five Model of Personality.
9. Compile the main difference between three level of ethics.
10. Originate the importance of Management by Objective in an Organization.
11. Formulate the elements of Fiedler's Contingency Model.
12. Originate the importance of social learning theory.

Part-C

Answer any **three** Questions. Each question carries **nine** marks.

13. Compare the relationship between Ethics and CSR. Design CSR activities for a hotel.
14. Illustrate the difference between Delegation and Decentralization of Authority.

15. Explain in detail Maslow Need of Hierarchy and its application in tourism demand.
16. Classify the difference between Great Man Theory and Transformational Leadership.
17. Evaluate the significance of factors influencing Group Behaviour.

SECOND SEMESTER MTTM PROGRAMME.

MTTM02C08- EVENT MANAGEMENT AND MICE

Time: Three Hours

Maximum Marks: 60

Part-A

Answer *any five* Questions. Each question carries **three** marks.

1. What is an event?
2. How to obtain License for Serving Liquor
3. What do you mean by seminars?
4. State any three components of media planning.
5. Expand KTM.
6. What do you mean by public relations?

Part-B

Answer *any three* Questions. Each question carries **six** marks.

7. Briefly explain various legislations and tax laws applicable to events.
8. Explain the duties and responsibilities of the event manager.
9. What are the Five Cs of Event Management.
10. Prepare a short note on MICE.
11. State the various types of events.

Part-C

Answer *any three* Questions. Each question carries **nine** marks.

12. Explain the different permissions required for holding an event.
13. Explain the essential elements to be defined in the budgeting of corporate events.
14. Explain the role of social media in conducting an event. Prepare a brochure for the same.
15. Prepare a note on different players in the event business.

16. Elaborate the use of technology in event planning and promotion.

SECOND SEMESTER MTTM DEGREE EXAMINATION

MTTM02E04 AIRPORT MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

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

1. Discuss civil aviation airports?
2. Explain the term OJ.
3. What is the role of an Aerodrome Operator?
4. Describe the major environmental impacts of Airports?
5. What is Runway?
6. Explain the duty of Air traffic Control (ATC)?

Section B

Answer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. Write a note on baggage and cargo handling systems.
8. What is the advantage of Global Distribution System (GDS).
9. Propose the uses of self-service kiosks?
10. Prepare a short essay on types of journeys.
11. How will you classify airports.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Demonstrate the structure of an airport with the help of a diagram and detail each of them.
13. Explain the various steps in IATA & UFTAA Fare Calculation Formula.

14. Assess the situations of airline disruptions and irregular operations.
15. Explain about the passengers requiring special handling.
16. Summarize the role and functions of ICAO and AAI

SECOND SEMESTER MTTM PROGRAMME
MTTM02E05: CRISIS AND DISASTER MANAGEMENT IN TOURISM

Time: Three Hours

Maximum Marks: 60

Part-A

Answer *any five* Questions. Each question carries **three** marks.

1. Define disaster management.
2. What are the limitations of disaster management?
3. Define environmental disaster.
4. What do you mean by contingency plans?
5. Write the importance of the pre-disaster plan?
6. Define sustainable development.

Part-B

Answer *any three* Questions. Each question carries **six** marks.

7. Briefly explain the characteristics of manmade disaster.
8. Explain the role of fire services in a disaster.
9. Discuss the contributing factors to vulnerability.
10. Describe global warming and its impact on daily life.
11. State the various phases of risk management.

Part-A

Answer *any three* Questions. Each question carries **nine** marks.

12. Describe the disaster response mechanism in India. Bring out strategies for a destination which is affected by a landslide.

13. Write a note on hazard mapping for disaster prevention.
14. Explain the various steps involved in relief distribution.
15. Examine the changing trends in disaster management in the contemporary world.
16. Explain the problem facing relief administration.

SECOND SEMESTER MTTM DEGREE EXAMINATION
MTTM02E06 PORT AND SHIPPING MANAGEMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

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

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

Section B

Answer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. What is a Grade A shipping container?
8. What makes a good shipping port?
9. Discuss on the packing instructions for dangerous goods.
10. What are the shipping activities?
11. What are the alternative means of packaging products that are not containerized?

Section C

Answer **any three** of the following. Each question carries 10 marks. (3x9=27 marks)

12. Make a brief note on cargo shipping and its role in economic development

13. Discuss various marine insurance policies.
14. Explain the various IMO conventions.
15. Explain pre and post shipment finance.
16. Briefly discuss the types of cargo ships.
17. What are the major dry bulk trades in shipping?

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM03C10 FINANCIAL MANAGEMENT FOR TOURISM

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What do you mean by financial management?
2. State the significance of Break - even analysis?
3. Explain the role of working capital in financial management.
4. Define Financial Leverage?
5. Describe about Tourism entrepreneurship.
6. Examine Determinants of Financial Structure.

Section B

Answer **any three** of the following questions. Each question carries 6 marks (3x6= 18 marks)

7. Write a note on the role of financial management.
8. Propose the factors affecting Financial Planning in the tourism industry.
9. Bring out the Role TFCI in promoting tourism in India.
10. Write a note on the importance of Capital Budgeting.
11. Explain the difference between financial and capital structures.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Explain the role of FDI for the promotion of Tourism in India. Explain flow of FDI In Tourism & Hospitality Sectors.

13. Explain the process of Entrepreneurship. Elucidate the various steps to be taken by a tourism entrepreneur.
14. Analyze the necessities of financial analysis for innovative tourism product development? How will you assemble financial resources required for a tourism start-up?
15. Evaluate the importance of Capital Budgeting in financial management.
16. Assess the role of an entrepreneur in economic growth of a society. How can a tourism entrepreneur contribute to community development?

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM03C11 TOURISM MARKETING

Time: 3 Hrs.

Maximum: 60 Marks

Section A

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

1. What do you mean by Green Marketing?
2. What is the role of Public Relation in Marketing?
3. Describe the functions of marketing in relation to tourism.
4. What is the importance of a political environment for tourism?
5. State objectives of Sales promotion.
6. What is Destination Branding?
7. Explain Global Marketing.

Section B

Answer *any three* of the following questions. Each question carries 6 marks (3x6= 18 marks)

8. Discuss the main pricing strategies which can be used by tourism organizations.
9. Develop a Marketing Information Systems for tourism marketing
10. Design advertising message for a special tour package during holidays
11. Outline different stages of Butler's 'Tourism Area Life Cycle'
12. Enumerate the basis for market segmentation with suitable examples from tourism.

Section C

Answer *any three* of the following questions. Each question carries 10 marks. (3x9=27 marks)

12. How can we utilize social media for promoting tourism products?
13. Enumerate the elements of marketing mix in service Marketing.

14. What constitutes a Marketing Environment? As a tourism professional, suggest ways to handle the changing marketing environment.
15. What is the role of digital marketing in tourism development?
16. What are the various channels of distribution used in the tourism business? List the factors determining their selection?

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM03C12 DESTINATION GEOGRAPHY

TIME:3 Hours

Max Marks:60

Section A

Answer *any five* Questions. Each question carries **three** marks.

1. Differentiate between Longitude and Latitude.
2. Write a short note on different branches of geography.
3. Differentiate between climate and weather
4. List the tourist attractions of Caribbean countries.
5. Briefly explain different types of maps.
6. Write a short note on the significance of gateways in tourism with examples.
7. List the key attractions of Italy.

Section B

Attempt *any three* questions. Each question carries *six* marks.

6. Write a detailed note on impact of weather and climate on Tourism destinations.
7. Discuss the significance of geography knowledge for travel agents.
8. Briefly explain climatic conditions in India and how climate attracts foreign tourists with suitable examples.
9. What is the significance of longitude in climate?
10. Examine the reason for Scandinavia dotting a significant spot on world tourism map.
11. Write a note on tourism potential of Middle East countries.
12. A flight leaves New York, USA at 19:30 hours (-04:00 GMT) local time on Friday and arrives at Kochi, India at 00:30 hours local time on Sunday. Calculate the total flying time.

Section C

Attempt *any three* questions. Each question carries 9 marks.

12. Highlight five tourism destinations in Singapore and explain why you would recommend these places for a tourist.
13. Prepare a 10-day itinerary for a group visiting USA and Canada.
14. Discuss the unique physical features, which promotes tourism in Australia.
15. Throw a light on climatic features of countries in West Europe. Discuss the best time for Indian tourists to visit the countries.
16. China is internationally known for its longstanding historical and cultural assets. Justify the statement with suitable examples.

THIRD SEMESTER MTTM DEGREE EXAMINATION

MTTM03C13 PRODUCT DESIGN AND DEVELOPMENT

TIME:3 Hours

Max Marks:60

Section A

Answer **any six** of the following questions. Each question carries 3 marks. (5X3=15 Marks)

1. Explain stage-gate model of product development
2. Give an account of Diamond Model of sustainable tourism development.
3. Differentiate between micro and macro tourism product planning process.
4. What is cultural mapping?
5. Detail the Resource-Process Framework of New Service Development.
6. What is the importance of 'co-creation' in a destination?

Section B

Answer **any three** of the following questions. Each question carries 6 marks. (3x6=18 marks)

7. Explain the Diamond Model of sustainable tourism development.
8. Explain Leiper's Geo-Spatial Model of tourism system.
9. Discuss variables influencing tourism product development.
10. Write a note on Site Evaluation Matrix.
11. Give NSD process.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Detail fundamentals and principles of tourism product development planning. How will you analyze the present situation of the destination?
13. Critically examine various theories connected with new product development.
14. List out the important characteristics of tourist destinations. Which are the possible factors that affect the product development stage?
15. If you are in a DMO, how will you do the site evaluation of a heritage project site?

16. Prepare a theoretical design for establishing present situation analysis of a destination.

THIRD SEMESTER MTTM PROGRAMME
MTTM03O07- CARGO MANAGEMENT

Time: Three Hours

Maximum Marks: 60

Part-A

Answer *any five* Questions. Each question carries **three** marks.

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

Part-B

Answer *any three* Questions. Each question carries **six** marks.

7. Prepare a note on documentation required in handling cargo.
8. Explain the qualities required for cargo salesperson.
9. Write a note on the concept of Cargo sales management.
10. Prepare a note on payment procedures in cargo transfer.
11. Explain the air safety concept while transporting cargo.

Part-A

Answer *any three* Questions. Each question carries **nine** marks.

12. Evaluate in detail the significance of Airway Bill. List out the details.
13. Compare the different types of customs Duties.
14. Analyze the current trend in marketing cargo around the world.
15. Design cargo handling procedures for an event management company.
16. Illustrate the process of becoming an IATA certified cargo agent. How will you assemble resources?

THIRD SEMESTER MTTM PROGRAMME
MTTM03O08- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum Marks: 60

Part-A

Answer *any five* Questions. Each question carries **three** marks.

1. List the objectives of logistics.
2. Define logistics mix.
3. Explain distribution network in logistics.
4. Differentiate between logistics and supply chain management.
5. Define Bullwhip effect.
6. Give a list of cycle inventory in logistics.

Part-B

Answer *any three* Questions. Each question carries **six** marks.

7. Prepare a note on the need for demand forecasting in logistics.
8. Explain inventory and information flow in logistics.
9. Write a note on barriers to integration in logistics.
10. Prepare a note on supply chain planning.
11. Explain the concept of inventory ownership.

Part-A

Answer *any three* Questions. Each question carries **nine** marks.

12. Evaluate in detail the significance of logistics in economy.
13. Compare the different cycles of logistics processes.
14. Analyze the current trends in supply chain management.
15. Summarize the various steps of logistics operations.
16. Illustrate the current status of organized retail sector in India with case studies.

THIRD SEMESTER MTTM PROGRAMME
MTTM03O09- HERITAGE TOURISM

Time: Three Hours

Maximum Marks: 60

Part-A

Answer **any five** Questions. Each question carries **three** marks.

1. List the objectives of ASI.
2. Define heritage hotels.
3. Explain the role of INTACH.
4. Differentiate between tangible and intangible heritage.
5. Define heritage tourism.
6. Give a list of World Heritage Sites in the Golden Triangle.

Part-B

Answer **any three** Questions. Each question carries **six** marks.

7. Prepare a note on the various methods of heritage conservation and excavation.
8. Explain the role of museums in cultural heritage promotion.
9. Write a note on the temple architectural styles of India.
10. Prepare a note on the major articles related to conservation in India.
11. Explain the process of selection of UNESCO World Heritage Sites.

Part-C

Answer **any three** Questions. Each question carries **nine** marks.

12. Prepare an itinerary mentioning the importance of six major Buddhist sites in North India for a group of Japanese tourists. Use air, rail, and road transport.
13. Compare the different cave heritage sites in India.
14. Analyze the problems faced by heritage destinations in India due to overcrowding by tourists. Chalk out an action plan as a tourism expert to reduce the impacts.
15. Summarize the prominent types of Indian architecture.

16. Illustrate how heritage can be marketed as a tourism product. Explain taking the case of successful heritage hotels of India as example.

FOURTH SEMESTER MTTM DEGREE EXAMINATION

MTTM04C14 TECHNOLOGY AND TOURISM

Time: 3 Hrs

Maximum: 60 Marks

Section A

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

1. Briefly discuss the concept and importance of digital transformation
2. Write a note on the role of technology in revolutionizing the tourism industry.
3. Write a note on virtual concierge.
4. Differentiate between push and pull ads.
5. Write a short note on the applications AR&VR apps in tourism industry.
6. What is blockchain technology.

Section B

Answer **any three** of the following questions. Each question carries 6 marks. (3x6=18 Marks)

7. Illustrate how smart hotels function.
8. Compare Metamediaries and Infomediaries.
9. Explain the concept and types of digital platforms with relevant examples.
10. COVID-19 has changed the way we travel. Discuss the new technologies used by the hospitality sector in COVID-19 scenario.
11. Explain challenges faced by hotels in adopting digital technology.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Mobile apps are transforming the travel & tourism industry. Discuss the statement with relevant examples.

13. **“Games and travel are temporary escapes into another world”.**
Discuss the gaming applications in destination promotion.
14. Destinations are forced to go digital to remain competitive. Analyze the statement with relevant examples.
15. Prepare a list of areas where ChatGPT and BARD in tourism can be used.
16. Prepare a group mail to be sent to 10 business clients on a tourism package.

FOURTH SEMESTER MTTM DEGREE EXAMINATION

MTTM04C15 DESTINATION PLANNING AND DEVELOPMENT

Time: 3 Hrs

Maximum: 60 Marks

Section A

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

1. Write a note on Destination Management Systems.
2. Which are the 10 A's of successful destinations?
3. How does PPP model help in tourism development in India?
4. Which are the ways of controlling tourist activities in a fragile destination?
5. How will you measure destination image?
6. What is FAM tour?

Section B

Answer *any three* of the following questions. Each question carries 6 marks. (3x6=18 Marks)

7. Bring out the differences between Ecological Footprints and Carbon Footprint.
8. How will you measure the carrying capacity of a destination?
9. Explain the theoretical and managerial dimensions of destination competitiveness.
10. Discuss GSTC criteria for destination certification.
11. Explain the process of developing tourism plans.

Section C

Answer **any three** of the following questions. Each question carries 9 marks. (3x9=27 marks)

12. Bring out the possible issues of beach and coastal destinations? Design strategies that can be adopted while managing visitors in these destinations?
13. Bring out the possible strategies you adopt when diversifying tourism products? Critically evaluate the need for product diversification in Kerala Tourism context.
14. Develop a framework for a tourism project based on hill stations.
15. Explain Destination Branding. Elucidate the influence of internet in destination branding with suitable examples?
16. Discuss various meetings on sustainable development. Prepare strategies for enhancing appeal of a beach destination.