

M.T.T.M.

MASTER OF TOURISM AND TRAVEL MANAGEMENT

PROGRAMME STRUCTURE AND SYLLABUS

2019 – 20 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



EXPERT COMMITTEE IN TOURISM (PG)

MAHATMA GANDHI UNIVERSITY

2019

**MAHATMA GANDHI UNIVERSITY**  
**EXPERT COMMITTEE IN TOURISM**

1.	Dr. Robinet Jacob	Director School of Tourism Studies, Priyadarsini Hills, MG University, Kottayam, Kerala	Chairperson
2.	Dr. Joseph P.D.	Asst.Professor, Dept. of Tourism, Mangalore University, Mangalagangothri-574199, Karnataka	Member
3.	Dr. Deleep D	Asst.Professor Dept. of Tourism Studies GPM Govt College, Majeswar, Kasargod	Member
4.	Dr. B George	Principal Madurai Kamaraj University College, Alagar Kovil Road Madurai- Tamilnadu	Member
5.	Dr. R Kannan	Professor Department of Hotel Management and Tourism Madurai Kamaraj University Palkalai Nagar, Madurai-625 021, Tamilnadu	Member
6.	Mr.Manas Benny	Asst.Professor Dept. of Tourism Studies Mar Ivanios College Trivandrum	Member
7.	Dr. P Prem Kanna	Prof. & Head, Department of Catering & Hotel Management, Hindusthan College of Arts & Science, Coimbatore – 641028	Member

## TABLE OF CONTENTS

Aim of the program-----	4
Eligibility for admission-----	5
Medium of instruction and assessment-----	5
Assessment-----	5
Duration of the program and courses of study-----	5
Evaluation assessment and grading system-----	5
Direct grading system-----	6
Details of evaluation-----	6
Theory-----	7
Project-----	8
Comprehensive Viva Voce-----	9
Study Tour / Destination study and field work report and Internship training report-----	10
Faculty under which the degree is awarded-----	11
Specialization offered if any-----	11
Compliance with the UGC minimum standards for PG degree-----	11
The program structure-----	12
Detailed syllabus of MTTM program-----	14
Model question papers-----	37
Format of awards to be issued to students-----	59

\*\*\*\*\*

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

**(Mahatma Gandhi University Regulations PGCSS2019 from 2019 – 20 Academic Year)**

**1. Aim of the Program**

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

Being a service industry, Tourism is growing at a faster pace which is standing next to IT sector. Hence there is an increased demand for competent professionals to manage the diverse forms of tourism business. Master of Tourism and Travel Management (MTTM) is designed in such a way to prepare students for managerial positions in Destination planning, Consultancies, Policy making, Tour operations, Travel agencies, Small and Medium Enterprises (SME), Hospitality and Aviation. After completing the program, the students should be able to work in, travel and tourism related organizations, at various capacities in government levels, Event and Entertainment industry, Hotels, Food & Beverage services etc. The programme also bestows entrepreneurial skills among the students to start new businesses in the above areas.

The objective of the MTTM programme is to create professionals with leadership skills to administer and manage business units in different tourism and hospitality sectors. The objectives of the programme are as follows: -

- Analyze the various components of Tourism and to describe how they coincide each other.
- Depicts the interrelationship between travel, tourism and hospitality industries. Develop leadership skills and to provide necessary Managerial, Communicative,
- IT, product and Resource skills to effectively handle Tourism activities. Mould career paths and equip students to face professional challenges. Chalk out a research oriented approach.
- Enhance the ability and skills to build long lasting business relationships. Be able to

target and position the tourism resources.

- Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organization.

## **2. Eligibility for Admissions**

The admission to all PG programmes shall be as per the rules and regulations of the University. The eligibility criteria for admission shall be as announced by the University from time to time. Separate rank lists shall be drawn up for reserved seats as per the existing rules.

Candidates for admission to the first semester of the PG programme through PGCSS 2019 shall be required to have passed an appropriate Degree Examination of Mahatma Gandhi University as specified or any other examination of any recognized University or authority accepted by the Academic Council of Mahatma Gandhi University as equivalent thereto. Students admitted under this programme are governed by the Regulations in force.

## **3. Medium of Instruction and Assessment**

The medium of instruction shall be English.

### **Assessment**

#### **Duration of the programme and Courses of Study**

The duration of MTTM program shall be of four semesters. The courses for the MTTM programme include two types of courses, Core courses and Elective Courses. The Elective courses had been distributed among third and fourth semester with three groups of electives with three courses in each group. There shall be a Project work with dissertation to be undertaken by all students. Students have also to prepare Study tour report and internship report.

#### **Evaluation assessment and grading system**

Total credit of the programme is 80. The evaluation scheme for each course shall contain two parts: (a) internal evaluation (ISA) and (b) external evaluation (ESA). The weight for the internal

evaluation is 5 and the external evaluation is 15 and its maximum Weighted Grade Point (WGP) is 25 and 75 respectively. The internal external ratio is 1:3. There shall be no separate minimum grade point for internal evaluation.

### **Direct grading system**

Direct grading system based on a seven point scale is used to evaluate the performance (external and internal examination of students). For all courses letter grades and GPA/SGPA/CGPA are given on the following scale:

Range	Grade	Indicator
4.50 to 5.00	A+	Outstanding
4.00 to 4.49	A	Excellent
3.50 to 3.99	B+	Very good
3.00 to 3.49	B	Good (Average)
2.50 to 2.99	C+	Fair
2.00 to 2.49	C	Marginal
Up to 1.99	D	Deficient (Fail)

No separate minimum is required for internal evaluation for a pass, but a minimum C grade is required for a pass in an external evaluation. However, a minimum C grade is required for pass in a course.

### **Details of evaluation**

There will be a four stage evaluation:

1. Evaluation first stage – Both internal and external (to be done by the teacher)
2. Evaluation second stage – Calculation of Grade Point Average (GPA) of a course (to be done by the University)
3. Evaluation third stage – Semester Grade Point Average (SGPA) (to be done by the University)
4. Evaluation fourth stage – Cumulative Grade Point Average (CGPA) (to be done by the University)

The first stage evaluation to be done by the teacher is shown below:

Grade	Grade points
A+	5
A	4
B	3
C	2
D	1
E	0

## Theory

For all theory papers, there will be both internal and external evaluations.

### Internal evaluation

The internal evaluation shall be based on written tests, assignments and seminars in respect of theory courses. The weightage assigned to various components for internal evaluation is as follows.

All the components of the internal evaluation are mandatory.

	Components	Weightage
i.	Assignment	1
ii	Seminar	2
iii	Best two test papers	1 each = 2
	Total	5

For test papers all questions shall be set in such a way that the answers can be awarded A+, A, B, C, D and E grade.

### External evaluation

The external examination in theory courses is to be conducted by the University with question papers set by external experts. There shall be University examination for all theory papers at the end of each semester. The answers must be written in English except for those coming under Faculty of languages.

There shall be one end-semester examination of 3 hours duration in each lecture based course

(Theory). Maximum weight for external evaluation is 30. Therefore maximum weighted grade point (WGP) is 150.

A question paper for theory may contain short answer type questions, short essay / problem solving type questions and long essay type questions. Different types of questions shall be given different weights to quantify their range as follows:

Pattern of questions				
Sl. No.	Type of Questions	Weight of the question	Total number of questions	Number of questions to be answered
1	Short Answer type questions	1	10	8
2	Short essay / Problem solving type questions (Not exceeding three pages)	2	8	6
3	Long essay type questions	5	4	2

The pattern of questions for external evaluation shall be set in such a way that the answers can be awarded A+, A, B, C, D and E grade.

### **Project**

Project work shall be completed by each student individually under the supervision of a teacher in the concerned department. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor. There should be an internal assessment and external assessment for the project work.

### **Internal evaluation**

The internal evaluation of the project can be done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation. The internal



components of project are given below:

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva	1
Total	5

### External evaluation

The external evaluation of the Project work is followed by presentation of work including dissertation and Viva-Voce. Project evaluation Viva -Voce shall be conducted at the end of the programme only. The external components of project are given below:

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
Total	15

### Comprehensive Viva Voce

Comprehensive Viva - Voce shall be conducted at the end semester of the programme which covers questions from all courses in the programme by external examiners. For MTTM programme this will also include evaluation of evaluation of study tour / destination study and field work and internship reports.

### Internal evaluation

The internal components of Comprehensive Viva - Voce are given below:

Components	Weightage
Course viva (all courses from first semester to fourth semester)	4
Evaluation of study tour / destination study and field work and internship reports	1
Total	5

### External evaluation

The external components of Comprehensive Viva - Voce are given below:

Components	Weightage
Course viva (all courses from first semester to fourth semester)	10
Evaluation of study tour / destination study and field work and internship reports	5
Total	15

### **Study tour / Destination study and field work report and Internship training report**

For successfully completing the MTTM programme each student has to submit study tour / destination study and field work and internship training reports.

### **Study tour / Destination study and field work report**

Students will have to submit a report of their study tour which will be evaluated externally at the end of the fourth semester. Students should undertake visits to important national or international tourist destinations during their programme for up to a maximum of fifteen days. The purpose is:

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage tours.

Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour.

If a student(s) is not able to take part in the National/ International Tour because of genuine /unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study and field work report. In such cases, the onus will on the student(s) and must make sure that prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

As mentioned above it will have both internal and external components and will be evaluated along with the comprehensive viva – voce at the end of the fourth semester.

## **Internship training report**

There shall be internship placements for not less than thirty days in a relevant industrial setting during the programme. Students can take up their internship either in airport or aviation sector, hospitality establishments (hotels or resorts), travel agency or tour operation firm and public sector destination management offices. This is a supervised internship within the tourism and hospitality industry. This allows students to undertake experiential learning by working with the sponsoring tourism or hospitality organization to critically examine a major aspect of their operation. The students shall submit a written report of their internship study during the fourth semester. The purpose is:

- To understand the professional setting and work culture of tourism related organization.
- To get a firsthand experience of the career opportunities in travel and tourism industry.
- To get on the job training and skill enhancement in travel and tourism sector.

As mentioned above it will have both internal and external components and will be evaluated along with the comprehensive viva – voce at the end of the fourth semester.

### **4. Faculty under which the Degree is awarded:**

Master of Tourism and Travel Management (MTTM) programme is awarded under the faculty of Tourism and Hospitality Studies.

### **5. Specialization offered, if any:**

Specialization courses are not offered as part of Master of Tourism and Travel Management (MTTM) programme. But there are two groups of electives with three courses each offered in the fourth semester from which the colleges can choose any one group.

### **6. Compliance with the UGC minimum standards for Post Graduate Degree:**

The nomenclature of the programme is in compliance with UGC order and directions.

## 7. The Program Structure

**Total credits: 80**

Course code	Title	Type of the course	Hours per week	Credits
<b>FIRST SEMESTER</b>				
TR020101	Introduction to Tourism Administration and Management	Core	5	4
TR020102	Tourism Products of India	Core	5	4
TR020103	Entrepreneurship for Tourism Business	Core	5	4
TR020104	Hospitality Operations and Management	Core	5	4
TR020105	Communicative English for Tourism and Hospitality	Core	5	4
<b>SECOND SEMESTER</b>				
TR020201	World Tourism Geography	Core	5	4
TR020202	Destination Planning and Development	Core	5	4
TR020203	Travel Agency and Tour Operations	Core	5	4
TR020204	Organizational Behavior and Management Process	Core	5	4
TR020205	Information Technology and E – Tourism	Core	5	4
<b>THIRD SEMESTER</b>				
TR020301	Sustainable Tourism and Ecotourism	Core	5	4
TR020302	MICE and Event Management	Core	5	4
TR020303	Tourism Marketing and Public Relations	Core	5	4
TR020304	Management Concepts and Basics of Accounting	Core	5	4
TR020305	Research Applications in Tourism	Core	5	4
<b>FOURTH SEMESTER</b>				
TR020401	Human Resource Management for Tourism	Core	5	4
Elective - Group A: Aviation				
TR840401	Aviation Management	Elective	5	3
TR840402	Cargo Management	Elective	5	3
TR840403	Airline Ticketing	Elective	5	3
OR				

Elective - Group B: Special Interest Tourism				
TR850401	Heritage Tourism	Elective	5	3
TR850402	Health Tourism	Elective	5	3
TR850403	Leisure and Recreation Management	Elective	5	3
TR020402	Project work	Project	2	3
TR020403	Evaluation of Study Tour and Internship Report along with Comprehensive Viva Voce	Viva	3	4
				80

There are two elective groups with three courses each for the MTTM programme. The colleges can select any one elective group. All the three courses in the group have to be taken and each one has the same credit. The elective courses are offered in the fourth semester. The two groups as mentioned above are:

- Elective - Group A: Aviation
- Elective - Group B: Special Interest Tourism

## 8. Detailed Syllabus of MTTM Programme

### SEMESTER 1

#### TR020101 INTRODUCTION TO TOURISM ADMINISTRATION AND MANAGEMENT

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the various elements of Tourism.
2. To familiarize with the Tourism developments.
3. To realize the potential of tourism industry in India

**Module 1**

Evolution of Tourism (in brief); the Concept, Nature & Scope of Tourism; Definitions concerned; Related Concepts- (Visitors, Excursionist, Tourist, Traveler) ; Characteristics of tourism; The Manila Declaration-1980;The Global Code of Ethics for Tourism(GCET).

**Module 2**

Key Components of Tourism- Attractions, Accommodation, Transportation; Elements of Tourism; Impacts of Tourism- (Social, Economic & Environmental) Leiper’s Model Tourism System- Push and Pull factors

**Module 3**

Documentation areas: Passport-Definition-Different types of Indian Passport-Formalities-Passport Seva Kendra ; VISA-different types of Indian visa; Special Permits; Health Certificates; Regulations regarding Foreign Exchange; Travel Insurance ;Ministry of External Affairs-(GOI).

**Module 4**

Aims, Objectives & Functions of:- World Tourism Organization (WTO); World Tourism & Travel Council (WTTC); Pacific Asia Travel Association(PATA); National Tourist Organization(NTO); ITDC; IRCTC; TFCI; TAAI; IATO

**Module 5**

Five Year Plan of India and Tourism; Tourism Policy & Action Plan (1982; 2002; 2015) (Highlights only); Tourism Promotion & Efforts taken by Ministry of Tourism, GOI; National Tourism Awards (Latest)

**References:**

1. Goldener, C & Ritchie, B (2006), ‘Tourism Principles, Philosophy, Practices, John Wiley, NY.
2. Geoper et al (2006), ‘Tourism principles & Practices, Pearson Edn., NY.
3. Sunetra Roday, Archana Biwal & Vandana Joshi , Tourism: Operations and Management, OUP
4. Swain, Sambath Kumar, Mishra J,M, Tourism- Principles and Practices, OUP
5. Mac Mancini (2008), Access: Introduction to Travel and Tourism, Thomson Delmar
6. N. Jayapalan (2001), An introduction to Tourism, Atlantic Publishers, New Delhi.
7. Krishan K Kamra & Mohinder Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.

**SEMESTER 1**  
**TR020102 TOURISM PRODUCTS OF INDIA**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To familiarize the social and cultural set up in India and its contribution to tourism. To understand the nature of different tourism products.

**Module 1**

Tourism Products: Definition, Concept and classification- Unique features of Tourism Products– Geography of India – Physical and Political features –Languages and literature – Major Religions of India.

**Module 2**

Cultural Tourism - problems and prospects – Fairs and Festivals-Dance Festivals – Performing arts – Dance and Music forms - Music Festivals –Cuisines and specialty dishes- Artifacts and Handicrafts, Architecture – major styles, paintings and sculpture.

**Module 3**

Archaeological sites – Monuments –Ancient Temples of India; Pilgrim Centres, Forts - Palaces and Museums – Buddhist heritage sites of India

**Module 4**

Hill stations, Beaches, Major tourism circuits of India, Emerging Tourism Destinations of India- potentials & issues

**Module 5**

Major wildlife sanctuaries, national parks, biosphere reserves, community reserves, Adventure and ecotourism destinations in India

**References:**

1. Robinet Jacob et al (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. A. L Basham (2003), 'The Wonder that was India', Oxford University Press.
3. A. L. Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007), India , Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.

**SEMESTER 1**  
**TR020103 ENTREPRENEURSHIP FOR TOURISM BUSINESS**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To empower students to become an entrepreneur in tourism
2. To familiarize the modalities for starting a tourism business and
3. To bring into light how one can position one's own business

**Module 1**

Entrepreneur, entrepreneurship – definition-concepts- characteristics-functions; Distinction between entrepreneur and manager, Role entrepreneur in economic development- factors affecting entrepreneurial growth

**Module 2**

Types of entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Women entrepreneur-need-scope-problems; Tourism and women entrepreneurs

**Module 3**

E D P-meaning and objectives; Reasons for starting an enterprise-importance of training- target group-contents of training programme-special agencies for entrepreneurial development and training- steps to make EDP successful

**Module 4**

Forms of ownership, problems faced by a new entrepreneur - pre requisites to start enterprise-registration- different types of license and other requirements.

**Module 5**

Project-meaning-features- classification - phases of project management; Format of feasibility report; SWOT analysis of business; Subsidies and incentives offered to entrepreneurs

**References:**

1. Baporikar Neeta. (2011), Entrepreneurship Development and Project Management, Himalaya: New Delhi.
2. Hisrich. D. Robert. (2011), International Entrepreneurship: starting, Developing and, Managing a Global Venture, Sage.
3. Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
4. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi.
5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry.
6. ManjulaChaudhary (2010), Tourism Marketing, Author(s):, Oxford University Press.
7. Vasant Desai, Entrepreneurship & Small Scale Industries, Himalaya Publishers.
8. Vasant Desai, Entrepreneurship Development, Himalaya Publishers.
9. Feroze Banker, Progressive Entrepreneur, Kanishka Publishers.



**SEMESTER 1**  
**TR020104 HOSPITALITY OPERATIONS AND MANAGEMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the essentials of hospitality industry
2. To familiarize with hotels and their functions
3. To do project work in the above areas.

**Module 1**

Introduction to accommodation industry – Types of accommodation & classification, categorization and forms of Ownership

**Module 2**

Activities in Accommodation Management – Front office – Housekeeping –F&B, entertainment, the engineering and maintenance division - the marketing and sales division - The Accounting division - the HR division and the security division. Infra structure hospitality -Supporting services- shopping

**Module 3**

Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services

**Module 4**

Trends in lodging and food services- Usage of CRS in Hotel Industry- Operational usage through chain of hotels; Role of Associations & Institutions in hospitality management-FHRAI, IHM, IHMCT and like wise

**References:**

1. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi,2000.
2. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay.
3. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
4. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
5. Negi: Professional Hotel Management( Delhi: S.Chand)
6. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996

**SEMESTER 1**  
**TR020105 COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To further enhance attitude towards communication through the English language.
2. To enable students to have analytical, critical, and communicative minds
3. To make students understand the formalities and nuances of written and oral format.
4. To encourage students to develop learning autonomy and enhance their intellectual self-esteem

**Module 1**

The Communication Process- Forms of Communication- oral and written, verbal and non-verbal (kinesics, proxemics, paralinguistic, gestures and postures etc.); Barriers in Communication and classification of barriers; Mass media – Definition – types- characteristics

**Module 2**

Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc); Listening and giving Feedback – case studies on interpersonal problems- Reading, summarizing and analyzing texts - Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)

**Module 3**

Speaking skills – reiteration of concepts- Group Discussion with evaluation- Telephoning skills/ Telephone etiquette /Debate-Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation; Dealing with difficult people – role play based on behavioral patterns

**Module 4**

Principles of communicative writing – Business Letters – application, enquiry, complaints, reservations - emails – Writing CV and cover letters – Synopsis and note taking – summarizing texts – Agenda – Notice – Minutes of the Meeting.

**References:**

1. Company to Company – Andrew Littlejohn, Cambridge University Press
2. English Language Laboratories: A Comprehensive Manual – Nira `Konar, PHI Learning
3. Business Matters – Mark Powell, Thomson Heinle .
4. Words at Work –David Horner, Peter Strutt, Cambridge University Press
5. Commercial Correspondence –A. Ashley, Oxford University Press
6. Business Correspondence and Report Writing – R.C. Sharma,
7. Krishna Mohan, Tata McGraw Hill
8. Communicating in Business, Simon Sweeney, Cambridge University Press
9. IELTS and BEC Papers, Cambridge University Press

**SEMESTER 2**  
**TR020201 WORLD TOURISM GEOGRAPHY**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To gain basic knowledge about world tourism attractions
2. To study about the role & importance of geography in Tourism development

**Module 1**

Introduction to Geography – meaning and definition, relationship between tourism & geography, forms of geography, meaning, definition & features of tourism geography, importance of geography on tourism, Geography as a tourism attraction.

**Module 2**

Natural based Geographical wonders of the world, UNESCO's natural heritage sites of the world – its distribution in different continents, famed attractions in Asian continent.

**Module 3**

Global Tourism flow facts & figures, Global Positioning systems & Global Information systems – its features & applications in tourism, satellite mapping of tourism resources, geographical limitations of tourism

**Module 4**

Maps & Map Study – Meaning & definition of maps, globes, distinction between maps & globes, types of maps – general maps & thematic maps - tourism maps, topographic maps, Latitude, Longitude, GMT, equator, tropic of cancer & tropic of Capricorn, Identification of tourist attractions & cities on maps

**Module 5**

A case study on unique geographical attractions of South Asia: a) Cox Bazar, b) Mount Everest c) Keibullamjao floating National Park d) Majuli Island e) Western Ghats f) Eastern Ghats g) Kanchengunga h) Rann of Kutch i) Sinharaja Forest reserve j) Sundarbans k) Konkan Coast l) Chambal Ravines

**References:**

1. Brian Boniface and Chris Cooper (2009), Worldwide Destinations – The Geography of Travel and Tourism
2. Alan. A. Lew, World Geography of Travel and Tourism, A regional approach, Butterworth – Heinemann.
3. Geography of Travel and Tourism- Lloyd Hudman and Richard Jackson, Thomson Delmar Learning, 2003
4. Majid Husain (2011), World Geography, Rawat Publications.
5. Globe, ATLAS, World MAP

**SEMESTER 2**  
**TR020202 DESTINATION PLANNING AND DEVELOPMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To acquaint students with different destinations and to enable students to plan and develop destinations

**Module 1**

Defining "Destination", Types of destination, characteristics of destination, Destinations and products, Development, meaning and function, goals for development

**Module 2**

Tourism Destination Planning, Environmental Analysis, Resource Analysis, Regional Environmental analysis, Contingency Planning, planning approaches and indicators, design and innovations.

**Module 3**

Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, destination image formation process

**Module 4**

Product development and packaging, culture and nature-based development- brand building of products and destinations

**Module 5**

Public and private policy, Public Private Partnership (PPP), WTO guideline for planner, Role of Urban civic body, Town planning, urban development

**References:**

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
5. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
6. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003

**SEMESTER 2**  
**TR020203 TRAVEL AGENCY AND TOUR OPERATIONS**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the various activities of travel agency and tour operation business To understand the packaging and itinerary planning
2. To study the linkages of travel agency with other related organizations

**Module 1**

History and growth of travel agency business- emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition of travel agent and tour operator- present business trends and future prospects, problems and issues.

**Module 2**

Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, limitation and constraints; Types of Tour

**Module 3**

Itinerary preparation for inbound, outbound and domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels

**Module 4**

Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, merits and demerits of package tour, special requirements for outbound packages, liaison and selling package tours, commission, mark up, services charges

**Module 5**

Govt. rules for getting approval, IATA rules and regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: problems of entrepreneurship in travel trade.

**References:**

1. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers.
2. Mohinder Chand (2010), Travel Agency and Tour Operation- An introductory Text, Anmol Publishers.
3. Syrratt G, Manual of Travel agency practices, Butterworth, Heinemann.
4. Kamra, Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.
5. Betsy Fay, Essentials of tour management-, Prentice-Hal

## SEMESTER 2

### TR020204 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

#### **Objectives:**

1. To provide basic knowledge about the concepts of Organizational Behaviour
2. To develop the skills & traits needed for hospitality managers

#### **Module 1**

Introduction to Organizational Behavior–Meaning, definition, fundamental concepts -features ,scope, characteristics - Interdisciplinary nature of OB, benefits & Role of organizational behavior -challenges & opportunities of organizational behaviour in tourism industry.

#### **Module 2**

Organizational Development and Change – Meaning & definition-characteristics-Benefits of organizational development-Organizational change –meaning-forces for changes & types of change

#### **Module 3**

Personality ,Attitudes & Values – Meaning & definition, determinants of personality, Personality & human behavior , Psycho analytical social theory, Trait theories of personality-Attitude – meaning –Factors influencing attitude -nature and dimensions - Values - Importance, sources & types.

#### **Module 4**

Perception – Definition & meaning, Process, Managerial implications of perception; Learning - classical, operant and social cognitive dissonance approaches

#### **Module 5**

Stress & Stress management –Concept of Stress- sources, Effects of stress on humans, management of stress influence on personality, managing stress - Emotions and Emotional intelligence -TQM-definition, principles, need & importance of TQM in tourism industry

#### **References:**

1. Karam Pal, OB & Management process, I.K International, New Delhi.
2. Mirza S Saiyadain, Human resource management,
3. Sampad Kumar Swain, HRM for Tourism, Abhijeet Publications, NewDelhi.
4. Lee Ross, HRM in Tourism and Hospitality, Cengage Publications.
5. Percy K Singh, HRM in Hotel and Tourism Industry – Existing Trends and Practices
6. Aswathappa K, Organisational behaviour , Himalaya Publishing
7. Mohinder Chand, Travel Agency management – An introductory text, Anmol Publishers.
8. Organisational behaviour 9<sup>th</sup> Edition Stephen Robbins

**SEMESTER 2**  
**TR020205 INFORMATION TECHNOLOGY AND E - TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To learn how the advances in information technology have been used in tourism business

**Module 1**

Computer Basics – Definition And Concepts – Characteristics Of Computer, Generation Of Computer- Input Output Devices – Software - Hardware – Networking – Lan ,Wan, Man – Internet ,Intranet, Extranet ,WWW.

**Module 2**

Information Technology and the Tourism Industry Components: Travel Services; Car Rental, Railways and Airlines; Online development of package tours

**Module 3**

Technology In Tourism & Marketing : Multimedia – Virtual Reality -Virtual Tours – CRS - GDS - Video Conferencing - Online Word Of Mouth Monitoring(WOM);Destination Management System, use of Biometric passport; Electronic Payment : Types Of Electronic Payment , Online Debit Card Payments , Online Credit Card Payments, Smart Card, E – Banking, E- Cheque , E Cash Payment, Mobile Based Payment

**Module 4**

Electronic Commerce And E- Business – History Of Ecommerce- Features- Operations- Infrastructure- Advantages Of Ecommerce For Buyers And Sellers – Types Of Ecommerce- Functions of E- commerce

**Module 5**

Media: An Information Tool for Tourism-Television, Print Media, Others such as MICE, Virtual Media-2G, 3G, 4G connectivity, Role of websites and Internet in promoting tourism, Role of social networking sites, Case study of Kerala Tourism Website

**References:**

1. Werthner, Hannes, and Stefan Klein. Information technology and tourism: a challenging relationship. Springer Verlag Wien, 1999.
2. Sheldon, Pauline J. Tourism information technology.. Cab International, 1997.
3. Journal of Information Technology & Tourism
4. www.keralatourism.org
5. Tourism Marketing –Manjula Chaudhary - Oxford University
6. E-Commerce & General Informatics – Jacob Bose, Anish Thomas
7. Media and Tourism – Shalini Gupta – Centrum Press New Delhi - 110002

**SEMESTER 3**  
**TR020301 SUSTAINABLE TOURISM AND ECOTOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

- 1.To familiarize the students with the theoretical inputs as well as practical issues of Sustainable tourism Development.
- 2.To analyze the role of Eco Tourism as an effective tool for practising Responsible Tourism

**Module 1**

Ecology – definition; environment, biosphere, ecosystem; food chain; types- Pollution –types- Pollution measures to control pollution; Energy environment nexus, Ecological Foot print – Environmental Impact Assessment; Carrying capacity – types and factors affecting tourism carrying capacity

**Module 2**

Ecotourism; Ecotourism principles; Eco tourists and different types of eco tourists; Ecotourism resources of India; Ecotourism Summit (Quebec Declaration 2002 and Oslo Convention 2008) Kyoto Protocol, Agenda 21

**Module 3**

Notion and concept of sustainability – principles of sustainability, tools of sustainability, Approaches in sustainable tourism; sustainable tourism development

**Module 4**

Responsible Tourism; Cape Town and Kerala Declaration-Community based and Pro-poor tourism (PPT) including community participation; Eco-friendly Practices and Energy waste Management

**Module 5**

Natural Hazards and Disasters – types and categories; Causes and results of hazards and disasters; Managing disasters

**References:**

1. Sukanta K Chaudhury, ‘Culture, Ecology and Sustainable development’ Mittal, New Delhi, 2006
2. Ramesh Chawala, ‘Ecology and Tourism Development’, Sumit international, New Delhi, 2006
3. Matha Honey, ‘Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, ‘Environmental impacts of Ecotourism’, CABI, London, 2004
5. Prabhas C Sinha, ‘Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, ‘Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers.
8. Journal of Eco-Tourism, Channel View Publishers.



**SEMESTER 4**  
**TR020302 EVENT MANAGEMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

- To provide basic knowledge about the concepts of Event Management
- To develop the skills needed to manage events related to tourism business

**Module 1**

Introduction to business tourism, nature of business tourism & types, Structure, reasons for the growth, stages of development, Incentive travel, demand & supply side of business tourism, business traveler, differences between business and leisure traveler

**Module 2**

MICE Tourism, features, criteria's required for a mice destination, Major MICE destinations in the world & in India, Players in event business – ICPB, ICCA; Event – Meaning & definition, classification of events, exhibitions and tradeshows, Characteristics, Impacts & Limitations

**Module 3**

Event management – meaning & definition, event managers, resources & logistics required for conducting events, Individual events & Corporate events, conference & convention centers, types of venues, selection, location, theme, layout of events, , steps required to conduct an a successful event, event budget

**Module 4**

Event as a tourism product, relationship between events & tourism industry, relevance & applications of Information technology in events – Video Conferencing, Tele conferencing, LCD projectors, Internet, Fax, E-mail

**Module 5**

Travel marts – major examples ITB, WTM, FITUR, KTM etc.; shopping festivals; Biennale etc.

**References:**

1. Lynn Van Der Wagen, Carlos (2011), Event Management, Pearson, New Delhi.
2. Tony Roggers – 2008, Conferences and Conventions – A global industry, Butter Worth Heinman
3. Avrieh Barry (1994), Event and Entertainment Marketing, Vikas Publications
4. Deobrah Ross, Exposition and trade shows, John Wiley & sons International
5. Diwakar Sharma, Event Planning & Management, Deep & Deep publications
6. Fenich (2010), Meetings, Exposition, Events and Convention, Pearson.

**SEMESTER 3**  
**TR020303 TOURISM MARKETING AND PUBLIC RELATIONS**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To know the concepts and components of marketing; To develop the right marketing mix for tourism; and To inculcate the skills for tourism marketing.

**Module 1**

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Management Philosophies, Uniqueness of Tourism Marketing.

**Module 2**

Managing the Product: Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding - Packaging Decisions-Destination Life Cycle and Tourism Area Life Cycle (TALC)

**Module 3**

Market Targeting: Identifying Market Segments and Selecting Target Market-Identifying & Developing Market Activities of Tourism Market- Market Segmentation -Marketing Mix for travel and tourism. Product Positioning-Purpose of positioning & positioning strategies in tourism

**Module 4**

Pricing & Promotion of Tourism Products : Tourism Products- Pricing Considerations and Approaches- Pricing Strategies and Methods- Ps of marketing; Marketing of Small Tourism Business- Distribution Channel in Travel and Tourism- Product promotion – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

**Module 5**

Public Relations & Marketing: Functions of PR –Marketing Public Relations –Major decisions in marketing PR –Tools in marketing PR-recent trends in public relations.

**References:**

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
3. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
4. Fundamentals of Marketing, Stanton, Willam J , McGraw Hill.
5. Marketing Management, Bhattacharya K. Sisir, National Publishing House.
6. Tourism Marketing, Manjula Chaudhary Oxford University Press
7. Marketing of Hospitality and Tourism Services, Prasanna Kumar, McGraw Hill.

**SEMESTER 3**  
**TR020304 MANAGEMENT CONCEPTS AND BASICS OF ACCOUNTING**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To equip the students a firsthand knowledge of principles of management and basics of accounting for a business

**Module 1**

Management an overview - Introduction-definition-objectives-functions-characteristics-principles of management-management as Art & Profession –Henry Fayol’s 14 Principles

**Module 2**

Financial Management: Definition of financial management - objectives & scope of financial management - basic financial concepts - financial manager & his functions.

**Module 3**

Accounting Introduction –Definition-nature & scope - characteristics of accounting-objectives of accounting-basic accounting terms – accounting concepts & conventions - generally accepted accounting principles

**Module 4**

Recording of transactions –Double entry system- Rules of debit & credit - preparation of Journal-Ledger-Trial balance - Journalizing - Cash book preparation (Single Column)

**Module 5**

Preparation of Final accounts – (Non corporate entities)-Capital and revenue items -Trading Profit and Loss account & Balance sheet. (Without adjustments)

**References:**

1. T N Chabra: Principles & Practice of Management – Dhanpat Rai & Co
2. L.M. Prasad, S. Chand., Principles & Practice of Management
3. V.S.P. Rao, Management Concepts, Konark Publishers
4. Stoner, Freeman & Gilbert- Management, Prentice-Hall India, Delhi.
5. V.S.P Rao & P.S. Narayana- Principles and practice of management.
6. Peter Drucker- The practice of management, Allied, Bombay.
7. Robert Johnston, Graham Clark (2008), Service Operations Management, Pearson Education.

**SEMESTER 3**  
**TR020305 RESEARCH APPLICATIONS FOR TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To know the role of research as a means to more effective decision-making
2. To familiarize the student with the fundamental concepts and various techniques of research that can be used in business and management

**Module 1**

Introduction: Overview of Tourism Research, Relevance of Tourism Research, Research methods for tourism, Reflections on the Practice of Research

**Module 2**

Research Process –Steps in research, (11 steps) Research – qualities of a good research & researcher

**Module 3**

Data collection, Types of data, methods and tools for data collection – observation ,interview-questionnaire-schedule , Survey Research – Sampling and its techniques , Difference between Schedule & questionnaire

**Module 4**

Types of Research, Use of Qualitative and Quantitative Research in Tourism, Evaluation of Research in Leisure, Recreation and Tourism

**Module 5**

Analyzing Data, Report writing, Different steps in Report writing, Prerequisites for writing report, Application of SPSS (Statistical Package for Social Science) Communicating Research Results:- Books, Journals, Symposiums and Seminars

**References:**

1. C R Kothari (2004) Research Methodology: Methods and Techniques, New Age International Publishers.
2. Bob Brotherton (2009), Researching Hospitality and Tourism, Sage Publications.
3. Brente W Ritchi, Peter Burns, Catherine Palmer, Tourism Research Methods: Integrating Theory with Practice, CABI.
4. Ercan Sirakaya, Research Methods for Leisure, Recreation and Tourism, CABI.
5. Mona Clark, Michael Riley, Ella Wikie and Roy C Wood (1998), Research and Writing Dissertations in Hospitality and Tourism.
6. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
7. Levent Altinay & Alexandros Paraskevas (2008), Planning Research in Hospitality and Tourism, Butterworth Heinemann.

**SEMESTER 4**  
**TR020401 HUMAN RESOURCE MANAGEMENT FOR TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To provide basic knowledge about the concepts of Human Resource Management
2. To study the role and importance of Human Resources in Tourism Industry

**Module 1**

Introduction to HRM & HRD: Introduction:- History, nature & scope, definition, Characteristics & Objectives of HRD, Concept of HRD.

**Module 2**

Man power planning: Definition, Features, need, objectives and process, Benefits. Problems in man power planning.

**Module 3**

Responsibilities of HR Department: Recruitment, Selection, Placement and Induction. Recruitment: meaning, sources, steps, factors influencing recruitment, constraints. Selection: meaning, steps involved. Importance of Placement and Induction, objectives of induction, contents of induction programme. Performance appraisal: objectives, process, importance, methods.

**Module 4**

Training and Development: Meaning, need for man power training, types of training, steps in training programme, Human Resource Development: Special skills required for human resources working in Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines.

**Module 5**

Trends and issues in HR : Labour relation, Compensation management, methods for determining compensation, fringe benefits, Trade Union and labor:- role, collective bargaining, Grievances handling, HR managers, major challenges faced by them in 21st century

**References:**

1. Karam Pal (2011), Management process & OB , I.K International, New Delhi.
2. Pravin Durai (2010), Human Resource Management, Pearson.
3. Aswathappa, Human Resource and Personal Management, Tata Mc Graw Hills Publishers
4. Chitra Atmaram Naik (2011), Human Resource Management, Ane Books.
5. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, Mc Graw Hill Publishers.
6. Shashi K Gupta, Human Resource Management, Kalyani Publishers.

**SEMESTER 4**  
**TR840401 AVIATION MANAGEMENT**

**No. of credits: 3 (Elective Group A Aviation Course 1)**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To provide specialized knowledge on Airline management and operations as well as to provide a deep understanding about airport management and marketing

**Module 1**

History of Aviation; Airlines- Types- Current Challenges in Airline Industry, Competition in airline Industry, Hazards of flying; Bilateral agreements and Multilateral Agreements; Freedoms of Air, Conventions; Function and Roles of ICAO, IATA, UFTAA, DGCA in Civil Aviation; Hubs and Spokes.

**Module 2**

Types of Aircrafts; In flight services; Passengers requiring special handling; Special requests – Coffin, Pets etc.; Aviation Safety; IATA BSP, credit cards, MPDs and MCOs, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available

**Module 3**

Evolution of the Airport-; Airport Design; Structure of an airport – Air side and Land side facilities; Traditional airport ownership; commercialization; privatization and types; Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control; Baggage Handling Regulations; Procedures during takeoff and landing – Cases of lost and damaged baggage; Cargo Handling

**Module 4**

IATA Traffic Conference Areas; TIM Travel Information Manual; Global Distribution Systems (GDS) including comprehensive training; passenger load factor; basics of flight principles; Frequent Flyer Programme (FFP); the future of airline marketing; Airport marketing

**References:**

1. Millbrooke, Anne (1999), Aviation History, Jeppesen Sanders Inc.
2. Stephen Holloway (2008), Straight and Level: Practical Airline Economics, Ashgate.
3. Graham Annie, Butterworth Heinemann, 2008, “Managing airports-an international perspective”, USA
4. Raju G, Mihir Babu G ,2009, “Civil Aviation,-A global perspective”, Excel Books ,New Delhi.
5. Alexander T Wells (2003), Airport Planning & Management McGraw Hill Professional.
6. Alexander T, Well & Seth : Principles of Airport Management
7. Nnuef ville.R Airport System, Planning Design & Management
8. Ashford, Stanton & Moore (1996), Airport Operations, Mc Graw Hill Professional.

**SEMESTER 4**  
**TR840402 CARGO MANAGEMENT**

**No. of credits: 3 (Elective Group A Aviation Course 2)**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To provide an outline history of air cargo industry
2. To identify the key developments in the field concerned

**Module 1**

Introduction to cargo management; Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. Cargo Rating - Familiarization of Cargo Tariffs - Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

**Module 2**

Introduction to air cargo; Air Cargo Terminology IATA Cargo agent and agency Operation- ABC Air cargo Guidebook Air Cargo Guides; The Air Cargo Tariff and Rules (TACT Rules), TACT Tariff etc, Familiarization of Cargo Tariffs -Rules governing Cargo Acceptance- Rounding Off Weights/Dimensions/Currencies Chargeable Weights & Principles of Air Cargo Rates Cargo Booking Acceptance: Acceptance of special cargo. IATA Dangerous Goods regulation, Perishable cargo, valuable cargo, Baggage Shipped as Cargo, Human Remains, Life Saving Drugs, Live Animals Regulations. Restrictions in acceptance of Cargo, Identification of Cargo, Documentation, Labels

**Module 3**

Documents in Air cargo; Airway Bill: The Function and Completion of the airway Bills, Labeling & Marking of Packages. Cargo manifesto, Cargo transfer Manifesto Documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Small /Medium Transportation Programme(SMTP), Import General Manifest(IGM), Shipped On Board(SOB), LOC, Full Container Load cargo(FCL)

**Module 4**

Cargo Handling; Handling Cargo, Cargo capacity of Air, Cargo needing special attention- Introduction to dangerous goods regulations - Some important Cargo companies; Export Insurance and Finance; Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation

**References:**

1. ABC Worldwide Airways Guide(Red & Blue)
2. Air Tariff Book 1, Worldwide Fares
3. .Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. .Air Tariff Book 1, Worldwide Maximum Permitted Mileage
5. Travel Information Manual(TIM)
6. IATA Ticketing Hand Book
7. The Air Cargo Tariff ( TACT )

**SEMESTER 4**  
**TR840403 AIRLINE TICKETING**

**No. of credits: 3 (Elective Group A- Aviation Course 3)**

**No. of contact hours: 90 hours / 5 hours per week**

Objectives:

1. To provide deep knowledge and skills in dealing with airline international costing based on IATA standards.

**Module 1**

Introduction to airline geography – IATA geographical areas – sub areas – freedom of air – city codes – airport codes – airline codes – major international airlines – time zones - calculation of time difference – flying time calculation – global indicators

**Module 2**

Introduction to fare construction – international and domestic airfare – basic theories of air reservation - type of journey – class of services – fare basis – fare rules – ticketing procedures – one way – return trip – mileage system – MPM, TPM – Higher Intermediate Point – Backhaul check – mixed class journey – circle trip minimum fare

**Module 3**

Special fare using mileage system – Excess Mileage Allowance – Extra Mileage Surcharge – Add on - special fare (ocean crossing only)

**Module 4**

Transitional Automated Ticketed format – fare calculation box – general limitations of international travel

**Module 5**

CRS – different packages used – Amadeus – Apollo – Galileo – Sabre – (use any one of the dummy of CRS package)

**References:**

1. ABC Worldwide Airways Guide (Red & Blue)
2. Air Tariff Book 1, Worldwide Fares
3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. Jeanne SemerPurzycki, A practical Guide to Fares and Ticketing, Cengage.
5. Doris S Davidoff, Air Fares and Ticketing, Prentice Hall.



**SEMESTER 4**  
**TR850401 HERITAGE TOURISM**

**No. of credits: 3 (Elective Group B Special Interest Tourism Course 1)**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To study the details of the concept of heritage tourism and its sustainable planning and development

**Module 1**

The Nature and Meaning of Heritage-Related concepts-Distinguish culture, Heritage and civilization- Heritage classification-Tangible and Intangible Heritage, Cultural Heritage, Natural Heritage and Mixed Heritage. World Heritage day - purpose

**Module 2**

Role and Relevance of world Heritage- UNESCO – functions- World Heritage Mission-State parties and Heritage properties- Criteria for selection of properties- World Heritage sites in India (updates)

**Module 3**

Heritage Management In India – concept of sustainable and responsible heritage tourism - (Legal Affairs), Constitutional Provisions -Article 51(f) (duty), Central legislation-Act 1958,Act 1972,ASI and its Regulations

**Module 4**

Heritage conservation-Issues and options- Heritage Interpretation and Interpretive Communication- Recent Trends in Heritage Tourism (Indian Context)–promotion & marketing through ASI websites, Heritage Walk, Heritage Festivals - E – Tickets in Heritage monuments etc. ICOMOS, HRIDAY, PRASAD schemes

**References:**

1. Handbook On world Heritage sites (ASI)
2. A. L Basham- A Cultural History of India, Oxford University Press
3. Image India- heritage of Indian arts & crafts- Ram Dhamija- Vikas Publications
4. Kirshenblatt, Barbara (1998), Destination Culture: Tourism, museums and Heritage, Berkeley, University of California Press.
5. Mckercher, Bob: DuCros Hilary (2001), Cultural Tourism: The Partnership between tourism and cultural heritage Management, Haworth Hospitality Press.

**SEMESTER 4**  
**TR850402 HEALTH TOURISM**

**No. of credits: 3 (Elective Group B Special Interest Tourism Course 2)**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the concept of holistic health care and wellness tourism.
2. To gain a deep understanding of different medical systems and their role in health tourism.
3. To understand the overall potential and impacts of health tourism

**Module 1**

Historical perspectives - Origin and development over ages - Concept, Definitions and dimensions; health as a motivation to travel, - Ancient centers of healing and bath - Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**Module 2**

Leisure, lifestyle and tourism: – Health, wellbeing and environment– Pleasing weather and climate –Tools for wellness: medicine, therapy – (therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics) QOL (quality of Life)

**Module 3**

A brief overview of Medical systems: holistic health care – Major C.A.M. – Tribal medicine, Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy, Reiki; AYUSH; Yoga: principles, practices and benefits – Kalaripayattu and Marmachikilsa

**Module 4**

SPA and Naturopathy: concepts, principles and benefits. A brief overview of Treatments in Naturopathy: hydrotherapy, mud therapy, Massage therapy, diet therapy. Spas – Mineral springs – thermal springs - Medicinal properties of spa water– important natural spa destinations

**Module 5**

Medical Tourism, Major hospitals in India, latest trends in Medical Tourism, accreditation

**References:**

1. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann.
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical Tourism in India, Arise Pub, New Delhi.
4. Robinet Jacob(2008), Health Tourism and Ayurveda, Abhijeeth Publications, New Delhi.
- 5.S. Rajagopalan (2006), Health Tourism – An Introduction, The ICFAI UP, Hyderabad.
6. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow, Vol.31, No.1,2006.

**SEMESTER 4**  
**TR850403 LEISURE AND RECREATION MANAGEMENT**

**No. of credits: 3 (Elective Group B Special Interest Tourism Course 3)**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives**

1. To understand the dynamics of recreation products and their significance for tourism industry;
2. To familiarize the students with the theoretical and practical issues of recreation management;  
and
3. To expose them to the marketing trends in recreation.

**Module 1**

Special interest tourism – Defining SIT – the scope of SIT, Developing SIT – understanding the market, analyzing potential, Designing SIT – product attractions, accessibility and attitudes, Issues and considerations

**Module 2**

Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, parks, Recreation Theories - Recreation and leisure services

**Module 3**

Resorts, Definition, classification; Mountain based resorts – introduction, development process, site, design guidelines, activities, visitor profile; Ski Resorts; Beach resorts – marinas, Health resorts; Concept of Amusement and Theme Parks; Classification; Mall Management

**Module 4**

Definition; Types of Ships and Types of Cruises; Main Seaports and Companies in the world; Facilities and Services on Board; Importance of sports Tourism; Major sports events of the World – Olympics, World Cup Football, Wimbledon, Formula One, Cricket championships

**Module 5**

Trends in the recreation industry- Tourism recreation and climate change - Marketing of Recreation: Marketing Recreation services and facilities

**References:**

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management , AHMA, USA.
6. Clave, Clark, Global theme park industry, Cab International, 2007
7. Wright, Godwin, The Imagineering Field Guide to Magic Kingdom Park at Walt Disney World
8. Norman Douglas, Ngaire Douglas, Ros Derrett (2001), Special Interest Tourism, John Wiley & Sons, Australia.

**SEMESTER 4**  
**TR020402 PROJECT WORK**

**No. of credits: 3**

**No. of contact hours: 30 hours / 2 hours per week**

Please see Section 3 – Medium of instruction and assessment for details

**SEMESTER 4**  
**TR020403 EVALUATION OF STUDY TOUR AND INTERNSHIP REPORT ALONG  
WITH COMPREHENSIVE VIVA VOCE**

**No. of credits: 4**

**No. of contact hours: 45 hours / 3hours per week**

Please see Section 3 – Medium of instruction and assessment for details

## 9. Model Question Papers

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: First Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020101 INTRODUCTION TO TOURISM ADMINISTRATION AND  
MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Tourism.
2. What are the key components of Tourism?
3. Who is an Excursionist?
4. Expand: IRCTC; TFCI.
5. Where is UNWTO located?
6. Define Passport.
7. What do you mean by Travel Insurance?
8. What is meant by Tourism Policy?
9. What is meant by Global code of ethics?
10. What is the role of WTTC?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain the major elements of Tourism.
12. Briefly explain different types of VISA issued in India.
13. Write a note on 'Push and Pull' Factors.
14. List out the impacts of Tourism.
15. Explain the functions of IATA.
16. Discuss –Leiper's Model Tourism System.
17. Write a note on NTO.
18. Work out the highlights of –Manila Declaration-1980.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Describe the formalities to obtain Indian Passport.
20. Write an essay on Tourism developments in India.
21. Discuss in detail the process of travel documentation.
22. Explain the major positive and negative impacts of tourism.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: First Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020102 TOURISM PRODUCTS OF INDIA**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Tourism Product.
2. What do you mean by a triangle tourism circuit?
3. Mention three features of a National Park.
4. List the names of classical dances of India.
5. Mention the major cuisines of North India.
6. What are the benefits of yoga?
7. Define Museum.
8. What do you mean by tourism promotion?
9. Which are the major religions of India?
10. Name the major emerging tourism destinations of India.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain briefly the elements of tourism.
12. Explain in detail on any five famed paintings of India.
13. Mention the prominent fairs and festivals of South India and its features.
14. Mention the features of eco-tourism.
15. Explain the prospects of India in beach tourism.
16. Distinguish between wildlife sanctuaries and national parks.
17. Discuss on major dance festivals of India.
18. Discuss the importance of handicrafts in tourism.

(6 x 2 = 12)

*Section B*

*Answer any two questions. Each question carries a weight of 5.*

19. Discuss the scope of India as a Health Tourism destination.
20. Discuss briefly on the Architectural features of India.
21. Describe in detail the importance of adventure tourism.
22. Describe the major features and characteristics of a tourism product.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: First Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020103 ENTREPRENEURSHIP FOR TOURISM BUSINESS**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Entrepreneurship.
2. Who is an intrapreneur?
3. Mention three features of a Tourism Project.
4. Difference between PERT & CPM.
5. What do you mean by Tourism Venture?
6. List the names of successful tourism entrepreneurs from Kerala and their products.
7. Define EDP.
8. What do you mean by project formulation?
9. What is a feasibility report?
10. Write a note on women entrepreneurship.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain briefly the features of woman entrepreneurs.
12. State the major problems faced by a tourism entrepreneur.
13. Mention the institutions giving assistance for entrepreneurial development in Kerala.
14. Mention the features of tourism entrepreneurs.
15. Explain the major factors motivating entrepreneurs.
16. Distinguish between entrepreneur and manager.
17. Discuss on the advantages of environmental scanning for an entrepreneur.
18. Entrepreneurs are innovators. Comment.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain briefly the concept of break-even analysis.
20. Explain the three phases of project management.
21. Discuss the resources need by a tourism entrepreneur.
22. Discuss briefly on the factors affecting the growth of tourism entrepreneurs in India.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: First Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020104 HOSPITALITY OPERATIONS AND MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What is overbooking?
2. What is an augmented product?
3. Differentiate fast food service and cafeteria service.
4. Define City ledger
5. Define heritage hotels with examples.
6. Who is a night auditor?
7. What is the role and objective of FHRAI?
8. What are intersell agencies?
9. Briefly mention the supporting services of a hotel.
10. Which are the major hospitality training institutions in India?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Define hotel organizational structure and mention its benefits.
12. Discuss the recent trends in Indian Hospitality Industry.
13. What is hospitality marketing and its importance? Write down the various types of hospitality marketing.
14. What is the role of front office in a five star hotel?
15. What are the factors affecting the pricing of a hotel room? What is the basis of room tariff fixation?
16. Define yield management. Explain the various tools revenue maximization in hotels
17. Differentiate Cost-based and Market –based pricing techniques in hotel business.
18. What is contract housekeeping? Explain its benefits.

(6 x 2 = 12)

*Section B*

*Answer any two questions. Each question carries a weight of 5.*

19. Trace the growth and development of hotel chains in India and mention their contribution to Indian tourism.
20. What are the roles of associations and institutions in hospitality management?
21. Classify hotels based on ownership and management.
22. Explain in detail the major departments of a hotel.

(2 x 5 = 10)

\*\*\*\*\*



QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: First Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020105 COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. ‘Communication is a two-way process’. Explain with a suitable example.
2. Write a note on different types of Mass Media.
3. Define Para-language and give examples.
4. “Effective listening is an important aspect of good communication skills” Comment.
5. Write an advertisement for a product of your choice.
6. What do you mean by Grapevine?
7. Differentiate between upward and downward communication.
8. Briefly describe the format and layout of a CV.
9. What is a business letter?
10. State the importance of minutes of a meeting.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Write an Agenda for the meeting you are going to convene about expansion of business as Director of an event management company.
12. Why is it necessary to maintain good etiquettes while communicating? Mention some of the ways by which one can communicate through telephones and mobile phones.
13. Discuss the procedure for holding a meeting and enumerate the duties of a chairman.
14. Differentiate between written and oral communication.
15. Write a letter to the tour agency mentioning your requirements for a three day trip.
16. Write a notice for the blood donation camp to be organized in your college campus.
17. Write a note on various semantic barriers that hinder proper communication.
18. Elaborate on the different types of CV’s? Using an example, bring out the differences between skills resume and reverse chronological resume.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Submit a report to your college Principal with findings and recommendations behind lack of interest among students in sports activities.
20. Define communication. Explain in detail the process and give the classification.
21. Describe in detail speaking skills and interactive skills.
22. What is the importance of listening and comprehension skills? Explain in detail.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Second Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020201 WORLD TOURISM GEOGRAPHY**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you mean by geographical resources?
2. List the features of geography.
3. Define Tourism Geography.
4. State the features of topographic maps.
5. List the uniqueness of GMT.
6. What do you mean by satellite mapping of tourism resources?
7. Distinguish between maps and globes.
8. What are the advantages of remote sensing in tourism?
9. Write a note on the geographical limitations of tourism.
10. What is an atlas?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Distinguish between tropic of cancer & tropic of Capricorn.
12. State the features of geo tourism.
13. State the geographical limitations of tourism.
14. Explain the purpose of a tourist map.
15. Explain the terms Latitude, Longitude and Equator.
16. Explain the different forms of geography.
17. State the relationship between tourism and geography by citing examples.
18. Discuss on the river systems of India.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain briefly on any seven geographical wonders of India?
20. Mark the following attractions in the blank map of India and write short notes on. A) Sunderbans b) Western Ghats c) Majuli Islands d) Rann of Kutch e) Chambal Ravines f) Majuli island
21. Describe the importance of geography on tourism.
22. Explain the major types of maps in use.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Second Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020202 DESTINATION PLANNING AND DEVELOPMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What is push pull model?
2. What is participatory planning?
3. What is the indicator for measuring tourism demand? Which are its two forms?
4. Explain the Gunn's theory of image formation.
5. Explain the two major tools used for participatory planning.
6. Explain the four major types of choice of travel patterns. Give examples for each.
7. What is tourism demand? What are the main types of demand?
8. Write a note on the need for destination development.
9. Define a destination.
10. Write a note on planning approaches and indicators.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Mention the motivational categories of Gray and Plog giving examples.
12. Briefly describe the five levels of Kotler's product formation taking the example of a backwater destination.
13. Describe the three stages of evolution of segmentation.
14. Describe the Gunn's theory of special tourism zone.
15. Differentiate between demographic and psychographic segmentation.
16. Differentiate between decision tree approach and opportunity set approach of tourism destination selection process.
17. Briefly describe the process of SWOT analysis.
18. What are the elements of promotion mix?

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Give a brief account of various theories of image formation.
20. Explain the various theories of travel motivation.
21. Explain in detail about destination branding.
22. What is the role of public private partnership in tourism?

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Second Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020203 TRAVEL AGENCY AND TOUR OPERATIONS**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What are the characteristics of Outbound Tours?
2. Differentiate between Local Service Providers and Ground Operators.
3. Briefly explain the various steps in Visa Processing.
4. Define Lateral Integration.
5. Describe about the current trends in tour operations.
6. Write a note on intermediaries.
7. Define voucher. Explain its significance.
8. What is a split itinerary?
9. Differentiate between FIT and GIT.
10. What is confidential tariff?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain procedures for setting up of a tour operating company.
12. Explicate the various operating departments in a tour operating company.
13. Expound the distribution management in Tour operations.
14. Illustrate marketing inbound Tours and Outbound Tours.
15. Portray the factors to be noted while designing a package tour.
16. Highlight the points to be noted while costing a tour package.
17. Show up the international strategies of a Tour operator.
18. Explain the problems faced by clients with Domestic Airlines, Railways, Hotels and Car Rentals.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain the various modes of Transportation.
20. Describe in detail the layout of an airport. Also prepare a list of arrival and departure formalities that take place in an airport.
21. Discuss in detail the history and growth of travel agencies and tour operators.
22. Prepare a one week itinerary for Kerala covering major destinations.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Second Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020204 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you mean by ego?
2. State the meaning of perception.
3. Explain transformational leadership
4. What do you mean by group dynamics?
5. Explain Motivation.
6. Explain Halo Effect.
7. What do you mean by intra-group conflict?
8. State the meaning of stress.
9. Define TQM.
10. Define organizational behavior.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. State the external factors that influence organizational change.
12. What are the different types of motivation?
13. Explain the environmental factors that influence the individual behavior.
14. "Heredity determines the personality of an individual"-Explain
15. State any three important traits of a leader.
16. State the reasons of group formation.
17. List the main causes of organizational stress.
18. Explain the significance of Organizational Behaviour.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. What do you mean by resistance to change? State the factors of resistance to change.
20. Define Organizational Behaviour. Define Organizational change.
21. Discuss in detail stress and stress management.
22. Describe in detail perception and perception analysis.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Second Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020205 INFORMATION TECHNOLOGY AND E – TOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What is meant by Virtual Tourism?
2. What is Biometric Passport?
3. Expand GDS.
4. What is a Modem?
5. Write a note on application software?
6. What is meant by electronic payment?
7. Briefly explain Destination Management System.
8. What is E- Commerce?
9. Define E-WOM.
10. Write a short note on networks.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Write down the major different services used in tourism industry through IT.
12. Discuss different types of technology used in tourism sector.
13. Explain the role of Websites and Internet in promoting tourism.
14. Give short note on social networking sites.
15. Briefly discuss the modern input-output devices.
16. What are the functions of Tourism industry components?
17. List out the functions of Operating System.
18. Explain different types of software used in tourism industry.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Describe the role of Media as a tool for Tourism Promotion.
20. Explain different types of Networking.
21. Discuss in detail how Kerala Tourism promotes itself through web technology.
22. Explain the major parts of a computer.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Third Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020301 SUSTAINABLE TOURISM AND ECOTOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What is Niche Tourism?
2. Define Ecotourism. What are the major principles of ecotourism?
3. What is Carrying capacity? Which are the major types of carrying capacity?
4. Define Special Interest Tourism? Give examples.
5. What are the steps of Environmental Impact Assessment?
6. Discuss the ethics to be observed in ecotourism.
7. What do you mean by ecological footprint?
8. Define ecosystem. Which are the major types of ecosystem?
9. Define ecology.
10. Explain the importance of Agenda 21.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. What is Energy Environment Nexus?
12. Define CRZ. Explain its impact on tourism.
13. What steps can you taken for energy, water and waste management in an eco resort?
14. What do you mean by Limits of Acceptability Change?
15. Explain the importance of Environment Management Systems.
16. What is the impact of global warming on climate change? Explain giving recent examples from the media.
17. List a series of guidelines that you will give to your tourists while on wildlife tour.
18. What steps will you take to control the overcrowding of tourists in the fragile and sensitive reserve?

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain in detail the major ecotourism resources of India.
20. Discuss in detail the various biomes of the world. Explain the energy flow.
21. Explain the various types of pollution faced by today's world.
22. Describe the major conservation practices that can be adopted by tourism industry.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Third Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020302 MICE & EVENT MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you mean by business tourism?
2. Briefly describe the history of MICE.
3. Distinguish between corporate and independent meeting planners.
4. Write a note on the major onsite activities of a meeting.
5. What is a trade show? What is the infrastructure required for a trade show.
6. Explain the importance of incentive tours in India.
7. Which are the major types of meetings?
8. What are the responsibilities of meeting planners?
9. Differentiate between business and leisure traveler.
10. What is the role of ICPB?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. What is the relevance of pre and post conference tours?
12. What is the importance of negotiation in event management?
13. As an event planner what all ideas can be woven for marketing Wedding Tourism?
14. Explain the role and objectives of IACC.
15. How can events be marketed?
16. How can you market sports events helping tourism?
17. What are the major types of seating arrangements in a conference room?
18. Design a seminar time table and plan on any tourism theme for two days with 6 sessions.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain the various types and categories of trade shows and exhibitions. What planning is required for organizing a trade show?
20. Discuss in detail the management process of a professional event.
21. Discuss the various staff associated with managing an international conference.
22. Explain the use of modern technology in event management.

(2 x 5 = 10)

\*\*\*\*\*



QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Third Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020303 TOURISM MARKETING AND PUBLIC RELATIONS**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define marketing.
2. What are the core concepts marketing?
3. Difference between customer and consumer.
4. Expand STP process.
5. Define price.
6. What is a Tourism product?
7. What do you mean by public relation?
8. What is meant by promotion?
9. What do you mean by distribution channel?
10. Define new product development.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain the objective of marketing.
12. Briefly explain the steps in new product development.
13. Write a note on product positioning.
14. List out the different kinds of advertising technology.
15. Explain the product line decision.
16. Briefly explain the functions of public relation.
17. Draw the diagram and explain the PLC process.
18. Write down the objectives of Pricing.

(6 x 2 = 12)

*Section c*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain the different types of pricing strategy.
20. Describe marketing management concepts.
21. Explain the recent trends in public relation.
22. What are the methods used for managing brand and product line.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Third Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020304 MANAGEMENT CONCEPTS AND BASICS OF ACCOUNTING**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you know about importance of management?
2. What do you mean by training and development?
3. What are the various sources of recruitment?
4. Discuss the various types of departmentalization in an organization.
5. Make a brief note on advantages of tourism planning.
6. What do you mean by delegation of authority? Explain the barriers of delegation.
7. Write a note about conflict management.
8. Examine the various methods of rewards and remuneration in hospitality industry.
9. Define accounting.
10. What is financial management?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain cost volume profit analysis.
12. Discuss the general principles of costing.
13. Work out the objectives, stages of development and scale of operations for a home stay that you are going to start.
14. Write a note on importance of financial and revenue management in tourism industry.
15. Briefly describe classification and preparation of cost sheet.
16. Assume you are a recruiter who has been asked to recruit manpower for the Accounts Department of a hotel. What essential qualities do you prefer in the candidates?
17. Problem I
18. Problem II

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Write about the leadership theories. State the major points of each.
20. What are the purposes of giving training and development programmes to the employees?
21. Describe in detail the principles of Henry Fayol.
22. Explain the importance of financial concepts.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Third Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020305 RESEARCH APPLICATIONS IN TOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Research.
2. Define SPSS.
3. Explain Delphi Technique.
4. Explain Snow ball Sampling.
5. Define case study.
6. Explain Hypothesis.
7. Explain Expost facto research.
8. Explain quantitative research.
9. Differentiate between schedule and questionnaire.
10. Explain the importance of SPSS.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain the advantages and disadvantages of case study.
12. Explain the need for hypothesis and its characteristics.
13. Write a note on contents of a research proposal.
14. Write a note on sampling, its merit and need.
15. Write a note on the methods for communicating research results.
16. What are the qualities required for a good research.
17. Write a note on relevance of tourism research.
18. Different types of Survey.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Write an essay on steps in Research.
20. Write the steps in Report writing.
21. Write an essay on methods of Data collection.
22. Write an essay on future of Tourism research.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR020401 HUMAN RESOURCE MANAGEMENT FORTOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Human resource development.
2. Define Collective bargaining.
3. What is recruitment?
4. What is peer appraisal?
5. What is fringe benefit?
6. Explain Labor force mobility.
7. What is induction?
8. What is man power planning?
9. Write a short note on grievance handling by HR department.
10. Define compensation management.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain the major problems of man power planning.
12. Explain recruitment and its sources.
13. Write a note on selection and its steps.
14. Write a note on objectives of Induction.
15. Explain the functions of Trade Union.
16. Write a note on performance appraisal, its methods and objectives.
17. Explain the need and importance of Training.
18. Explain the objectives of Human Resource Development.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Write an essay on steps in Man power planning.
20. Major challenges faced by HR Managers of 21<sup>st</sup> century.
21. Special skills required for human resource in tourism industry.
22. Write an essay on need and scope of human resource management.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR840401 GROUP A ELECTIVE AVIATION: AVIATION MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What are the major agreements in modern airline industry?
2. Explain the importance of ICAO and IATA.
3. What are the special requests by passengers while in flight?
4. Explain the baggage rules and its relevance.
5. What do you mean by immigration and emigration?
6. Explain the major Customs channels in an airport.
7. Which are the major Air Traffic Areas?
8. Explain in detail the components of an air ticket.
9. Define frequent flyer programme.
10. What is TIM?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Describe the basic flight principles.
12. Explain airline branding strategies.
13. Predict in your own words the position of World Aviation industry after fifty years.
14. What do you understand by air cargo?
15. Describe in brief about fare calculation.
16. You have undertaken your first flight. Explain the various formalities that you underwent in the airport as well as in flight.
17. Airlines today are facing a number of safety and security issues. Make a note on these issues giving recent examples.
18. Assess the role played by low cost carrier airlines in Indian domestic aviation. Also, what is the influence of low cost international carriers in Asia?

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain the Human Resources required for Airline Industry?
20. Mention the role of marketing in Aviation industry.
21. Describe in detail the structure of a modern airport.
22. What is the importance of modern software systems in Air Ticketing? Explain in detail.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR840402 GROUP A ELECTIVE AVIATION: CARGO MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you mean by cargo rating?
2. Describe the major bills and papers used in air and ship cargo.
3. Explain the functions of EXIM Bank.
4. Which are the major types of cargo?
5. What is the air craft cargo configuration?
6. What are dangerous goods? How are they transferred in cargo?
7. Which are the documents and bills used in shipping cargo?
8. Briefly mention the various types of cargo shipment.
9. Define TACT tariff and rules.
10. Explain the method of handling dangerous goods.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Define Inland Container Depot.
12. Explain the process of multi modal transport.
13. As an operator how will you assess manufacturing and operation management in containerization?
14. What do you know about third party logistics?
15. Explain the importance of material management.
16. What is the role of IT in logistics operations?
17. Write a note on international set up for air transport for cargo in world today.
18. How will you assess the characteristics of shipping industry?

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Discuss the process of air cargo.
20. Describe in detail the process of sea cargo.
21. Explain the process of containerization.
22. Mention the importance of logistics operations today.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR840403 GROUP A ELECTIVE AVIATION: AIRLINE TICKETING**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

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

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. What is the future of Low Cost Carriers in India?
12. Air travel needs more safety and security. Comment with respect to the recent incidents.
13. How have airlines tapped intermediaries for their efficient marketing?
14. Comment on your own words, the future of air transport after 50 years.
15. Describe in brief about fare calculation.
16. Explain in detail the components of an air ticket.
17. If the time in ATL is 7 PM on 9<sup>th</sup> September, what is the local time in SHA?
18. Flight AF leaves PAR at 12.30 on 12<sup>th</sup> December and arrives YMQ at 13.55 on the same day. Calculate the total flight time.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

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

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR850401 GROUP B ELECTIVE SPECIAL INTEREST TOURISM:  
HERITAGE TOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. Define Cultural Tourism.
2. List the features of a heritage tourist.
3. Mention three functions of UNESCO.
4. State the features of a heritage tourism destination.
5. List the features of Archaeological Tourism.
6. List the functions of ASI.
7. Define heritage monument.
8. What do you mean by PRASAD Scheme?
9. What is the importance of World Heritage Day?
10. Differentiate between tangible and intangible heritage.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Explain briefly the features of heritage tourism?
12. State the major heritage festivals of India?
13. State the role of heritage monuments in the development of tourism in North India?
14. Explain on the prominent UNESCO heritage sites of South India?
15. Explain the challenges faced by heritage monuments in India?
16. Explain the incredible heritage tourism attractions of Golden Triangle circuit?
17. Heritage Tourism v/s Heritage Conservation. Comment.
18. List the do's and don'ts to be followed by a tourist while visiting heritage monuments?

(6 x 2 = 12)

*Section B*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain briefly the concept of heritage tourism and its classifications?
20. Explain the emerging trends in India's heritage tourism?
21. Explain briefly the seven UNESCO natural heritage sites of India?
22. Tourism in heritage monuments and archaeological sites – issues and problems.

(2 x 5 = 10)

\*\*\*\*\*



QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR850402**

**GROUP B ELECTIVE SPECIAL INTEREST TOURISM:  
HEALTH TOURISM**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What is diet therapy?
2. Explain the concepts and dimensions of holistic healthcare.
3. Explain QOL.
4. What are the benefits of practising yoga?
5. List out some of the winter and summer health resorts of India.
6. Explain the concept of spiritual tourism.
7. What do you understand by reiki and reflexology?
8. Discuss the role of mineral and thermal springs.
9. Write a short note on accreditation for medical tourism.
10. What is the importance of martial arts in healthcare?

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Give a brief overview of treatments practiced in Naturopathy, their principles and features.
12. “Yoga and Meditation can be developed as India’s USP in the global health tourism market” Comment.
13. Write the unique practices and features of tribal medicine.
14. Write a note on the major CAM systems of the world.
15. Discuss in brief the activities of Department of AYUSH.
16. Discuss the interrelationship between health, wellbeing, environment and tourism.
17. Write a note on “Tools for wellness”.
18. Enumerate and explain the features of at least six different forms of Health tourism.

(6 x 2 = 12)

*Section B*

*Answer any two questions. Each question carries a weight of 5.*

19. Prepare a wellness/Health package of 7D/6N for a group of 10 German tourists.
20. Explain the major factors influencing growth of health tourism worldwide. Compare and contrast conventional medicine vs. alternative medicine.
21. Write an essay on the impacts of health tourism on the economic and socio-cultural aspects of India.
22. Discuss the prospects of “Health” as a tourism Product. Also trace out the origin and development of Health tourism over ages.

(2 x 5 = 10)

\*\*\*\*\*

QP Code.....

Reg. No.....

Name.....

**M.T.T.M Degree (C.S.S) Examination: Fourth Semester  
Faculty of Tourism and Hospitality Studies  
(2019 admissions onwards)**

**TR850403 GROUP B ELECTIVE SPECIAL INTEREST TOURISM:  
LEISURE AND RECREATION MANAGEMENT**

**Time: Three hours**

**Max. Weight: 30**

*Section A*

*Answer any eight questions. Each question carries a weight of 1.*

1. What do you mean by ski tourism?
2. Explain the seasonality of tourism resorts.
3. How are theme parks classified globally?
4. Explain the challenges faced by theme parks.
5. Write a note on malls as a destination.
6. Discuss what you mean by logistics operations.
7. Which are the major cruise routes of the world?
8. Explain in detail the prospects of water transport in India.
9. Write a short note on role of malls in promoting shopping tourism.
10. Define sports tourism.

(8 x 1 = 8)

*Section B*

*Answer any six questions. Each question carries a weight of 2.*

11. Which are the major sports events of the world?
12. What do you mean by Golf Tourism and Golf Resorts?
13. Write a case study on theme parks.
14. What do you understand by a marina?
15. Briefly mention the importance of cruise marketing.
16. Which are the major casino destinations of the world? Do you think India needs it?
17. Comment how the entry of retail giants has affected local retailers in our country.
18. Explain the role of celebrity marketing in sports.

(6 x 2 = 12)

*Section C*

*Answer any two questions. Each question carries a weight of 5.*

19. Explain the various types of resorts.
20. Discuss in detail the importance of theme parks and malls in entertainment industry.
21. What do you mean by cruise tourism? Describe the major components of a cruise.
22. Explain the importance of sports and games in international tourism promotion.

(2 x 5 = 10)

\*\*\*\*\*

## **10. Format of awards to be issued to students**

The following document will be issued to students who have enrolled for the MTTM program:

- Grade cards / Mark cum grade cards for each semester
- Consolidated grade card
- Provisional certificate
- Degree certificate

\*\*\*\*\*