

B.A -TOURISM AND TRAVEL MANAGEMENT
UG – ARTS/HUMANITIES CURRICULUM STRUCTURE
CHOICEBASEDCREDITSYSTEM– LEARNING OUTCOMES
BASEDCURRICULUMFRAMEWORK(CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2026-2027 onwards)

Sem.	Part	Name of the Courses	Title of Course	Ins. Hrs	CREDI TS	Exm. Hour	Maximum Marks		
							Int.	Ext.	Total
I	I	Ability Enhancement Course – I (AEC - I)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – II (AEC - II)	English Course – I	6	3	3	30	70	100
	III	Core Course–1 (CC-1)	Introduction to Tourism	4	4	3	30	70	100
		CoreCourse-2 (CC-2)	Tourism Principles, Policies, And Practices	4	4	3	30	70	100
		Allied Course – 1 (AC - 1)	Management Concepts for Tourism	3	3	3	30	70	100
		Allied Course – 2 (AC - 2)	Tourism Geography	3	3	3	30	70	100
	IV	Value Education		2	2	3	30	70	100
		Interdisciplinary Course – 1 (IDC - 1) #	Cultural History of Ancient India	2	2	3	30	70	100
		Total		30	24				800
II	I	Ability Enhancement Course – III (AEC - III)	(Tamil\$/Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – IV (AEC - IV)	English Course – II	6	3	3	30	70	100
	III	Core Course–3 (CC-3)	Tourism Resources in India	4	4	3	30	70	100
		Core Course- 4(CC-4)	Transport Systems	4	4	3	30	70	100
		Allied Course – 3 (AC -3)	Communicative Skills for Tourism	3	3	3	30	70	100
		Allied Course – 4 (AC -4)	Emerging Trends in Tourism	3	3	3	30	70	100
		Skill Enhancement Course -1 (SEC-1) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 2 (IDC - 2) #	Cultural History of Medieval India	2	2	3	30	70	100
		Total		30	24				800

III	I	Ability Enhancement Course – V (AEC - V)	(Tamil\$/Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – VI (AEC - VI)	English Course – III	6	3	3	30	70	100
	III	CoreCourse–5 (CC-5)	Travel Agency and Tour Operations	4	4	3	30	70	100
		Core Course- 6 (CC-6)	World Tourism Destination – I	4	4	3	30	70	100
		Allied Course–5 (AC - 5)	Human Resource Management	3	3	3	30	70	100
		Minor Course – 6 (AC - 6)	Hospitality Management	3	3	3	30	70	100
	IV	Skill Enhancement Course- 2 (SEC- 2) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 3 (IDC - 3) \$\$	Cultural Heritage of India	2	2	3	30	70	100
		Health & Wellness @		--	1	--			100
		Total		30	25				900
IV	I	Ability Enhancement Course – VII (AEC - VII)	(Tamil\$/Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – VIII (AEC - VIII)	English Course – IV	6	3	3	30	70	100
	III	Core Course– 7(CC-7)	Tourism Marketing	4	4	3	30	70	100
		Core Course - 8(CC-8)	World Tourism Destination-II	4	4	3	30	70	100
		Allied Course – 7 (AC - 7)	Airlines and Airport Management	3	3	3	30	70	100
		Allied Course – 8 (AC - 8)	Event Management	3	3	3	30	70	100
	IV	Skill Enhancement Course -3 (SEC- 3) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 4 (IDC - 4) \$\$	Indian Architecture	2	2	3	30	70	100
		Total		30	24				800
	Summer Internship / Industrial Activity during the Summer Vacation after II Year								

V	III	Core Course - 9(CC-9)	Tourism Entrepreneurship	5	4	3	30	70	100
		Core Course – 10 (CC-10)	Information & Communication Technology in Tourism	5	4	3	30	70	100
		Core Course – 11 (CC-11)	E-Tourism	5	4	3	30	70	100
		Core Course - 12 (CC-12)	Research Methodology for Tourism	5	4	3	30	70	100
		Core Course – 13 (CC-13)	Sustainable Tourism	5	4	3	30	70	100
	IV	Skill Enhancement Course - 4 (SEC-4) ##	Tour Guidance	2	2	3	30	70	100
		Skill Enhancement Course – 5 (SEC-5) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Introduction to Disaster Management		2	2	3	30	70	100
		Summer Internship / Industrial Activity@@	(with Viva-Voce)	--	2	--	20	80	100
		Total			30	28			
VI	III	Core Course –14 (CC-14)	Tourism Planning and Policies	5	4	3	30	70	100
		Core Course – 15 (CC-15)	Destination Development and Management	5	4	3	30	70	100
		Core Course - 16 (CC-16)	Tourism in Tamilnadu	5	4	3	30	70	100
		Core Project Work - 17 (CPW-17) @@	Project (with viva voce)	5	3	4	20	80	100
	IV	Value Added Course	General Studies for Competitive Examinations	2	2	3	30	70	100
		Skill Enhancement Course - 6 (SEC-6) ##	Digital Marketing for Tourism	2	2	3	30	70	100
		Skill Enhancement Course - 7 (SEC-7) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Environmental Science		2	2	3	30	70	100
		Gender Studies		2	1	3	30	70	100
		Extension Activities *		--	1	--	--	--	--
	Total			30	25				900
Grand Total				180	150				5100

SKILL ENHANCEMENT COURSE			
Sl. No.	Title of Courses	Sl. No.	MANDATORY Naan Mudhalvan Course ##
1.	Adventure Tourism	1.	2 nd Semester:
2.	Rural Tourism		
3.	Wellness Tourism		
4.	Tour Guiding	2.	3 rd Semester:
5.	Sports Tourism		
6.	Digital Marketing for Tourism	3.	4 th Semester:
7.	Culinary Tourism		
	--	4.	5 th Semester:
		5.	6 th Semester:

INTERDISCIPLINARYCOURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART – I (for other Department Students Only)	
1 st Semester	Cultural History of Ancient India
2 nd Semester	Cultural History of Medieval India
3 rd Semester	Cultural Heritage of India
4 th Semester	Indian Architecture

INTERDISCIPLINARYCOURSE (IDC) # FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studied Tamil up to 10 th +2 but opt for other language sin degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil – II

INTERDISCIPLINARYCOURSE (IDC) \$\$ FOR NCCADETS ONLY	
NCC Course is a Compulsory Course for the NCC Cadets in the 3rd Semester:	NCC Course is a Compulsory Course for the NCC Cadets in the 4th Semester:
Introduction to NCC (Existing Syllabus)	1. Special Subject Army (or) 2. Special Subject Navy (or) 3. Special Subject Air force
Those students who opt for NCC Course as IDCs, have to choose 2 more IDCs courses in their 1 st and 2 nd Semester from Outside his / her department.	

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES-ARTS

Sl. No.	Part	Types of the Courses	No. of Courses	Credits for Each Course	Total Credits	Marks
1.	I	Ability Enhancement Course	4	3	12	400
2.	II	Ability Enhancement Course	4	3	12	400
3.	III	Core Courses	16	4	64	1600
4.		Allied Course (AC)	8	3	24	800
5.		Core Project Work (CPW)	1	3	3	100
6.	IV	Skill Enhancement Courses (SEC)	7	2	14	700
7.		Interdisciplinary Course (IDC)	4	2	8	400
8.		Value Education	1	2	02	100
9.		Health and Wellness	1	1	01	100
10.		Introduction to Disaster Management	1	2	2	100
11.		Summer Internship/Industrial Activity	1	1	01	100
12.		Value Added Course	1	2	02	100
13.		Environmental Studies	1	2	02	100
14.		Gender Studies	1	1	01	100
15.		Extension Activities (NCC/NSS/SPORTS/ANTI DRUG CELL/YRC& Any Other Activities	--	1	01	--
	Total		51		150	5100

\$	For those who have studied Tamil up to10 th +2 (Regular Stream)															
+	Syllabus for other Languages should be on par with Tamil at degree level															
#	Those who have studied Tamil up to10 th +2 but opt for other languages in degree level under Part – I should study special Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part– IV under the Ability Enhancement Course.															
##	Naan Mudhalvan Scheme: As per the Naan Mudhalvan Scheme instructions 5 courses from 2 nd to 6 th semester should be studied under Skill Enhancement Course.															
\$\$	NCC Course is one of the Choices in the Ability Enhancement Course. Only the NCC Cadets are eligible to choose this course .However, NCC Course is a Compulsory Course for the NCC Cadets.															
@	Health and Wellness: Assessments: • Use self-reflective worksheets to assess their understanding • submit the worksheets to internal audit / external audit • Every student’s activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required. Scheme of Evaluation: <table><tr><td>Part</td><td>Description</td><td>Marks</td></tr><tr><td>A</td><td>Report</td><td>40</td></tr><tr><td>B</td><td>Attendance</td><td>20</td></tr><tr><td>C</td><td>Activities (Observation During Practice)</td><td>40</td></tr><tr><td>Total</td><td></td><td>100</td></tr></table>	Part	Description	Marks	A	Report	40	B	Attendance	20	C	Activities (Observation During Practice)	40	Total		100
Part	Description	Marks														
A	Report	40														
B	Attendance	20														
C	Activities (Observation During Practice)	40														
Total		100														
@@	Summer Internship / Industrial Activity Summer Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 5th semester Mark Statement. Summer Internship / Industrial Activity & Project Scheme of Evaluation: <table><tr><td>Description</td><td>Marks</td></tr><tr><td>Report</td><td>80</td></tr><tr><td>Viva-Voce</td><td>20</td></tr><tr><td>Total</td><td>100</td></tr></table>	Description	Marks	Report	80	Viva-Voce	20	Total	100							
Description	Marks															
Report	80															
Viva-Voce	20															
Total	100															
*	Extension Activities shall be outside instruction hours.															

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

1. **Professional Competency and Industry Leadership:** Graduates will secure prominent roles in the travel, tourism, aviation, and hospitality sectors by applying their comprehensive knowledge of management concepts, tour operations, and destination development.
2. **Entrepreneurial Initiative and Innovation:** Graduates will successfully establish, manage, and scale independent tourism ventures and travel agencies by leveraging their skills in business planning, financial analysis, and niche tourism product development.
3. **Sustainable and Ethical Tourism Advocacy:** Graduates will champion eco-friendly, responsible, and sustainable tourism practices, balancing economic growth with the preservation of local cultures, heritage sites, and natural environments.
4. **Technological and Digital Adaptability:** Graduates will consistently integrate modern Information and Communication Technologies (ICT), Global Distribution Systems (GDS), e-tourism platforms, and digital marketing strategies to optimize global travel business operations.
5. **Lifelong Learning and Academic Advancement:** Graduates will engage in continuous professional development and research, pursuing higher education or advanced certifications to adapt to evolving global tourism trends, geopolitical shifts, and emerging industry contours.

PROGRAMME OUTCOMES (POS)

1. **Domain Knowledge Proficiency:** Apply foundational and advanced knowledge of tourism principles, global geography, transport systems, and historical heritage to conceptualize the broader travel ecosystem.
2. **Critical Thinking and Problem Solving:** Analyze complex operational challenges within travel agencies, event management, and hospitality environments to formulate effective, data-driven management solutions.
3. **Effective Communication and Interpersonal Skills:** Demonstrate articulate verbal and written communication, mastering industry-specific terminology and cross-cultural etiquette to successfully guide, assist, and manage diverse tourist populations.
4. **Modern Tool Usage:** Select and apply appropriate digital tools, including AI-

driven platforms, online reservation systems, and data analytics, to execute efficient digital marketing and e-commerce strategies.

5. **Environment and Sustainability Awareness:** Evaluate the socio-economic and environmental impacts of tourism, applying global sustainability guidelines (such as SDGs and GSTC criteria) to ensure responsible destination management and civic planning.

PROGRAMME SPECIFIC OUTCOMES (PSOS)

1. **Itinerary and Package Formulation:** Design, cost, and execute comprehensive travel itineraries and specialized tour packages for both domestic and international destinations using advanced tour operation techniques.
2. **Hospitality and Event Execution:** Manage core hospitality functions—spanning front office, housekeeping, and food & beverage—while successfully coordinating the logistics, marketing, and risk management of large-scale MICE events.
3. **Heritage Interpretation and Regional Promotion:** Interpret and actively promote Indian art, architecture, and cultural history, capitalizing on the unique tourism potentials, wildlife, and UNESCO heritage sites specific to Tamil Nadu and the broader Indian landscape.
4. **E-Tourism and Digital Commercialization:** Execute targeted digital marketing campaigns, manage social media branding, and navigate Global Distribution Systems (GDS) to maximize customer retention and revenue in the digital tourism marketplace.
5. **Research and Entrepreneurial Execution:** Formulate independent tourism business models, conduct rigorous primary research using statistical tools (e.g., SPSS, Excel), and draft professional, actionable project reports that address contemporary tourism challenges.

First Year	Core Course – CC I	Semester: I
	INTRODUCTION TO TOURISM	
Code:	(Theory)	Credits: 04

COURSE OBJECTIVES:

- To study the fundamental concept of tourism.
- To understand nature and types of tourism.
- To infer the root cause for motivation of travel.
- To gain knowledge on various international travel and tourism organizations.
- To measure the impact of tourism on society, economy and culture

UNIT – I (BASIC CONCEPTS OF TOURISM)

Tourism: concepts, definitions, and historical development. Types of tourists: tourists, travellers, excursionists. Forms of tourism: inbound, outbound, domestic, and international. Types of Tourism: natural and man-made. Components of tourism.

UNIT – II (TRAVEL, TOURISM AND COMPONENTS)

Nature and forms of Travel Tourism System: Nature, characteristics, and components of the travel industry. Push-Pull factors in Tourism. Motivation for travel. Basic travel motivation.

UNIT – III (BASICS OF TRAVEL MOTIVATION)

Early travel motivations Tourism Demand, Motivation of Tourism Demand. Tourism Supply characteristic of tourism supply. Factors influencing tourism demand and supply.

UNIT – IV (VARIOUS WORLD TOURISM/ TRAVEL ORGANIZATIONS)

Organizations in tourism - need & factors National and International Tourism Organizations Role and functions of Tourism Organizations: UNWTO, IATA, PATA Role and functions of Tourism Organizations: TAAI, WTTC Seasonality and tourism.

UNIT – V (IMPACTS OF TOURISM)

Impacts of tourism destination. Impact: socio-cultural, environmental, and economic. Factors affecting the future of the tourism business. Sociology of tourism. Contemporary issues in tourism

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Special Interest Tourism (Medical, Adventure, MICE). Sustainable and Responsible Tourism, ensuring travel benefits both local communities and the environment. Digital Transformation—driven by social media, OTAs, and AI—has revolutionized. Smart Destinations- ethical, niche-oriented, and technologically integrated.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Bhatia, A. K. (2019). The business of tourism: Concepts and strategies (2nd ed.). Sterling Publishers.
2. Swain, S. K., & Mishra, J. M. (2011). Tourism principles and practices. Oxford University Press.
3. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism operations and management. Oxford University Press.

REFERENCE BOOKS:

1. Cooper, C. (2020). Tourism: Principles and practice (6th ed.). Pearson.
2. Page, S. J. (2019). Tourism management: An introduction (6th ed.). Routledge.

E-REFERENCES:

1. Buhalis, D. (Ed.). (2022). Encyclopedia of tourism management and marketing [eBook edition]. Edward Elgar Publishing.
<https://doi.org/10.4337/9781800377486>
2. Gretzel, U., Fuchs, M., Baggio, R., & Hoepken, W. (Eds.). (2020). Information and communication technologies in tourism 2020 [eBook edition]. Springer.
<https://doi.org/10.1007/978-3-030-36737-4>

COURSE OUTCOMES: (with Mapping)

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Find the basic concept of the tourism industry	K1
CO2	Understand the historical background of travel and tourism through the years	K2
CO3	Identify the various motivational concept of the tourism industry.	K3
CO4	Distinguish between domestic and international tourism	K4
CO5	Evaluate the socio- economic, cultural, and environmental impact of the tourism industry.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	2	1	2	2.4
CO2	3	3	2	1	1	3	2	2	1	2	2.3
CO3	3	3	2	2	2	2	2	2	2	3	2.5
CO4	3	2	2	2	2	3	2	2	1	2	3.0
CO5	3	3	3	3	3	2	2	3	3	3	2.7
Mean Overall Score											2.22
Correlation											High

First Year	Core Course - II	Semester: I
	TOURISM PRINCIPLES, POLICIES, AND PRACTICES	
Code:	(Theory)	Credits: 04

COURSE OBJECTIVES:

- To study the fundamental principles of tourism.
- To understand the holistic outlook of tourism.
- To gain knowledge about international perspectives of tourism.
- To explore the various organizational role in the promotion of tourism.
- To examine the tourism policies, principles, and practices

UNIT – I (TOURISM AN OVERVIEW)

Elements, Nature, and Characteristics of Tourism- Types of Tourism Classification of Tourists. Historical Development of Tourism Components of Tourism.

UNIT – II (VARIOUS COMPONENTS OF THE TOURISM INDUSTRY)

Components of Tourism: Attractions, Accommodation, Activities, Accessibility, Amenities. Infrastructure and Hospitality in the tourism industry. Emerging areas of Tourism; Rural, Ecotourism, Responsible Tourism - Alternate Tourism. Medical Tourism, MICE, etc. Various modes of transport system: Air, Road, Rail, and Sea. Contemporary issues and challenges in tourism

UNIT – III (TOURISM THEORIES)

Tourism Area Life Cycle (TALC). Push and Pull Theory. Tourism System - Demand and Supply in tourism. Present trends of Domestic and International tourism. Modern tourism practices

UNIT – IV (VARIOUS TOURISM ORGANIZATIONS)

Role and Functions of United Nations World Tourism Organization (UNWTO) and IATA. Pacific Asia Travel Association (PATA). World Tourism & Travel Council (WTTC). Ministry of Tourism, Govt. of India and ITDC, Ministry of Tourism, Govt. of Tamil Nadu and TTDC.

UNIT – V (NATIONAL TOURISM POLICIES)

National Tourism Policies - Development and Promotion. National Action Plan. Code of conduct for Tourism. Sustainable Tourism practices in India. New Tourism Policy 2020.

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

The Digital Shift (social media and online booking), Specialized Travel (adventure and film tourism), Customer Experience (the guest cycle and soft skills), Travel Technology (smart apps and virtual reality), and Responsible Travel (waste management and local economic support). This approach ensures they understand not just the history of tourism, but the modern tools and ethical practices driving the industry today.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.
2. Swin Sampath Kumar & Mishra Jeetendra Mohan (2010), Tourism Principles, Policies & Practices, Oxford University Press.

REFERENCE BOOKS:

Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.

E-REFERENCES:

1. <https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%20Policies%20and%20Practicet200813.pdf>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the elements, classification, and historical development of tourism	K1
CO2	Illustrate the structure and components of tourism	K2
CO3	Identify the importance of tourism impacts	K3
CO4	Examine the various tourism organizations	K4
CO5	Assess the various national tourism policy and planning and elaborate on the concept of sustainable tourism development	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	3	2	2	1	2	2	1	2	1	2	
CO1	3	3	2	2	3	3	3	3	2	2	2.4
CO2	3	3	2	2	2	2	2	2	2	3	2.3
CO3	3	2	2	1	2	2	2	3	1	2	2.5
CO4	3	3	2	3	3	2	2	3	3	3	3.0
CO5	3	2	2	1	2	2	1	2	1	2	2.7
Mean Overall Score											2.28
Correlation											High

First Year	ALLIED COURSE – I	Semester: I
	MANAGEMENT CONCEPTS FOR TOURISM	
Code:	(Theory)	Credits: 03

COURSE OBJECTIVES:

- To understand the fundamental concepts and principles of management.
- To examine the planning process and decision-making techniques in organizations.
- To analyze organizing and staffing functions in tourism enterprises.
- To evaluate leadership, motivation, communication, and control mechanisms.
- To explore recent trends and ethical practices in tourism and hospitality management.

UNIT – I (MANAGEMENT CONCEPTS)

Meaning, definition, nature, and importance of management, Functions and process of management Principles of management: Henry Fayol, Management vs. Administration: Meaning and differences, Levels of management and managerial skills.

UNIT – II (PLANNING PROCESS)

Planning: Meaning, nature, and importance, Steps in the planning process. Management by Objectives (MBO), Forecasting: Meaning and types, Decision-making: Process and techniques.

UNIT – III (ORGANIZING AND STAFFING)

Nature and purpose of organizing, Formal and informal organization, Organization structure and organizational process, Delegation and decentralization, Staffing: Meaning, importance, and process.

UNIT – IV (DIRECTION AND CONTROL)

Directing: Scope and importance, Leadership: Meaning, styles, and qualities. Motivation: Types, Maslow's Theory, Theory X and Theory Y, Communication: Types, process, and barriers, Control system: Meaning and process.

UNIT – V (RECENT TRENDS IN MANAGEMENT)

Global business environment, best management practices across the world, Work-life balance and employee well-being, Organizational ethics and corporate responsibility, Emerging trends in tourism and hospitality management.

UNIT – VI CONTEMPORARY APPLICATIONS (Self-directed Learning for CIA Only)

Digital transformation in management (AI, automation, analytics). Sustainable management practices in tourism. Innovation and entrepreneurship in tourism enterprises. Crisis and risk management in hospitality. Case studies on global tourism organizations.

RECOMMENDED BOOKS (LATEST EDITIONS) TEXT BOOKS:

1. Koontz, H., & Weihrich, H. (2020). *Essentials of Management* (11th ed.). McGraw-Hill.
2. Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson.
3. Tripathi, P. C., & Reddy, P. N. (2020). *Principles of Management* (6th ed.). McGraw-Hill.
4. Gupta, C. B. (2021). *Management: Theory and Practice*. Sultan Chand & Sons.

REFERENCE BOOKS:

1. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2018). *Management* (6th ed.). Pearson.
2. Hill, C. W. L., & McShane, S. L. (2020). *Principles of Management* (3rd ed.). McGraw-Hill.

E-REFERENCES:

3. Daft, R. L. (2022). *Management* (14th ed.). Cengage Learning.
4. World Tourism Organization (UNWTO). (Latest). *Tourism and Management Reports*.
<https://www.unwto.org>

Bottom of Form**COURSE OUTCOMES: (with Mapping)**

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the basic concepts and principles of management	K1
CO2	Understand planning and decision-making processes in organizations	K2
CO3	Apply organizing and staffing principles in tourism enterprises	K3
CO4	Analyze leadership, motivation, communication, and control systems	K4
CO5	Evaluate recent trends and ethical practices in tourism management	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	1	1	3	1	1	3	2.8
CO2	2	3	2	1	1	2	3	1	1	3	2.9
CO3	2	3	2	1	1	1	3	1	1	3	2.8
CO4	2	2	3	1	1	1	3	2	1	2	2.8
CO5	3	3	2	3	3	2	3	2	3	3	2.7
Mean Overall Score											2.8
Correlation											High

First Year	Allied Course - II	Semester: I
	TOURISM GEOGRAPHY	
Code:	(Theory)	Credits: 03

COURSE OBJECTIVES:

- To introduce the fundamental concepts and scope of Physical and Human Geography
- To develop the ability to interpret maps, coordinates, and spatial data using modern
- To understand global time systems, time zones, and their application in travel planning and aviation.
- To familiarize learners with international traffic conference areas and their geographical classifications.
- To provide knowledge of global transportation systems across continents

UNIT – I (PHYSICAL GEOGRAPHY)

Physical Geography - Meaning and Scope. Landforms, Mountains, Plains, Plateaus and Water Bodies. Climate Zones, Weather Patterns, Seasons and Vegetation. Geopolitical Boundaries and Regions. Human Geography and Cultural Geography.

UNIT – II (MAP READING AND TRAFFIC CONFERENCE AREAS)

Basics of Map Reading and Interpretation. Latitudes, Longitudes and Hemispheres. Introduction to Cartography, GIS, Remote Sensing and Navigational Tools. World Time Zones, GMT, UTC and Daylight-Saving Time. International Date Line, Time Calculation, Elapsed Time calculation, Flying time calculation

UNIT – III (TRAFFIC CONFERENCE AREA 1)

Overview of Traffic Conference Area 1 (TC1). Countries, Major cities and three letter city codes, Major airports and codes, Road, Rail, Air and Water Transportation in North America: Trans- Canadian, Pan American Highways, Amtrak, Airlines, Ferries and Cruise liners, Transport modes in Central America, Transport in South America: - Airlines, Tren a las Nubes, La Trochita

UNIT – IV (TRAFFIC CONFERENCE AREA 2)

Overview of Traffic Conference Area 2 (TC2). Countries, Major cities and three letter city codes, Major airports and codes, Road, Rail, Air and Water Transportation in Europe: Budget Airlines, Eurail & Interrail, TGV and Cruise liners, Major Road, Rail, Air and Water Transportation in Africa: Airlines, Baz Bus, Safari Tours

UNIT – V (TRAFFIC CONFERENCE AREA 3)

Overview of Traffic Conference Area 3 (TC3). Countries, Major cities and three letter city codes, Major airports and codes, Road, Rail, Air and Water Transportation in AIAA: Far East- Trans-Siberian Railways, Bullet Trains, Cruise liners, Middle East – Railways & Roadways, Airlines, Transportation in Australia., New Zealand, Pacific Islands and Antarctica.

UNIT – VI CONTEMPORARY APPLICATIONS (Self-directed Learning for CIA Only)

Students will explore Physical Geography, learning how landforms and climates create travel destinations, alongside technical skills in Map Reading and Time Zones for calculating flight schedules. The core of the study involves mastering IATA Traffic Areas (TC1, TC2, and TC3) by memorizing city and airport codes worldwide. Finally, the course covers Global Transport Systems, from major airlines and high-speed trains like the TGV and Bullet trains to famous rail routes like the Trans-Siberian and Amtrak.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Rodrigue, J. P. (2024). The geography of transport systems (6th ed.). Routledge.
2. Boniface, B., Cooper, C., & Cooper, R. (2022). Worldwide destinations: The geography of travel and tourism (9th ed.). Routledge.
3. Page, S. J. (2023). Tourism management (7th ed.). Routledge.

REFERENCE BOOKS:

1. Hall, C. M., & Page, S. J. (2022). The geography of tourism and recreation: Environment, place and space (5th ed.). Routledge.
2. Singh, S. (2025). Physical geography (Latest ed.). Pravalika Publications.

E-REFERENCES:

1. Hall, C. M., & Page, S. J. (2014). The geography of tourism and recreation: Environment, place and space (4th ed.). Routledge.
<https://doi.org/10.4324/9780203796092>

COURSE OUTCOMES: (with Mapping)

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain key concepts of physical geography, map reading, and global time systems.	K1
CO2	Apply map-reading skills, time calculations, and coordinate systems	K2
CO3	Analyze geographical regions and transportation networks within different Traffic Conference Areas	K3
CO4	Evaluate the efficiency and connectivity of global transportation systems across continents.	K4
CO5	Design travel itineraries incorporating geographic knowledge, time zones, and international transport systems.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	3	2	1	2	1	2	1.9
CO2	3	3	1	3	1	3	1	1	2	2	2.0
CO3	3	2	2	2	1	3	1	1	3	2	2.0
CO4	3	2	2	2	1	3	1	1	3	2	2.0
CO5	3	3	2	3	2	3	2	2	3	3	2.6
Mean Overall Score											2.10
Correlation											High

First Year	INTERDISCIPLINARY COURSE - II	Semester: I
	CULTURAL HISTORY OF ANCIENT INDIA	
Code: IDC-1	(Theory)	Credits: 02

COURSE OBJECTIVES: Interdisciplinary Course

- To study the locations, society, and religious beliefs of Early Vedic Culture.
- To explore the advanced city planning, economy, and ruins of the Indus Valley Civilization.
- To understand the core teachings, literature, and pilgrimage sites of Jainism and Buddhism.
- To trace the governance, scientific growth, and Ashoka's policies in the Mauryan and Kushana Empires.
- To examine the "Golden Age" and cultural revivals under the Guptas, Harsha, and the Rajputs.

UNIT – I (ANCIENT CULTURE IN INDIA)

Sources of Ancient History-Indus Culture: Origin- The City: Harappa and Mohenjo-daro Archaeological sites: Lothal and Kalibangan- Socio-economic Conditions – Town Planning Arts- Metals-seals- Scripts-Sports Activities- Ornaments.

UNIT – II (VEDIC CULTURE)

Geographical expansion –Early Vedic Society and Culture-Importance of Vedic Mythology Eight Marriages -Religion- Beliefs and Practices.

UNIT – III (JAINISM AND BUDDHISM)

Teaching of Mahavir and Buddha- Literary sources –Pilgrimage Centers in Jainism- Pilgrimage sites in Buddhism-Sangha- Jatakas-Buddhist councils

UNIT – IV (MAURYAN CULTURE)

Socio-Economic conditions-Arthashastra- Amusements- Literary activity-Dhamma of Asoka-and its Impact-Assimilation of foreigners in Indian Society –The Kushanas: Science and Technology

UNIT – V (CULTURE OF GUPTA PERIOD)

Socio –Economic conditions – Literary activities- Science and Education –Hindu revival Cultural contributions of Harshavardhana –The Rajputs: Socio- Economic conditions –religion and literature- Cultural Renaissance.

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Importance of Vedic Mythology – Mohenjo Daro – Impact of Dhamma on Ashoka – Science and Education in Gupta Period.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Majumdar, R. C., &Srivastava, A. K. (1996). History of India (From 320 to 1206 A.D.). Surjeet Book Depot.

- Sharma, R. S. (1983). Material culture and social formation in Ancient India. MacMillan.
- Basham, A. L. (1954). The wonder that was India. Grow Press.

REFERENCE BOOKS:

- Kosambi, D. D. (1971). The culture and civilization of Ancient India: In historical outline. Vikas.
- Sharma, R. S. (1978). Indian feudalism. Orient Longman.

E-REFERENCES:

- Archaeological Survey of India. (n.d.). Indus Valley Civilization sites. <https://asi.nic.in>
- National Museum, New Delhi. (n.d.). Pre-historic and ancient Indian art collection. <https://www.nationalmuseumindia.gov.in>
- UNESCO World Heritage Centre. (n.d.). Buddhist monuments at Sanchi and ancient pilgrimage sites. <https://whc.unesco.org>

COURSE OUTCOMES: (with Mapping)

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the geography, society, and religion of Early Vedic culture, including its myths and marriage systems.	K1
CO2	Analyze the origins, city planning, and daily life of the Indus Valley Civilization using sites like Harappa and Mohenjo-daro.	K2
CO3	Summarize the core teachings, history, and important pilgrimage sites of Jainism and Buddhism	K3
CO4	Examine the society, administration (like Ashoka's Dhamma), and scientific progress of the Mauryan and Kushana empires.	K4
CO5	Evaluate the cultural, literary, and scientific achievements of the Gupta period, Harshavardhana, and the Rajputs.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	2	2	1	2	1	3	1	2	2.7
CO2	3	2	2	1	2	2	1	3	1	2	1.9
CO3	3	2	2	1	1	3	1	3	1	2	1.9
CO4	3	2	2	1	2	2	1	3	1	2	1.9
CO5	3	2	2	1	1	2	1	3	1	2	1.8
Mean Overall Score											2.84
Correlation											High

FIRST YEAR	CORE COURSE - III	SEMESTER:II
	TOURISM RESOURCES IN INDIA	
CODE: CC-3	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To introduce the physical and geographical features of India.
- To understand the diversity of landscapes and tourism resources.
- To identify natural and environmental tourism attractions.
- To analyze man-made tourism resources in India.
- To examine emerging and novel tourism trends in India.

UNIT – I (INDIAN PHYSIOGRAPHY AND TOURISM OVERVIEW)

Introduction to Indian Geography. Location, Landscapes and Diversity of India. Indian States, Union Territories, Capitals and Tourism Taglines. Natural Tourism Resources and Man-Made Tourism Resources. Tourism Potential of Different Regions in India.

UNIT-II (NATURAL RESOURCES)

Mountains, Hill Stations and Himalayan Tourism. Beaches and Coastal Tourism Destinations. Island Tourism in India. Caves, Deserts, and Geological Attractions. Natural Heritage Sites and Scenic Landscapes.

UNIT – III (ENVIRONMENTAL RESOURCES)

Wildlife Sanctuaries and National Parks. Biodiversity, Biosphere Reserves, Forest Resources. Water bodies – Rivers, Lakes, Waterfalls. Wetlands – Ramsar Sites. Ecotourism and Environmental Conservation.

UNIT – IV (MAN-MADE TOURISM RESOURCES)

Historical Monuments and Architectural Heritage. Museums and Art Galleries as Tourist Attractions. Forts, Palaces and Havelis. Theme Parks, Houseboats and Cruises. Mountain Railways and Luxury Trains.

UNIT – V (NOVEL TOURISM IN INDIA)

Adventure Tourism, Sports Tourism and Rural Tourism. Agri Tourism, Tribal Tourism and Eco Tourism. Tourism Circuits and Pilgrimage Routes. Emerging Tourism Destinations in India. India as a Year - Round Tourism Destination.

UNIT – VI (DESTINATION PROMOTIONS)(Self-directed learning activities for Continuous Internal Assessments Only):

Sustainable Tourism Practices in India. Digital Promotion of Indian Destinations. Government Initiatives (Incredible India, Dekho Apna Desh). Responsible Tourism and Community Participation. Future Trends in Indian Tourism.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Singh, R. L. (2021). India: A regional geography (Latest ed.). National Geographical Society of India.
2. Goh Cheng Leong (2020). Certificate Physical and Human Geography. Oxford University Press.
3. Husain, M. (2022). Geography of India (7th ed.). McGraw Hill Education.

REFERENCE BOOKS:

1. Sharma, T. C., & Coutinho, O. (2021). Economic and Commercial Geography of India. Vikas Publishing.
2. Robinet Jacob (2020). Indian Tourism Products. Abhijeet Publications.

E-REFERENCES:

1. Ministry of Tourism, Government of India (2023). India Tourism Statistics [eBook]. <https://tourism.gov.in>
2. UNESCO (2022). World Heritage Sites in India [eBook]. <https://whc.unesco.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the geographical features and diversity of India	K1
CO2	Explain various natural and environmental tourism resources	K2
CO3	Identify major tourism destinations and their significance	K3
CO4	Analyze the role of man-made attractions in tourism development	K4
CO5	Evaluate emerging tourism trends and India's tourism potential	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	3	1	2	2.0
CO2	3	2	2	1	3	3	1	3	1	2	2.1
CO3	3	3	2	1	3	3	1	2	1	2	2.1
CO4	3	2	2	1	1	3	2	3	1	2	2.0
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean Overall Score											2.21
Correlation											High

First Year	CORE COURSE - IV	Semester: II
	TRANSPORT SYSTEMS	
Code: CC4	(Theory)	Credits: 04

COURSE OBJECTIVES:

- To introduce the fundamentals and historical evolution of transportation systems.
- To understand the structure, networks, and operations of road and rail transport.
- To identify the key components, infrastructure, and regulations of air transportation.
- To analyze the significance, infrastructure, and management of water transport.
- To examine modern technological advancements, emerging trends, and sustainable practices in transport systems.

UNIT – I (INTRODUCTION TO TRANSPORTATION)

Evolution and history of transportation. Role of transportation in economic and social development. Different modes of transport (Surface, Air, Water). Transport infrastructure and networks. Inter-modal coordination and the relationship between transportation and the tourism industry.

UNIT – II (ROAD TRANSPORT)

Evolution of road networks globally and in India. Types of roads: National Highways, State Highways, and Expressways. Tourist coaches, car rental systems, and taxi operations. Road transport authorities, permits, taxation, motor vehicle acts, and passenger safety regulations.

UNIT – III (RAIL TRANSPORT)

History and growth of railways. Major railway networks in the world and Indian Railways. Types of passenger trains, luxury tourist trains, and high-speed rail networks (Bullet trains, Maglev). Railway ticketing systems, passenger amenities, and railway infrastructure modernization.

UNIT – IV (AIR TRANSPORT)

History and evolution of aviation. Types of airlines: Scheduled, Non-scheduled, and Low-Cost Carriers (LCCs). Airport infrastructure, terminals, and layout. Basics of Air Traffic Control (ATC). Role of international and national aviation organizations (ICAO, IATA, DGCA, AAI).

UNIT – V (WATER TRANSPORT)

History of waterborne transport. Inland waterways and their commercial significance. Ocean transport, passenger ships, and ferries. The cruise industry: types of cruises, major cruise lines, and popular global cruise destinations. Major ports and maritime regulations.

UNIT – VI (Emerging Trends & Sustainability) (Self-directed learning activities for Continuous Internal Assessments Only):

Sustainable transportation practices and green fuels. Adoption of Electric Vehicles (EVs) in public and tourist transit. Innovations like Hyperloop and Urban Air Mobility (UAM). Digital booking platforms, smart mobility, and GPS tracking systems. Future challenges in global transport systems.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Rodrigue, J.-P. (2020). The geography of transport systems (5th ed.). Routledge.
2. Page, S. J. (2015). Transport and tourism: Global perspectives (3rd ed.). Pearson.

REFERENCE BOOKS:

1. Schiller, P. L., & Kenworthy, J. R. (2017). An introduction to sustainable transportation: Policy, planning and implementation (2nd ed.). Routledge.
2. Gross, S., & Klemmer, L. (2014). Introduction to tourism transport. CABI. EBSCOhost.

E-REFERENCES:

1. Stopka, O., & Chovancová, M. (Eds.). (2021). Smart and sustainable transportation systems. MDPI. <https://doi.org/10.3390/books978-3-0365-1554-1>
2. Campisi, T., & Ignaccolo, M. (Eds.). (2022). Sustainable smart cities and smart mobility platforms. Springer. <https://doi.org/10.1007/978-3-031-15889-6>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the foundational concepts and historical evolution of various transportation modes.	K1
CO2	Explain the operational structures and significance of road and rail transport networks.	K2
CO3	Identify the critical infrastructure, organizations, and regulations governing air transport.	K3
CO4	Analyze the scope, infrastructure, and commercial operations of water and cruise transport.	K4
CO5	Evaluate the impact of emerging technologies and sustainable practices on the future of transportation.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	1	1	2	1.8
CO2	3	2	2	2	2	3	2	2	2	2	2.2
CO3	3	3	2	2	1	3	2	1	3	2	2.2
CO4	3	2	2	1	2	3	3	1	1	2	2.0
CO5	3	3	2	3	3	2	2	1	3	3	2.5
Mean Overall Score											2.14
Correlation											High

FIRST YEAR	ALLIED COURSE - III	SEMESTER: II
	COMMUNICATIVE SKILLS FOR TOURISM	
CODE: AC3	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To understand the basics of communication.
- To acquire the listening skills for the tourism business.
- To learn the need and importance of communication skills for the tourism industry.
- To gain knowledge about treating and greeting practices.
- To acquire the modern social media and their importance.

UNIT – I (BASICS OF COMMUNICATION)

Introduction to Communication and Types of Communication. Tourism & Communication – Essentials of Communication. Effective Communication. Business Communication. Industry Jargons – Tourism, Hotels, Airports.

UNIT – II (LISTENING SKILLS)

Listening Process. Types of Listening. Barriers to Listening. Improving Listening Abilities. Listening Techniques.

UNIT – III (READING SKILLS)

Purpose of Reading. Reading Process. Essentials of Reading. Improving Reading Skills. Reading Techniques

UNIT – IV (TREATING AND GREETING)

Icebreaking. Rising to the Occasion. Description of Objects. Meetings and Greetings. Formal and Informal Invitation.

UNIT – V (MODERN COMMUNICATION MEDIA)

Etiquette. Letters and Emails. Presentations. Modern Educational Media – Chapt GPT, Gemini AI, DeepSeek AI. Modern Social Medias -Facebook, Twitter, Instagram, YouTube, WhatsApp

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Students will role-play tourism greeting scenarios using correct industry jargon and draft professional emails responding to hypothetical tourist inquiries. They will analyze travel podcasts to test active listening and reading comprehension. Additionally, learners will practice generating travel itineraries using AI tools like Gemini or ChatGPT, and design mock promotional campaigns for tourist destinations tailored to modern social media platforms like Instagram or Facebook.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Anjanee Sethi, Bhavana Adhikari (2011), Business Communication, McGraw Hill, New Delhi.
2. Kathiresan & Dr. Radha, Business Communication, Prasanna Publishers, Chennai.

Reference Books:

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Gearing up for a Career- TASCHE

E-REFERENCES:

1. https://www.researchgate.net/publication/309786667_Communication_Skills_for_Success_Tourism_Industry_Specific_Guidelines

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	tell about the need and importance of effective communication skills for the tourism	K1
CO2	Business	K2
CO3	outline the written and oral communication skills	K3
CO4	make use of the importance of public speaking skills for the tourism business	K4
CO5	analyze the significance of personality grooming skills in the contemporary business	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	2	2	2	2	2	2	2	2.7
CO2	2	2	2	3	1	2	1	3	1	1	2.5
CO3	1	2	3	2	2	2	2	2	1	2	2.5
CO4	2	2	3	1	1	1	3	1	1	2	1.7
CO5	2	2	3	3	1	3	2	2	3	3	2.4
Mean Overall Score											3.76
Correlation											High

FIRST YEAR	ALLIED COURSE - IV	SEMESTER: II
	EMERGING TRENDS IN TOURISM	
CODE:	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To understand the concept and scope of niche tourism products.
- To analyze emerging tourism products in India and globally.
- To examine the role of technology in tourism development.
- To study changing travel behaviour and tourist motivations.
- To evaluate contemporary issues and challenges in tourism.

UNIT – I (NICHE TOURISM PRODUCTS – I)

Wellness Tourism – Medical and Health. Eco, Wildlife, Adventure and Social Tourism. Forest Health Tourism and Nature-based Tourism. Sports Tourism and its Impacts. Film Tourism, International Events and Leisure Travel.

UNIT – II (NICHE TOURISM PRODUCTS – II)

Rural, Farm and Agri Tourism. Gastronomy, Culinary and Food Tourism. Ancestry, Art, Cultural Tourism and Astro Tourism. Cruise, Coastal and Lighthouse Tourism. Emerging Tourism Products in India and Abroad.

UNIT – III (TECHNOLOGICAL ADVENT IN TOURISM)

Internet of Things (IoT), Mobile Bookings. Online Travel Agents and Travel Automation. Travel Blogs, Vlogs and Digital Influencers. Transport Technology and Smart Mobility. Role of AI and Virtual Reality in Tourism.

UNIT – IV (TRAVEL BEHAVIOR)

Experience Economy, Backpacking. Short Weekend Getaways, Solo Trips and Youth Travel. Budget Travel and Offbeat Destinations. Personalized, Responsible and Special Interest Tourism. Changing Travel Motivations and Consumer Behavior.

UNIT – V (CONTEMPORARY ISSUES IN TOURISM)

Geo-Political Conflicts and Terrorism. Climate Change and Resource Use Issues. Epidemic Diseases and Natural Disasters. Role of International Organizations – BRICS, SAARC, BCIM, Commonwealth Nations and ASEAN. Future Challenges and Opportunities in Global Tourism.

UNIT – VI (CURRENT TRENDS) (Self-directed learning activities for Continuous Internal Assessments Only):

Digital Tourism Platforms and Smart Destinations. Sustainable and Responsible Tourism Practices. Post-pandemic Tourism Trends. Ethical Tourism and Community-Based Tourism. Future Innovations in Tourism Industry.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Novelli, M. (2022). *Niche Tourism: Contemporary Issues, Trends and Cases*. Routledge.
2. Robinson, P., Heitmann, S., & Dieke, P. (2021). *Research Themes for Tourism*. CABI.
3. Sigala, M. (2020). *Tourism and COVID-19: Impacts and Implications*. Elsevier.

REFERENCE BOOKS:

1. Buhalis, D. (2023). *E-Tourism: Information Technology for Strategic Tourism Management*. Pearson.
2. Page, S. J. (2020). *Tourism Management: An Introduction* (6th ed.). Routledge.

E-REFERENCES

1. OECD (2022). *Tourism Trends and Policies* [eBook]. <https://www.oecd.org/tourism/>
2. UNWTO (2023). *Global Tourism Report* [eBook]. <https://www.unwto.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the concepts of niche tourism products	K1
CO2	Explain emerging tourism products and trends	K2
CO3	Apply technological tools in tourism operations	K3
CO4	Analyze changing travel behaviour and motivations	K4
CO5	Evaluate contemporary issues and future challenges in tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	1	3	3	1	2	1	3	2.0
CO2	3	2	1	1	2	3	1	3	1	3	2.0
CO3	3	3	3	3	2	2	3	3	3	3	3.2
CO4	3	3	3	2	2	3	3	3	2	3	3.1
CO5	3	3	2	3	3	2	2	2	2	3	2.5
Mean Overall Score											3.16
Correlation											High

First Year	INTERDISCIPLINARY COURSE - II	Semester: II
	CULTURAL HISTORY OF MEDIEVAL INDIA	
Code:	(Theory)	Credits: 02

COURSE OBJECTIVES:

- To study the historical sources and social life during the early Delhi Sultanate.
- To explore the society, economy, and culture of the Vijayanagara and Bahmani kingdoms.
- To evaluate the administration, key reforms, and cultural impact of the Mughal Empire.
- To trace the political rise and cultural heritage of the Marathas.
- To understand the teachings and social impact of the Bhakti, Sufi, and Sikh movements.

UNIT – I (ESTABLISHMENT OF DELHI SULTANATE)

Literary Evidences- Archaeological Evidences – Social Conditions during the Sultanate period Travelogues.

UNIT – II (VIJAYANAGARA)

Socio-Economic Conditions – Education and Literature - Cultural Contributions – Krishnadevaraya -I Achievements – Bahmani Kingdoms: Socio- Cultural life.

UNIT – III (MUGHALS)

Factors for the successful advent of Muslims – Conditions of India on the eve of Babar's Invasion – Literary sources – Social and Religious Conditions – Economic Conditions –Administrative and Land Reforms of Shershah - Akbar's Religious Policy- Cultural Conditions under the Mughals.

UNIT – IV (RISE OF MARATHAS)

Cultural contributions -Sivaji's carriers - Folk Music and Dances- Powada Dance – Koli Music- Fairs and Festivals.

UNIT – V (RELIGION IN MEDIEVAL INDIA)

Bhakti Movements - Sufism – Sufi orders – Chisti, Suharwardi, Quadi, Nasqubhandi – SikhismBasic features of Sikhism- Sikh Guru's.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Social life under the Delhi Sultanate - Bhakti Movement - Trade and commerce in medievalIndia - Sufism and Bhakti movement

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Chandra, S. (2007). History of medieval India: 800–1700. Orient BlackSwan.
2. Asher, C. B., & Talbot, C. (2006). India before Europe. Cambridge University Press.
3. Mehta, J. L. (1981). Advanced study in the history of medieval India: Society and culture (Vol. 3). Sterling Publishers.

REFERENCE BOOKS:

1. Richards, J. F. (1993). The Mughal Empire. Cambridge University Press.
2. Gordon, S. (1993). The Marathas 1600–1818. Cambridge University Press.
3. Rizvi, S. A. A. (1978). A history of Sufism in India: Early Sufism and its history in India to 1600 AD (Vol. 1). Munshiram Manoharlal.

E-REFERENCES:

1. Eaton, R. M. (2019). India in the Persianate age: 1000–1765. Penguin Books. https://play.google.com/store/books/details?id=f_iSDwAAQBAJ
2. Faruqui, M. D. (2012). The princes of the Mughal Empire, 1504–1719. Cambridge University Press. <https://doi.org/10.1017/CBO9781139136198>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the advanced city planning, trade networks, and historical importance of the Indus Valley Civilization.	K1
CO2	Analyze the settlement patterns, social structures, and nature-based religion of the Early Vedic period.	K2
CO3	Evaluate the core philosophies, sacred texts, and pilgrimage sites of Jainism and Buddhism.	K3
CO4	Examine the political systems, scientific progress, and Ashoka's moral policies during the Mauryan and Kushana empires.	K4
CO5	Assess the cultural golden age, religious shifts, and societal changes during the Gupta, Harshavardhana, and Rajput eras.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	2	1	1	2	2	3	1	2	1.7
CO2	3	2	2	1	2	2	2	3	1	2	2.9
CO3	3	2	2	1	2	2	2	3	1	2	2.9
CO4	3	1	2	1	1	2	2	3	1	2	1.7
CO5	3	1	2	1	2	3	1	3	1	2	1.9
Mean Overall Score											2.82
Correlation											High

SECOND YEAR	CORE COURSE -	SEMESTER: III
	TRAVEL AGENCY AND TOUR OPERATIONS	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES: CORE COURSE - V

- To understand the role and functions of travel agencies
- To gain knowledge on itinerary preparation
- To learn about tour costing and budgeting
- To know the roles and responsibilities of the various travel trade associations
- To examine the contribution of national and international travel trade association for the promotion and development of tourism

UNIT – I (ORIGIN AND GENESIS OF TRAVEL COMPANIES)

Travel Trade - Historical Perspectives. Emergence of Thomas Cook and American Express Company. Types of Tour Operators. Wholesale and Retail Travel Agency business. Linkages and Integration with the Principal Service Providers.

UNIT – II (TRAVEL AGENCY AND TOUR OPERATION BUSINESS)

Functions of Travel Agency. Setting up a full-fledged Travel Agency. Sources of Income of a travel agency. Diversification of Travel Business. Travel Insurance, Forex, Cargo

UNIT – III (ITINERARY PLANNING AND DEVELOPMENT)

Meaning & Importance of tour Itinerary. Types of Itineraries, Resources and Steps for Itinerary Planning. Dos and Don'ts of Itinerary Preparation. Tour Formulation and Designing Process. FITs, GITs and Special Interest Tours (SITs).

UNIT – IV (TOUR PACKAGING & COSTING)

Importance of Tour Packaging. Classifications of Tour Packages. Components of Package Tours. Concept of costing - Types of costs - Components of tour cost. Preparation of cost sheet - Calculation of tour price - Pricing strategies.

UNIT – V (ROLE AND RESPONSIBILITY OF TRAVEL TRADE ASSOCIATIONS)

Objectives - Roles and functions of UFTAA - PATA - TAAI - IATO, TAFI - AAI, IATA and IRCTC

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Historical evolution and service integrations of a leading global tour operator. Business plan for establishing a travel agency. Foreign exchange, cargo, and travel insurance. Special Interest Tour (SIT). Travel trade associations like UFTAA, PATA, and IATA on modern tourism operations.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

REFERENCE BOOKS:

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

E-REFERENCES:

1. <http://studymaterial.unipune.ac.in:8080/jspui/bitstream/125456789/2431/1/Chapter1%20Travel%20Agency%20%26%20Tour%20Operations.pdf>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the origin, genesis, and development of travel companies	K1
CO2	Explain about travel agency and tour operation business in a theoretical manner	K2
CO3	Apply cognitive skills for preparation of itineraries and tour plans	K3
CO4	List out various types of tour packaging and costing	K4
CO5	Assess the role and objectives of travel trade organizations in connection with promotion of tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	2	3	3	1	2	3.5
CO2	2	3	3	3	2	1	2	2	1	2	3.1
CO3	3	3	2	2	3	3	2	2	2	2	2.3
CO4	4	3	3	1	2	1	3	3	3	2	2.0
CO5	3	2	2	1	2	2	2	1	2	2	3.9
Mean Overall Score											3.96
Correlation											High

SECOND YEAR	CORE COURSE - IV	SEMESTER: III
	WORLD TOURISM DESTINATION - I	
CODE: CC-6	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To introduce international tourism with special reference to Asia and Oceania.
- To understand the growth and development of tourism in Asian countries.
- To analyze major tourism destinations across different regions of Asia.
- To examine cultural, geographical and travel aspects of international destinations.
- To study tourism resources and connectivity between India and global destinations.

UNIT – I (INTRODUCTION TO ASIAN DESTINATIONS)

Introduction to International Tourism. Growth and Development of Tourism in Asia. Factors Influencing Tourism Growth in Asia. ASEAN Countries and their Tourism Importance. SAARC Countries and their Tourism Importance.

UNIT – II (WEST ASIA)

Tourism Attractions in Turkey and UAE. Tourism Resources in Armenia and Azerbaijan. Major Destinations in Cyprus, Jordan, Israel and Bahrain. Tourism Importance of Kuwait, Oman, Qatar and Saudi Arabia. Culture, Climate and Travel Information of West Asian Countries.

UNIT – III (CENTRAL, SOUTH & NORTH ASIA)

Tourism Attractions in Uzbekistan and Kazakhstan. Major Destinations in Bhutan and Nepal. Tourism Importance of Sri Lanka and Maldives. Tourism Resources in Russia and Mongolia. Air Connectivity and Travel Routes from India.

UNIT – IV (EAST ASIA & SOUTH EAST ASIA)

Tourism Attractions in Hong Kong and Macau. Major Destinations in China, Japan and South Korea. Tourism Importance of Singapore, Malaysia, Thailand and Myanmar. Tourism Attractions in Cambodia, Vietnam, Philippines and Indonesia. Culture, Cuisine and Tourism Activities in East and South East Asia.

UNIT – V (OCEANIA TOURISM DESTINATIONS)

Tourism Attractions in Australia. Major Destinations in New Zealand. Tourism Importance of Fiji and Papua New Guinea. Tourism Resources in Solomon Islands and Kiribati. Culture, Cuisine and Tourism Activities in Oceania.

UNIT – VI (FUTURE PROSPECTS OF INTERNATIONAL TOURISM) (Self-directed learning activities for Continuous Internal Assessments Only):

Emerging Trends in International Tourism. Digital Platforms and Global Travel Planning. Sustainable Tourism Practices in Asia and Oceania. Impact of Globalization on Tourism. Future Prospects of International Tourism.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Hall, C. M. (2020). *Tourism in Asia and the Pacific*. Routledge.
2. Lew, A. A., Hall, C. M., & Williams, A. M. (2021). *A Companion to Tourism*. Wiley Blackwell.

REFERENCE BOOKS:

1. Boniface, B., Cooper, C., & Cooper, R. (2020). *Worldwide Destinations* (7th ed.). Routledge.
2. Page, S. J. (2020). *Tourism Management: An Introduction* (6th ed.). Routledge.
3. Weaver, D., & Lawton, L. (2021). *Tourism Management*. Wiley.

E-REFERENCES:

1. UNWTO (2023). *International Tourism Highlights* [eBook]. <https://www.unwto.org>
2. World Bank (2022). *Tourism for Development in Asia* [eBook]. <https://www.worldbank.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recollect basic concepts of international tourism and Asian regions	K1
CO2	Clarify tourism growth and regional importance of Asian countries	K2
CO3	Discover major tourism destinations across Asia and Oceania	K3
CO4	Investigate cultural and geographical factors influencing tourism	K4
CO5	Assess global tourism trends and connectivity with India	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	3	2	2	3	2	3.7
CO2	3	2	3	3	2	3	2	2	3	2	3.8
CO3	3	2	2	2	2	3	2	2	3	2	3.7
CO4	3	2	3	2	2	3	2	3	2	2	3.8
CO5	3	3	3	3	3	3	2	3	2	3	3.6
Mean Overall Score											3.92
Correlation											High

SECOND YEAR	ALLIED COURSE - V	SEMESTER: III
	HUMAN RESOURCE MANAGEMENT	
CODE:	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To understand the fundamental concepts and functions of Human Resource Management.
- To analyze human resource planning, recruitment and selection processes.
- To examine training, development and performance appraisal systems.
- To evaluate compensation, employee relations and labour welfare practices.
- To study contemporary trends and challenges in HRM.

UNIT – I (INTRODUCTION TO HUMAN RESOURCE MANAGEMENT)

Meaning, Definition, Nature and Scope of HRM. Objectives and Functions of Human Resource Management. Evolution of HRM – From Personnel Management to Strategic HRM. Role and Qualities of HR Manager. HRM in Service Sector and Tourism Industry.

UNIT – II (HUMAN RESOURCE PLANNING AND PROCUREMENT)

Human Resource Planning – Meaning, Importance and Process. Job analysis, Job Description and Job Specification. Recruitment – Sources and Methods. Selection Process – Tests, Interviews and Placement. Induction and Socialization of Employees.

UNIT – III (TRAINING AND PERFORMANCE MANAGEMENT)

Training and Development – Need, Methods and Evaluation. Employee Career Planning and Development. Performance Appraisal – Methods and Techniques. 360-Degree Feedback and Modern Appraisal Systems. Employee Productivity and Performance Improvement.

UNIT – IV (COMPENSATION AND EMPLOYEE RELATIONS)

Wages and Salary Administration. Incentives, Bonus and Fringe Benefits. Employee Motivation – Theories and Applications. Industrial Relations – Trade Unions and Collective Bargaining. Grievance Handling and Discipline Management.

UNIT – V (CONTEMPORARY ISSUES IN HRM)

HR Analytics and Digital HRM. Workplace Diversity and Inclusion. Employee Engagement and Work-Life Balance. Ethics in HRM and Corporate Social Responsibility. Challenges and Future Trends in Human Resource Management.

UNIT – VI (MODERN DIMENSIONS)(Self-directed learning activities for Continuous Internal Assessments Only):

Remote Work and Hybrid Workforce Management. Artificial Intelligence in HR Practices. Talent Management and Employer Branding. Gig Economy and Flexible Workforce. HR Practices in Global and Multicultural Environment.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Dessler, G. (2023). *Human Resource Management* (16th ed.). Pearson.
2. K. Aswathappa (2022). *Human Resource Management* (9th ed.). McGraw Hill.
3. Armstrong, M. (2021). *Armstrong's Handbook of Human Resource Management Practice* (15th ed.). Kogan Page.

REFERENCE BOOKS:

1. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2022). *Fundamentals of Human Resource Management*. McGraw Hill.
2. Gupta, C. B. (2021). *Human Resource Management*. Sultan Chand & Sons.

E-REFERENCES:

1. CIPD (2023). *People Management and Development Guide* [eBook]. <https://www.cipd.org>
2. SHRM (2023). *HR Competency Framework* [eBook]. <https://www.shrm.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the fundamental concepts and functions of Human Resource Management	K1
CO2	Explain the processes of human resource planning, recruitment and selection	K2
CO3	Demonstrate the application of training methods and performance appraisal techniques	K3
CO4	Analyze compensation systems and employee relations practices	K4
CO5	Assess contemporary issues and strategic challenges in Human Resource Management	K5

RELATIONSHIP MATRIX:

Course Outcome s (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	3	2	2	3	2.8
CO2	2	3	3	2	2	1	3	1	1	3	2.9
CO3	2	3	3	2	2	2	3	2	2	3	2.9
CO4	2	3	3	2	1	1	3	1	1	3	1.9
CO5	2	3	3	3	3	2	3	1	2	3	2.4
Mean Overall Score											2.98
Correlation											High

SECOND YEAR	ALLIED COURSE – VI	SEMESTER: III
	HOSPITALITY MANAGEMENT	
CODE:	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To understand the fundamental concepts of the hospitality industry
- To assess various departmental functions of the hotel industry
- To gain knowledge about the role and functions of the front office department
- To familiarize with the various functions of the food and beverage and service departments
- To know the role and responsibility of the production department

UNIT – I (INTRODUCTION TO HOTELS)

Growth and Development of the Hotel Industry-Types of Hotels and its Classification- Supplementary Accommodation and Types- Departments of a Hotel- Organizational Structure of a Hotel

UNIT – II (FRONT OFFICE DEPARTMENT)

Introduction - Functions of Front Office Department- Organization Structure of Front Office Department - Duties and Responsibilities- Reservations, Check-in & Check-out Procedures- Guest Services - Types of guests

UNIT – III (HOUSE KEEPING DEPARTMENT)

Introduction to Housekeeping Department-Duties and Responsibilities of housekeeping staff- Organization structure of housekeeping department-Types of Rooms - Types of Meal Plans-Types of Bedding

UNIT - IV (FOOD AND BEVERAGE, ROOM SERVICE DEPARTMENT)

Organization Structure of Food & Beverage Outlets - Room Service Departments- Functions of Food & Beverage Outlets - Room Service - Banquets –Duties and Responsibilities of F&B Staff-Types of Services- Types of Restaurants-Transport Catering Services (Road, Rail, Air, and Sea).

UNIT – V (FOOD AND BEVERAGE PRODUCTION DEPARTMENT)

Food & Beverage Production Department- Organization Chart - Duties and Responsibilities of F&B Production Staff- Types of Kitchens - Sections of Kitchen- Types of Cooking – Reheating- Various Food Menus and Food Styles

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

The modern hospitality landscape by analyzing how AI and contactless technology enhance the guest experience at the front desk. An eco-friendly sustainability plan for housekeeping. investigate new food and beverage trends like farm-to-table dining and cloud kitchens, and design the technical and catering logistics for a hybrid MICE event. Boutique hotel-consumer demand for unique, experiential hospitality.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Andrews, S. (n.d.). *Hotel operations*. McGraw Hill Education.
2. Walker, J. R. (n.d.). *Introduction to hospitality management*. Pearson.

REFERENCE BOOKS:

1. Button, T. (2013). *Hospitality management: A guide to key, reference works*. [Publisher unknown].

E-REFERENCES:

1. Semantic Scholar. (n.d.). [Hospitality management related document] [PDF file]. https://pdfs.semanticscholar.org/b0e8/2765f62d2864d4e0d90c73c410dca69415f4.pdf?_ga=2.190474155.1287247608.1614403208-1346036630.1614403208

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Spell out the basics of the hospitality industry	K1
CO2	Infer the role of the housekeeping department	K2
CO3	Identify the role and responsibility of the housekeeping department	K3
CO4	Distinguish between the food and beverage department and service department	K4
CO5	Evaluate the role of the production department in a star hotel	K5

RELATIONSHIP MATRIX:

Course Outcome s (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					MeanS core of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	3	3	2	2	3.7
CO2	3	3	3	3	2	3	3	1	3	2	2.3
CO3	3	2	3	3	3	3	3	3	3	3	2.8
CO4	3	3	3	1	2	3	3	1	1	3	2.1
CO5	3	3	2	3	3	3	3	1	3	3	2.5
Mean Overall Score											3.08
Correlation											High

SECOND YEAR	INTERDISCIPLINARY COURSE - III	SEMESTER: III
	CULTURAL HERITAGE OF INDIA	
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To introduce the historical evolution of travel and tourism in India.
- To understand cultural and heritage tourism resources.
- To examine Indian art forms, architecture and traditions.
- To analyze the significance of heritage conservation bodies.
- To explore the diversity of Indian culture and tourism potential.

UNIT – I (CULTURE AND HERITAGE)

History of Travel and Accounts of Famous Travelers. Tourism Importance – Ancient, Medieval and Modern India. Cultural and Heritage Tourism – Sites. Religions in India. Pilgrimage Tourism in North India and South India – Destinations.

UNIT – II (HERITAGE SITES)

Introduction to UNESCO, ICOMOS, ASI and INTACH. UNESCO Heritage Sites in South India. UNESCO Heritage Sites in North India. Monuments – Types and Significance.

UNIT – III (ART FORMS)

Introduction to Arts and Performing Arts: Music – Major music Forms of India and famous Music Festivals. Dance – Major dance Forms and famous Dance Festivals. Paintings – important Types and Styles across India

UNIT – IV (INDIAN ARCHITECTURE)

Architecture in South India – Dravidian temple style, Architecture in North India – Nagara temple style. Sculptures – Forms and Styles – traditional artistic expressions, Handicrafts and Handlooms – Types – regional craft traditions

UNIT – V (INDIAN TRADITIONS)

Fairs – Religious and Cultural significance. Festivals – Religious and National importance.
Indian Cuisine – Types, Specialty, uniqueness and Prominent Dishes. Indian Costumes – Regional Variations.

UNIT – VI CONTEMPORARY TRENDS (Self-directed learning activities for Continuous Internal Assessments Only):

Digital Promotion of Heritage Tourism. Sustainable Heritage Conservation Practices. Role of Government and NGOs in Cultural Preservation. Impact of Globalization on Indian Culture. Future Trends in Cultural and Heritage Tourism.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Singh, R. L. (2021). *India: A Regional Geography*. National Geographical Society.
2. Basham, A. L. (2020). *The Wonder That Was India*. Picador India.
3. Husain, M. (2022). *Geography of India*. McGraw Hill.

REFERENCE BOOKS:

1. Dehejia, V. (2021). *Indian Art*. Phaidon Press.
2. Gupta, S. P. (2020). *Cultural Tourism in India*. Indraprastha Press.

E-REFERENCES:

1. UNESCO (2023). *World Heritage List India* [eBook]. <https://whc.unesco.org>
2. Ministry of Tourism, Government of India (2023). *Incredible India Resources*

[eBook].

<https://tourism.gov.in>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the historical development and cultural diversity of India	K1
CO2	Explain the significance of heritage sites and conservation bodies	K2
CO3	Apply knowledge of Indian art forms and architecture in tourism contexts	K3
CO4	Analyze cultural traditions and their role in tourism development	K4
CO5	Evaluate the impact of globalization on cultural and heritage tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	2	1	1	3	1	3	1	2	1.8
CO2	3	2	2	1	3	3	1	3	1	2	2.1
CO3	3	1	2	1	1	2	1	3	1	2	1.7
CO4	3	2	2	1	1	2	1	3	1	2	1.8
CO5	3	3	3	3	3	2	2	3	3	3	2.8
Mean Overall Score											2.04
Correlation											High

SECOND YEAR	CORE COURSE – VII	SEMESTER: IV
	TOURISM MARKETING	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To study the fundamental concepts of tourism marketing.
- To learn the importance of the marketing process and marketing segmentation
- To know the interrelationship between marketing and tourism
- To examine the concept of pricing
- To understand the concept of distribution channels

UNIT – I (INTRODUCTION TO MARKETING)

Meaning- Concept- Definition of Marketing. Importance of Marketing- Characteristics of Marketing. Travel Market- Commodity Marketing. Services Marketing. Salient Features of Service Marketing

UNIT – II (MARKET SEGMENTATION)

Marketing Segmentation. Target Marketing. Market Positioning. Marketing Mix. Product Mix

UNIT – III (LINKAGE BETWEEN MARKETING AND TOURISM)

Tourism Product. New Product Development. Branding – Product. Designing – Packaging. Destination Life cycle and Marketing Research

UNIT – IV (PRICING)

Definition - Pricing of Tourism Products. Strategies of Pricing. Distribution Channels – Promotion. Promotional Mix. Integrated Marketing

UNIT – V (DISTRIBUTION CHANNELS)

Distribution Channels for Tourism. Online Marketing. Sales Promotion Techniques. Issues and Challenges in Tourism Marketing. Contemporary trends in marketing

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Contemporary Digital Tourism Marketing: Artificial Intelligence (AI) and Chatbots in hospitality. Social Media Strategies (Instagram, YouTube). Impact of Travel Influencers and User-Generated Content (UGC). Marketing Niche Tourism Products: MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism. Medical and Wellness Tourism. Sustainable and Green Marketing: Eco-tourism and Responsible Travel practices. Understanding and identifying "Greenwashing." Practical Marketing Applications: Case studies: Destination Marketing Campaigns. Dynamic pricing and revenue management on Online Travel Agencies (OTAs).

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Andrews, S. (n.d.). *Hotel operations*. McGraw Hill Education.
2. Walker, J. R. (n.d.). *Introduction to hospitality management*. Pearson.

REFERENCE BOOKS:

1. Button, T. (2013). *Hospitality management: A guide to key, reference works*. [Publisher unknown].

E-REFERENCES:

1. Semantic Scholar. (n.d.). [*Hospitality management related document*] [PDF file]. https://pdfs.semanticscholar.org/b0e8/2765f62d2864d4e0d90c73c410dca69415f4.pdf?_ga=2.190474155.1287247608.1614403208-1346036630.1614403208

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Express the basic concepts of marketing	K1
CO2	Classify marketing segmentation and marketing mix	K2
CO3	Experiment with the linkage between marketing and tourism	K3
CO4	Examine the approaches for developing pricing strategies	K4
CO5	Evaluate the effectiveness of a marketing campaign for tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	2	3	4	1	3	2	3	2	2	3.5
CO2	3	3	2	3	3	2	2	1	3	3	3.1
CO3	3	3	2	2	2	2	3	2	3	3	3.3
CO4	3	3	3	2	1	2	2	3	3	3	3.3
CO5	3	3	3	3	3	2	3	2	3	3	3.8
Mean Overall Score											3.20
Correlation											High

SECOND YEAR	CORE COURSE - VIII	SEMESTER: IV
	WORLD TOURISM DESTINATION – II	
CODE: CC-8	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To introduce international tourism with special reference to Asia and Oceania.
- To understand the growth and development of tourism in Asian countries.
- To analyze major tourism destinations across different regions of Asia.
- To examine cultural, geographical and travel aspects of international destinations.
- To study tourism resources and connectivity between India and global destinations.

UNIT – I (INTRODUCTION TO ASIAN DESTINATIONS)

Introduction to International Tourism. Growth and Development of Tourism in Asia. Factors Influencing Tourism Growth in Asia. ASEAN Countries and their Tourism Importance. SAARC Countries and their Tourism Importance.

UNIT – II (WEST ASI)

Tourism Attractions in Turkey and UAE. Tourism Resources in Armenia and Azerbaijan. Major Destinations in Cyprus, Jordan, Israel and Bahrain. Tourism Importance of Kuwait, Oman, Qatar and Saudi Arabia. Culture, Climate and Travel Information of West Asian Countries.

UNIT – III (CENTRAL, SOUTH & NORTH ASIA)

Tourism Attractions in Uzbekistan and Kazakhstan. Major Destinations in Bhutan and Nepal. Tourism Importance of Sri Lanka and Maldives. Tourism Resources in Russia and Mongolia. Air Connectivity and Travel Routes from India.

UNIT – IV (EAST ASIA & SOUTH EAST ASIA)

Tourism Attractions in Hong Kong and Macau. Major Destinations in China, Japan and South Korea. Tourism Importance of Singapore, Malaysia, Thailand and Myanmar. Tourism Attractions in Cambodia, Vietnam, Philippines and Indonesia. Culture, Cuisine and Tourism Activities in East and South East Asia.

UNIT – V (OCEANIA TOURISM)

Tourism Attractions in Australia. Major Destinations in New Zealand. Tourism Importance of Fiji and Papua New Guinea. Tourism Resources in Solomon Islands and Kiribati. Culture, Cuisine and Tourism Activities in Oceania.

UNIT – VI (FUTURE PROSPECTS OF INTERNATIONAL TOURISM) (Self-directed learning activities for Continuous Internal Assessments Only):

Emerging Trends in International Tourism. Digital Platforms and Global Travel Planning. Sustainable Tourism Practices in Asia and Oceania. Impact of Globalization on Tourism. Future Prospects of International Tourism.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Hall, C. M. (2020). *Tourism in Asia and the Pacific*. Routledge.
2. Lew, A. A., Hall, C. M., & Williams, A. M. (2021). *A Companion to Tourism*. Wiley Blackwell.

REFERENCE BOOKS:

1. Boniface, B., Cooper, C., & Cooper, R. (2020). *Worldwide Destinations* (7th ed.). Routledge.
2. Page, S. J. (2020). *Tourism Management: An Introduction* (6th ed.). Routledge.
3. Weaver, D., & Lawton, L. (2021). *Tourism Management*. Wiley.

E-REFERENCES:

1. UNWTO (2023). *International Tourism Highlights* [eBook]. <https://www.unwto.org>
2. World Bank (2022). *Tourism for Development in Asia* [eBook]. <https://www.worldbank.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recollect basic concepts of international tourism and Asian regions	K1
CO2	Clarify tourism growth and regional importance of Asian countries	K2
CO3	Discover major tourism destinations across Asia and Oceania	K3
CO4	Investigate cultural and geographical factors influencing tourism	K4
CO5	Assess global tourism trends and connectivity with India	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	3	2	3	3	2	3.7
CO2	3	2	3	2	2	3	3	2	2	2	2.8
CO3	3	2	2	3	3	3	3	3	4	2	3.7
CO4	3	2	3	4	2	3	3	2	2	2	2.8
CO5	3	3	3	3	3	3	1	1	3	3	2.6
Mean Overall Score											3.92
Correlation											High

SECOND YEAR	ALLIED COURSE - VII	SEMESTER: IV
	AIRLINES AND AIRPORT MANAGEMENT	HOURS:03
CODE:AC-7	(THEORY)	CREDITS:03

COURSE OBJECTIVES:

- To explain the history of aviation, international conventions, and the regulatory roles of bodies like ICAO, IATA, and DGCA.
- To demonstrate the practical application of airline codes, ticketing fundamentals, special fares, and settlement plans.
- To analyze passenger handling procedures, including check-in, travel documents, in-flight services, and safety protocols.
- To evaluate regulatory procedures for airport security, customs, immigration, and the handling of various baggage types.
- To organize air cargo operations, covering booking procedures, documentation, capacity management, and special cargo regulations.

UNIT – I (HISTORY OF AVIATION)

Aviation History- Chicago Convention- Warsaw Convention- Freedoms of the Air- Open sky policy- Functions and role of ICAO, IATA, Federal Aviation Administration, DGCA and Airports Authority of India- Types of Airlines —Types of Air Crafts.

UNIT - II (AIRPORT SERVICES)

Airline - Phonetics - Three letter City and Airport Code — Airline Designated Code — Types of Journeys - Fundamentals of Airline Ticketing — Special Fares — Miscellaneous Charges Order& its development, MPD, VMPD, EMD - Billing and Settlement Plan.

UNIT - III (FORMALITIES)

Travel Documents - Airport Facilities – Check - in- Formalities – In - Flight Services - Classes of Service - Frequent Flyer Programs - Safety and Emergency Procedures - Special Passengers - Case Study on Airport Self - Service Technology.

UNIT - IV (PROCEDURES)

Baggage - Types - Allowances - Excess Baggage and Oversized Baggage - Electronic goods - Dangerous goods - Prohibited Items - Security Check - Customs and Regulations - Immigration and Emigration Procedures

UNIT – V (CARGO)

Air Cargo - Cargo Operations - Booking Procedures - Charges - Capacity of Airlines - Cargo with special attention - Live Animal Regulation - Cargo Documentation: Air Way Bill - Irregularity Report - Cargo Manifesto - Cargo Transfer Manifesto - Cargo Associations & Organizations

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Open sky policy – Functions of IATA - Types of Journeys – Check-in Formalities – Dangerous goods - Live Animal Regulation.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Ashford, N. J., Stanton, H. P. M., Moore, C. A., Coutu, P., & Beasley, J. (2013). *Airport operations* (3rd ed.). McGraw-Hill Education.
2. Doganis, R. (2019). *Flying off course: Airline economics and marketing* (5th ed.). Routledge.

REFERENCE BOOKS:

Wensveen, J. G. (2023). *Air transportation: A management perspective* (9th ed.). Routledge.

E-REFERENCES:

1. Belobaba, P., Odoni, A., & Barnhart, C. (Eds.). (2015). *The global airline industry* (2nd ed.). John Wiley & Sons. <https://doi.org/10.1002/9781119185855>
2. Halpern, N., & Graham, A. (2013). *Airport marketing*. Routledge. <https://doi.org/10.4324/9780203113300>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify key milestones in aviation history and summarize the regulatory functions of major domestic and international aviation authorities.	K1
CO2	Apply standard three-letter airport codes and phonetic alphabets to process airline ticketing documents and calculate various miscellaneous passenger charges.	K2
CO3	Examine passenger workflows at airports to troubleshoot issues related to check-in, special passenger needs, and in-flight service delivery.	K3
CO4	Assess baggage compliances and defend security, customs, and immigration protocols to ensure safe and legal international transit.	K4
CO5	Generate accurate cargo documentation (such as Air Waybills and Cargo Manifestos)	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	3	3	3	3.7
CO2	3	2	3	3	3	3	2	3	3	2	3.3
CO3	3	2	3	3	3	2	3	3	2	2	3.2
CO4	3	3	2	3	3	3	2	3	3	2	3.7
CO5	3	3	2	2	2	3	3	3	2	3	3.0
Mean Overall Score											3.98
Correlation											High

SECOND YEAR	ALLIED COURSE - VIII	SEMESTER: IV
	EVENT MANAGEMENT	
CODE: AC-8	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To understand the history, types, and economic importance of the event industry.
- To master the creative process of planning and designing events that satisfy client goals.
- To manage the practical side of events, including venue choice, vendor coordination, and safety planning.
- To learn how to market events, secure sponsors, and manage budgets effectively.
- To use technology and sustainable habits to run events and measure their final success.

UNIT- I (INTRODUCTION TO EVENT MANAGEMENT)

Concept and Significance of Events – Historical Evolution – Types of Events: Corporate, Social, Cultural, Religious, and Mega-events – Role of an Event Manager – Event Industry Organizations: EEMA, ICES – Impact of Events on Tourism and Local Economy.

UNIT- II (EVENT PLANNING AND CONCEPTUALIZATION)

The 5 W's of Event Planning – Developing the Event Concept – Theme Design and Creative Briefing – Feasibility Studies – SWOT Analysis for Events – Event Protocols and Etiquettes – Case Study on Successful Global Event Concepts.

UNIT- III (OPERATIONS AND LOGISTICS)

Site Selection and Venue Management – Layout and Floor Plans – Vendor Selection and Contracting – Catering and Hospitality Management – Human Resource Management in Events: Volunteers and Staffing – Crowd Management – Permits and Licenses (IPRS, PPL, Fire Safety).

UNIT- IV (MARKETING AND FINANCIAL MANAGEMENT)

Event Marketing Mix – Branding and Promotion – Digital and Social Media Strategies – Sponsorship: Types, Proposals, and Management – Budgeting: Income Sources and Expenditure – Financial Control and Break-even Analysis.

UNIT- V (RISK MANAGEMENT AND SAFETY)

Identifying Potential Risks – Health and Safety Regulations – Emergency Response Planning – Insurance Requirements – Security Coordination – Logistics for VIPs and International Delegates – Contingency Planning.

UNIT- VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Sustainable (Green) Events – Virtual and Hybrid Event Platforms – AI in Event Personalization – Use of QR Codes and RFID for Guest Management – Post-Event Evaluation and ROI Analysis.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Getz, D., & Page, S. J. (2020). Event Studies: Theory, Research and Policy for Planned Events (4th ed.). Routledge.
2. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2022). Events Management: An Introduction (3rd ed.). Routledge.
3. Wagen, L. V. D., & White, L. (2018). Event Management: For Tourism, Cultural, Business and Sporting Events (5th ed.). Cengage Learning.

REFERENCES:

1. Fenech, G. G. (2018). Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. Pearson.
2. Raj, R., Walters, P., & Rashid, T. (2022). Events Management: Principles and Practice. SAGE Publications.

E-REFERENCES:

1. Bowdin, G. A. J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). *Events management* (4th ed.). Routledge.
<https://doi.org/10.4324/9781003044963>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level(K-Level)
CO1	Define the scope of the event industry and identify various types of events and their economic significance.	K1

CO2	Explain the planning process and apply creative concepts to design event themes and feasibility reports.	K2
CO3	Execute logistical operations, including venue selection and vendor coordination, while adhering to legal permits.	K3
CO4	Analyze marketing trends and financial budgets to secure sponsorships and ensure event profitability.	K4
CO5	Design comprehensive risk management plans and evaluate event success through ROI and sustainability metrics.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	2	3	2	2	3	2.7
CO2	3	2	3	3	1	3	2	2	3	2	2.3
CO3	3	2	3	3	1	2	3	2	2	2	2.2
CO4	3	3	2	2	2	2	2	2	1	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											3.98
Correlation											High

SECOND YEAR	INTERDISCIPLINARY COURSE - IV	SEMESTER: IV
	INDIAN ARCHITECTURE	HOURS: 02
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To introduce the historical evolution and foundational principles of Indian architecture.
- To understand the diverse architectural styles across different historical periods and geographic regions.
- To examine the structural techniques, materials, and spatial planning used in Indian monuments.
- To analyze the influence of socio-cultural, climatic, and religious factors on architectural forms.
- To explore contemporary trends, vernacular traditions, and conservation practices in India.

UNIT - I (ANCIENT AND BUDDHIST ARCHITECTURE)

Indus Valley Civilization: Town planning, Great Bath, drainage systems, and granaries. Mauryan Architecture: Pillars, capitals, and early structural forms. Rock-cut architecture: Evolution of Chaityas and Viharas (Ajanta, Ellora, Karle). Stupa Architecture: Sanchi and Amaravati Stupas.

UNIT - II (TEMPLE ARCHITECTURE STYLES)

Evolution of structural temples. The Silpa Sastras (Vastu Shastra) and temple layouts. Nagara Style (North India): Features of Khajuraho and Odisha temples (Lingaraja, Sun Temple Konark). Dravida Style (South India): Evolution through Pallava, Chola (Brihadeeswarar Temple), Pandya, and Vijayanagara periods. Vesara Style: Chalukyan and Hoysala temples (Halebidu, Belur). Jain temple architecture (Dilwara Temples, Mount Abu).

UNIT - III (INDO-ISLAMIC ARCHITECTURE)

Introduction to Islamic architectural elements: Arch, dome, vault, and minaret. Delhi Sultanate: Imperial style (Qutub Minar complex, Tughlaqabad). Mughal Architecture: Form and symmetry (Humayun's Tomb, Fatehpur Sikri, Taj Mahal, Red Fort, Jama Masjid). Provincial Styles: Distinct features of Deccan and Gujarat regional Islamic architecture.

UNIT - IV (COLONIAL AND MODERN ARCHITECTURE)

Arrival of European influences. Colonial Architecture: Forts, churches, and public buildings. Indo-Saracenic Style: Blending of Indian and Western elements (Victoria Memorial, Gateway of India, Chhatrapati Shivaji Maharaj Terminus). Colonial urban planning (Lutyens' New Delhi). Post-Independence Modernism: The influence of Le Corbusier (Chandigarh) and Louis Kahn (IIM Ahmedabad). Contributions of pioneer Indian architects: Charles Correa and B.V. Doshi.

UNIT - V (VERNACULAR AND REGIONAL ARCHITECTURE)

Introduction to Vernacular Architecture: Climate-responsive and culturally rooted design. Traditional domestic architecture and indigenous materials. Regional variations: Havelis of Rajasthan, Bhungas of Kutch, Nalukettu of Kerala, and the Bamboo architecture of North-East India.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Heritage conservation, restoration, and adaptive reuse of heritage buildings. The role of ASI and INTACH. Sustainable and green building practices drawing from traditional Indian architecture. The integration of smart city planning with historical preservation.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Brown, P. (2014). Indian Architecture (Buddhist and Hindu Periods). D.B. Taraporevala Sons.
2. Brown, P. (2014). Indian Architecture (Islamic Period). D.B. Taraporevala Sons.

REFERENCE BOOKS:

1. Grover, S. (2003). The Architecture of India: Buddhist and Hindu. Vikas Publishing House.
2. Tadgell, C. (1994). The History of Architecture in India: From the Dawn of Civilization to the End of the Raj. Phaidon Press.
3. Dehejia, V. (2021). Indian Art. Phaidon Press.

E-REFERENCES:

1. Indian National Trust for Art and Cultural Heritage (INTACH). (2023). Charter for the Conservation of Unprotected Architectural Heritage and Sites in India [eBook]. <http://www.intach.org>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
C01	Identify the key features, elements, and terminology of various Indian architectural styles.	K1
C02	Explain the historical, climatic, and cultural contexts that shaped architectural developments in India.	K2
C03	Apply knowledge of traditional spatial planning and construction techniques to understand monumental structures.	K3
C04	Analyze the structural and stylistic differences between regional, religious, and colonial architectural forms.	K4
C05	Evaluate the relevance of vernacular architecture and historical conservation in modern sustainable design.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
C01	3	3	2	3	2	2	3	3	3	2	2.8
C02	3	2	2	2	3	3	3	3	3	2	2.9
C03	3	2	2	2	1	3	3	3	1	2	2.9
C04	3	2	2	2	1	2	2	3	1	2	2.8
C05	3	2	2	2	3	2	2	3	1	2	2.1
Mean Overall Score											2.90
Correlation											High

THIRD YEAR	CORE COURSE - IX	SEMESTER: V
	TOURISM ENTREPRENEURSHIP	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To trace the origin, growth, and development of Entrepreneurship
- To gain the various motivational techniques for Entrepreneurial Development
- To know about the process of tourism entrepreneurial development
- To understand various institutional support for the development of entrepreneurship development
- To examine issues and challenges of the entrepreneurship development

UNIT – 1 (BASICS OF ENTREPRENEURSHIP)

Definition, Concepts, Nature and Growth of Entrepreneurship. Theories of Entrepreneurship. Classification & Types of Entrepreneurships. Factors influencing Entrepreneurship. Stages in Entrepreneurial Process

UNIT - II (ENTREPRENEURIAL MOTIVATION AND DEVELOPING IDEAS)

Entrepreneurial Traits, qualities & functions. Recognizing Opportunities Generation and screening of ideas – Protecting ideas from being stolen. Intrapreneur vs. Entrepreneur. Entrepreneur vs. Professional Management

UNIT - III (OPPORTUNITY IDENTIFICATION AND EVALUATION)

Opportunity identification and Product/Service selection. Feasibility Analysis – Financial Analysis, Market Analysis, Technical Analysis. Locational & Cost Benefit Analysis. Process of Tourism Entrepreneurial Development. Project Formulation

UNIT – IV (PLANNING AND DEVELOPMENT)

Meaning of Business plan. Business plan Process & Advantages of Business Planning. Developing a model project report for starting new venture (Team based project work). Business Idea- Concept and Classification of Tourism Projects. Sources of Finance – Venture capital – Commercial Banks – Government Grants and Schemes

UNIT - V (ISSUES AND CHALLENGES)

Setting-Up Quality Standards. Development of Women Entrepreneurs. Small Scale Industry- Types, Incentives & Subsidies. Incentives & Subsidies - Sickness of Industry and Remedies. Tourism Marketing Channels

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Travel Technology: Explore the role of AI, VR, and digital apps in modern tourism startups. Sustainable Models: Analyze green entrepreneurship and eco-friendly tourism practices. Emerging Niches: Study contemporary trends like wellness tourism and digital nomadism. Case Studies: Review recent success and failure stories of post-pandemic travel ventures. Practical Pitch: Develop and present an innovative, modern tourism business idea.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Dynamics of Entrepreneurial Devolvement and Management, Vasanth Desai, Himalaya Publication House, New Delhi, 2003.
2. Innovation & Entrepreneurship, Peter F. Drucker, Harper & Row, New York, 1995.

REFERENCE BOOKS:

1. Tourism Entrepreneurship: International Perspective, Stephen Page, Ovo Ateljeve, Butterworth- Heinemann, London, 2009.

E-REFERENCES:

1. <https://books.emeraldinsight.com/resources/pdfs/chapters/9781787435308-TYPE25-NR2.pdf>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Tell about the fundamental concept of Entrepreneurship Development	K1
CO2	Explain the intention of motivations to start up a venture	K2
CO3	Analyze major institutional support and their role in the development of the new business venture	K3
CO4	Examine the process, classification, and support of the financial institution to start up anew tourism venture	K4
CO5	Measure the various kind of issues and challenges of Entrepreneurship development.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
C01	3	3	2	3	2	2	3	2	1	3	2.4
C02	2	3	3	3	1	3	3	2	-	3	2.3
C03	3	3	1	3	2	3	3	2	2	3	2.5
C04	3	3	3	3	3	3	3	3	3	3	3.0
C05	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

THIRD YEAR	CORE COURSE -	SEMESTER: V
	INFORMATION & COMMUNICATION TECHNOLOGY IN TOURISM	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES: X

- To grasp the basics of computer hardware, storage devices, and essential software like MS Office.
- To identify and utilize key internet applications, web portals, and ICT tools specific to the tourism sector.
- To understand e-commerce business models and how Online Travel Agencies (OTAs) operate within E-Tourism.
- To master the core concepts of digital marketing, including email campaigns and Google Page management.
- To leverage major social platforms for travel promotion, navigate online booking, and practice cybersecurity.

UNIT-I (FUNDAMENTALS OF COMPUTER TECHNOLOGY MEANING)

Components and Units of a computer system, Characteristics, Features and Uses of computers. Data entry devices, data output devices and storage devices. Introduction to Windows and Basics of MS Office.

UNIT-II (TYPES OF INFORMATION AND COMMUNICATION TECHNOLOGIES)

ICT meaning and important ICT tools. Introduction to Internet; uses and applications in Tourism. Web Portal and Websites: Definition and Meaning. Role and Importance of ICT in Tourism sector.

UNIT-III (COMPONENTS OF ICT FOR TOURISM)

E-Commerce: Meaning, Features, Functions and Limitations of E- Commerce. Different E-Commerce Business Models. E Tourism and Online Travel Agency, case study of Yatra.com and Makemytrip.com.

UNIT-IV (ICT AND DIGITAL MARKETING)

Concepts, Features. Types of digital marketing: Email marketing, Social Media Marketing, Google Page. Email Marketing: Types of Emails in email marketing, Email Marketing best practices.

UNIT-V (SOCIAL MEDIA MARKETING)

Social media marketing channels; Facebook, LinkedIn, YouTube, Instagram (concepts and strategies) Google Page: concepts and strategies. 11 V* Learning online booking systems Using digital marketing to promote a Travel agency Learning E-Commerce in tourism Learning how to use social media for promotion Cybersecurity awareness

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Artificial Intelligence (AI) and Chatbots in travel planning. Virtual Reality (VR) and Augmented Reality (AR) in tourism experiences. Smart Tourism Destinations. The role of modern mobile technology, power banks, and smart travel gear in enhancing the tourist experience.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Buhalis, D. (2003). e-Tourism: Information technology for strategic tourism management. Pearson education.
2. Hassan, A., & Sharma, A. (Eds.). (2020). The Emerald handbook of ICT in tourism and hospitality. Emerald Publishing Limited.
3. Joseph, P. T. (2019). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd.
4. Social media marketing in tourism and hospitality. Springer International Publishing Switzerland.

REFERENCE BOOKS:

1. Rajaraman, V., & Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd.
- Shanker, D. (2008). ICT and Tourism: challenges and opportunities.

E-REFERENCES:

1. Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology (3rd ed.). CABI. <https://doi.org/10.1079/9781786393432.0000>
2. Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2021). Handbook of e-Tourism. Springer. <https://doi.org/10.1007/978-3-030-05324-6>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To familiarize with the basic concepts and terminology of computer fundamentals	K1
CO2	To gain knowledge of various types of information and communication technologies tools	K2
CO3	To be able to apply different components of information & communication technologies	K3
CO4	To be able to analyze application of information and communication technologies	K4
CO5	To Learn how to use technology to enhance tourist experience Invent scope and opportunity to start new ventures in the present scenario	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	3	2	3	3.5
CO2	3	2	2	3	3	2	3	3	3	2	3.0
CO3	3	3	2	3	3	2	3	2	3	3	3.2
CO4	2	2	3	3	3	3	2	2	3	3	3.1
CO5	3	3	3	3	2	2	2	2	3	3	3.5
Mean Overall Score											3.06
Correlation											High

THIRD YEAR	CORE COURSE - XI	SEMESTER: V
	E-TOURISM	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To know about the interrelationship between tourism and information technology
- To learn the basic concept of CRS and GDS's contribution to tourism
- To familiarize with channels of distribution
- To understand the e-marketing techniques
- To acquire the customer handling techniques

UNIT - I (BASICS OF E-TOURISM)

Meaning and Definition of E-Tourism. Introduction - Historical development of E-Tourism. Data processing and Communication. Information Technology in Tourism Industry. Virtual Tourism

UNIT - II (ONLINE RESERVATION SYSTEMS)

Global Distribution System (GDS). Centralized Reservation System (CRS). Billing and Settlement Plan (BSP). Issues and Challenges in CRS. Issues and Challenges in GDS

UNIT - III (E-COMMERCE BUSINESS ACTIVITIES)

Business to Business - (B2B) 3.2 Business to Customer - (B2C) 3.3 Customer to Business - (C2B). Customer to Customer- (C2C) 3.5 Business - to - Government (B2G)

UNIT - IV (E-MARKETING)

E-Marketing and Promotion. Role of Social network. E-Business Agenda Online Shopping. Online Portal

UNIT - V (Customer-Oriented Implications)

Customer Retention. Challenges- Future of E-Tourism. Economic Implications of E-Tourism. Online Customer Care. IVRS- Virtual Call Centers

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Artificial Intelligence (AI) and chatbots for automated customer service and personalized travel planning. Impact of modern mobile applications and smart technology on dynamic itinerary management, Virtual Reality (VR) and Augmented Reality (AR) as immersive pre-booking promotional tools. Role of big data analytics in facilitating dynamic pricing and personalized online travel recommendations, Essentials cybersecurity measures and data privacy protocols required for safe e-commerce transactions.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS

1. Dasgupta, D. (2011). Tourism marketing. Pearson.
2. Singh, H. R. (2011). E-marketing. ABD Publishers.

REFERENCE BOOKS:

1. Kotler, P., & Keller, K. L. (2012). Marketing management (14th ed.). Pearson.

E-REFERENCES:

1. Pondicherry University. (n.d.). E-tourism [PDF document]. <https://backup.pondiuni.edu.in/sites/default/files/downloads/E-Tourism-260214.pdf>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the fundamental concept of E-Tourism.	K1
CO2	Interpret the need and importance of CR Sand GD Sin present – day tourism	K2
CO3	Make use of the business process through thee -commerce	K3
CO4	Assess the problem – solving skills in connection with - marketing	K4
CO5	Measure thee – tourism best practices and customer retention	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
C01	3	2	2	3	3	2	3	3	3	2	2.9
C02	3	3	3	3	3	3	2	3	3	2	3.2
C03	2	3	2	3	3	3	3	3	3	3	3.0
C04	2	2	3	3	3	2	2	2	3	3	3.2
C05	3	3	3	3	2	3	2	2	3	3	3.6
Mean Overall Score											3.18
Correlation											High

THIRD YEAR	CORE COURSE - XII	SEMESTER: V
	RESEARCH METHODOLOGY FOR TOURISM	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To introduce the fundamentals and significance of research.
- To understand research design and formulation of hypotheses.
- To examine various data collection methods and sampling techniques.
- To analyze data using qualitative and quantitative tools.
- To develop skills in research report writing and ethical practices.

UNIT – I (INTRODUCTION TO RESEARCH)

Nature, Scope and Importance of Research Studies. Types of Various Research Methods. Systematic Research Process Steps. Identifying Key Research Problems Clearly. Formulating Clear and Measurable Research Objectives.

UNIT – II (RESEARCH DESIGN)

Review of Literature – Purpose, Sources and Techniques in Research. Meaning and Importance of Research Design in Studies. Types of Various Research Design Methods. Variables in Research Studies and Analysis. Hypothesis and its Various Types in Research.

UNIT – III (DATA COLLECTION METHODS)

Primary Data and Secondary Data. Methods of Data Collection. Sampling – Definition and Types. Sampling Methods in Research. Validity and Reliability of Research Instruments.

UNIT – IV (DATA ANALYSIS AND INTERPRETATION)

Qualitative Data Analysis. Quantitative Data Analysis. Use of SPSS in Research. Use of MS Excel in Research. Interpretation and Presentation of Data.

UNIT – V (RESEARCH REPORT WRITING)

Meaning and Significance of Research Report Writing. Structure of a Research Report. Referencing and Bibliography. Research Ethics and Plagiarism. Presentation of Research Findings.

UNIT – VI ADVANCED INSIGHTS (Self-directed learning activities for Continuous Internal Assessments Only):

Use of AI Tools in Research. Emerging Trends in Data Analytics. Open Access Journals and Digital Libraries. Case Studies in Applied Research. Future Directions in Research Methodology.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Kothari, C. R., & Garg, G. (2021). *Research Methodology: Methods and Techniques* (4th ed.). New Age International.
2. Saunders, M., Lewis, P., & Thornhill, A. (2022). *Research Methods for Business Students* (9th ed.). Pearson.
3. Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (6th ed.). Sage.

REFERENCE BOOKS:

1. Sekaran, U., & Bougie, R. (2021). *Research Methods for Business* (8th ed.). Wiley.
2. Gupta, S. P. (2020). *Statistical Methods*. Sultan Chand & Sons.

E-REFERENCES:

1. Sage Publications (2023). *Research Methods Resources* [eBook]. <https://methods.sagepub.com>
2. Google Scholar (2023). *Research Articles Database* [eBook]. <https://scholar.google.com>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Outline the fundamental concepts and stages of research	K1
CO2	Interpret research designs and hypothesis formulation	K2
CO3	Apply appropriate data collection and sampling techniques	K3
CO4	Analyze research data using statistical and analytical tools	K4
CO5	Critique research reports with respect to structure and ethics	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	4	4	3	3	3	3	3	3	3.5
CO2	2	3	3	2	2	2	2	2	2	3	2.6
CO3	2	3	3	2	3	3	2	3	3	3	3.6
CO4	2	3	2	3	3	2	3	2	2	3	2.9
CO5	2	3	3	3	2	2	2	3	2	3	2.1
Mean Overall Score											2.93
Correlation											High

THIRD YEAR	CORE COURSE - XIII	SEMESTER: V
	SUSTAINABLE TOURISM	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To study the fundamental concepts, history, and principles of sustainable tourism.
- To understand the environmental, economic, and socio-cultural dimensions of sustainability.
- To infer the role of planning, carrying capacity, and visitor management in tourism destinations.
- To gain knowledge about alternative forms of tourism, particularly ecotourism and rural tourism.
- To measure the impact of global guidelines, eco-labels, and the Sustainable Development Goals (SDGs) on the industry.

UNIT- I (INTRODUCTION TO SUSTAINABLE TOURISM)

Sustainable Tourism: Meaning, concept, and historical background. The Brundtland Report and the evolution of sustainable development. Core principles of sustainable tourism development. Mass tourism vs. Sustainable tourism: Characteristics and differences. Key stakeholders in sustainable tourism (government, locals, tourists, industry).

UNIT- II (DIMENSIONS OF SUSTAINABILITY)

Environmental dimension: Resource conservation, pollution control, and biodiversity. Economic dimension: Leakage, multiplier effect, and local economic empowerment. Socio-cultural dimension: Community preservation, authenticity, and avoiding cultural commodification. The Triple Bottom Line approach in tourism operations. Pro-poor tourism and poverty alleviation through sustainable practices.

UNIT – III (SUSTAINABLE TOURISM PLANNING AND MANAGEMENT)

The tourism planning process for sustainability. Carrying Capacity: Ecological, social, economic, and psychological dimensions. Environmental Impact Assessment (EIA) in tourism projects. Visitor management strategies, zoning, and reducing carbon footprints. Role of local communities: Community-Based Tourism (CBT) models.

UNIT – IV (ECOTOURISM AND ALTERNATIVE TOURISM)

Ecotourism: Definition, characteristics, principles, and historical evolution. Global ecotourism destinations, protected areas, and biosphere reserves. Rural tourism, Agri-tourism, and wildlife tourism as sustainable alternatives. Responsible tourism guidelines and traveler codes of conduct. The role of interpretation and environmental education for tourists.

UNIT – V (GLOBAL INITIATIVES, CERTIFICATIONS, AND FUTURE)

The UN Sustainable Development Goals (SDGs) and their application to tourism. Global Sustainable Tourism Council (GSTC) criteria and guidelines. Eco-labels and green certifications (e.g., Green Globe, Blue Flag, LEED).

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Climate change adaptation and mitigation in the tourism sector. Future trends, smart tourism, and technological innovations in sustainability.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Fennell, D. A. (2020). Sustainable tourism (2nd ed.). Routledge.
2. Swarbrooke, J. (1999). Sustainable tourism management. CABI Publishing.
3. Buckley, R. (2012). Sustainable tourism: Research and industry applications. CABI Publishing.

REFERENCE BOOKS:

1. Mowforth, M., & Munt, I. (2015). Tourism and sustainability: Development, globalization and new tourism in the third world (4th ed.). Routledge.

E-REFERENCES:

1. Global Sustainable Tourism Council. (2024). GSTC criteria for destinations. <https://www.gstcouncil.org/gstc-criteria/>
2. United Nations World Tourism Organization. (2023). Tourism in the 2030 agenda. <https://www.unwto.org/sustainable-development-goals>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the definitions, history, and core principles of sustainable tourism development	K1
CO2	Understand the three pillars of sustainability (environmental, economic, socio-cultural) in a tourism context	K2
CO3	APPLY sustainable practices and stakeholder mapping techniques to local tourism destinations	K3
CO4	Analyze the carrying capacity and environmental impact of various tourism activities and infrastructures	K4
CO5	Evaluate the effectiveness of eco-labels, green certifications, and global sustainability policies	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	3	2	3	2	3	2	3.9
CO2	3	3	2	4	3	2	2	3	3	3	3.3
CO3	3	3	2	2	3	2	2	2	3	3	3.3
CO4	3	2	3	3	3	3	3	3	3	2	3.2
CO5	3	3	2	3	3	2	3	2	2	3	3.6
Mean Overall Score											3.26
Correlation											High

THIRD YEAR	SKILL ENHANCEMENT COURSE - IV	SEMESTER: V
	TOURGUIDANCE	HOURS: 02
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To understand the role and function of a tour guiding
- To gain knowledge of tour guiding techniques
- To learn about tour guiding qualities
- To know the roles and responsibilities of a tour guide
- To examine the government's role to train the tour guide

UNIT - I (TOUR GUIDING)

Introduction to tour guiding and tour escorting. Difference between tour guiding and tour escorting. Role of a tour guide. Characteristics of a tour guide. Functions of a tour guide

UNIT - II (GUIDING TECHNIQUES)

Tour guiding in India. Tour guiding in Tamil Nadu. Steps to becoming a tour guide. Understanding the dynamics of tour guiding. Qualification and Eligibility of Tour Guiding

UNIT - III (PRACTICAL GUIDING)

Guiding at a monument. Guiding at a religious site. Guiding on a coach. Guiding on a natural attraction. Practical Tips & Tools of Trade

UNIT - IV (SITUATION HANDLING)

Receiving Tourist. Handling difficult tourists. Handling questions. Handling emergencies. Helping in Shopping

UNIT: V (MANAGING GUIDING BUSINESS)

Tour guiding as a business. Tour Guide Vs Interpreters. Professional Requirements & Challenges. Code of Conduct for tour guides in India (MoT). Code of Conduct for tour guides in Tamil Nadu (MoT).

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Technological Tools: Use of GPS, live-translation devices, and social media platforms (Instagram, YouTube, TikTok) for personal branding and destination storytelling. Niche Guiding Skills: Specialized guiding for Accessible Tourism (assisting tourists with disabilities), Culinary/Food tours, and Dark Tourism. Sustainable & Ethical Guiding: Practices for "Leave No Trace" tourism. The guide's role in wildlife protection and preventing the exploitation of local cultures. Crisis Management in the Digital Age: Using real-time communication tools during emergencies and managing online reputation/reviews (Trip Advisor, Google Reviews).

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Chowdhary, N. (2013). Handbook for tour guides. Collins.
2. Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. Van Nostrand Reinhold.
3. Black, R., & Weiler, B. (2015). Tour guiding research: Insights, issues and implications. Channel View Publications.

REFERENCE BOOKS:

1. Prakash, M., & Chowdhary, N. (2010). Tour guiding: Interpreting heritage. Oxford University Press.

E-REFERENCES:

1. Ministry of Tourism, Government of India. (2024). Incredible India tourist facilitator (IITF) certification programme guidelines. <https://tourism.gov.in/>
2. World Federation of Tourist Guide Associations (WFTGA). (2023). The international code of conduct for tourist guides. <https://wftga.org/>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level(K-Level)
CO1	Associate the scope of tour guiding as a career option.	K1
CO2	Develop to deliver key skills of a Tour Guide	K2
CO3	Specify itineraries	K3
CO4	Justify the Code of Conduct of Tour Guides	K4
CO5	Modify situations in Tour Guiding	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	1	1	2	2	3	1	2	2.0
CO2	3	2	2	1	1	1	1	3	1	2	1.7
CO3	3	3	3	1	2	2	3	3	1	2	2.3
CO4	3	2	3	1	1	1	2	3	1	3	2.0
CO5	3	3	3	3	3	2	2	3	3	3	2.8
Mean Overall Score											2.16
Correlation											High

THIRD YEAR	SUMMER INTERNSHIP/ INDUSTRIAL ACTIVITY (WITH VIVA-VOCE)	SEMESTER: V
CODE: SI/IA	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To familiarize with industrial knowledge in the field of tourism and allied areas.
- To acquire the spirit of teamwork activity while doing group Internship Training
- To practical knowledge about tourism and allied sectors
- To know the basic functions and operations of the industrial
- To gain the leadership knowledge about tourism and allied sectors

Every student is required to complete either a 30-day Summer Internship/Industrial Activity within the tourism or allied industries. During this period, students will be evaluated by their assigned mentors based on key professional competencies, including attitude, attendance, level of interest, industry understanding, and overall involvement.

SUBMISSION AND VIVA-VOCE REQUIREMENTS:

1.Final Presentation (Viva-Voce): Upon successfully completing the Summer Internship/Industrial Activity. Students must deliver a detailed formal presentation covering their industry experience and key learnings.

2.Report Formatting Standards: Students must submit a comprehensive written report detailing Summer Internship/ Industrial Activity. The document must be between 20 and 30 pages in length, prepared in Microsoft Word, and printed on standard A4 paper. The text must be formatted using 12-point Times New Roman font with 1.5-line spacing.

3.Evaluation: The evaluation of both the written report and the final presentation will be conducted internally by the department.

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
C01	Define the basic concept of tourism industry	K1
C02	Classify the various types departments	K2
C03	Apply the theoretical knowledge on the industrial training	K3
C04	List out the need and importance of Internship training and writing the report	K4
C05	Evaluate the need and importance of the internship report writing, etc.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
C01	3	2	2	2	2	2	2	2	2	2	2.7
C02	2	2	3	3	3	4	3	3	3	2	2.7
C03	3	3	2	3	3	3	3	3	2	3	3.4
C04	2	3	3	2	2	2	2	3	2	3	2.2
C05	2	2	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											2.98
Correlation											High

THIRD YEAR	CORE COURSE -XIV	SEMESTER: VI
	TOURISM PLANNING AND POLICIES	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To learn the basic methods and techniques of national and regional tourism planning.
- To understand the development and life cycle stages of tourist destinations.
- To learn how governments and private organizations collaborate to create tourism policies.
- To study the history of India's tourism policy-making bodies and Five-Year Plans.
- To explore the investment opportunities and financial incentives in the National Tourism Policy of 2002.

UNIT - I (BASIC CONCEPTS)

Basic Concepts, Principles and Techniques of National and Regional Tourism Planning- Techniques of Plan Formulation - Planning for Tourism Destinations Objectives, Methods, Steps and Factors influencing Destination Planning – Concept of Destination Life Cycle.

UNIT - II (TOURISM PLANNING)

Tourism Planning at International, National, Regional, State and Local Level - the Traditional Approach and PASLOP Method of Tourism Planning - Important Feature of Five-Year Tourism Plans in India.

UNIT - III (TOURISM POLICY)

Concept, Need, Objective, Institutional Framework and the Principal Lines of Public Tourism Policy- National Action Plan - Tourism Policy of India - Participation of Public and Private Sector in Formulation of Tourism Policy - Roles of International, National, State and Local Tourism Organizations in Carrying out Tourism Policies.

UNIT - IV (POLICY MAKING BODIES)

Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of K.P. Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

UNIT - V (NATIONAL TOURISM POLICY-2002)

National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Concept of Destination Life Cycle – Five Year Plan – National tourism policies.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Gunn, C. A., & Var, T. (2020). Tourism planning: Basics, concepts, cases (6th ed.). Routledge.
2. Bhatia, A. K. (2012). Tourism development: Principles and practices. Sterling Publishers.

REFERENCE BOOKS:

1. Jafari, J., & Xiao, H. (Eds.). (2016). Encyclopedia of tourism. Springer.
2. Hall, C. M. (2008). Tourism planning: Policies, processes and relationships (2nd ed.). Pearson Prentice Hall.

E-REFERENCES

1. (Edgell, D. L., & Swanson, J. R. (2018). Tourism policy and planning: Yesterday, today, and tomorrow (3rd ed.). Routledge. <https://doi.org/10.4324/9781315228969>
2. Mason, P. (2020). Tourism impacts, planning and management (4th ed.). Routledge. <https://doi.org/10.4324/9780429273544>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No	CO Statement	Cognitive Level (K-Level)
CO1	Explain the basic concepts and techniques of tourism planning at various levels.	K1
CO2	Apply the Destination Life Cycle concept to develop practical tourism plans.	K2
CO3	Analyze the roles of different organizations in implementing tourism policies.	K3
CO4	Evaluate the impact of India's historical tourism policies and Five-Year Plans.	K4
CO5	Formulate investment proposals using the 2002 National Tourism Policy guidelines.	K5

RELATIONSHIP MATRIX:

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	2	2	2	2	3	2.9
CO2	3	2	3	3	2	3	3	3	3	2	3.5
CO3	3	3	2	3	2	3	3	3	3	3	3.7
CO4	3	2	3	3	3	3	3	3	3	3	3.4
CO5	3	3	2	3	2	3	2	3	3	3	3.9
Mean Overall Score											3.68
Correlation											High

THIRD YEAR	CORE COURSE - XV	SEMESTER: VI
	DESTINATION DEVELOPMENT AND MANAGEMENT	
CODE:	(THEORY)	CREDITS: 04

COURSE OBJECTIVES:

- To examine the concepts, types, and characteristics of tourism destinations.
- To understand tourism planning processes and sustainable development approaches.
- To analyze destination image formation and branding strategies.
- To evaluate marketing, promotion, and stakeholder engagement in tourism.
- To assess institutional frameworks and policy interventions in destination development.
- To apply theoretical knowledge to real-world tourism case studies.

UNIT – I: (DESTINATION DEVELOPMENT)

Types of destinations – Characteristics of destinations – Destinations and tourism products – Tangible and intangible attributes – Destination Management Systems (DMS) – Destination selection process – Destination zoning – Destination Life Cycle – Destination governance.

UNIT – II: (TOURISM PLANNING)

Concept, meaning and nature of tourism planning – Types of tourism planning – Planning process – National and regional tourism planning – Assessment of tourism potential – Planning for sustainable tourism development – Environmental Impact Assessment (EIA) – Environmental Management Systems (EMS) – Destination mapping – Policy implementation approaches – Role of stakeholders and implementing agencies.

UNIT – III: (DESTINATION IMAGE AND BRANDING)

Destination image formation process – Measurement of destination image – Destination branding – Challenges in destination branding – Unique destination proposition – Destination appraisal – Destination community and its importance – Doxey's Irridex – Market segmentation and Carrying capacity

UNIT – IV: (PROMOTION AND MARKETING STRATEGIES)

Destination promotion and publicity – Six A's framework – Dynamic wheel of tourism stakeholders – Destination marketing mix – Destination competitiveness – Distribution channels – Marketing communication strategies – Role of DMO's and DMCs.

UNIT – V: (INSTITUTIONAL FRAMEWORK AND POLICY SUPPORT)

National planning policies – L.K. Jha Committee – Tourism Policies of India (1982 & 2002) – National Action Plan (1992) – Five Year Tourism Plans – Role of urban

civic bodies – Town planning – Local governance – Public-Private Partnership (PPP) – Smart City initiatives – Tourism Finance Corporation of India (TFCI).

UNIT – VI: (CURRENT CONTOURS (For Continuous Internal Assessment Only)

Case Study: Kerala – “God’s Own Country” – Case Study: Dubai – “Definitely Dubai” – Tamil Nadu Tourism Policy – DTDC – Government of Kerala initiatives – Emerging trends in destination development – Innovation and smart tourism practices.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2022). *Tourism: Principles and Practice* (6th ed.). Pearson.
2. Morrison, A. M. (2022). *Marketing and Managing Tourism Destinations* (2nd ed.). Routledge.

REFERENCE BOOKS:

1. Pike, S. (2021). *Destination Marketing: Essentials* (2nd ed.). Routledge.
2. Inskeep, E. (2019). *Tourism Planning: An Integrated and Sustainable Development Approach*. Wiley.
3. Page, S. J. (2020). *Tourism Management* (6th ed.). Routledge.

E-REFERENCES

1. UNWTO (2023). *Tourism Destination Management Guidelines*.
2. UNWTO: <https://www.unwto.org>
3. Ministry of Tourism, India: <https://tourism.gov.in>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	List and describe the fundamental concepts, types, and characteristics of tourism destinations.	K1
CO2	Interpret tourism planning processes and sustainable development frameworks.	K2
CO3	Employ destination planning and mapping techniques to practical tourism scenarios.	K3
CO4	Examine destination image, branding challenges, and marketing strategies.	K4
CO5	Assess institutional policies, stakeholder roles, and governance mechanisms in tourism development.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	2	3	2	3	2	3.7
CO2	3	3	2	3	3	2	3	3	3	3	3.2
CO3	3	3	3	3	3	2	3	2	3	3	3.2
CO4	3	3	3	3	3	3	2	2	3	3	3.4
CO5	3	3	2	3	3	3	3	3	3	3	3.6
Mean Overall Score											3.22
Correlation											High

Third Year	Core Course - XVI	Semester: VI
	TOURISM IN TAMIL NADU	
Code:	(Theory)	Credits: 04

COURSE OBJECTIVES:

- To study the tourism potentials of Tamil Nadu
- To understand the significance of tourist centers of Tamil Nadu
- To learn the functions of TTDC
- To familiarize with the impact of tourism
- To acquire the importance of UNESCO World Heritage Sites

UNIT - I (TOURISM POTENTIALS)

Topography of Tamil Nadu. Historical and Cultural festivals. Wildlife sanctuaries - Bird sanctuaries. Music and Dance Festivals, Art and Architecture. Beaches.

UNIT - II (MAJOR TOURISM DESTINATIONS AND CITIES IN TAMIL NADU)

Important Tourist spots and their significance in Tamil Nadu. Chennai, Madurai, Trichy, Kumbakonam. Tanjore, Chidambaram, Kanyakumari, Kodaikanal, Karaikudi. Ooty and Other Hill Stations

UNIT - III (TRAVEL TRADE ORIGINATIONS)

Origin, role, objectives, and functions of TTDC. Transport divisions. Hotel industry. Tour arrangements. Collaboration with Travel agencies.

UNIT - IV (TOURISM IMPACTS)

Tourism and State economy. Foreign exchange. Balance of payment. Planning and development. Sales Promotion and Publicity

UNIT - V (UNESCO HERITAGE CENTERS IN TAMIL NADU)

UNESCO Heritage centers in Tamilnadu. Airavateswara Temple near Kumbakonam. Brihadeeswarar Temple (Big Temple) at Thanjavur. Gangaikonda Cholapuram Temple at Jayakondam. Monuments at Mahabalipuram

CURRENT CONTOURS (For Continuous Internal Assessment Only):

Archaeological Tourism: Examining recent excavations at Keeladi and Porunai and the role of site museums in heritage promotion. Special Interest Tourism: Analyzing the rise of medical tourism in Chennai and rural Agri-tourism in the Delta and Western regions. Sustainable Tourism: Studying Blue Flag beach certifications and eco-trail developments in hill stations like Ooty and Kodaikanal. Digital Transformation: Evaluating the impact of the "Enchanting Tamil Nadu" app, VR heritage tours, and social media branding. Niche Frontiers: Focusing on GI-tagged products as attractions and the introduction of heli-tourism and sea-plane connectivity

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Bhatia, A. K. (2012). *Tourism development: Principles and practices*. Sterling Publishers.
2. Sagar, M. (2019). *Tourism in India: History and development*. Crescent Publishing Corporation.

REFERENCE BOOKS:

1. Michell, G. (2021). *Temples of South India*. Thames & Hudson. (Covers Unit I & V regarding architecture and UNESCO sites).
2. Raman, K. V. (2006). *Temple art, architecture and iconography of Tamil Nadu*. Bookers. (Useful for historical and cultural festivals in Unit I).

E-REFERENCES:

1. Government of Tamil Nadu. (2023). *Tamil Nadu tourism policy 2023*. Tamil Nadu Tourism Department. <https://www.tntourism.gov.in/pdf/Tamil-Nadu-Tourism-Policy-2023.pdf> (Essential for Unit III, IV, and VI regarding TTDC and current contours).
2. UNESCO. (2021). *Great Living Chola Temples: Management and conservation*. UNESCO Digital Library. <https://unesdoc.unesco.org/> (Specifically targets Unit V: UNESCO Heritage Centers).

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	List out the tourism potentialities of Tamil Nadu	K1
CO2	Explain the important tourism hotspots in Tamil Nadu	K2
CO3	Experiment with the goal and objectives of tourism promotion and development in Tamil Nadu.	K3
CO4	Analyze the impact of tourism on the state economy	K4
CO5	Importance of UNESCO World Heritage centers in Tamil Nadu	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	3	2	1	3	1	2	2.0
CO2	3	2	3	1	2	3	2	3	1	2	2.2
CO3	3	3	2	2	1	3	2	2	2	3	2.3
CO4	3	3	1	1	2	2	1	1	1	3	1.9
CO5	3	3	3	3	3	2	2	3	3	3	2.8
Mean Overall Score											2.24
Correlation											High

THIRD YEAR	CORE PROJECT WORK	SEMESTER: VI
	PROJECT (WITH VIVA-VOCE)	
CODE:	(THEORY)	CREDITS: 03

COURSE OBJECTIVES:

- To familiarize with concepts, tools, and techniques of the research methodology in the field of tourism and allied areas before starting project/ dissertation
- To acquire the spirit of teamwork activity while doing project/dissertation report as an activity in sixth semester.
- To understand data collection techniques
- To know the basic functions of software such as SPSS and Excel and its usage
- To carry out data collection, data analysis, and data interpretation

Project Guidelines

All students are required to complete either a Project/ Dissertation. The primary learning objectives for this assignment include conducting a comprehensive literature review, collecting primary data, and analyzing that data using software such as Excel or SPSS. Candidates will be evaluated based on their overall performance and the quality of their research.

SUBMISSION AND VIVA-VOCE REQUIREMENTS:

- **Final Report & Presentation:** Upon successful completion of the research, students must submit a detailed, precise project report. This submission will be followed by a formal presentation (Viva-Voce) of their findings.
- **Formatting Standards:** The final report must be between 30 and 50 pages in length, printed on standard A4 paper. It must be typed using 12-point Times New Roman font with 1.5-line spacing.
- **Deadline & Evaluation:** The project report must be submitted prior to the end of the Sixth-semester examinations. The final evaluation will be conducted by a panel of at least two examiners, comprising one internal and one external examiner.

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the basic concept of research	K1
CO2	Classify the types of research and their importance	K2
CO3	Apply the theoretical knowledge to the group project	K3
CO4	List out the need and importance of Internship training and tour report writing	K4
CO5	Evaluate the need and importance of data collection, data analysis, data interpretation for report writing, etc.,...	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
C01	2	3	2	2	2	2	2	2	2	3	2.7
C02	2	3	2	2	2	2	2	2	2	3	2.0
C03	2	3	3	3	3	3	2	3	2	3	2.8
C04	2	2	3	3	3	3	3	3	2	3	2.9
C05	2	3	3	2	2	3	3	2	3	3	2.0
Mean Overall Score											2.88
Correlation											High

THIRD YEAR	SKILL ENHANCEMENT COURSE - XI	SEMESTER: VI
	DIGITAL MARKETING FOR TOURISM	
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To understand the fundamentals of digital marketing in tourism.
- To examine various digital platforms and tools used in tourism marketing.
- To analyze consumer behavior in the digital tourism environment.
- To explore online branding, promotion, and communication strategies.
- To evaluate the impact of emerging technologies on tourism marketing.

UNIT – I (INTRODUCTION TO DIGITAL MARKETING IN TOURISM)

Digital Marketing: concept, definition and evolution – Difference between traditional and digital marketing – Importance of digital marketing in tourism – Digital ecosystem – Tourism products in digital platforms – Role of websites and mobile applications in tourism.

UNIT – II (DIGITAL MARKETING TOOLS AND PLATFORMS)

Search Engine Optimization (SEO) – Search Engine Marketing (SEM) – Social Media Marketing (SMM) – Content marketing – Email marketing – Affiliate marketing – Online Travel Agencies (OTAs) – Mobile marketing in tourism.

UNIT – III (CONSUMER BEHAVIOUR IN DIGITAL TOURISM)

Online consumer behavior – Travel decision-making process – Influence of reviews and ratings – Role of travel blogs and vlogs – Digital influencers in tourism – Personalization and customer engagement.

UNIT – IV (ONLINE BRANDING AND PROMOTION)

Destination branding in digital space – Creating digital brand identity – Online advertising strategies – Google Ads and social media campaigns – Marketing communication in tourism – Visual storytelling and content creation.

UNIT – V (ANALYTICS AND PERFORMANCE MEASUREMENT)

Web analytics and tools – Google Analytics – Measuring digital marketing performance – Key Performance Indicators (KPIs) – Conversion rate optimization – Customer relationship management (CRM) – Data-driven decision making in tourism.

UNIT – VI CURRENT TRENDS (Self-directed learning activities for Continuous Internal Assessments Only):

Artificial Intelligence in tourism marketing – Chatbots and virtual assistants – Virtual Reality (VR) and Augmented Reality (AR) in tourism promotion – Influencer marketing trends – Smart tourism destinations – Ethical and sustainable digital marketing practices.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing* (8th ed.). Pearson.
2. Kotler, P., Bowen, J., & Makens, J. (2021). *Marketing for Hospitality and Tourism* (8th ed.). Pearson.
3. Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing* (4th ed.). Sage.

REFERENCE BOOKS:

1. Ryan, D. (2021). *Understanding Digital Marketing* (5th ed.). Kogan Page.
2. Buhalis, D., & Law, R. (2020). *Information Technology in Tourism*. Springer.

E-REFERENCES:

1. Gretzel, U. et al. (2020). *Information and Communication Technologies in Tourism* [eBook]. Springer.

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Classify the fundamental concepts and tools of digital marketing in tourism	K1
CO2	Clarify digital platforms and consumer behavior in tourism marketing	K2
CO3	Employ digital marketing techniques for tourism promotion	K3
CO4	Analyze branding and online communication strategies in tourism	K4
CO5	Estimate the effectiveness of digital marketing campaigns using analytics	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	3	3	3	3	3	2	3.7
CO2	2	2	2	3	3	2	2	3	3	3	3.1
CO3	3	3	2	2	3	2	3	2	3	3	3.2
CO4	2	2	3	3	3	2	2	2	3	3	3.2
CO5	3	3	2	3	2	2	3	3	3	3	3.3
Mean Overall Score											3.10
Correlation											High

FIRST YEAR	SKILL ENHANCEMENT COURSE	SEMESTER: II
	ADVENTURE TOURISM	
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To introduce the concept and scope of adventure tourism
- To develop understanding of planning and management of adventure tourism activities
- To familiarize students with safety, risk management, and legal aspects
- To promote sustainable and responsible adventure tourism practices
- To provide practical exposure through field-based and experiential learning

UNIT – I (INTRODUCTION TO ADVENTURE)

Definition, concept, and scope of adventure tourism. Evolution and growth at global and national levels. Classification: Hard and Soft adventure tourism. Types: Land, Water, and Air-based activities. Characteristics and motivations of adventure tourists. Economic significance of adventure tourism.

UNIT – II (ADVENTURE TOURISM RESOURCES AND PLANNING)

Natural resources: mountains, rivers, forests, deserts. Identification and evaluation of destinations. Planning adventure tourism: feasibility and infrastructure. Seasonality and carrying capacity. Government policies and permits in India.

UNIT – III (ADVENTURE TOURISM OPERATIONS AND MANAGEMENT)

Organization and management of adventure tours. Role of tour operators, guides, and instructors. Equipment handling and maintenance. Logistics: transport, accommodation, food. Customer service and experience management.

UNIT – IV (RISK MANAGEMENT AND SAFETY IN ADVENTURE TOURISM)

Types and nature of risks. Risk assessment and mitigation strategies. Safety standards and guidelines. First aid and emergency response. Rescue operations and crisis management. Insurance and liability issues.

UNIT – V (SUSTAINABILITY, ETHICS, AND EMERGING TRENDS)

Principles of sustainable adventure tourism. Environmental impacts and conservation. Responsible and ethical tourism practices. Community development and local benefits. Emerging trends: eco-adventure, wellness tourism, digital platforms. Future prospects of adventure tourism

UNIT – VI CURRENT CONTOURS

Case studies on adventure tourism destinations
Field visit / experiential learning report

RECOMMENDED BOOKS:**TEXT BOOKS:**

1. Buckley, Ralf. *Adventure Tourism Management*. Routledge, 2010.
2. Swarbrooke, John, et al. *Adventure Tourism: The New Frontier*. Routledge, 2003.
3. Page, Stephen J., et al. *Tourism: A Modern Synthesis*. Cengage Learning, 2016.

REFERENCE BOOKS:

1. Buckley, Ralf, editor. *Adventure Tourism*. CAB International, 2006.
2. Weaver, David, and Laura Lawton. *Tourism Management*. Wiley, 2014.
3. Hall, C. Michael, and Stephen J. Page. *The Geography of Tourism and Recreation*. Routledge, 2014.
4. Fennell, David A. *Ecotourism*. Routledge, 2020.

E-REFERENCES:

1. UNWTO. *Global Report on Adventure Tourism*. 2014.

COURSE OUTCOMES:

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the concept, scope, and classification of adventure tourism	K1
CO2	Identify adventure tourism resources and analyze planning requirements	K2
CO3	Design adventure tourism activities and itineraries	K3
CO4	Analyze the operational and managerial aspects of adventure tourism	K4
CO5	Evaluate the risks, safety, and legal frameworks of adventure tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	2	1	2	2.4
CO2	3	3	2	1	1	3	2	2	1	2	2.3
CO3	3	3	2	2	2	2	2	2	2	3	2.5
CO4	3	2	2	2	2	3	2	2	1	2	3.0
CO5	3	3	3	3	3	2	2	3	3	3	2.7
Mean Overall Score											2.22
Correlation											High

FIRST YEAR	SKILL ENHANCEMENT COURSE	SEMESTER: II
	SKILL ENHANCEMENT COURSE	
CODE:	SKILL ENHANCEMENT COURSE	CREDITS: 02

COURSE OBJECTIVES

- To understand the basic concepts of rural tourism and how it helps grow village economies.
- To learn about different rural tourism products like farm visits (Agri-tourism), local festivals, and traditional crafts.
- To study how tourism affects the daily life, money, and environment of rural communities.
- To gain practical skills for planning, marketing, and running sustainable village tourism projects.
- To see how local people, NGOs, and government rules work together to make rural tourism successful.

UNIT – I INTRODUCTION TO RURAL TOURISM

Meaning, definition, and scope of rural tourism. How rural tourism grew globally and in India. Differences between city tourism, mass tourism, and village tourism. Why people visit villages: city stress (urban fatigue), looking for peaceful and real village life. Basic features of a rural tourism product.

UNIT – II TYPES OF RURAL TOURISM

Different forms of rural tourism: farm tourism (Agri - tourism), eco-tourism, cultural tours, adventure tourism, and craft villages. Village tours run by local people (Community - Based Tourism). Key attractions: rural lifestyle, folk arts, traditional music, local festivals, and village food.

UNIT – III PLANNING AND DEVELOPING VILLAGE DESTINATIONS

How to plan tourism in a village. Checking if a village is ready for tourists and listing local assets. Building basic facilities: village homestays, eco-lodges, and traditional resorts. Training local people to handle tourism. Managing tourist numbers to protect delicate village environments.

UNIT – IV BENEFITS AND CHALLENGES OF RURAL TOURISM

Social effects: saving local culture versus changing traditions for money. Money effects: creating local jobs, earning income, and stopping village people from moving to cities. Nature effects: protecting natural beauty versus pollution and waste. Simple signs of successful, long-term village tourism.

UNIT – V MARKETING, POLICIES, AND VILLAGE GROUPS

How to promote village tourism: using stories, social media, and creating unique experiences. Government rules and schemes for rural tourism in India. Role of the Ministry of Tourism, NGOs, local village panchayats (PRIs), and women's self-

help groups (SHGs). Real examples of success: Hodka village in Gujarat and Kumbalangi in Kerala.

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Students will visit a nearby village to list its natural attractions, local crafts, and culture to see if it can attract tourists. Alternatively, students can study the social media page or website of a successful rural homestay or farm tour, and write a simple report on how it helps local villagers.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS TEXT BOOKS:

1. Govindasamy, R. (2019). Agritourism and rural tourism: Business opportunities and promotion. New Delhi, India: Discovery Publishing House.
2. Sharples, R., & Sharples, J. (1997). Rural tourism: An introduction. London, England: International Thomson Business Press.

REFERENCE BOOKS

1. MacDonald, R., & Jolliffe, L. (2003). Cultural rural tourism: Evidence of lingering benefits. *Annals of Tourism Research*, 30(2), 307–322.
2. Saxena, G., & Albery, B. (2008). Integrated rural tourism a border area case study. *Annals of Tourism Research*, 35(1), 233–254.

E-REFERENCES:

1. World Tourism Organization (UNWTO). (2020). International rural tourism development: An Asia-Pacific perspective. Madrid, Spain: UNWTO. <https://doi.org/10.18111/9789284422081>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the basic concepts, different types, and importance of rural tourism in India and around the world.	K1
CO2	Design unique rural tourism products by using local culture, farming (Agri-tourism), and heritage.	K2
CO3	Identify and analyze how tourism affects the economy, society, and environment of rural villages.	K3
CO4	Apply simple planning, local training, and marketing methods to manage rural destinations sustainably.	K4
CO5	Understand how government policies, NGOs, and community groups help build successful rural tourism projects.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	2	1	2	2.4
CO2	3	3	2	1	1	3	2	2	1	2	2.3
CO3	3	3	2	2	2	2	2	2	2	3	2.5
CO4	3	2	2	2	2	3	2	2	1	2	3.0
CO5	3	3	3	3	3	2	2	3	3	3	3.7
Mean Overall Score											3.22
Correlation											High

SECOND YEAR	SKILL ENHANCEMENT COURSE	SEMESTER:
	WELLNESS TOURISM	
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES:

- To introduce the basic concepts, history, and growing importance of wellness tourism globally and in India.
- To study different wellness tourism products, focusing on Ayurveda, Yoga, meditation, and modern spa therapies.
- To understand the health, social, and economic benefits of wellness tourism for travelers and destinations.
- To gain basic skills in planning, marketing, and managing wellness centers, retreats, and eco-resorts.
- To learn how government policies, AYUSH initiatives, and quality standards support the growth of wellness tourism.

UNIT – I INTRODUCTION TO WELLNESS TOURISM

Meaning, definition, and history of health and wellness tourism. Understanding the World Health Organization (WHO) definition of holistic health. Difference between medical tourism (treating illness) and wellness tourism (preventing illness and maintaining health). Basic segments of wellness travelers: primary and secondary wellness tourists.

UNIT – II DIMENSIONS AND PRODUCTS OF WELLNESS TOURISM

Traditional Indian wellness systems: The concepts of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy). Global wellness traditions: Roman baths, Japanese Onsens, Nordic saunas, and Western spa cultures. Key products: yoga retreats, meditation centers, spiritual camps, organic food tourism, and nature-based wellness activities like forest bathing.

UNIT – III PLANNING AND DEVELOPING WELLNESS DESTINATIONS

How to set up and plan a wellness tourism destination. Key infrastructure requirements: eco-lodges, wellness resorts, destination spas, and holistic healing centers. Managing the hospitality experience: creating peaceful environments, service quality, and customized wellness menus. Training and skill development for wellness staff and therapists.

UNIT – IV BENEFITS, IMPACTS, AND CONSUMER BEHAVIOR

Socio-economic benefits: job creation for local healers, therapists, and organic farmers. Psychological and physical benefits for travelers: stress reduction, digital detox, and lifestyle changes.

UNIT – V MARKETING, POLICIES, AND REGULATORY FRAMEWORK

How to promote wellness destinations using digital marketing, storytelling, and wellness branding. Government of India initiatives: The "Heal in India" campaign and the AYUSH Visa framework. Role of the Ministry of Tourism and Quality Council of India. The role of the National Accreditation Board for Hospitals & Healthcare Providers (NABH) in certifying wellness centers.

UNIT – VI CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Students will select a well-known wellness center or yoga retreat and analyze its website or social media presence to evaluate its digital marketing strategy. Alternatively, students can prepare a detailed itinerary for a 3-day wellness and relaxation tour, incorporating local traditional therapies, organic dining, and meditation sessions.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

1. Bushell, R. (2025). Health tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 472–474). Springer. https://doi.org/10.1007/978-3-319-01669-6_98-2
2. Smith, M., & Puczkó, L. (2014). *Health and wellness tourism* (2nd ed.). Routledge.
3. Voigt, C., & Pforr, C. (Eds.). (2014). *Wellness tourism: A destination perspective*. Routledge.
4. Sthapit, E., Ji, C., Garrod, B., & Ibrahim, B. (2025). Memorable wellness tourism experiences: Antecedents that lead to enjoyable outcomes. *International Journal of Spa and Wellness*, 8(2), 112–130.
5. Ultimate Wellness Guide. (2020). *The global wellness economy: Looking beyond COVID-19*. Global Wellness Institute.

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the basic concepts, types, and global importance of wellness tourism.	K1
CO2	Identify and classify various wellness products, including Ayurveda, Yoga, and spa traditions.	K2
CO3	Design customized wellness tour itineraries and design wellness retreat frameworks.	K3
CO4	Analyze how wellness tourism benefits the mental health of travelers and the economy of destinations.	K4
CO5	Understand government policies like "Heal in India" and quality certifications needed for wellness setups.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	1	2	1	2	2.4
CO2	3	3	2	1	1	3	2	2	1	2	2.3
CO3	3	3	2	2	2	2	2	2	2	3	2.5
CO4	3	2	2	2	2	3	2	2	1	2	3.0
CO5	3	3	3	3	3	2	2	3	3	3	2.7
Mean Overall Score											2.22
											High

SECOND YEAR	SKILL ENHANCEMENT COURSE	SEMESTER: IV
	SPORTS TOURISM	
CODE:	(THEORY)	CREDITS:02

COURSE OBJECTIVES:

- To understand the basic concepts, growth, and importance of sports tourism globally and in India.
- To learn about different types of sports tourism, including active participation and spectator-based events.
- To study how mega-sports events (like the Olympics or IPL) impact local economies and communities.
- To gain practical skills for planning, organizing, and marketing sports tourism events.
- To examine career opportunities, safety rules, and future trends in adventure and sports tourism.

UNIT – I: INTRODUCTION TO SPORTS TOURISM

Meaning, definition, and history of sports tourism. How sports and travel work together. Why sports tourism is growing so fast. Main types of sports tourists: active sports tourists (those who play), passive sports tourists (fans/spectators), and nostalgic sports tourists (visiting stadiums and museums).

UNIT – II: TYPES AND CATEGORIES OF SPORTS TOURISM

Hard sports tourism (competitive events like the World Cup, Olympics, or Indian Premier League) versus soft sports tourism (leisure activities like hiking, skiing, and golfing). Water sports tourism, mountain sports tourism, and traditional/indigenous sports tourism (like Kabaddi or boat races).

UNIT – III: EVENT MANAGEMENT AND DESTINATION PLANNING

How to plan and host a sports tourism event. Bidding for sports events and choosing the right location. Building necessary facilities: stadiums, fan zones, and tourist accommodation. Managing crowds, logistics, transport, and ticketing systems. Training volunteers and local staff.

UNIT – IV: BENEFITS AND CHALLENGES OF SPORTS TOURISM

Economic effects: boosting local businesses, hotel bookings, and infrastructure improvements. Social effects: community pride versus overcrowding and local disruption. Environmental impacts: resource waste and pollution from massive crowds. How to organize sustainable and eco-friendly sports events.

UNIT – V: MARKETING, SPONSORSHIP, AND POLICIES

How to promote sports tourism: target audience selection, branding destinations through sports, and using social media. The role of corporate sponsors, media rights, and sports celebrity endorsements. Government policies and sports boards supporting tourism in India.

UNIT – VI: CURRENT CONTOURS (Self-directed learning activities for Continuous Internal Assessments Only):

Students will choose a major sports event (such as an IPL match, a marathon, or a local tournament) and create a basic plan for its transport and crowd safety. Alternatively, students can study a sports tourism destination (like Rishikesh for river rafting or Goa for water sports) and write a short report on its promotional strategies.

RECOMMENDED BOOKS (LATEST EDITIONS), REFERENCES, AND E-BOOKS

TEXT BOOKS:

1. Hinch, T., & Higham, J. (2011). *Sport tourism development* (2nd ed.). Channel View Publications.
2. Ritchie, B. W., & Adair, D. (Eds.). (2004). *Sport tourism: Interrelationships, impacts and issues*. Aspects of Tourism.

REFERENCE BOOKS:

1. Gammon, S., & Robinson, T. (2003). Sport and tourism: A conceptual framework. *Journal of Sport & Tourism*, 8(1), 21–26.
2. Weed, M., & Bull, C. (2009). *Sports tourism: Participants, policy and providers* (2nd ed.). Routledge.

E-REFERENCES:

1. Ministry of Tourism, Government of India. (2023). *Guidelines for the promotion of adventure and sports tourism in India*. Ministry of Tourism. <https://tourism.gov.in/>
2. World Tourism Organization & International Olympic Committee. (2001). *Sport and tourism: First world conference*. UNWTO. <https://www.e-unwto.org/>

COURSE OUTCOMES: (with Mapping)

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the basic concepts, history, and different categories of sports tourism.	K1
CO2	Identify the difference between active and spectator sports tourism and match them with tourist demands.	K2
CO3	Build a basic operational and safety plan for managing sports events and festivals.	K3
CO4	Analyze how major sports events affect a city's economy, community, and environment.	K4
CO5	Apply simple marketing tools and understand sponsorship rules to promote a sports tourism brand.	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	2	1	2	1	2	2.4
CO2	3	3	2	2	3	3	3	3	2	2	2.3
CO3	3	3	2	2	2	2	2	2	2	3	2.5
CO4	3	2	2	1	2	2	2	3	1	2	3.0
CO5	3	3	2	3	3	2	2	3	3	3	2.22
Mean Overall Score											2.28
											High

THIRD YEAR	SKILL ENHANCEMENT C	SEMESTER: V
	CULINARY TOURISM	
CODE:	(THEORY)	CREDITS: 02

COURSE OBJECTIVES: OURSE

- To introduce the concept and scope of culinary tourism
- To understand the relationship between food, culture, and tourism
- To develop skills in designing culinary tourism experiences
- To analyze marketing and management strategies in food tourism
- To promote sustainable and responsible culinary tourism practices

UNIT – I (INTRODUCTION TO CULINARY TOURISM)

Definition, concept, scope, and significance of culinary tourism. Role of food in cultural heritage, identity, and tourism development. Types of culinary tourists and their motivations. Global, national, and regional trends in food tourism. Culinary tourism in Tamil Nadu: Opportunities and challenges.

UNIT – II (FOOD TRAILS AND EXPERIENCE DESIGN)

Concept of food trails, gastronomic routes, and food circuits. Designing culinary experiences: Street food tours, fine dining, farm-to-table, food festivals, and local markets. Elements of experience design: authenticity, storytelling, and engagement. Itinerary planning: timing, logistics, accessibility, and seasonality.

UNIT – III (MARKETING AND PROMOTION OF CULINARY TOURISM)

Branding of destinations through food identity. Promotion strategies: digital marketing, content marketing, and destination branding. Role of social media platforms, blogs, vlogs, and influencer marketing. Storytelling and cultural narratives in culinary tourism.

UNIT – IV (OPERATIONS AND MANAGEMENT OF CULINARY TOURISM)

Planning and management of food tours and culinary events. Coordination with hotels, restaurants, and local food providers. Customer experience management and service quality. Food safety, hygiene standards, and legal regulations

UNIT – V (TRENDS, SUSTAINABILITY, AND EVALUATION)

Sustainable culinary tourism practices. Responsible tourism and ethical issues. Emerging trends: fusion cuisine, experiential dining. Role of Agri-tourism and local food systems. Basic evaluation using tourist feedback.

UNIT – VI CURRENT CONTOURS

Case study on Chettinad / Madurai food culture.
Seminar on latest food tourism trends

RECOMMENDED BOOKS:

1. Richards, G. (2018). *Culinary Tourism: A Guide for Hospitality and Travel Professionals*. Channel View Publications.
2. Hall, C. M., & Mitchell, R. (2005). *Tourism, Culture and Culinary Heritage*. Routledge.
3. Hjalager, A., & Richards, G. (2002). *Tourism and Gastronomy*. Routledge. House India.
4. Kivela, J., & Crofts, J. C. (2006). *Tourism and Gastronomy: Gastronomic Experiences in Tourism*. Butterworth-Heinemann.
5. World Food Travel Association: <https://worldfoodtravel.org>
6. Culinary Tourism Blogs and Case Studies: <https://www.culinarytourismworld.com>
7. TripAdvisor Food Tours & Experiences: <https://www.tripadvisor.com/Tourism>

COURSE OUTCOMES:

COURSE OUTCOMES		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept, scope, and significance of culinary tourism	K1
CO2	Identify culinary tourists, trends, and motivations	K2
CO3	Apply marketing and promotional strategies in culinary tourism	K3
CO4	Analyze the operational and managerial aspects of culinary tourism	K4
CO5	Evaluate the sustainability practices and emerging trends of culinary tourism	K5

RELATIONSHIP MATRIX:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	3	2	2	3	2.8
CO2	2	3	2	2	2	2	3	2	2	3	2.9
CO3	2	3	2	2	2	2	3	2	2	3	2.8
CO4	2	2	3	2	2	2	3	2	2	2	2.8
CO5	3	3	2	3	3	2	3	2	3	3	2.7
Mean Overall Score											2.9
Correlation											High
