



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav
College for Women (Autonomous)**

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC
Chromepet Chennai-600044



DEPARTMENT

B.VOC TRAVEL AND TOURISM

CHOICE BASED CREDIT SYSTEM (CBCS)

&

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

2022 -2025 Batch



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PROGRAMME OUTCOMES (PO)

After completion of the programme, the student will be able to

PO1	Apply the knowledge gained through the study of tourism to address sustainable practices.
PO2	Expand their knowledge in the field of tourism and activities relating to tourism Industry.
PO3	Develop students' ability to analyze challenges and make effective decisions required for Travel and Tourism industry.
PO4	Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning in Destination Promotion.
PO5	Enhance their ethical values, employability skills and communicate competently for Tourism Development
PO6	Enable the students to understand the value of Civil Aviation on Tourism Industry.

PROGRAMME SPECIFIC OUTCOMES (PSO)

The students at the time of graduation will

PSO1	Apply knowledge on the diverse nature of Tourism industry and gain knowledge on the historical development of Tourism over the years
PSO2	Acquire essential skills of Travel and Tourism industrial functioning.
PSO3	Determine the demands and face the challenges of the contemporary Tourism industry.



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B.VOC TRAVEL AND TOURISM

CURRICULUM FRAMEWORK 2022 – 2025 Batch

SEM	PART	COURSE TYPE	COURSE CODE	COURSE TITLE	CREDITS	HOURS	CIA	ESE	TOTAL
I	IV	Core Theory I	22 TTCT1001	Tourism Principles and Practices	6	6	25	75	100
I	IV	Core Theory II	20UTTCT1002	Travel Agency and Tour Operations (T/P)	6	6	40	60	100
I	IV	Allied Theory I	20UTTAT1001	Tourism Resources in India (T/P)	5	6	40	60	100
II	IV	Core Theory III	20UTTCT2003	Hotel Management (T/P)	6	6	40	60	100
II	IV	Core Theory IV	20UTTCT2004	Transport Systems. (T/P)	6	6	40	60	100
II	IV	Allied Theory II	20UTTAT2002	Global Tourism	5	6	25	75	100
III	IV	Core Theory V	20UTTCT3005	Tour Guiding and Interpretation (T/P)	6	6	40	60	100
III	IV	Core Theory VI	20UTTCT3006	Tourism Marketing (T)	6	6	25	75	100
III	IV	Allied Theory III	20UTTAT3003	Fairs and Festivals In India (T/P)	5	6	40	60	100
IV	IV	Core Theory VII	23UTTCT4007	Human Resource Management	6	6	40	60	100
IV	IV	Core Theory VIII	20UTTCT4008	Food and Beverage	6	6	40	60	100
IV	IV	Allied Theory IV	23UTTAT4004	Event Management	5	6	40	60	100
V	IV	Core Theory –IX	20UTTCT5009	Information Technology for Tourism	6	6	40	60	100
V	IV	Core Theory – X	20UTTCT5010	Itinerary Planning and Costing	6	6	40	60	100
V	IV	Core Theory -XI	23UTTCT5011	E- Tourism	6	6	40	60	100
V	IV	Core Theory -XII	23UTTCT5012	Sustainable Tourism	6	6	40	60	100
V	IV	Elective I - Internship	22IUTTIP5001	Internship -Fieldwork	5	6	40	60	100
VI	IV	Core Theory – XIII	23UTTCT6013	Legal frame work & Human Rights in Tourism	6	6	40	60	100
VI	IV	Core Theory – XIV	23UTTCT6014	Air Cargo Management (T)	6	6	40	60	100



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VI	IV	Core Theory –XV	23UTTCT6015	Tourism Entrepreneurshi	6	6	40	60	100
VI	IV	Elective	23UTTPR6001	Research Project	6	6	40	60	100
				Total	125				



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SEMESTER I

Tourism Principles and Practices

Course code: 22UTTCT1001

Total Hours: 90

Credits :6

L-T-P : 4-2-0

Course Objectives

1. To enable the students to know the importance of Tourism Principles and Practices in India.
2. To make the students to understand the significance of Tourism development to the nation.
3. To ensure the students to realize about the job opportunities in Tourism Industry.
4. To learn the major road networks of India
5. To Identify the major Tourism organisation in india.

Syllabus

UNIT 1 Introduction to Tourism

20 HRS

Definition –Growth of Tourism- Basic Components and Types of Tourism – Characteristics of Tourism- Motivation for Tourism- Types & Forms of Tourism.

UNIT 2 Role of Transport in Tourism

15 HRS

Role of Transport in Tourism- Major road networks of India and role of NHAI luxury trains in India: Royal Rajasthan on wheels, Palace on wheels, Maharaja Express, Deccan Odyssey, Golden Chariot, Fairy Queen – Cruises and Ferries in India : Cordelia Cruise, Oberoi Vrinda Luxury Kerala Cruises, Panjim-Vasco Ferry Service and Mumbai Alibaug Ferry service – Types of flights : Passenger flights, Cargo flights ,Scheduled and Non-scheduled flights.

UNIT 3 Tourism Administrative bodies

20 HRS

Tourism Administration in India- Evolution of ITDC- Ministry of Tourism- Five year Plan- National Tourism Policies of India.

UNIT 4 Impacts of Tourism

15 HRS

Impacts of Tourism: Physical, Socio-Cultural, and Economical impacts- Challenges

UNIT 5 Important Tourism campaigns

20 HRS

Role of Ministry of Tourism in promoting tourism in India- Incredible India Paryatan Parv – Atithi Devo Bhava- Azadi Ka Amrit Mahotsav-G20



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TEXT BOOKS

1. Kaul R.N, (1985), *The Dynamics of Tourism- A Triology*, Sterling Publishers Pvt. Ltd., New Delhi.
2. Seth Pranath, (1987), *Successful Tourism Management*. Sterling Publishers Pvt. Ltd., New Delhi.
3. Bhatia A.K., (2002), *Tourism Development. Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi.
4. Ratan Deep Singh, (2006), *Dynamics of Modern Tourism*, Kanishka Publications, Delhi.
5. Sinha R.K, (2008), *Growth and Development of Modern Tourism*, Wisdom Press, New Delhi

BOOK FOR REFERENCES

1. Lawrence Stevens, (1990), *Guide to Starting and Operating a Successful Travel Agency*, Delmar Publications Inc., New York.
2. Praveen Sethi, (2004), *Handbook of Hospitality and Tourism*, Anmol Publications, Delhi.
3. David Timothy Duval, (2007), *Tourism and Transport Modes, Networks and Flows*, Channel View Publications, U.S.A.
4. Negi, J., (2008), *Travel Agency and Tour Operation, Concepts and Principals*, Kaniksha Publishers, New Delhi.
5. Chand, M.N., (2009), *Travel Agency Management*, Anmol Publications, New De

E-LEARNING RESOURCES

1. https://books.google.co.in/books?id=OOgpDwAAQBAJ&pg=PP2&source=gbp_selected_pages&cad=3#v=onepage&q&f=false
2. <https://tourism.gov.in/flipbook/2s>
3. <https://tourism.gov.in/sites/default/files/2020-01/020120120437800.pdf>
4. <https://www.nios.ac.in/online-course-material/sr-secondary-courses/tourism-337.aspx>
5. https://books.google.co.in/books?id=Dig-AwAAQBAJ&printsec=frontcover&source=gbp_ge_summary_r&cad=0#v=onepage&q&f=false

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Explain the meaning and concepts of travel and tourism industry	K1-K3
CO2	Describe the role of transport in the development of tourism	K1-K3
CO3	Examine the Indian government planning and policies for the development of tourism in India	K1-K3
CO4	Illustrate the impact of Tourism on social, cultural and economy of a country	K1-K4
CO5	Analyse the challenges and job opportunities in tourism industry	K1-K4



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CO – PO – PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	3	2	2	2	3	3	2	2
CO2	1	3	2	3	2	3	2	3	2
CO3	2	3	2	2	2	2	2	1	3
CO4	3	2	3	2	3	2	2	2	3
CO5	3	2	3	2	3	3	3	3	3
Avg.	2.2	2.6	2.4	2.2	2.4	3	2.4	2.2	2.6

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology)

- Lecture
- Assignment
- PPT
- MCQ
- Student seminars
- Role plays
- Web resources

Rubrics for Continuous Assessment



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Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Flipped/Blended Learning	✓



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SEMESTER I

TRAVEL AGENCY AND TOUR OPERATIONS

Course Code : 20UTTCT1002

Total Hours: 90

Credits : 6

L – T – P : 3-2-1

Course Objectives

1. Learn the evolution of travel business
2. Gain a clear and well-structured understanding of types, functions and organizational structure of travel agency and tour operators
3. Know the importance of various approvals for travel agencies and tour operators and IATA airport codes
4. Evaluate the significance of international travel organizations towards the promotion of travel and tourism at the global level.
5. Apply the skills on travel related services while working with renowned tour operators

Syllabus

UNITI–TravelBusiness

15 HOURS

Concept of travel business - Evolution of travel business –History of travel agency business in India.

UNITII–TravelAgenciesAndTourOperators

18 HOURS

MeaningofTravelAgenciesandTourOperations-TypesofTravelAgenciesandTourOperators - Roles and responsibilities of Travel Agencies and Tour Operators - Differences between TravelAgencyand Tour Operator- Organizational structureoflarge travelagencies.

UNITIII–ApprovalGuidelinesAndIataCodes

20 HOURS

SettingupofTravelAgency-ApprovalforTravelAgencyfromMinistryofTourism,Government of India- IATA Approval for Travel Agency/ Tour Operator – Benefits of IATAapproval- IATAairport codesin India.

UNITIV-TravelServices

20 HOURS

Travel related services: Tour Guide services, Car Rentals services, Insurance services, ForeignExchange - Travel Documents: Types of Passports in India, Types of Visas – Steps for Onlineflight, train and bus bookings.

UNITV–TOURISMORGANIZATIONS

17 HOURS

Tourismorganizations:IATA,UFTAA,ASTA,TAAI, IATO
Practicals-Case studies:Thomas Cook, MakeMyTrip.



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TEXT BOOKS:

1. JagmohanNegi,(2020),*TravelAgencyandTourOperation,ConceptsandPrincipals*,Kaniksha Publishers, New Delhi.
2. MohinderChand,(2007),*TravelAgencyManagement*,AnmolPublications, NewDelhi.
3. A.K.Bhatia,(2012),*BusinessofTravelAgency&TourOperationsManagement*,Sterling Publishers Pvt.Ltd., New Delhi.
4. AmritaBhagnani,(2012),*TravelAgencyAndTourism*,AbhijeetPublications,NewDelhi.
5. SyrrattGwenda,(2003),*ManualofTravelAgencyPractice*,Taylor&FrancisLtd.,U.K.

BOOKS FOR REFERENCE:

1. MarcMancini.,(2000),*ConductingTours:APracticalGuide*CengageLearningPublications, New Zealand.
2. Negi,J.,(2008),*TravelAgencyandTourOperation,ConceptsandPrincipals*, KanikshaPublishers, New Delhi.
3. Chand,M.N.,(2009),*TravelAgencyManagement*, AnmolPublications,NewDelhi.
4. ChrisCooper,(2006),*Tourism-PrinciplesandPractices*, PitmanPublishing,London.
5. LawrenceStevens,(1990),*GuidetoStartingand OperatingaSuccessfulTravel Agency*, DelmarPublicationsInc.,NewYork.

E-LEARNING RESOURCES:

1. <https://www.uou.ac.in/sites/default/files/slm/BTTM-202.pdf>
2. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L20A.pdf
3. <https://backup.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf>
4. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21A.pdf
5. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001836/M029514/ET/15248077450203Q1.pdf

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Explain the meaning and Concepts of a travel Agency and evolution of travel business	K1–K3 (Understand and Apply)
CO2	Describe the of types, functions and organizational structure of travel agency and tour operators	K1–K3 (Understand and Apply)
CO3	Examine various approvals for travel agencies and tour	K1–K3 (Understand and



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	operators and IATA airport codes	Apply)
CO4	Illustrate the significance international travel organizations towards the promotion of travel and tourism at the global level.	K1-K4 (Understand, Apply and Analyze)
CO5	Apply the skills on travel related services while working with renowned tour operators	K1-K4 (Understand, Apply and Analyze)

CO – PO – PSO Mapping

COs	PO1	PO2	PO3	PO 4	PO 5	PO6	PS O1	PSO 2	PSO3
CO1	3	3	2	3	3	3	3	2	2
CO2	2	3	3	3	3	3	2	3	2
CO3	3	3	3	3	3	2	2	1	3
CO4	3	3	3	3	3	3	2	2	3
CO5	3	3	3	3	3	3	3	3	3
Aver	2.8	3	2.8	3	3	3	2.4	2.2	2.6

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy

- Lecture
- Assignment
- PPT
- MCQ



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- Student seminars
- Web resources

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Flipped/Blended Learning	✓

SEMESTER I

Tourism Resource of India



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Course code: 20UTTAT1001	TOTAL HOURS: 90
Credits: 4	L-T-P: 3-2-1

COURSE OBJECTIVES

1. The Whole course is designed to provide an insight into rich cultural history of India.
2. This course enable to develop product knowledge by reading natural and man-made resources of India
3. This course empowers the students to understand the core competency of Indian tourism in its diverse aspects.
4. The various heritage and historical monuments are understood by the students.
5. The geographical location of the Resources of India are practically included.

SYLLABUS

UNIT I Tourism Resources of India

15 HOURS

Tourist Resources in India – Types of Resources – Natural Resources - Hill stations- Beaches- Water bodies- Wild-life sanctuaries.

UNIT II Religious Resources

15 HOURS

Religious Resources – Shrines and Centre – Hindu – Buddhist -Jain – Sikh –Muslims - Christians.

UNIT III Resorts

20 HOURS

Resorts- All Seasons Resorts- Hill Resorts- Beach Resorts

UNIT IV Heritage and Historical Monuments

20 HOURS

Heritage and Historical Monuments – World Heritage Monuments in India-Khajuraho ,TajMahal – Palaces in Jaipur- Konark. Hampi- Belur-Hallabid- Mamallapuram.

Unit V Adventure Tourism

20 HOURS

Adventure Tourism- Land based: Trekking- Rock climbing- water based: Rafting- Surfing-Para-sailing-Scuba diving- Snorkeling-Air Based- Para-Gliding- Sky Diving- Bungee Jumping

Text Books:

1. Bhatia A.K, (2002), *Tourism Development. Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi.



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2. Gupta. SP, Krishna Lal and Mahua Bhattaharya, (2002), *Cultural Tourism in India- Museums, Monuments & Arts- (Theory and Practice)*, D.K Print world (P) Ltd., New Delhi.
3. Anoop Philip, Sindhu Joseph and Robinet Jacob, (2007), *Indian Tourism Products*, Abhijeet Publications, New Delhi.
4. Revathy Girish. Dr., (2007), *Indian Tourist Panorama*, Dominant Publishers, New Delhi.
5. Revathy Girish. Dr., (2012), *Tourism Product – Part II*, Wisdom Press, New Delhi.

Reference Books

1. Basham, A.L., (1998), *A Cultural History of India*. Oxford University Press, USA.
2. Manohar Sajani, (2001), *Encyclopaedia of Tourism Resources in India*, Volume 1, Kalpaz Publications, Delhi.
3. Tomory Edith., (2002), *A History of Fine Art in India and West*, Orient Longman, Chennai.
4. Basham, A.L., (2008), *The Wonder That Was India*, Rupa & Co., New Delhi.
5. Robinet Jacob, (2012), *Tourism Products of India: A National Perspective*, Abhijeet Publications, New Delhi.

E Learning Resources:

1. <https://tourism.gov.in/flipbook/2>
2. <https://tourism.gov.in/sites/default/files/2020-01/020120120437800.pdf>
3. <https://www.nios.ac.in/online-course-material/sr-secondary-courses/tourism-337.aspx>
4. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L7.pdf
5. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L12.pdf

COURSE OUTCOMES: On completion of the course the students will be able to...



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STATEMENT		Cognitive level
CO1	Describe the types of natural tourism resources in India	K1-K3(Understand and Apply)
CO2	Know the importance of cultural and historical tourism resources in India –and the impact of fairs and festivals on tourism	K1-K3(Understand and Apply)
CO3	Discuss the role of resorts in India towards the promotion of tourism	K1-K4(Understand ,Apply,Analyse)
CO4	Analyse the heritage monuments as a main source of attraction in India	K1-K5(Understand,Apply,Analyse and Evaluate)
CO5	Illustrate the role of alternative tourism like adventure tourism in promoting the tourist arrivals in the destinations.	K1-K4(Understand ,Apply,Analyse)

Mapping of CO with PSO

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3
CO1	2	2	2	3	2	2	3	3	2
CO2	2	2	2	3	3	3	3	2	3
CO3	1	2	2	3	3	3	3	2	3
CO4	2	2	2	3	3	3	3	2	2
CO5	2	2	2	3	3	3	2	2	2
Average	1.8	2	2	3	2.8	2.8	2.8	2.2	2

Correlation Level: 1-Low 2-moderate 3-Strong

PEDAGOGY(Teaching Methodology)

- Lecture
- Map Study
- Seminar
- PPT
- Assignment
- Quiz

Rubrics for Continuous Assessment



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Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Flipped/Blended Learning	✓



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HOTEL MANAGEMENT

Course code : 20UTTCT2003

Total Hours: 90

Credits : 4

L – T – P : 3-2-1

Course Objectives

1. This course enables the students to understand the role of hospitality industry in the promotion of tourism
2. This course provides knowledge about the types of hotels and star Classification
3. It gives an insight into the various functions of hotels in India and its direct and indirect career prospects in the industry.
4. It direct and indirect career prospects in the industry.
5. This course provides knowledge on the challenges in the hotel industry.

Syllabus

UNIT-I

20HRS

Definition of Hotels – Evolution of Hotel Industry – Classification of Hotel Chains in India – Star Rating System – Types of Catering Establishments.

UNIT-II

20HRS

Hotel Terminology – Dress Code – Hotel Division & Department – Food & Beverage Management, Resort Management – Kitchen – well equipped Bakery, Confectionary, House Keeping.

UNIT -III

15HRS

Organisation of Luxury Hotel – Duties and Responsibilities of various Personnel – study of working of Selected Hotels.

UNIT-IV

15HRS

Sales Promotion and Public Relations – Special Events – Tools of Public Relations – Crisis Management.

UNIT-V

20HRS

Future Trends and Challenges in Hospitality Industry – Regulatory Conditions & Guidelines for the Approval of Hotel Project – Role of Association in Hotel Management – FHRAI & IHRAI.

Text Books



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1. Pragati Mohanti, (1992), *Hotel Industry and Tourism in India*, Ashish Publishing House, New Delhi.
2. Singh Y P., (2001), *Effective Hotel Management*, Anmol Publications, New Delhi.
3. Praveen Sethi, (2004), *Handbook of Hospitality and Tourism*, Anmol Publications, Delhi.
4. Romila Chawla, (2006), *Accommodation Management and Tourism*,
Publications, New Delhi. Sonali
5. Mathews.J, (2006), *Hotel Management and Hospitality*, Aavishkar Publishers, Jaipur.

Book For References

1. Bernard Davis & Sally Stone, (1989), *Food and Beverage Management*, Heinemann Professional Publishing.
2. M A Khan, (2005), *Front Office*, Anmol Publications Pvt Ltd, New Delhi.
3. Sangar J P, (2006), *Hotel Management*, Anmol Publications Pvt. Ltd.
4. Vinod Nair, (2010), *Tourism and Hotel Industry*, Cyber Tech Publications, New Delhi.
5. Rakesh Kadam KCK., (2014), *Text Book of Tourism and Hospitality Management*, UDH Publishers & Distributors (P) Ltd, New Delhi.

E-Learning Resources

1. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>
2. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L20B.pdf
3. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf
4. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L22B.pdf
5. <https://www.nios.ac.in/online-course-material/sr-secondary-courses/tourism-337.aspx>

Course Outcomes (CO): On completion of the course the students will be able to

COURSE OUTCOMES: On completion of the course the students will be able to...		
	CO Statement	Cognitive Level
CO1	Analyze various types of Hotels	K1-K4 (Understand and Apply Analyze)
CO2	Identify different types of supplementary accommodation and Bed and breakfast establishments	K1- K3 (Understand and Apply)
CO3	Discuss the Star Classification and managerial system in the hotel industry	K1- K4 (Understand, Apply and Analyze)
CO4	Evaluate different Terminology in the hotel industry.	K1- K5 (Understand, Apply, Analyze and evaluate))



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CO5	Describe Hotel Industry in India and the role of FHRAI.	K1- K4 (Understand, Apply and Analyze)
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CO – PO – PSO Mapping

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	2	2	2
Average(Use only filled incells for calculation)	3	3	3	3	3	3	2.8	2.2	2

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology) :

- Chalk&Talk
- LCD/SMARTBoards
- StudentAssignments
- StudentSeminars/Webinars
- MCQ
- Quizzes
- NPTEL/Others-Add-on-courses

Rubrics for Continuous Assessment



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Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Group Discussion	✓



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TRANSPORT SYSTEM

Course code 20UTTCT2004

Total Hours: 6 hours

Credits : 4

L – T – P : 3-2-1

Course Objectives

1. The appropriate use of Information technology in the field of Tourism and Travel management.
2. Create knowledge on the advanced development of information technology in tourism industry.
3. Outline the structure of computer and its utility.
4. Identify the impact of Information Technology in the use of Tourism business.
5. Assess current technical concepts and practices on information management, ticketing, database and networking.

Syllabus

UNIT – I Introduction to Transport Systems 15 Hrs.

Evolution of transport system- importance of transport in tourism.

UNIT – II Road Transport 20Hrs

Introduction of road transport industry in India -past, present and future scenario of road transport systems in India and worldwide.

UNIT – III Rail Transport 20 Hrs

Introduction and history of railways around the world and in India-Major railway systems of the world – Amtrak-Eurail-Eurostar-Brit Rail -Japan Bullet Trains-Canadian Rockies, and other railway systems in Africa & Australia. Indian railways: past; present & future- luxury tourist trains – Palace on Wheels- Maharaja Express- Royal Orient- Deccan Odyssey- heritage toy trains of India- Indrail pass -The International Railway Congress Association (ICRA).

UNIT – IV Water Transport 20 Hrs

Introduction and history -River –canal- boats- Cruise and ferries -impacts of ferries and cruises on tourism-major cruise liners and packages in India future prospects of water transport in India.

UNIT – V Aviation 15 Hrs

Evolution and growth of civil aviation in the World and in India-outline of Air India and private airlines operating in India- patterns of demand and supply- functions and role of ICAO, IATA, AAI, DGCA.



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Text Books

1. Dileep M. R., (2019), *Tourism, Transport and Travel Management*, Routledge; 1st edition , U.K.
2. Dr Stephen Page, (1999), *Transport and Tourism (Themes In Tourism)*, Prentice Hall; 1st edition, U.S.
3. Badan B.S., (2009), *Transport for Travel and Tourism*, Commonwealth Publishers, New Delhi.
4. Sinha C., (2002), *Tourism Transport And Travel Management*, Anmol Publications Pvt Ltd., New Delhi.
5. Monish rajesh, (2020), *Around the World in 80 Trains: A 45,000-Mile Adventure*, Bloomsbury Publishing, U.K.

Book For References

1. Cook, R.A; Marqua, J & Yale, L.J. (2006). *Tourism: The Business of Travel*. New York, Pearson Education
 2. Fontgalland, B. De. (2010). *The World Railway System*. New York, Cambridge University Press
 3. Pender, L. (2001). *Travel Trade and Transport*. Caninum, New York.
 4. Jagmohan Negi (2004). *Air travel Ticketing and Fare Constuction*, Kanishka Publishers, New Delhi
- David Timothy Duval (2007), *Tourism and Transport Modes, Networks and Flow's*, Channel View Publications, U.S.A

E-Learning Resources

1. <https://tourismnotes.com/tourism-transportation/>
 2. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L5.pdf
 3. <https://transportgeography.org/contents/applications/tourism-transport/>
 4. <https://opentextbc.ca/introtourism/chapter/chapter-2-transportation/>
- <https://www.linkedin.com/pulse/importance-transportation-tourism-development-fda-ba-itc-mba-emba>

Course Outcomes (CO): On completion of the course the students will be able to

COURSE OUTCOMES		
	CO Statement	Cognitive Level
CO1	Understand the origin and development of transport and its significance in the promotion of tourism	K1-K4 (Understand and Apply Analyze)
CO2	Describe the development of roadways in India and in other parts of the world	K1- K3 (Understand and Apply)
CO3	Relate rail transport as the major transport system and various forms of tourism rail transport in different parts of the world	K1- K4 (Understand, Apply and Analyze)



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CO4	Justify the role of cruise and ferries towards the promotion of tourism	K1- K5 (Understand, Apply, Analyze and evaluate))
CO5	Critically apprise the role of various world travel organizations	K1- K4 (Understand, Apply and Analyze)

CO – PO – PSO Mapping

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	2	2	2
Average (Use only filled cells or calculation)	3	3	3	3	3	3	2.8	2.2	2

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology):

- Chalk&Talk
- LCD/SMARTBoards
- StudentAssignments
- StudentSeminars/Webinars
- MCQ
- Quizzes
- NPTEL/Others-Add-on-courses



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- WebResources

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



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SEMESTER II

GLOBAL TOURISM

Course code: 24UTTAT2002	TOTAL HOURS: 90
Credits: 4	L-T-P: 4-2-0

Course Objectives

1. The whole programme is designed to show the important tourism destination in the Asian continent.
2. This course gives an idea about the unique nature of different tourism activities in different places of the world
3. Outline the ecological and cultural importance of tourism places in the world
4. The Tourist destinations worldwide are discussed practically with Map.
5. The Destinations Historical importance is understood.

SYLLABUS

UNIT I: Tourism in Asia

15 HOURS

Nepal Monuments: Lumbini, Kathmandu Durbar Square, Boudhanath Stupa.

Sri Lanka Monuments: Dambulla Cave Temples, Abhayagiri Dagoba Anuradhapura.

Singapore Monuments: Statue Of Raffles, Civilian War Memorial- Merlion Park **Theme parks:** Universal Studios Singapore.

Malaysia Monuments: Malacca Sultanate Palace, Bukit China , The Petronas Towers.

China Monuments: The Grand Buddha of Leshan , Sichuan , The Temple of Heaven.

Japan Monuments: Tokyo Imperial Palace – Mount Fuji - **Theme parks:** Disneyland, Universal Studios Japan.

Practicals-Plot the Important monuments, theme parks and public buildings in Asia Map.

UNIT II: Tourism in Europe

20 HOURS

Italy Monuments : The Pantheon – The Spanish Steps in Rome

France Monuments: The Panthéon – The Flame of Liberty- **Theme parks:** Disney land Paris - Walt Disney Studios Park.

UK Monuments -The Victoria Memorial- The statue of Winston Churchill – The Scott Monument.



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Switzerland Monuments- The Lion Monument – The Brunswick Monument.

Practicals-Plot the Important monuments,themeparks and public buildings in Europe Map.

UNIT III: Tourism in North America

20 HOURS

USA Monuments :The Statue of Liberty – Niagara falls – The Washington Monument –**Themeparks:** The Walt Disney World Resort – Disneyland.

Canada Monuments: Brock's Monument – The South African War- **Theme park:** Canada's Wonderland.

Latin America- Argentina Monuments: The Monument of the Carta Magna-Torre Monumental.

Peru Monuments: The Real Felipe Fortress – **Themepark:** Rancho Aventura Park.

Practicals- Plot the Important monuments, theme parks and public Buildings inNorthAmericaMap.

UNIT IV:Tourism in Africa

20 HOURS

Egypt Monuments : The Great Sphinx ofGiza– Great Sphinx-Red Pyramid - **Themepark:**DreamPark.

South Africa Monuments: The Voortrekker Monument – The 1820 Settlers National Monument – Gold Reef City.

UAE Monumnets: Dubai Ionic Monuments – BurjKhalifa - BurjNahar.

Isreal Monuments: The Monument to the Negev Brigade- Homage to Jerusalem -JohnF.Memorial.

Practicals-Plot the Important monuments,themeparks and public buildings in North America Map.

UNIT V: Contemporary Issues in Global Tourism

15 HOURS

Emerging trends in InternationalTourism – Cultural impacts of International Tourism-Challenges before the International tourism.

Practicals -Plot the continents and Seas in world Map.

TEXT BOOKS

1. K.KSharma,(2004),*World TourismToday*, Sarup & Sons, New Delhi.
2. BadraG.S.,(2005),*Globalization and Marketing Management*, Deep and Deep Publication Ltd,NewDelhi.
3. AlanA. Lew,Celin Michael Halland Dallen J. Timothy, (2008), *World Geography of Travel and*



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Tourism: A Regional Approach, Butteworth. Heinemann, London.

4. Ruth Blackmore, (2014), **Rough Guide to South East Asia**, Dorling Kindersley Publications. Inc..
5. Krzysztof Wdowski and Jerzy Wyrzykowski, (Ed.), (2017), **The Geography of Tourism of Central and Eastern European Countries**, 2nd ed. Springer, Switzerland.

REFERENCE BOOKS

1. Brian G. Boniface, Chris Cooper, Christopher P. Cooper, (2005), **Worldwide Destinations Casebook: The Geography of Travel and Tourism**, Butterworth-Heinemann, London.
2. R. Maitland and P. Newman (Eds), (2009), **World Tourism Cities: Developing Tourism off the Beaten Track**, Routledge, Abingdon.
3. **100 Countries, 5,000 Ideas**, (2011), National Geographic Society.
4. **Destinations of a Lifetime: 225 of the World's Most Amazing Places**, (2015), National Geographic Society.
5. **The World's Most Romantic Destinations**, (2017), National Geographic Society.

E-LEARNING RESOURCES

1. https://d3rwd1zp4zldc4.cloudfront.net/wp-content/uploads/2019/01/31190127/IITTM-Jrl.Vol_10-2017.pdf
2. https://d3rwd1zp4zldc4.cloudfront.net/wp-content/uploads/2019/01/31190106/IITTM-Jrl-2015.issue_.pdf
3. <https://www.unwto.org/global-code-of-ethics-for-tourism>
4. <https://www.e-unwto.org/doi/book/10.18111/9789284422456>
5. <https://www.e-unwto.org/doi/book/10.18111/9789284422357>

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Illustrate the important tourism places in Asia.	K1-K3 (Understand and Apply)
CO2	Identify the top most tourism places in Australia and New Zealand.	K1-K3 (Understand and Apply)
CO3	Understand and Identify the type of tourism that is famous in Europe.	K1-K4 (Understand, Apply, Analyse)
CO4	Explain the type of tourism that is most common in North and South American countries.	K1-K4 (Understand, Apply, Analyse)
CO5	Find the nature of African countries and identify its tourism potentials.	K1-K5 (Understand, Apply, Analyse and)



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		Evaluate)
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Mapping of CO with PSO

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO2	PSO3
CO1	1	2	2	2	2	3	3	3	2
CO2	2	2	2	3	3	3	3	2	3
CO3	2	2	2	3	3	3	3	2	3
CO4	2	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	2	2	2
Average	2	2.4	2.4	2.8	2.8	3	2.8	2.2	2.4

Correlation Level: 1-Low 2-moderate 3-Strong

PEDAGOGY

- Lecture
- Map Study
- Quiz
- Seminar
- Assignment
- PPT

Rubrics for Continuous Assessment

Assignment	Write down the climate, geographical location, tourist arrival count of various destinations.
Seminar	Brief on the UNESCO and Ramsar sites of Tamil Nadu.
Field visit	Trip Mahabalipuram to know the heritage and its importance
Participatory Learning	Writ-up about world destinations and its history, Role play activities.



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Group Discussion	World organizations and its global partnerships promoting tourism.
Flipped/Blended Learning	Global destinations are discussed with mapping.



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SEMESTER III

Tour Guiding and Interpretation

Course code: 20UTTCT3005

Total Hours: 90

Credits : 5

L-T-P : 2-1-1

Course Objectives

1. To assess the role of Tour guides in facilitating tours
2. To generate awareness about the importance of communication skills for effective Tour guiding
3. To ensure the students to realize about the job opportunities in Tourism Industry.

Syllabus

Unit 1 Tour guiding and Principles 15 HRS

Tour Guiding: Definition and Scope of a tour guide. Types of tour guides – Principles of tour guides-Role and Responsibilities of Tour Guide –Need of product knowledge for a tour guide.

Unit 2 Skills required for Tour Guiding 20HRS Code of Conduct- Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide– Basic skills for becoming a tour guide – Crisis management and handling complaints during the trips-Strategies for managing group tours.

Unit 3 Communication for Tour commentary 15 HRS

Communication-Meaning, types and barriers- Communication skills required for Tour guiding- Importance of linguistics and presentation skills. Tour commentary- Dynamics of tour commentary- Use of microphones in tour commentary-Need of sense humour during commentary.

Unit 4 Significance of Interpretation 15 HRS

Interpretation – Meaning and principles of interpretation. Visitor interpretation – Meaning. Types of interpretation: Nature interpretation, Heritage interpretation and Cultural interpretation- Significance of good Interpretation skills.

Unit 5 Important world Organizations for Tour Guiding 20 HRS

Safety and precautions during tour guiding – basic first aid techniques – Concept and basic first aid application. Precautions to carry out during the tours. Role of organizations in tour guiding – WFTGA, FEG, TGFI and TGFSI



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TEXT BOOKS

1. Kathleen Lingli Pond,(1993), The Professional Guide; Dynamics of Tour Guiding, John Wiley & Sons Inc.
2. Marc Mancini., (2000), Conducting Tours: A Practical Guide, Cengage Learning Publications, New Zealand.
3. Foster D.,(1985), Travel Agency & Tour Operation, Macmillan Press Ltd., London
4. Barbara Braid Wood, (2000), Tour Guiding Business, Self Council Press, U.S.A
5. Catherine Prince, (1997), Art of Guiding; Hand Book For Tourist Guide, Front Line Tourism Trainers, New Delhi.

BOOK FOR REFERENCES

1. Nimit Chowdhary and Monika Prakash, 2022, Interpretation and Tour leadership, Goodfellow Publishers Ltd, Oxford

E-LEARNING RESOURCES

- 1.<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=Cdnwi2LUCCLzrJZ76d/o1A==>
- 2.https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L18.pdf

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Identify the role of travel facilitators in the Industry	K1–K3 (Understand and Apply)
CO2	To understand the strategies involved in managing the tours	K1–K3 (Understand and Apply)
CO3	Know the significance of effective communication skills in Tour guiding	K1–K3 (Understand and Apply)



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CO4	Gain knowledge about the scope and importance of effective interpretation skills	K1-K4 (Understand, Apply and Analyze)
CO5	Discuss the global organizations associated with travel Industry	K1-K4 (Understand, Apply and Analyze)

CO – PO – PSO Mapping

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3
CO 1	2	3	2	2	3	3	3	2	3
CO 2	2	2	2	2	3	2	2	2	3
CO 3	2	2	3	2	2	2	2	2	2
CO 4	2	2	2	2	2	1	2	2	1
CO 5	2	2	2	2	2	2	2	2	2
Avg .	2	2.2	2.2	2	2.4	2	2.2	2.2	2.1

Pedagogy

- Role play
- Chalk&talk
- PPT



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- Web resources
- Students Webinars
- Ship wrecks

Rubrics for Continuous Assessment

Assignment	Students submitted case studies on tour guiding
Seminar	Story telling activity – Student has to chose one destination and deliver a story out of it
Field visit	One day field trip to Yelagiri
Participatory Learning	Role plays
Group Discussion	Group discussion on the role of organizations for tour guides
Flipped/Blended Learning	Practical discussion carried out on the issues and challenges during tour guiding



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SEMESTER III Tourism Marketing

Course code: 20UTTCT3006	TOTAL HOURS: 90
Credits: 6	L-T-P: 3-2-1

COURSE OBJECTIVES

1. To Identify the need for Tourism Marketing
2. To Learn the various theories and functions of Tourism Marketing
3. To Analyse the various marketing techniques
4. To learn the various marketing environment
5. To enable the students to learn the various pricing strategies in marketing.

UNIT I Definition & Concepts

Definition - Definition and Need for Marketing in Tourism – Theories in Marketing - Functions of Tourism Marketing –Difference between Marketing& Selling – Features of Tourism Marketing.

Practicals-Sketch the marketing concepts in travel sector.

UNIT II Techniques of Tourism Marketing

Marketing Research- Product Planning & Development, Segmentation, Selling Promotion, Marketing Mix 7 Ps –
- Product Life Cycle

Practicals- Product life cycle of any travel agency.

UNIT III Marketing Environment

Macro Environment- Political, Economical, Demographic, Technological, Social & Cultural – Micro Environment- Suppliers, Consumers, Competitors, Intermediaries.

Practicals-A case study on Marketing environment and its impact in travel organization.



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UNIT IV Pricing Strategies & Advertising

Price- Penetration pricing, Skimming the Cream Price, Psychological Pricing, Promotional Pricing, Discount Pricing- Advertising-Features of Advertising- Advertising Media-Press Media, Broadcast Media, Ariel Advertising, Railway advertising/ Off the Wall – Sales Promotions- Methods of sales promotions.

Practical-Analyse a travel agency pricing strategy in peak seasons. –Sketch an advertisement using It tool.

UNITV Distribution Channels & Tourism Fairs

Travel Agents- National, State and Local Tourism Agencies- Tour Operators and Wholesalers- Online Travel Companies- CRM (Customer Relations Management)-MICE - Travel and Tourism Fairs - Benefits of Tourism Fairs -International Tourism Fairs-International Tourism Borse (ITB) - World Travel Mart (WTM) - International Brussels Fair (BTF) Travel and Tourism Fair (TTF) India.

Practicals-Sketch the international tourism fair held in various countries.

RECOMMENDED TEXTBOOKS:

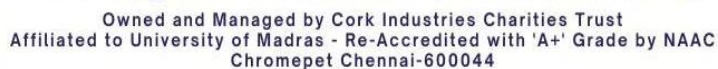
1. Jha S.M. Tourism Marketing, (New Delhi, 2004).
2. Bhatia, A.K. Tourism Management and Marketing, (New Delhi, 2008).
3. Devashish, Dasgupta, Tourism Marketing (Chennai, 2011)

REFERENCE BOOKS:

1. Panda,Tapan K, Tourism Marketing, (Hyderabad, 2006)
2. Fyall and Garrod, Tourism Marketing, (London, 2000).
3. Pillai .R.S.N and Bagwati, Modern Marketing, (New Delhi, 2001).
4. Ratandeep Singh, Tourism Marketing- Principles, Policies and Strategies, (Delhi, 2001).
5. Philip Kotler, John. T. Bowen, James. C. Makens, Marketing for Hospitality and Tourism, (Chennai, 2002).

JOURNALS:

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. Journal of Destination Marketing & Management, Elsevier Ltd , ISSN 2212-571



CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO2	PSO3
CO1	1	2	2	2	2	3	3	3	2
CO2	2	2	2	3	3	3	3	2	3
CO3	2	2	2	3	3	3	3	2	3
CO4	2	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	2	2	2



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Average	2	2.4	2.4	2.8	2.8	3	2.8	2.2	2.4
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Correlation Level:1-Low 2-moderate 3-Strong

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Group Discussion	✓
Flipped/Blended Learning	✓



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FAIRS FESTIVALS OF INDIA

Course code : 20UTTAT3003

Total Hours: 4HRS

Credits : 4

L – T – P : 2-2-0

Course Objectives

1. This course enables the students to learn about the various Fairs and Festivals celebrated in India.
2. This course makes the students to learn about the cultural impact of fairs and festivals.
3. This course enables the students to realise the job opportunities arise out of fairs and festivals in India.
4. This course enable students have insight on the carnivals and cultural festivals in India.
5. It describes the forms of dance festivals and cuisines in India.

Syllabus

UNIT-I

15HRS

Importance of Fairs and Festivals – Salient Features - Difference between festivals and fairs - Fairs in India -Types of Fairs- Tourism Fairs – National and Regional Tourism Fairs- Pushkar Fair- Sonapur cattle Fair.

UNIT-II

15HRS

Types of Festivals- **National Festivals:** Deepavali- Christmas- Eid-ul-Fitr –Mahavir Jayanthi – Buddha Purnima- Guru nanak Jayanthi, -**Regional Festivals:** Pongal-Makar-Sankranti- Onam-Ganesh Chaturthi-Bihu-Baisakhi-Puri Rath Yatra-Holi- Kumbha Mela.

UNIT-III

15HRS

Cultural Festivals of India: Goa Carnival-Desert Festival Rajasthan- Kite Festival-Kutch Festival- Kerala Boat Festival-Horn Bill Festival of Nagaland. Dance Festivals Chidambaram- Mamallapuram- Konark Ruhaniyat- The all India Sufi- Music Festival at Thiruvaiyaru- Urs in Rajasthan- Teej in Jaipur.

UNIT-IV

15HRS

Economic potential of fairs and festivals in India – promote local business - Income generation – employment opportunities- Manufacture traditional and Handicraft items – Latest trends and creative industries.



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UNIT-V

15HRS

Music and Dances in India- Types of Dance- Bharatha Natiyam – Kathak- Kathakali- Manipuri- Odissi- Kuchupudi. and Folk Dance - Types of Music- Hindustani- Karnatic- and Folk Music-Multi Cuisines in India- Strengthening the image of Incredible India.

Text Books

1. Chitralkha Singh & Premnath, 1999, *Hindu Festivals, Fairs and Fast*, Crest Publishing House, New Delhi.
2. C.H.Buck, 1999, *Faiths, Fairs and Festivals*, Asian Educational services, New Delhi.
3. Dr.Robin David Tribhwan, 2003, *Fairs and Festivals of Indian Tribes*, Discovery Publishing House, New Delhi.
4. Sharma S.P. & Gupta, 2006, *Fairs & Festivals of India*, Hindoology Books, Pustak Mahal, Delhi.
5. Dr.Krishna Gopal, 2010, *Fairs and Festivals of India*, Gyan Publishing House, New Delhi

Book For References

1. Komal Mehra, 2001, *Festivals of India*, Learners Press, (P) Ltd., New Delhi.
2. Bezbaruah & Madan Prasad Bezbaruah, (Volume 1), 2003, *Fairs and Festivals of India*, Laurier Books, Canada.
3. Maithily Jagannathan, 2005, *South Indian Hindu Festivals and Traditions*, Abhinav Publications, New Delhi.
4. Brain Moeran & Jesper Strandgaard Pedersen, 2011, *Creative Industries : Fairs, Festivals and Competitive Events*, Cambridge University Press, Delhi.
5. Peter Wynn-Moylan, 2018, *Risk and Hazard Management for Festivals and Events*, Routledge, New york.

E-Learning Resources

1. <https://www.amazon.in/Fairs-Festivals-India-Gopal-Krishan/dp/8121205891>.
2. <https://www.flipkart.com/fairs-festivals-india-v-2/p/itmtyfgakpaz2vs>
3. <https://www.indiamart.com/proddetail/fairs-and-festivals-of-india-6275990730.html>
4. https://www.madrasshoppe.com/discover-india-festivals-of-india-sonia-mehta-9780143445258-300690.html?gclid=EAIaIQobChMIg6uav9CJ7wIViw4rCh1fnQqQEAQYBCABEgJ-j_D_BwE
5. <https://www.exoticindiaart.com/inr/book/details/festivals-fairs-and-fasts-of-india-IDF199/>

Course Outcomes (CO): On completion of the course the students will be able to

COURSEOUTCOME:		
	CO Statement	CognitiveLevel
CO1	Identify the importance of fairs and their types in India	K1-K4 (Understand and Apply Analyze)



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CO2	Explain the various National and Regional festivals in India	K1- K3 (Understand and Apply)
CO3	Illustrate the different types of Cultural festivals of India	K1- K4 (Understand, Apply and Analyze)
CO4	Describe the types of Handicrafts and their marketing in India	K1- K5 (Understand, Apply, Analyze and evaluate))
CO5	Discuss the different types of Dance, Music and Cuisines in India	K1- K4 (Understand, Apply and Analyze)

CO – PO – PSO Mapping

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	3	3	2	2	3	3	3	2
CO2	1	3	3	2	2	3	3	2	3
CO3	1	3	3	2	2	3	3	2	3
CO4	1	3	3	2	2	3	3	2	3
CO5	1	3	3	2	2	3	2	2	2
Average(Use only filled in cells for calculation)	1	3	3	2	2	3	2.8	2.2	2

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology) :

- Chalk & Talk
- LCD/SMART Boards
- Student Assignments
- Student Seminars/Webinars



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- MCQ
- Quizzes
- NPTEL/Others-Add-on-courses
- WebResources

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



HUMAN RESOURCE MANAGEMENT

Sub Code : 23UTTCT4007 Total Hours : 90 Hours

Credit : 6 L T P : 5 1 0

COURSE OBJECTIVES

1. To understand the role of HRM in organizations
2. To analyse the various activities carried out by the Human Resource departments.
3. To precise about the process of job selection, job evaluation and personnel welfare.
- 4.To Understand the Job Evaluation strategies.
- 5.The Employment, Recruitment and Selection Procedures are understood.

Syllabus

Unit – 1 Scope and Values

20 Hours

Human Resource Management: Meaning, Objective, Importance, Functions , Challenges & Opportunities -Need for Human Resource Management in Tourism Industry

Unit – 2 HR Planning

20Hours

Man Power Planning: Meaning, Characteristics & Factors - Steps in Human Resource planning-Forms of Man Power Planning.

Unit - 3 Recruitment and Selection

20Hours

Recruitment – Meaning – Source -Interview: Types, Selection, Method, Process – Placement: Induction, Training, Performance appraisal.

Unit - 4 Job Evaluation

15 Hours

Job Evaluation: Concept , Scope & limitations -Job analysis: Job descriptions & Job Linkages -Job Specification - Job design.

Unit – 5 Personnel Welfare

15 Hours

Employee Morale – Morale building-Stress Management: Causes & Counselling - Current Issues and Trends in Human Resource Management



BOOKS FOR REFERENCE

1. Flippo V. Edwin. Personnel Management. New Delhi: Mc Graw Hill, 2017.
2. Mamoria, C.B. Personnel Management. Mumbai: Himalaya, 2017.
3. Prasad, L.M. Human Resource management. New Delhi: Sultan Chand, 2017.
4. Ashwathappa, K., Human Resource Management, (New Delhi, 2010).
5. Roberts, Gareth, Recruitment and Selection: A Competency Approach, (Wiltshire, 2004)
6. David D. Balkin and Robert L. Cardy, Managing Human Resources, (New Delhi, 2010).

Reference Books:

1. Adams, J. (2007) *Managing people in organisations: contemporary theory and practice*. Basingstoke: Palgrave Macmillan.
2. Adkins, T. (2006) *Case studies in performance management: a guide from the experts*. Hoboken, N.J.: John Wiley.
3. Aguinis, H. (2014) *Performance management*. Third edition ; Pearson new international edition. Harlow: Pearson.
4. Anderson, V. and Chartered Institute of Personnel and Development (2013) *Research methods in human resource management*. 3rd edition. London: Chartered Institute of Personnel and Development.
5. Anderson, V., Rayner, C., Schyns, B., and Chartered Institute of Personnel and Development (2009) *Coaching at the sharp end: the role of line managers in coaching at work*. London: Chartered Institute of Personnel and Development.
6. Armstrong, M. (2014) *Armstrong's handbook of human resource management practice*. Thirteenth edition. London: Kogan Page.

E-Learning Resources:

1. <https://www.open.edu/openlearn/money-business/what-strategic-human-resource-management/content-section---references>

2. <https://guides.library.ubc.ca/hrm/books>

3. <https://open.umn.edu/opentextbooks/textbooks/71>

COURSE OUTCOMES

CO No.	CO Statements
CO 1	To discuss the scope and nature of Human resource management
CO 2	To analyse the steps and process involved in Human resource planning
CO 3	To know the process of recruitment and selection
CO 4	To illustrate the significance of job evaluation
CO 5	To know in precise about the employ morale



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MAPPING OF CO WITH PSO

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Average	3	3	3	3	3	3

PEDAGOGY

Lecture, MapStudy, Seminar, PPT, Assignment, Quiz

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Flipped/Blended Learning	✓



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SEMESTER IV

Food and Beverage

Course code: 20UTTCT4008

Total Hours: 90

Credits :5

L-T-P : 3-3-0

Course Objectives

6. To know the significance of catering in tourism industry
7. To seek knowledge about menu planning and execution
8. To discuss the roles and responsibilities of a food and beverage professionals

Syllabus

Unit 1 Introduction to catering 20 HRS

Introduction to Catering Industry and its Growth in India - Role of Catering Establishments in the Travel and Tourism Industry, Structure of Catering Industry / Industrial Institutional / Transport (Air, Road, Rail and Sea)

Unit 2 Organization of F&B 15HRS

Organization of the F&B Department, Hierarchy Chart, Various Types of F&B Operation – Selection of Staff-Duties & Responsibilities of F&B, Staff

Unit 3 Food and beverage services 15 HRS

Types of F&B Outlets, Food Service and their Types -Greenroom, Discotheque, Nightclub, Bar, Outdoor Catering - Methods of Service –Fresh / Family English / Silver / Buffet – Banquet - Room Service Trolley.

Unit 4 Introduction to Menu planning

20 HRS

Origin of Menu & Menu Planning Objectives - Type of Menus, General Menu Planning, - Designing the Menu, Sequence of Courses and Planning Menus – French Classical Menu & Tabled' hote (Indian and Continental) –Alacarte(Indian& Continental) Types of Meals – Indian Breakfast, English Breakfast – American Break Fast Brunch– Dinner – Brunch - Afternoon high tea – Supper.

Unit 5 Introduction to Beverages 20 HRS

Classification of Alcoholic and Non - Alcoholic Beverages, Introduction to Wine, Major Grape Varieties of Red and White, Wine Label Reading, Compiling of French Classical Menu with Wine and Food Harmony, Meaning of Cocktail, and Mock Tail.



TEXT BOOKS

1. Sudier Andrews., (2007), *Food and Beverage Service*, Tata Mc. Graw Hill Ltd., New Delhi.
2. Brian Vergheese., (2009), *Professional F & B Service*, Mc. Millan India Ltd., Chennai.
3. Peter Bohrmann., (2008), *Bar Tenders Guide*, Greenwich Edition, London.
4. David Foslett., (1999), *Theory of Catering*, ELTS Publishers, London.
5. Bernard Davis and Sally Stone, (1989), *Food and Beverage Management*, Heinemann Professional Publishing. London

BOOK FOR REFERENCES

1. John Cousins, Dennis Lillicrap., (2012), *Food beverage service*, Hodder Education, UK
2. Bobby George ., (2014), *Food and Beverage services*, Hodder Education, UK

E-LEARNING RESOURCES

1. https://www.ihmnotessite.net/#google_vignette

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	To assess the role of catering establishments in tourism industry	K1–K3 (Understand and Apply)
CO2	To create awareness about the organizational structure of food and beverage department	K1–K4 (Understand and Apply)
CO3	To identify the different types of food and beverage outlets and their services	K1–K3 (Understand and Apply)
CO4	To gain knowledge about preparing menus	K1-K5 (Understand, Apply and Analyze)
CO5	To discuss the major classification of beverages	K1-K3 (Understand, Apply and Analyze)



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CO – PO – PSO Mapping

CO s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3
CO 1	2	2	2	1	2	2	3	2	3
CO 2	2	1	2	3	2	2	2	3	3
CO 3	2	2	1	2	2	3	3	2	2
CO 4	3	2	3	2	3	2	3	2	3
CO 5	2	3	2	2	3	2	3	3	2
Avg .	2.2	2	2	2	2.4	2.2	2.8	2.4	2.6

Pedagogy

- Lecture
- Chalk&talk
- PPT
- Web resources
- Students Seminars



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Rubrics for Continuous Assessment

Assignment	Students submitted different types of Menu planning
Seminar	✓
Field visit	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



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Event Management

SUB CODE : 23UTTAT4004TOTAL HOURS: 90

Credits: 4 L-T-P: 4-2-0

Course objectives:

1. To study the concept & significance of event tourism and event management
2. To understand the various dimensions of event tourism & their impact
3. To comprehend the linkages of event tourism industry

UNIT I

Basics of Event Management Definition - Characteristics - Scope of Event Management- 5 C'S of an event – Concept –Costing – Canvassing – Customization- Carrying out - Benefits of event management - Role of the Event Manager

UNIT II

Categories and Checklist Categories of events - Private - Corporate - Charity - Live Key steps to successful events-Characteristics and complexities of events Checklist for different events.

UNIT III

Events Planning and Organising -Budget -Venue -Food and Beverage- Speakers – Timeframes- customers and guests- Invitations and replies.

UNIT IV

Role of Event Management in MICE Tourism - National and International Tourism Event.

UNIT V

Event Security and Etiquette Crowd management - Major risks and emergency planning - dress codes, staging, staffing-Table-seating arrangements - Table settings and Table.

RECOMMENDED TEXTBOOKS:

- 1.Chaturvedi, Ashutosh, Event Management: A Professional and Development Approach, (New Delhi, 2009)
2. Diwakar Sharma, Event Planning and Management, (New Delhi, 2009).
3. Sita Ram Singh, Event Management, (New Delhi, 2013).



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JOURNALS

1. Journal of Convention and Event Tourism, Taylor & Francis (Routledge), ISSN 1547-0156
2. International Journal of Contemporary Hospitality Management, Emerald Publications, ISSN 0959-6119

REFERENCE BOOKS:

1. Peter E. Tarlow, Event Risk Management and Safety, (New York, 2002)
2. Ratandeep Singh, Meeting, Conference, Association, Event and Destination Management, (New Delhi, 2006).
3. Sanjaya Singh Gaur & Sanjay V. Saggere, Event Marketing and Management Reprint, (New Delhi, 2013).
4. Van Der Wagen & Brenda R. Carlos, Event Management: For Tourism, Cultural, Business and Sporting Events Lynn, (New Delhi, 2012).

E-LEARNING RESOURCES:

1. <https://www.cleverism.com/skills-and-tools/event-management/>
2. <https://support.theeventscalendar.com/787141-Event-Categories>
3. <http://www.management-hub.com/events-5cs.html>

Mapping of CO with PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	2	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	3	2	2	2
CO5	3	3	2	2	2
Average	3	3	2	2	2

PEDAGOGY :Lecture, Map Study, Quiz, Seminar, Assignment, PPT.



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Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Illustrate the importance of Event Management	K1-K3(Understand and Apply)
CO2	Identify characteristics and complexities of Event Management	K1-K3(Understand and Apply)
CO3	Understand the event planning and organization strategies.	K1-K4(Understand ,Apply,Analyse)
CO4	National and international tourism events	K1-K4(Understand ,Apply,Analyse)
CO5	Find the nature of table settings and crowd management.	K1-K5(Understand,Apply,Analyse and Evaluate)

Mapping of CO with PSO

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO2	PSO3
CO1	1	2	2	2	2	3	3	3	2
CO2	2	2	2	3	3	3	3	2	3
CO3	2	2	2	3	3	3	3	2	3
CO4	2	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	2	2	2
Average	2	2.4	2.4	2.8	2.8	3	2.8	2.2	2.4

Correlation Level:1-Low 2-moderate 3-Strong

PEDAGOGY

- Lecture
- Map Study
- Quiz
- Seminar
- Assignment



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- PPT

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



SEMESTER V

Information Technology for Tourism

Course code: 20UTTCT5009 TOTAL HOURS: 90

Credits: 6 L-T-P: 2-2-2

COURSE OBJECTIVES

1. Explain the appropriate use of Information technology in the field of Tourism and Travel management.
2. Create knowledge on the advanced development of information technology in tourism industry.
3. Outline the structure of computer and its utility.
4. Identify the impact of Information Technology in the use of Tourism business.
5. Assess current technical concepts and practices on information management, ticketing, database and networking.

Unit I: IT FOR TOURISM

15 Hours

Concepts and Scope of Information Technology - Information Technology in Tourism.

Unit II: Ms Word

15 Hours

Word Processing: Creating word documents – Editing documents text applying text enhancements – aligning and formatting adding lists – Numbers – symbols and the date and time replacing and checking text – getting into print. Formatting pages – working with columns – Constituting high quality tables – Managing data in word – creating customized merge documents – Publishing online forms.

Unit III: Ms Excel

15 Hours

Data Planning and Creating Tables – Creating and Using Forms – Modifying Tables – Working with External Data –Enhancing Form Design – Producing reports Creating Queries.

Unit IV:IT Resource

15 Hours

Internet- Resources of Internet –Internet Service Providers – Internet Addressing – Mail using.



Unit V: Online Tourism Service

15 Hours

Online Tourism Services and Benefits - Managing E-Service Centre - Delivering E-Value to Customers – Global Distribution Systems - IRCTC, Makemytrip.com, Yatra.com, Trip advisor, Expedia, Amadeus, Galileo, Sabre, Worldspan, Red Bus etc.,

Text Books:

1. Anji Reddy, M., (2001), Remote Sensing and Geographical Information System, Publication: BS Publication, Hyderabad.
2. Chandra, A.M. & S. K. Ghosh., (2006), Remote Sensing and Geographical Information System”, Alpha Science Int'l Ltd. Publisher, New Delhi.
3. C P Lo, Albert K W Yueng., (2003), Concepts and Techniques of Geographical Information Systems”, Publication: Prentice - Hall of India, New Delhi.
4. Raja Raman, V., (2010), Fundamental of Computers, Prentice Hall of India, New Delhi.
5. Chrisman, N.R., (2012), Exploring Geographic Information System, Wiley, New York.

Reference Books:

1. Anita Goel, Computer Fundamentals, (Delhi, 2007).
2. June Jamrich Parsons, Dan Oja, Practical Computer Literacy, (USA, 2011).
3. V. Rajaraman, Neeharika Adabala, Fundamentals of Computers, (Delhi, 2011).
4. Reema Thareja, Fundamentals of Computers, (New Delhi, 2014). NAAC 4th CYCLE [2018 – 2023] 3 - 6 Pages
5. Peter Norton, Computing Fundamentals, (New Jersey, 1998).
6. Peter Shirley, Michael Ashikhmin, Steve Marschner, Fundamentals of Computer Graphics (Florida, 2009).
7. Gary B. Shelly, Misty E. Vermaat Discovering Computers, Complete: Your Interactive Guide to the Digital World, (USA, 2012).
8. Tomasi Wayne, A Textbook on Basic Communication and Information Engineering, New (Delhi, 2010).
9. Pradeep K. Sinha, Priti Sinha, Computer Fundamentals, (Mumbai, 2004).



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10. Dan Oja, June Jamrich Parsons, Computer Concepts: Illustrated Introductory, (USA, 2010).

E Learning Resources:

1. <https://peda.net/kenya/ass/subjects2/computer-studies/form-1/the-computersystem>
2. <https://www.thomasnet.com/articles/automation-electronics/generalautomation-systems/>
3. <https://ftnnews.com/technology/33890-top-6-technology-trends-in-the-travelandtourism-industry-in-2018>
4. <https://www.rigassatiksmeliv/en/tickets-and-e-ticket/types-of-e-tickets/>
5. <https://www.elmhurst.edu/blog/computer-information-systems>.

COURSE OUTCOMES: On completion of the course the students will be able to...

STATEMENT		COGNITIVE LEVEL
CO 1	Create basic knowledge on functions of computer systems	K1-K3(Understand and Apply)
CO 2	Analyze various automated communication systems.	K1-K3(Understand and Apply)
CO 3	Create knowledge on recent technological developments in tourism	K1- K4(Understand ,Apply,Analyse)
CO 4	Identify various types of E-Tickets.	K1- K5(Understand,Apply,Analyse and Evaluate)
CO 5	Evaluate Information system and computer networking in tourism.	K1-K4(Understand ,Apply,Analyse)

Mapping of CO with PSO

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO2	PSO3
CO 1	1	2	2	2	2	3	3	3	2
CO 2	2	2	2	3	3	3	3	2	3
CO 3	2	2	2	3	3	3	3	2	3
CO 4	2	3	3	3	3	3	3	2	2



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CO 5	3	3	3	3	3	3	2	2	2
Ave rage	1.8	2.4	2.4	2.8	2.8	3	2.8	2.2	2.4

Correlation Level:1-Low 2-moderate 3-Strong

PEDAGOGY

1. Lecture
2. Map Study
3. Quiz
4. Seminar
5. Assignment
6. PPT

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Participatory Learning	✓
Group Discussion	✓



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ITINERARY PLANNING AND COSTING

Course code : 20UTTCT5010

Total Hours: 4HRS

Credits : 4

L – T – P : 2-2-0

Course Objectives

1. Describe the tour itinerary concept.
2. Discuss various types of itineraries
3. Explain the scope of tour itinerary,
4. Discuss the significance of tour itinerary,
5. Understanding Information and research input Required in Preparation of Tour Itineraries.

Syllabus

UNIT-I 20HRS

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of Itinerary Preparation – Limitations and Constraints- Vendors and Suppliers.

UNIT-II 20HRS

Custom made Itinerary and Ready – Made Itinerary, Factors to be considered while preparing an Itinerary – Seasonal Itinerary – Product based Itinerary – All-inclusive Itinerary.

UNIT-III 15HRS

Tour Packaging-Definition, Types, Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Liasoning and Negotiation of Package Tour Promotion of Tour Operation: Mix and Media, Types of media, Selection Criteria.

UNIT-IV 15HRS

Costing a Tour: Components, Considerations – Types of Costs - Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan – Accommodation Cost- Transportation Cost- Meals, Pricing Strategies and Distribution Mechanism.

UNIT-V 20HRS

Cost Chart Preparation and Planning – Costing and Planning for Package- Components in a Costing sheet- Tickets-Visa-Accommodation- Transport- Insurance- Margin- Tax.



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Text Books

1. Negi, J., (2008), *Travel Agency and Tour Operation, Concepts and Principals*, Kaniksha Publishers, New Delhi
2. Bhatia, A.K., (2012), *The Business of Travel Agency and Tour Operations Management*, Sterling Publications, New Delhi.
3. Marc Mancini., (2000), *Conducting Tours: A Practical Guide*, Cengage Learning Publications, New Zealand.
4. Sumatra Roday, Archana Biwal and Vandhana Joshi, (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.

Manjula Choudhry, (2010), *Tourism Marketing*, Oxford University Press, New Delhi.

Book For References

1. Bernard Davis & Sally Stone, 1989, *Food and Beverage Management*, Heinemann Professional Publishing.
2. M A Khan, 2005, *Front Office*, Anmol Publications Pvt Ltd, New Delhi.
3. Sangar J P, 2006, *Hotel Management*, Anmol Publications Pvt. Ltd.
4. Vinod Nair, 2010, *Tourism and Hotel Industry*, Cyber Tech Publications, New Delhi.
5. Rakesh Kadam KCK., 2014, *Text Book of Tourism and Hospitality Management*, UDH Publishers & Distributors (P) Ltd, New Delhi.

E-Learning Resources

1. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>
2. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L20B.pdf
3. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf
4. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L22B.pdf
5. <https://www.nios.ac.in/online-course-material/sr-secondary-courses/tourism-337.aspx>

Course Outcomes (CO): On completion of the course the students will be able to

COURSE OUTCOMES: On completion of the course the students will be able to...		
	CO Statement	Cognitive Level
CO1	Provide background information for preparing Itinerary	K1-K4 (Understand and Apply Analyze)
CO2	prepare Itinerary for FIT and GIT Tours;	K1- K3 (Understand and Apply)



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CO3	identify with Package Tour Formulation Process;	K1- K4 (Understand, Apply and Analyze)
CO4	prepare Package elements and how to deal;	K1- K5 (Understand, Apply, Analyze and evaluate))
CO5	list Do's and Do Not's of an Itinerary	K1- K4 (Understand, Apply and Analyze)

CO – PO – PSO Mapping

CO-PO AND CO-PSO MAPPING:									
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	3	3	2	2	2	3	3	2
CO2	1	3	3	2	2	2	3	2	3
CO3	1	3	3	2	2	2	3	2	3
CO4	1	3	3	2	2	2	3	2	3
CO5	1	3	3	2	3	2	2	2	2
Average(Use only filled in cells for calculation)	1	3	3	2	2.2	2	2.8	2.2	2

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology) :

- Chalk&Talk
- LCD/SMARTBoards
- StudentAssignments
- StudentSeminars/Webinars
- MCQ
- Quizzes
- NPTEL/Others-Add-on-courses



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Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



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E TOURISM

SUB CODE: 23UTTCT5011

Total Hours:90

CREDIT: 6 L-T-P: 3-2-1

COURSE OUTCOME

- To understand emerging business models in tourism and travel industry.
- To study the impact of Information Technology and its use in tourism and travel sector.
- To determine the scope of entrepreneurship in the emerging e-tourism business.

SYLLABUS

Unit – I Introduction to E-tourism

Introduction to E-tourism - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

Unit – II Global Distribution System

Global Distribution System- GDS & CRS - Hotel Distribution System - Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

Unit – III Typologies of E-tourism

Typologies of E-tourism Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

Unit – IV Payment Systems in E-tourism

Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

Unit – V Amadeus Practical – Hands on Amadeus Software - Searching – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.

References

1. Buhalis D. (2004), ETOURISM: INFORMATION TECHNOLOGY FOR STRATEGIC TOURISM MANAGEMENT, Prentice Hall India.
2. Poon A. (1998), TOURISM, TECHNOLOGY AND COMPETITIVE STRATEGIES, CABI.



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3. Rayport J.F. & Jaworski B.J. (2002), INTRODUCTION TO ECOMMERCE, McGrawHill.
4. Malvino A.P (1995), ELECTRONIC PRINCIPLES, McGraw-Hill.

E learning resources

1. <https://amadeus.com/en>
2. <https://www.e-unwto.org/doi/book/10.18111/9789284404599>
3. <https://amadeus.com/en/topic/travel-platform/global-distribution-system-gds>

COURSE OUTCOMES: On completion of the course the students will be able to...

STATEMENT		COGNITIVE LEVEL
CO 1	Create basic knowledge on functions of E-Tourism	K1-K3(Understand and Apply)
CO 2	Analyze various Global distribution system.	K1-K3(Understand and Apply)
CO 3	Create knowledge on the typologies of E-Tourism	K1- K4(Understand ,Apply,Analyse)
CO 4	Identify various types of payment systems in E-tourism.	K1- K5(Understand,Apply,Analyse and Evaluate)
CO 5	Analyze Amadeus software tool kit.	K1-K4(Understand ,Apply,Analyse)

Mapping of CO with PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
Average	3	3	3	3	3	3



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PEDAGOGY

Lecture, Map Study, Quiz, Seminar, Assignment, PPT.

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓



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SEMESTER V

Sustainable Tourism

Course code: 23UTTCT5012

Total Hours: 90

Credits :6

L-T-P : 3-3-0

Course Objectives

1. Attain awareness on the need for eco-tourism in current scenario to develop sustainability.
2. Have deeper understanding on environmental, socio-cultural and economic impacts of Tourism.
3. Get familiarized with different types of environmental organizations and nongovernmental organizations for promoting ecotourism destinations.

Syllabus

Unit 1 Introduction to Sustainable Tourism 20 HRS

Concept, Approach, Scope of Sustainable Tourism Definition-Sustainable Tourism, Mass Tourism, Alternative Tourism, Eco Tourism & Responsible Tourism

Unit 2 UNWTO and SDG 15 HRS

Sustainable Resource Management- Sustainable Tourism development- View of UNWTO- Sustainable Development Goals

Unit 3 Impacts of Ecotourism 15 HRS

Impacts of Ecotourism - Positive and Negative- Guidelines for Eco Tourism-Carrying capacity for Eco Tourism

Unit 4 Ecotourism initiatives and Summits

20 HRS

UN initiatives on Ecotourism – Ecotourism policy and planning in India- Quebec Declaration of 2002- Kyoto Protocol

Unit 5 Environmental Impact Assessment 20 HRS

Environmental Impact Assessment (EIA) in Tourism Industry-Need for EIA- Steps in EIA- Methods and usage of EIA – EIA in Conserving Ecology and Environment.

TEXT BOOKS

1. Ramesh Chawla, Ecology and Tourism Development, (New Delhi, 2006).
2. Chawla, Romila, Ecotourism and Development, (New Delhi, 2003).



3. Singh, Ratan Deep, National Eco Tourism and wildlife Tourism - Policies and Guidelines, (New Delhi, 2004).
4. Preveen Sethi “ Handbook of Sustainable Tourism”, Anmol Publication.Ltd.
5. P.C Sinha “ Ecotourism and Mass Tourism” , Anmol Publication.Ltd.

BOOK FOR REFERENCES

1. Savindra Singh., (1991), *Environmental Science*, PrayagPustakBhawan, New Delhi.
2. Prannath Seth., (2006), *Successful Tourism Management*, Sterling Publication, New Delhi.
3. Larry, W. Canter., (1977), *Environmental Impact Assessment*, Mc. Graw Hill International Editions, United States.
4. Dr.Martha Honey, (2008), *Ecotourism and Sustainable Development: Who owns Paradise?* Island Press, Washington D.C., U.S.A.
5. Mohammad Baydoun, (2012), *Ecotourism*, LAP Lambert Academic Publishing, Rig, Latvia.

E-LEARNING RESOURCES

1. <https://ecotourism.org/what-is-ecotourism/> <https://climateandcapitalism.com/2012/04/02/fourlaws/>
2. <https://www.greenleft.org.au/content/barry-commoner-scientist-activist-radical-ecologist>
3. <https://theecologist.org/2019/jan/18/impacts-eco-tourism>
4. http://www.prm.nau.edu/prm300-old/planning_for_protected_lesson.htm
5. <http://www.ecotourismireland.ie/business-planning>

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Understand the significance of Sustainable tourism globally	K1–K3 (Understand and Apply)



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CO2	Analyze the role of UNWTO in practicing the Sustainable Development Goals	K1–K4 (Understand and Apply)
CO3	Determine the various impacts of Eco-tourism on the environmental factors.	K1–K3 (Understand and Apply)
CO4	Familiarize with the planning strategies of the organizations involved in Eco Tourism	K1–K4 (Understand and Apply)
CO5	Upgrade the knowledge of business activities involved in Eco Tourism	K1–K4 (Understand and Apply)

CO – PO – PSO Mapping

CO s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3
CO 1	2	2	2	2	2	2	3	2	3
CO 2	3	2	2	3	2	2	2	2	3
CO 3	2	2	3	2	2	2	2	2	3
CO 4	2	3	2	2	2	2	2	3	3
CO 5	2	2	3	2	2	2	2	2	3
Avg .	2.2	2.2	2.4	2	2	2	2.2	2.2	3



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Pedagogy

- Lecture
- Chalk&talk
- PPT
- Web resources
- Students Seminars
- Assignments
- MCQ

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Field visit	✓
Participatory Learning	✓



SEMESTER VI

Legal Framework and Human Rights in Tourism

Course code: 23UTTCT6013

Total Hours: 90

Credits :6

L-T-P : 3-3-0

Course Objectives

1. To familiarize students with the laws in the Legislations
2. To enrich students with the legal framework within the Tourism and Hospitality industries
3. To create awareness among students about the basic human rights and fundamental rights

Syllabus

Unit 1 INTRODUCTION TO LEGISLATION 20 HRS

Introduction to legislation: Importance- Branches of Laws, Tourism Legislation, Tourism Laws in India

Unit 2 LEGAL FRAMEWORK IN HOSPITALITY INDUSTRY 15 HRS

Legal and regulatory framework for Hospitality industry-Laws related to guests and employees-legislation on employee health and safety- labor laws-environmental protection-hygiene-alcohol licensing regulations-negligence-privacy and contracts.

Unit 3 ENVIRONMENTAL LAWS 15 HRS

Environmental Laws-Quebec Declaration on Eco Tourism- Kyoto Protocol-National Committee on Environmental Planning and Co-Ordination (NCEPC) in India- Coastal Area Management in India-CRZ

Unit 4 HUMAN RIGHTS AND FUNDAMENTAL RIGHTS 20 HRS

Nature –Evolution of the Concept of Human Rights in the West – Magna Carta- Bill of Rights-Rights of Man, Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International

Unit 5 TRAFFICKING IN TOURISM 20 HRS

Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking.



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TEXT BOOKS

1. Bhatia A.K. International Tourism Fundamentals and Practices, (New Delhi, 2002).
2. Kumar, Ravi Bhushan, Coastal Tourism and Environment. (New Delhi, 1995).
3. NaoremSanajaoba, Human Rights, Principles, Practices and Abuses (New Delhi, 1994).

BOOK FOR REFERENCES

1. Praveen Vadkar, (2000), *Concepts and Theories and Practice of Human Rights*, Rajat Publications, New Delhi..
2. Adil- Ul- Yasin and ArchanaUpadhyaya, (2004), *Human Rights*, Akansha Publications House, New Delhi
3. Mill, Robert C.& Morrison Alastair(2013). *The Tourism System*. 6th ed. Kendall Hunt Publishing Co.
4. Downes, John, P. & Tricia (2011). *Travel and Tourism Law*. 5th ed. Huntington: ELM publications.
5. Grant, David, M. M. & Stephen (2012). *Holiday Law*. 5th ed. London

E-LEARNING RESOURCES

- 1.<http://www.humanrights.is/en/human-rights-education-project/human-rights-conceptsideas-and-fora/part-i-the-concept-of-human-rights/definitions-and-classifications>
- 2.<https://www.un.org/en/sections/universal-declaration/foundation-international-humanrights-law/index.html>
3. <https://amnesty.org.in/about-us/what-are-human-rights/>
- 4.<http://www2.unwto.org/technical-product/tourism-legislation-and-regulation>
- 5.<http://www.mondaq.com/india/x/624836/Waste+Management/Environment+Laws+In+India>

Course Outcomes (CO): On completion of the course the students will be able to

COs	CO Statement	Knowledge Level
CO1	Understand the significance of laws and legislations related to tourism.	K1–K3 (Understand and Apply)



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CO2	Understand the legal frameworks related to tourism and hospitality businesses.	K1–K4 (Understand and Apply)
CO3	Enables students know about the environmental laws for protecting nature and ecology	K1–K3 (Understand and Apply)
CO4	Creates knowledge about the evolution and significance of Human rights	K1–K4 (Understand and Apply)
CO5	Upgrade the knowledge about illegal activities challenging the tourism activities.	K1–K4 (Understand and Apply)

CO – PO – PSO Mapping

CO s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3
CO 1	3	2	2	2	2	2	3	2	3
CO 2	3	2	2	3	2	2	3	2	3
CO 3	3	2	3	2	2	2	2	2	3
CO 4	3	2	2	2	2	2	2	3	3
CO 5	3	2	3	2	2	2	3	2	3
Avg .	3	2	2.4	2.2	2	2	2.6	2.2	3



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Pedagogy

- Lecture
- Chalk&talk
- PPT
- Web resources
- Students Seminars
- Assignments
- MCQ

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



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Air Cargo Management	
SUB CODE : 23UTTCT6014	INT MARKS: 40
SEMESTER : VI	EXT MARKS: 60

OBJECTIVES:

Course Objectives

1. To learn the air cargo terms and definitions.
2. To know the Air cargo and IATA regulations
3. To illustrate the air cargo booking procedure
4. To analyse the special cargo regulations
5. To learn the various air cargo bills and form

UNIT I

Introduction to Air Cargo – Industry Regulation IATA / FIATA / ICAO – Air cargo Agency – Cargo Terms and Definitions

Practicals-Enumerate the terms and definitions of an real time Air cargo agency.

UNIT II

Aircraft and Cargo Terminal facilities- Cargo Agencies- Cargo Booking procedures- Dangerous Goods- Perishable Goods- Live Animal Regulations.

Practicals-Analyse the live animal regulations in India

UNIT III

Air Cargo Abbreviations, Codes and Definitions – Elapsed Time-Calculations – IATA World Geography – Use of Air Cargo Guides.

Practicals-Chart the IATA codes.

UNIT IV

Hours Air Cargo Acceptance – Air Cargo Booking Procedures – Cargo Automation – Air cargo Rates and Charges

Practicals-Draw flowchart of the air cargo booking procedures.

UNIT V

GCR, SCR, CCR – Documentation charge – valuation charges – Air Way Bill practice.

Practicals-Valuation charge of an Real time organization.



BOOKS FOR REFERENCE:

1. IATA Air Cargo Tariff and Rules (TACT), The Essential Air Cargo Rules and Rates Guide.
2. Peter S. Morrell,(2011), *Moving Boxes by Air The Economics of International Air Cargo*,Ashgate Publishes Ltd, England.
3. Sultan HafeezRahman, Sridhar Khatri and Hans PeterBrenner, (2012), *Regional Integration and Economic Development in South Asia*, Edward Elgar Publishes Limited United Kingdom.
4. John Paul Rodrigue and Theo Notteboorn(2013),*The Sage Hand Book Of Transport Studies*, Sage Publication Ltd , New Delhi.
5. IssaBaluch, (2005), *Transport Logistics, Past , Present and Predictions*, Winning Book. London.

REFERENCE BOOKS

1. Bezbarua M.P, Indian Tourism Beyond TheMillenium
2. Burkart&Medlik, Tourism; Past, Present and Future.
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry
4. Murphy, Peter H, Tourism: A Community Approach

Text Books

1. Bhatia A.K., Basics of Tourism Management, Sterling Publishers Pvt Delhi, 2010
2. Bhatia A.K., The Business of Tourism: Concepts and Strategies, Sterling Publishers Pvt Delhi, 2010
3. Inskeep Edward, Tourism Planning: An Integrated and Sustainable Development, John Wiley & Sons Inc Publications, New York.
4. Kumar MisraSuddhendu Narayan and SadualSapan, Basics of Tourism Management, Excel Books.
5. Nath Dhar Prem, Development of Tourism and Travel Industry: An Indian Perspective, Kanishka Publications, New Delhi.
6. Prasad VV Vara, Travel & Tourism Management, Sundari VBT Publications.
7. Sinha R.K., Tourism Strategies, Planning and Development, Common Wealth Publishers
8. Peter Tarlow, Tourism Security: Strategies for Effective Managing Travel Risk and Safety.
9. C. Michael Hall, Dallen J. Timothy and David Timothy Duval, Safety and Security in Tourism Relationships, Management and Marketing.

Web Link

1. <https://www.iatatravelcentre.com/international-travel-document-news/1580226297.htm>
2. <https://www.iatatravelcentre.com/>
3. <https://www.united.com/ual/en/us/fly/travel/documentation-requirements/international.html>



4. <https://www.slideshare.net/vinayvenkates/travel-documentation>

COURSE OUTCOMES

CO No.	CO Statements
CO 1	To discuss the scope and nature of Human resource management
CO 2	To analyse the steps and process involved in Human resource planning
CO 3	To know the process of recruitment and selection
CO 4	To illustrate the significance of job evaluation
CO 5	To know in precise about the employ morale

Mapping of CO with PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	1	3	2
CO2	3	3	3	1	3	2
CO3	3	3	3	1	2	2
CO4	3	3	3	1	3	2
CO5	3	3	3	1	3	2
Average	3	3	3	1	2.8	2

PEDAGOGY Lecture, Map Study, Quiz, Seminar, Assignment, PPT



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TOURISM ENTREPRENEURSHIP

Course code : 23UTTCT6015

Total Hours:6

Credits : 6

L – T – P :4-2-0

Course Objectives

- To highlight the importance of entrepreneurship in economic development;
- To expose students to on Entrepreneurial Development in Tourism industry; and
- To help them become job creators rather than job seekers.

Syllabus

UNIT 1: 20HRS

Entrepreneur & Entrepreneurship: Definition and Theories; Entrepreneurship environment - Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour.

UNIT 2: 15HRS

Entrepreneurial Development in Tourism: Programmes for developing entrepreneurship - Entrepreneurial culture. Tourism industry and business ideas; business strategy understanding customers and analyzing competition.

UNIT 3: 20HRS

Entrepreneurial opportunities in Hospitality sector: An overview- Entrepreneurial opportunities in Accommodation sector- Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance.

UNIT 4: 15HRS

Entrepreneurial Opportunities in Tourism- Transportation: Entrepreneurial opportunities in Transportation sector: Determinants of success of the venture.

UNIT 5: 20HRS

Form of organisation and legal considerations; networking and collaboration; good business practices, Setting up a tourism enterprise- steps, procedures, licenses, registration etc Intrapreneurship - Special Programmes of assistance.



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Text Books

1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.
4. Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.
5. Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.

Book For References

1. Kumar Misra Suddhendu Narayan and Sadual Sapan, Basics of Tourism Management, Excel Books.
2. Nath Dhar Prem, Development of Tourism and Travel Industry: An Indian Perspective, Kanishka Publications, New Delhi.
3. Prasad VV Vara, Travel & Tourism Management, Sundari VBT Publications.
4. Sinha R.K., Tourism Strategies, Planning and Development, Common Wealth Publishers

E-Learning Resources

1. <https://www.unwto.org/investment/business-investing>
2. <https://www.unwto.org/tourism-statistics>
3. <https://ebooks.inflibnet.ac.in/mgmt09/chapter/tourism-entrepreneurship/>

Course Outcomes (CO): On completion of the course the students will be able to

STATEMENT	
CO1	To assess the role of Entrepreneur & Entrepreneurship
CO2	To create the awareness on Entrepreneurial Development in Tourism industry
CO3	To identify the Entrepreneurial opportunities in Hospitality sector
CO4	To gain knowledge on Entrepreneurial opportunities in Transportation sector
CO5	To discuss the Form of organisation and legal considerations of Entrepreneurship



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CO – PO – PSO Mapping

CO	PSO	PSO	PSO 1	PSO 4	PSO 5	PSO
CO1	3	3	3	1	3	2
CO2	3	3	3	1	3	2
CO3	3	3	3	1	2	2
CO4	3	3	3	1	3	2
CO5	3	3	3	1	3	2
Average	3	3	3	1	2.8	2

Strong - 3 Moderate -2 Weak -1 No Correlation-0

Pedagogy (Teaching Methodology) :

- Chalk&Talk
- LCD/SMARTBoards
- StudentAssignments
- StudentSeminars/Webinars
- MCQ
- Quizzes
- NPTEL/Others-Add-on-courses

Rubrics for Continuous Assessment

Assignment	✓
Seminar	✓
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	✓



SYLLABUS VI

PROJECT DISSERTATION	
SUB CODE: 20UTTPR6001	Total Hours:90
CREDIT: 6	L-T-P: 0-4-2

COURSE OBJECTIVES

1. Internship / Project shall be an integral part of B.Voc. (Travel and Tourism) Degree course.
2. It is designed to bridge the gap between theory and practice and create a natural interest in the practical aspects of the course to enable the students to face the challenges of Tourism industry.
3. The training gives students idea of how to connect the theory learned with real world scenarios.

SYLLABUS

UNIT I: Internship / Project Evaluation

Options are given to the students who undergo internship in either Travel Sector or in the Tour Operation Sector

UNIT II: Report Writing

15 Hours

Weekly Reports are to be sent to the Staff in-charge. (Internal – 20 Marks)

UNIT III: In-House Training

15 Hours

Staff in-charge shall communicate the trainer about the progress of the Trainee once in a week.

UNIT IV: On-Training Report

20 Hours

Trainer shall evaluate the Trainees (based on the soft skills, body language, etiquettes, and other related skills for the specific job roles) and give On-training Report. (ESE Project – 80 Marks)

UNIT V: Report Evaluation

20 Hours

The Staff in-charge evaluates the Student based on the Report by the Trainer.



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(Viva Voce – 20 Marks)

Mapping of CO with PSO

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	3
CO2	2	1	2	3	2	3	2	2	2
CO3	2	2	3	3	3	3	2	2	3
CO4	2	2	2	3	2	3	3	2	2
CO5	2	2	2	3	2	3	3	3	3
Average	2	2	2.2	3	2.2	2.4	2.4	2.4	2.6

COURSE OUTCOMES: On completion of the course the students will be able to...

	CO Statement	Cognitive Level
CO1	The various departments of the internship/project undergoing company is briefly analysed.	K1-K3(Understand and Apply)
CO2	The practical knowledge is gained by completing assignments from company professionals.	K1-K3(Understand and Apply)
CO3	The training should be under the joint supervision and guidance of the Training Officer of the Institution and the Faculty member of the course.	K1-K4(Understand ,Apply and Analyse)
CO4	The details of the training underwent by the students should be clearly documented in the form of a report.	K1-K4(Understand ,Apply and Analyse)
CO5	The duration of the training will be for 35 days (8 hours per day) and relate to Logistics and Tourism Industry.The report shall be around 50 typed pages, excluding tables, figures, bibliography and appendices.	K1-K5(Understand ,Apply and Analyse)

Correlation Level:1-Low 2-moderate 3-Strong

PEDAGOGY(TEACHING METHODOLOGY):

- Chalk & Talk
- LCD/SMART Boards
- Student Assignments
- Student Seminars/Webinars



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- MCQ
- Quizzes
- NPTEL/Others - Add-on-courses
- Web Resource

Rubrics for Continuous Assessment

Assignment	-
Seminar	-
Field visit	Educational Tour to Vagamon and Kollugu Mali
Participatory Learning	-
Group Discussion	-
Flipped/Blended Learning	-