

NEP and Learning Outcomes Based Curriculum Framework (LOCF)

For

BACHELOR OF TRAVEL & TOURISM MANAGEMENT

(To be effective from the Academic Session 2024-25)



Department of Management

Gurugram University, Gurugram

(A State Govt. University Established Under Haryana Act 17 of 2017)

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1. Background

The Bachelor of Travel & Tourism Management (BTTM) is an undergraduate degree program offered by universities and colleges. This BTTM program is 4 Years degree program divided into 8 semester including Internship and on the Job training at regular intervals. Upon graduating with a BTTM, Degree students have the broad potential to pursue many different career opportunities across the travel and tourism industry. Depending on their chosen sector, graduates can find a fulfilling and prosperous career.

The BTTM program is designed to provide aspiring students with the essential knowledge, skills, and experience needed to travel and tourism industry with an emphasis on modern trends and practices. Additionally, this degree provides international exposure through internship and available job.

Opportunities both domestically and abroad. Students who complete their BTTM are equipped with the necessary managerial skills to succeed in any industry-related job and can take advantage of attractive campus placement opportunities. With this program, students can explore various job opportunities, such as travel guide, travel agent, travel coordinator, tour operator, travel counsellor, tour operator, Tourism Managers, Event Managers, Transport Administrators, Travel Consultants, jobs in resorts, cruise ships, hotels and other related businesses etc.

Candidates wishing to pursue BTTM from University and colleges in India must complete certain procedures for admission. Applicants who have successfully passed a 10+2 or an equivalent examination in any stream conducted by a recognized Board/University/Council are eligible to apply for the BTTM program. To be accepted into the program, applicants must achieve at least 45% aggregate marks in their class 10+2. Reserved categories such as SC/ST shall be provided a relaxation in this requirement up to 2.5%. There is no age restriction for applicants, allowing individuals of all ages to apply for the BTTM program. Admission is based on the performance of the students in 10+2. In this case, qualification of an applicant's academic history is used to assess suitability and admit them accordingly. Through this approach, colleges evaluate a student's academic qualifications and other relevant attributes, in order to determine whether they are suitable for admission. Allotment of seats is based on merit wise and reservation policy.

BTTM Specializations: as per the course curriculum BTTM Graduates will learn Tourism Management, Tour Operation and Travel Management, Airline Management, Airline Ticketing, World Geography, History, professional English, Digital technology knowledge, Hospitality Management, Accounting Human Resource Management, Communication skills etc.

2. Programme Outcomes

On completing BTTM Programme, the students shall be able to realize following outcomes based on Revised Bloom's Taxonomy:

	Programme Outcomes	Bloom's Taxonomy Level
PO1	To understand fundamental principles and theories of Travel & Tourism management and utilize them as per industry standard.	Remembering
PO2	To develop knowledge about key destinations keeping in view core components with map work and itinerary preparation.	Remembering
PO3	To investigate the impact of tourism on economies, cultures, and environments for providing meaningful solution for minimize the negative effects.	Understanding
PO4	To train the students for applying marketing principles and strategies to develop effective promotional campaigns for tourist services and destinations.	Applying
PO5	To evaluate the effectiveness of tourism policies and regulations on industry sustainability.	Analyzing
PO6	To adopt the ethical, and social responsibilities for sustainable tourism businesses.	Evaluating
PO7	To design innovative tourism products and services tailored to diverse tourist preferences.	Creating

3. Programme Specific Outcomes

On completing BTTM (NEP-2020) Programme, the students shall be able to realize following outcomes:

PSO	Description
PSO1	<p>“Strategic Tourism Management Proficiency”</p> <p>Students will demonstrate advanced skills in strategic planning, formulation, and implementation, integrating theoretical frameworks with practical applications to address complex tourism industry challenges and capitalize on emerging opportunities in dynamic travel and tourism market environments.</p> <p>They will be able to Develop and evaluate strategic plans for tourism organizations, considering global trends, sustainability, and stakeholder engagement.</p> <p>They will be able to analyze complex tourism industry challenges and develop innovative solutions.</p>
PSO2	<p>“Innovation Leadership in Tourism”</p> <p>Students will develop the capability to lead innovation initiatives in the travel and tourism industry, applying creative problem-solving techniques, fostering a culture of innovation, and effectively managing resources to drive business growth, competitive advantage, and sustainable tourism development.</p> <p>They will be able to Design and implement innovative tourism products, services, and experiences, sustainable tourism initiatives that will create positive impacts on communities and destinations.</p>

4. Graduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competence

5. Qualification Descriptors

The Bachelors in Travel & Tourism Management (BTTM) is a 4-Year undergraduate degree program that aims to provide students with a comprehensive understanding of the Travel and Tourism industry. Upon the completion of the program, tourism graduate should be able to:

- Demonstrate the knowledge of Travel and Tourism industry, including its history, trends and current issues.
- Apply business and management principle to the Travel and Tourism Industry.
- Analyze and evaluate the economic, social and environmental impacts of Travel and Tourism industry.
- Develop effective marketing and promotional strategies for Travel and Tourism products services.
- Understand the regulatory framework of the Travel and Tourism industry.
- Develop skills in customer services, communication and intellectual competence.
- Apply research methods to analyze and evaluate Travel and Tourism data.
- Develop practical skills in tour planning, Itinerary design and travel logistics.
- Demonstrate an understanding of sustainable tourism practices and their application in the industry.

BTTM Programme is a 4 year Undergraduate + Honor's Program offered by Gurugram University to pursue BTTM after 12th Class. It is aimed at teaching Tourism Management skills from both undergraduate as well as research level.

6. Scheme of BTTM Programme

Scheme UG A4: Undergraduate Programmes (Interdisciplinary)

Semester 1

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC101	Introduction to Tourism & Travel Management	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC102	Transport Services in Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC103	Tourism Resources of India-I(Natural)	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Courses (VOC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Multidisciplinary Courses (MDC)											
	To be selected from the pool		2	1	0	3	50	25	-	-	75
Ability Enhancement Course (AEC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Skill Enhancement Course (SEC)											
	To be selected from the pool		2	0	1	3	35	15	-	25	75
Value Addition Course (VAC)											
	To be selected from the pool		2	0	0	2	-	35	-	15	50
Total Credits						24	Total Marks			600	

Semester 2

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC201	Travel Agency & Tour Operation	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC202	Introduction to Hotel Management	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC203	Tourism Resources of India-II(Heritage)	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Courses (VOC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Multidisciplinary Courses (MDC)											
	To be selected from the pool		2	1	0	3	50	25	-	-	75
Ability Enhancement Course (AEC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Skill Enhancement Course (SEC)											
	To be selected from the pool		2	0	1	3	35	15	-	25	75
Value Addition Course (VAC)											
	To be selected from the pool		2	0	0	2	-	35	-	15	50
Total Credits						24	Total Marks			600	

After successfully completing 1st Year, Certificate in Tourism & Travel Management (CTTM-48 Credits) will be awarded to the students.

*If any candidate wishes to leave the program after one year, they must notify the department one month before the final exams. They are also required to submit an internship report and complete the 4-credit Internship Certificate.

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester 3

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC301	Travel Documentation & Tourism Organizations	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC302	Geography of Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC303	Tourism Resources of India-III(Cultural)	CCTTM1	2	1	0	3	50	25	-	-	75
MIC/Vocational Courses (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Multidisciplinary Courses (MDC)											
	To be selected from the pool		2	1	0	3	50	25	-	-	75
Ability Enhancement Course (AEC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Total Credits						20	Total Marks			500	

Semester 4

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC401	Eco Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC402	Adventure Tourism-I (Land)	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC403	Tourism Resources of India-IV(Religious)	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Courses (VOC)											
	To be selected from the pool		3	1	0	4	70	30			100
Ability Enhancement Course (AEC)											
	To be selected from the pool		1	1	0	2	-	35	-	15	50
Value Addition Course (VAC)											
	To be selected from the pool		2		0	2	-	35	-	15	50
Total Credits						20	Total Marks			500	

NOTES:

1. After successfully completing 2nd Year, Diploma in Tourism & Travel Management (DTTM-88 Credits) will be awarded to the students.
2. *If any candidate wishes to leave the program after two years, they must notify the department one month before the final exams. They are also required to submit an internship report and complete the 4-credit Internship Certificate.
3. The Summer Internship Report shall be submitted by the candidates in the manner as specified by the department.

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester 5

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC501	Medical Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC502	Adventure Tourism-II (Air)	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC503	Airlines Ticketing	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Courses (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Skill Enhancement Course (SEC) / Summer Internship Report											
240/TTM/SE501	Internship	CCTTM1	0	0	4	4	-	-	70	30	100
Total Credits						20	Total Marks			500	

Semester 6

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC601	Itinerary Planning & Tour Packaging	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC602	Adventure Tourism-III (Water)	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC603	Domestic Tourism	CCTTM1	2	1	0	3	50	25	-	-	75
MIC/Vocational Courses (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Skill Enhancement Course (SEC)											
	To be selected from the pool		0	0	3	3	--	--	50	25	75
Total Credits						22	Total Marks			550	

After successfully completing 3rd Year, Bachelor in Tourism & Travel Management (BTTM- 130 Credits) will be awarded to the students.

*Summer Internship Report Internal evaluation of 30 marks will be done by Internal Guide /Mentor and 70 marks will be based on External viva.

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester 7

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC701	Disaster Management in Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC702	Event Management	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC703	Digital Marketing in Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC704	Research Methodology for Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Course (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Total Credits						20	Total Marks			500	

Semester 8 (Honors')

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC801	International Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC802	Travel & Tourism Media	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC803	Economics of Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC804	Tourism Planning & Sustainable Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Course (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Skill Enhancement Course (SEC)/ Field Training											
240/TTM/SE801	Field Training (Summer Internship-II)	CCTTM1	0	0	4	4	-	-	70	30	100
Total Credits						24	Total Marks			600	

OR

Semester 8 (Honors' with Research)

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
240/TTM/CC801	International Tourism	CCTTM1	3	1	0	4	70	30	-	-	100
240/TTM/CC802	Travel & Tourism Media	CCTTM1	3	1	0	4	70	30	-	-	100
MIC/Vocational Course (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Skill Enhancement Course (SEC)/ Research Project/Dissertation											
240/TTM/SE802	Research Project Dissertation	CCTTM1	0	0	12	12	-	-	200	100	300
Total Credits						24	Total Marks			600	

NOTES:

After successfully completing 4th Year, Bachelor in Tourism & Travel Management Honors' and Honors' with Research (BTTM- 174 Credits) will be awarded to the students.

Minor Course (MIC) from the Department for Pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department to gain a broader understanding beyond the major discipline)

Semester 1

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI101	Customer Relationship Management	1	1	-	1	1		2	35		15	-	50

Note: Above Minor course paper will be conducted internally by the concerned faculty.

Semester 2

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI201	Retail Management	1	1	-	1	1		2	35		15	-	50

Note: Above Minor course paper will be conducted internally by the concerned faculty.

Semester 3

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI301	Fundamentals of Management	3	1	-	3	1		4	30	70	-	-	100

Semester 6

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI601	Human Resource Management	3	1	-	3	1		4	30	70	-	-	100

Semester 7

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI701	Airport & Air Cargo Management	3	1	-	3	1		4	30	70	-	-	100

Semester 8

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/MI801	Accounting & Financial Management	3	1	-	3	1		4	30	70	-	-	100

Vocation Course (VOC) from the Department for Pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and is focused on practical work, preparing students for a particular skilled profession.)

Semester-4

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /VOC401	Marketing Management	3	1	-	3	1		4	30	70	-	-	100

Semester-5

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /VOC501	Entrepreneurship Management	3	1	-	3	1		4	30	70	-	-	100

Semester-6

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /VOC601	Cabin Crew Management	3	1	-	3	1		4	30	70	-	-	100

Multidisciplinary Course for UG from the Department for Pool of the Courses in the University

(These courses are to be offered to students of different discipline/Subject)

Semester 1

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /MD101	Introduction to Travel and Tourism Management	2	1	-	2	1		3	25	50	-	-	75

Semester 2

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /MD201	Tour Package Management & Destinations	2	1	-	2	1	-	3	25	50	-	-	75

Semester 3

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /MD301	Adventure Tourism	2	1	-	2	1	-	3	25	50	-	-	75

Ability Enhancement Course from the department for Pool of the Courses in the University

(These courses are offered by department of Indian and Foreign Languages for students of other departments/same department and leads to enhancement in the ability of learn Regional and Foreign languages)

Note: All ability enhancement course papers will be conducted internally by the concerned faculty.

Semester 1

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TT M/AEC1 01	English Language and Communication: Level-1 OR ह॑द॑ी भाषा॑ एव. सम्प्रेषण-1 OR संस्कृत भाषा॑ एव. सम्प्रेषण-1	1	1	-	1	1	-	2	35	-	15	-	50

Semester 2

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240TTM AEC201	English Language and Communication: Level-2 OR ह॑द॑ी भाषा॑ एव. सम्प्रेषण-2 OR संस्कृत भाषा॑ एव. सम्प्रेषण-2	1	1	-	1	1	-	2	35	-	15	-	50

Semester 3

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /AEC301	English Language and Communication: 3 OR ह॑द॑ी भाषा एव. स॑म॑प्रेषण-3 OR स॑स्कृ॑ त भाषा एव. स॑म॑प्रेषण-3	1	1	-	1	1	-	2	35	-	15	-	50

Semester 4

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /AEC401	English Language and Communication: Level-4 OR ह॑द॑ी भाषा एव. स॑म॑प्रेषण-4 OR स॑स्कृ॑ त भाषा एव. स॑म॑प्रेषण-4	1	1	-	1	1	-	2	35	-	15	-	50

Skill Enhancement Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and is designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work.)

Semester 1

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /SE101	Application of Computer in Tourism	2	-	2	2		1	3	15	35	25	--	75

Note: Evaluation Mode: Internal Practical's, will be conducted by the Internal Faculty Members from other departments of same college.

Note: Faculty members teaching the paper will not conduct the internal practicals.

Semester 2

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /SE201	Business Communications in Tourism	2	-	2	2		1	3	15	35	25	--	75

Note: Evaluation Mode: Internal Practical's, will be conducted by the Internal Faculty Members from other departments of same college.

Note: Faculty members teaching the paper will not conduct the internal practicals.

Semester 5

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /SE501	Internship	-	-	8			4	4			30	70	100

Semester 6

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM /SE601	Field Trip	-	-	6			3	3			25	50	75

Semester 8 (Honors')

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TT M/SE8 01	Field Training (Internship -II)	-	-	8			4	4			30	70	100
In Case of Honor's with Research													
240/TT M/SE8 02	Research Project/ Dissertation	-	-	24			12	12			100	200	300

Value Added Course from the department for pool of the Courses in the University

(All the departments will offer value added course for semester 3 for the students of same or different departments. In the first year, students will study (i) Human Values and Ethics and (ii) Environmental Studies as value added course)

Note: All Value Added course papers will be conducted internally by the concerned facility.

Semester 1

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240/TTM/VA101	Food & Culinary Tourism	2	-	-	2	-	-	2	35	-	15	-	50

Semester 2

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240TTMVA201	Spirituality & Wellness Tourism	2	-	-	2	-	-	2	35	-	15	-	50

Semester 4

Course ID	Course Title	L	T	P	L	T	P	Credits	MARKS				
		(Hrs)			Credits				TI	TE	PI	PE	Total
240TTMVA401	Cross Cultural Tourism Management	2	-	-	2	-	-	2	35	-	15	-	50

6. Course Outcomes and Mapping Matrix:

- Each course of the BTTM Program results in a few course/learning outcomes (CO's) that are broadly mapped or associated with Programme Outcomes (PO's) and Programme Specific Outcomes (PSO's).
- Mapping represents the correlation between Course Outcomes (CO's) & POs, and CO's & PSO's on a scale of 1 to 3 as follows.

Scale of Mapping between CO's and PO's & CO's and PSO's

Scale 1	If the CO's have a low correlation (less than 50 %) with the particular PO's and particular PSO's.
Scale 2	If the CO's have a medium correlation (50%-70%) with the particular PO's and PSO's.
Scale 3	If the CO's correlate strongly (more than 70%) with the particular PO's and PSO's.

Semester I

Syllabus

Name of Subject: Introduction to Travel & Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC101	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for Paper Setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1: To Explain the meaning, definition, components and typology of tourism.

CO2: To Apply key tourism-related terms in the hospitality industry with classifications and problems & prospects.

CO3: To evaluate factors influencing tourism growth, barriers, approaches and career opportunities.

CO4: To Identify linkages of tourism with other industries and diverse impacts of Tourism.

COURSE CONTENTS:

Unit 1:
Meaning, definition, characteristics, importance, and types of Tourism. Elements & Components of Tourism. Tourism products typology & features. Tourism as an industry.
Unit 2:
Explaining of the terms- Tour, Tourist, Visitor, Traveler, Travel, Transfer, Sightseeing, Excursionist, Leisure, Pleasure, Recreation, Resources, Attraction and Hospitality. W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism.
Unit 3:
Factors influencing the growth of Tourism: push & pull forces. Travel Motivations and travel barriers. Approaches to the study of Tourism. Career opportunities in Travel Trade.
UNIT 4
Tourism through ages. Linkages of tourism with other industries. Impacts of tourism (Economic, Socio-cultural, and Environmental both positive and negative).

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976.
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi.
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, practices and philosophies, John Wiley and Sons Inc. New York 1990 (9th Edition).

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Introduction to Travel & Tourism

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	3	1	1	1	2	2	2
CO2	3	2	2	1	1	2	2	2	2
CO3	2	2	2	1	2	2	2	2	2
CO4	3	2	3	2	1	1	2	2	2
Average	2.75	2.00	2.50	1.25	1.25	1.50	2.00	2.00	2.00

Syllabus

Name of Subject: Transport Services in Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC102	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

- CO1: To understand the concept, typology, history of different transportation modes and role of organizations.
 CO2: To analyze the resources, infrastructure, and role of road transportation in tourism.
 CO3: To evaluate the development of railway transport in India, including tourist luxury and toy trains.
 CO4: To assess the role of air transportation, cruise tourism, and technology in promoting travel and tourism.

COURSE CONTENTS:

Unit 1
Concept, typology & History of different modes of Transportation. Factors affecting the development of different modes of transport. Road Transport & Tourism: Resources & infrastructure of road transportation. Merits & demerits of road transportation.
Unit 2:
Growth and development of Railway Transport in India: Resources & infrastructure of railway transportation. Merits & demerits of railway transportation. Major Railways in India: especially emphasis on Tourist Luxury Trains & Toy Trains.
Unit 3:
Airlines & Tourism: Resources & infrastructure of air transportation. Merits & demerits of air transportation. Potential of Cruise Tourism in India. Role of ports in tourism promotion.
Unit 4:
Contribution of NHAI, IRCTC, DGCA, & Travel Apps in growth & promotion of Travel & Tourism. Significance of EURO Train for travel trade growth in Europe.

Suggested Readings:

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism.
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2).

E-resources:

- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Transport Services in Tourism**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	2	2	2	2	3	2	2
CO2	3	3	2	2	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2
Average	2.75	2.75	2.00	2.00	2.00	2.00	2.25	2.00	2.00

Syllabus

Name of Subject: Tourism Resources of India-I (Natural)	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC103	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1: To understand India's geography, climate, and their impacts on tourism.

CO2: To Analyze natural vegetation and wildlife tourism potential in India.

CO3: To evaluate the tourism importance of India's mountains, plains, peninsulas, coasts, and islands.

CO4: To Apply knowledge from case studies to understand unique tourism offerings in India.

COURSE CONTENTS:

Unit 1:
India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism. India: a destination for all reasons & seasons.
Unit 2:
The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Darjeeling & Gangtok.
Unit 3:
The Central Plains: General introduction of deserts & central plains. Their Importance for cultural, religious & adventure tourism. A case study of Amritsar, Delhi, Kolkata.
Unit 4:
The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Hyderabad, Bangalore, Ooty. The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Chennai.

Suggested Readings:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009.
- India Year Book 2009, Publication Division. Govt. of India, New Delhi.

E-Resources:

- <https://tourism.gov.in/>
- <https://www.incredibleindia.org/>

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resources of India-I (Natural)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	2	2	2	2	2
CO2	2	3	1	2	1	2	2	2	2
CO3	2	2	1	2	1	2	2	2	2
CO4	2	3	3	2	2	2	2	2	2
Average	2.25	2.75	1.50	2.00	1.50	2.00	2.00	2.00	2.00

Semester –II

Syllabus

Name of Subject: Travel Agency and Tour Operation	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC201	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO.1: Understand the history, types, and current status of travel agencies, including their organizational structure and operations.

CO.2: Differentiate between travel agencies and tour operations, explain the approval process for travel agencies in India, and define the rights and duties of travel agents.

CO.3: Apply knowledge of travel agency functions to create tour packages and identify sources of income for travel agents.

CO.4: Evaluate types of tour operators, recognize their roles, and outline the basic requirements for establishing a travel agency or tour operation unit.

COURSE CONTENTS:

Unit 1:
Travel Agency: History, growth, definition, types, functions and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business. Source of Income in Travel Trade: commission, service charges and mark up on tours.
Unit 2:
Travel Agents: Definition, types, rights and duties of travel agent. Tour Operators: Types of tour operators, role of tour operators, Functions, rules for recognition of tour Operators. Practical Exercise and basic requirements in setting up a travel agency and tour Operation unit.
Unit 3:
Tour Package Management: Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Itinerary Planning and Their costing and communicating with clients and principles.
Unit 4:
The Tour Guide and Tour escort: concept, types, aims, qualities, skills importance, the seven sins of guide. Conducting Tours: Pre tour planning, During Tour, post Tour. Dealing traveler with Special needs, dealing with questions, handling emergencies

Suggested Readings:

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Events.
- Plymouth. Syrratt Gwenda, Manual of Travel Agency Practice.
- Butterworth Heinmann, London, 1995.
- Stevens Laurence, Guide to Starting and Operating Successful Travel.
- Agency, Delmar Publishers Inc., New York. 1999.
- Gee, Chuck and Y. Makens, Professional Travel Agency Management.
- Prentice Hall, Nt.: York, 1990.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Travel Agency and Tour Operations**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	2	3	3	2	2	2	2
CO2	3	2	2	2	3	2	2	2	2
CO3	2	3	2	3	2	2	3	2	2
CO4	2	3	2	3	2	2	3	2	2
Average	2.50	2.50	2.00	2.75	2.50	2.00	2.50	2.00	2.00

Syllabus

Name of Subject: Introduction to Hotel Management	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC202	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO 1: To understand the concept, types, and significance of accommodation in tourism, applying knowledge to identify emerging trends in the industry.

CO 2: To analyze the historical growth of the hospitality industry, categorize hotels based on classification and gradation, and describe the booking processes involved.

CO 3: To Apply knowledge of hotel operations to manage various departments effectively and acquire necessary licenses and permits for hotel operations.

CO 4: To evaluate the economic impact of multinational hotel chains in India, assess their contributions to the hospitality sector.

COURSE CONTENTS:

Unit 1:
Accommodation: concept, types and typologies. Linkage and significance with relation to tourism. Emerging dimensions of accommodation industry: Heritage hotels, Motels, Resort properties, Home stays, Caravans and Time share establishments.
Unit 2:
Hotel & Hoteling: Origin, Growth and diversification. Concept & definition of hotel & Hospitality. Classification, registration & gradation of hotels. Types of Rooms & meal plans of a standard Hotel. Process of hotel/room booking.
Unit 3:
Departments in a standard Hotel. Functions and responsibilities of the various departments of a standard hotel or other catering outlets: Bars, Restaurants, Fast Food Chains & in Flight Catering. License, Permits and Guidelines required in running a hotel.
Unit 4:
Leading multinational hotel chains operating in India. Public sector in hoteling business: Role, Contribution & Performance. Fiscal & non-fiscal incentives available to hotel industry in India. Contribution of Online Catering services/agencies in growth & development of travel & tourism sector. A case study of any three star V/S five star hotels situated in Delhi (NCR) as Hospitality destination/Accommodation units.

Suggested Readings:

- Boardman R.D. Hotel, catering costing, and Budgets, 1975.
- Negi Jagmohan – Tourism and hoteling 1982 Gitanjali Publishing House, New Delhi.
- Negi Jagmohan, Principles of Grading and Classification of Hotels. Resorts and Restaurants. 1992 NIR Publications, New Delhi.
- Brymer Robert A. Introduction to Hotel Restaurant Management Hunt Pub. Co. Lawa 1984.
- Heinement, London.
- Bursteen Harnery, Management of Hotels and Motels 1980 Marcil.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Introduction to Hotel Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	2	2	2	2	2	2	2
CO2	3	3	2	2	2	3	2	2	2
CO3	2	3	2	3	3	3	3	3	3
CO4	3	2	2	3	3	3	3	3	3
Average	2.75	2.75	2.00	2.50	2.50	2.75	2.50	2.50	2.50

Syllabus

Name of Subject: Tourism Resources of India-II (Heritage)	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC203	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO 1: To Understand the concept and features of heritage, and the contributions of the Mauryas, Guptas, and medieval periods to tourism in India.

CO 2: To Analyze India's UNESCO World Heritage Sites, focusing on cultural sites in Maharashtra, Uttar Pradesh, Delhi, Odisha, Goa, Gujarat, Madhya Pradesh, Tamil Nadu, and Karnataka.

CO 3: To apply knowledge of India's natural heritage sites like National Parks and mountains to promote sustainable tourism practices.

CO 4. Evaluate the significance of heritage management and the roles of UNESCO and the Archaeological Survey of India (ASI) in conserving and preserving India's heritage for tourism.

COURSE CONTENTS:

<p>Unit 1:</p> <p>Concept, Typology & Features of Heritage. Role of Mauryas, Guptas & Medieval Period for Tourism development in India. World Heritage Sites of India. World Heritage Convention 1972, Process of listing on World Heritage Sites..</p>
<p>Unit 2:</p> <p>World Cultural Heritage Sites of India: Cultural Heritage Sites of Maharastra (Ajanta Caves, Ellora Caves, Elephanta Caves, Chhatrapati Shivaji Terminus). Cultural Heritage Sites of Uttar Pradesh (Red Fort Agra, Taj Mahal & Fatehpur Sikri). Cultural Heritage Sites of Delhi (Red Fort Complex, Humayu's Tomb & Qutub Minar, Qutub Minar Complex with Qubbat-ul Islam Mosque). Cultural Heritage Sites of Orissa and Goa (Sun Temple Konark and Churches & Convents of Goa).</p>
<p>Unit 3:</p> <p>World Cultural Heritage Sites of India: Cultural Heritage Sites of Gujrat (Champaner-Pavagadh Archaeological Park, Rani-Ki-Vav, Historic City of Ahmadabad & Dholavira: A Harappan City). Cultural Heritage Sites of Madhaya Pardesh (Buddhist Monuments at Sanchi, Khajuraho Group of Monuments & Rock Shelters of Bhimbetka). Cultural Heritage Sites of Tamil Nadu (Great Living Chola Temples & Group of Monuments at Mahabalipuram). Cultural Heritage Sites of Karnataka (Group of Monuments at Hampi & Pattadakal).</p>
<p>Unit 4:</p> <p>World Natural & Mixed Heritage Sites of India (Great Himalayan National Park, Kaziranga National Park, Keoladeo Ghana National Park, Manas Wildlife Sanctuary, Nanda Devi & Valley of Flowers National Park, Sunderbans National Park, Western Ghats and Khangchendzonga National Park).</p> <p>Indian Mountains Railways as a Cultural Heritage Sites. Heritage Management & its significance in Tourism. Role of UNESCO & ASI for Heritage conservation & preservation.</p>

Suggested Readings:

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- The wonder that was India by A. L. Basham
- The wonder that was India, (1200 – 1700 A.D) by Saiyid Athar Abbas Rizvi
- Catherine B. Asher: Architecture of Mughal India
- Encyclopaedia of Tourism, Ed. By Jafar Jafari
- Indian art & Culture by **भारत** IAS
- Cultural Tourism in India (Museums, Monuments & arts) by Gupta SP, Lal Krishan and Bhattacharya Mahua.
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by Anurag Mathur
- Indian Cultural Heritage Perspective for Tourism by L. K. Singh.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by Romila Chawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

E-Resources:

<https://whc.unesco.org/en/statesparties/in>

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resources of India-II (Heritage)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	3	2	2	2	1	2	2
CO2	3	2	3	1	2	2	1	2	2
CO3	2	3	2	1	2	2	1	2	2
CO4	3	3	3	3	3	3	2	2	2
Average	2.75	2.75	2.75	1.75	2.25	2.25	1.25	2.00	2.00

Semester -III

Syllabus

Name of Subject: Travel Documentation and Tourism Organization	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC301	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Understand passport, visa, currency exchange, and health requirements for travel and tourism.

CO2: To develop effective strategies for passport, visa, currency management, and customs compliance, evaluating their effectiveness.

CO3: To apply regulations, analyze international tourism organizations' functions, and assess their impact on global tourism.

CO4: To Acquire communication, compliance, and engagement skills essential for roles in the travel and tourism industry.

COURSE CONTENTS:

Unit 1:
Passport: Concept, typology, required documents, fee(s) & procedure. 'Tatkal' Scheme and Fees. Passport Act & penalties under Section 12 (1) B. Henley Passport Indexing. Difference between Embassy, VFS & Consulate. Visa: Concept, typology, documents required for obtaining VISA with process. VISA fees, Refused, Pending, e-VISA and Stapled VISA's. VISA on arrival. Importance of VISA specially 'Schengen' for travel & tourism industry.
Unit 2:
Documentation required for Foreign Exchange with process for encashment of foreign currency. BTQ. Significance of foreign currency for travel & tourism industry. Custom Formalities & emigration requirements. Key health documents for travel & tourism industry. Destination departure records. Travel Insurance.
Unit 3:
. International tourism organizations; United Nations World Tourism Organization (UNWTO): organization, Objectives, functions of UNWTO; World Travel & Tourism Council (WTTC): structure, committees, events, and functions. International Air Transport Association (IATA): membership, Activities, Events, Committees
Unit 4:
Structure, objectives committee functions Of Travel Agents Association of India (TAAI): , Indian Association of Tour Operators (IATO) Indian Tourism Development Corporation (ITDC)

Suggested Readings:

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Travel Documentation and Tourism Organization**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	1	3	1	2	2	2
CO2	3	3	1	1	3	1	2	2	2
CO3	2	2	2	3	2	2	3	2	2
CO4	2	2	2	3	3	2	3	2	2
Average	2.50	2.50	1.50	2.0	2.75	1.50	2.50	2.00	2.00

Syllabus

Name of Subject: Geography of Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC302	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To demonstrate comprehensive knowledge of the geography of tourism, including all fundamental concepts, key tourism destinations like India, USA, Brazil, France, and Australia.

CO2:-To apply geographical principles to analyze the significance of geography in tourism, interpret tourism models, and evaluate the tourism potential of different physical features and climatic conditions worldwide.

CO3:- To synthesize information to develop strategies for leveraging geographical attributes for tourism development, assess the impact of geographical factors on tourism patterns, and propose solutions for sustainable tourism practices based on geographical insights.

CO4:-To develop professional skills essential for careers in tourism, including map interpretation, climate analysis, and geographical knowledge application in tourism planning and management.

COURSE CONTENTS:

Unit 1:
Concept, scope and contents of geography of Tourism. Fundamentals of Geography. Importance of Geography in Tourism. Tourism Models.
Unit 2:
Concept, typology & importance of maps. Latitude, Longitude & International Date Line. Regional distribution of temperature. Climatic regions of the world.
Unit 3:
Indian Geography: Physical features of Indian Subcontinent & their tourist attractions. Climatic conditions prevailing in India: Diversity in the unity of Indian Monsoon Climate, factors influencing the climate of India with climatic regions of India. Drainage system of India.
Unit 4:
Physical features of USA, Brazil, France and Australia as a tourism resources along with Map work.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- McDougal and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006.
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Geography of Tourism**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	1	2	2	2	2
CO2	3	3	1	1	1	2	2	2	2
CO3	2	3	2	2	2	3	2	2	2
CO4	3	2	2	2	2	2	2	3	2
Average	2.75	2.75	1.50	1.75	1.50	2.25	2.00	2.25	2.00

Syllabus

Name of Subject: Tourism Resource of India III (Cultural)	Maximum Theory Marks: 75 (TE+TI+PE+PI=50+25+0+0)
Course ID: 240/TTM/CC303	Time Allowed: 3 Hours
Credits 3 (L-T-P = 2+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 10 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1: TO Understand the diversity of Indian culture through its languages, religions, and societal structures. Apply knowledge of culture and tourism to appreciate India's unity in diversity

CO2: To Evaluate the historical and cultural impact of iconic Indian architectural landmarks including Hindu, Buddhism, Medieval and modern architecture

CO3: To Identify and differentiate Indian classical dance forms, music, and handicrafts.

CO4: To Understand the significance of major Indian Fairs and festivals in promoting cultural unity and heritage and preserving traditions and boosting tourism.

COURSE CONTENTS:

Unit 1:
Concept of Culture, The Characteristic Features of Indian Culture-Preservation and Conservation of Monuments and Culture, Unity in Diversity: Physical variations, Climate, Diversity of races, Different Languages, Variety in Religions, Diversity in the Society. Relationship of Culture and Tourism with Special Reference to India.
Unit 2:
Buddhist Architecture: Sanchi, Hindu Architecture: Khajuraho Temples, Sun Temples of Konark, Medieval Architecture: Taj Mahal, Red Fort of Delhi, Modern Architecture: Cyberecture Egg Mumbai. Rajkumari Rajnawati Girls School Jaisalmer, Antilia Mumbai, Jawahar Kala Kendra Jaipur.
Unit 3:
Dance: Natya, Nritya, Varieties: Bharatnatyam, Kathakali, Kathak, Manipuri, Mohiniattam, Bhangra, Music: Swapta Swaras, Ragas, Bhajan, Kirtan, Hindustani and Karnataka Music, Various Instruments used in Music: Wind, Percussions & Stringed.
Unit 4:
Significance of Fairs & Festivals, Ganesh Chaturthi, Diwali, Dussehra, Durga Puja, Buddha Purnima, Bihu, Surajkund Craft Fair, Mango Festival Delhi, Desert Festival Jaisalmer.

Suggested Readings:

- Introduction to India: Culture and Traditions of India: Indian Guide Book KindleEdition by Shalu Sharma.
- Indian Culture and Heritage: Indian Culture, Heritage, History, Arts, Architecture, & Tourism by Anurag Mathur.
- Indian Culture Heritage Perspective for Tourists by LK Singh
- Culture Tourism Development by Romila Chawla
- Tourism Products by Robinet Joseph & Anoop Philip
- Religious Journeys in India: Pilgrims, Tourists & Travellers edited by Andrea Marion

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resource of India III (Cultural)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	2	1	1	3	2	2	2
CO2	2	2	2	1	1	3	1	2	2
CO3	2	3	2	2	2	3	2	2	2
CO4	2	3	2	2	2	3	2	2	2
Average	2.25	2.75	2.00	1.50	1.50	3.00	1.75	2.00	2.00

Semester IV

Syllabus

Name of Subject: Eco-Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC401 (TE+TI+PE+PI=70+30+0+0)	Time Allowed: 3 Hours
	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To Analyze the principles and practices of ecotourism, and evaluate its impact on environmental conservation, socio-cultural preservation, and economic development.

CO2:-To Design and develop sustainable ecotourism plans, incorporating carrying capacity assessment to minimize negative impacts on ecosystems and maximize benefits for local communities.

CO3:-To Compare and contrast different approaches to ecotourism development, including national and international guidelines, policies, and best practices.

CO4:- To Assess the role of ecotourism in achieving environmental, socio-cultural, and economic conservation, and propose innovative solutions to address emerging challenges and trends in the field.

COURSE CONTENTS:

Unit 1:
Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principles, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism, Eco-tourism in India Problems and proposed solutions
Unit 2:
Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. Eco tourism activities and their impacts on eco-tourism resources especially on wild life water based tourism resources and Mountains.
Unit 3:
National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies, eco-tourism trends issues and challenges. Role of National and international agencies in promoting Eco tourism, (UNWTO, IUCN, WWF) The International Ecotourism society (TIES) and its work to promote eco-tourism in the world.
Unit 4:
Eco Tourism and Development: Community awareness and participants Contribution of ecotourism in environmental Conservation: -- Socio-cultural conservation and economic conservation. Carrying capacity assessment and management for eco-tourism. Emerging trends in Eco tourism. A case study of Kerala and Lakshadweep as an Eco Tourism destinations.

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Eco-Tourism**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	3	2	3	3	2	2	2
CO2	2	2	3	2	3	3	2	2	2
CO3	3	2	2	2	2	2	2	2	2
CO4	2	2	3	1	2	3	3	2	2
Average	2.50	2.25	2.75	1.75	2.50	2.75	2.25	2.00	2.00

Syllabus

Name of Subject: Adventure Tourism-I (Land)	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC402	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To Classify and explain various land-based adventure tourism activities, evaluate their safety standards and risk management strategies.

CO2:-To Design and plan a land-based adventure tour, incorporating appropriate tools, equipment, and safety protocols, and assess the environmental and social impact of such activities.

CO3:-To analyze the infrastructure and facilities offered by various destinations for land-based adventure tourism in India, and evaluate the challenges and issues faced by the industry.

CO4:-To integrate knowledge of land-based adventure tourism activities, safety standards, and risk management strategies to recommend sustainable and responsible adventure tourism practices in India.

COURSE CONTENTS:

Unit 1:
Explaining of the terms: Risk, Disaster, Rock Climbing, Rapling, Artificial Wall Climbing, Hiking, Camping, Nature Walks, ATV Tours, Sherpa, Road head, Tree line, Snowline, BMC, AMC, map reading, Flag-Off & Flag-In ceremony. Concept, Definition, Scope and Nature of Land Based Adventure Tourism. Land based adventure tourism resources in India.
Unit 2:
Soft/hard trekking & Mountaineering: Concept, history, tools & equipment’s, popular domestic destinations, seasons and basic minimum safety standards for land-based adventure tourism related activities. Case studies of Hampta Pass & Valley of Flowers Treks along with Stock Kangri & Mount Dev Tibba mountaineering expeditions with map work. Indian Mountaineering Foundation (IMF): Functions, Rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and challenges.
Unit 3:
Skiing, Desert Safaris & Car Rallies: Concept, history, tools & equipment’s, popular domestic destinations, seasons and basic minimum safety standards for land-based adventure tourism related activities. Land Based adventure tourism: Products and infrastructure.
Unit 4:
Land based adventure activities: Motivations and involved potential risks with its management. Popular domestic destinations of land-based adventure tourism. Land Based Adventure tourism: Organizations and training institutes in India.

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi.
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Adventure Tourism-I (Land)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	1	1	2	2	3
CO2	2	2	2	3	2	2	2	2	3
CO3	2	3	1	2	2	2	2	2	2
CO4	2	3	2	2	3	3	3	2	3
Average	2.00	2.75	1.50	2.25	2.00	2.00	2.25	2.00	2.75

Syllabus

Name of Subject: Tourism Resource of India IV (Religious)	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC403	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Analyze the significance and impact of religious tourism in India, and evaluate the strategies to promote pilgrimage tourism while minimizing its negative effects

CO2:- To Compare and contrast the main teachings and philosophies of various religions in India, including Hinduism, Buddhism, Jainism, Islam, Christianity, and Sikhism, and design a pilgrimage tour itinerary that respects and showcases their cultural and religious heritage.

CO3:- To explain the cultural and religious significance of various pilgrimage sites in India, including Four Dhams, Varanasi, and Amritsar, and assess their potential for sustainable tourism development.

CO4:-To integrate knowledge of religious teachings and philosophies to develop a responsible and sustainable religious tourism practice in India, respecting the cultural and religious heritage of diverse communities.

Unit 1:
Religious Tourism: Concept, Definition and Significance, Trends and Pattern in Religious tourism in India, Strategies to Promote Pilgrimage Tourism in India, Impacts of Pilgrimage Tourism. Problems and Prospects of Religious Tourism in India
Unit 2:
Hinduism: Main Teachings & Philosophy, Buddhism: Main Teachings & Philosophy, Jainism: Main Teachings & Philosophy
Unit 3:
Islam: Main Teachings & Philosophy, Christianity: Main Teachings & Philosophy, Sikhism: Main Teachings & Philosophy
Unit 4:
Hinduism: Four Dhams: Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, Buddhism: Bodh Gaya, Sarnath, Jainism: Mount Abu, Palithana, Islam: Ajmer, Christianity: Goa, Sikhism: Amritsar

Suggested Readings:

AbidHussain, S. 2003 (reprint) The National Culture of India, National Book Trust, NewDelhi.

- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2vols., OxfordUniversity Press, New Delhi.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resource of India IV (Religious)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	3	3	1	3	1	2	2
CO2	3	3	1	1	1	2	3	2	2
CO3	2	3	1	2	1	3	2	2	2
CO4	1	3	1	1	2	3	2	2	2
Average	2.00	3.00	1.50	1.75	1.25	2.75	2.00	2.00	2.00

Semester -V

Syllabus

Name of Subject: Medical Tourism	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks:100
Course ID: 240/TTM/CC501	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Core Course	

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Define medical tourism, its scope, and regulatory laws, and evaluate its impact on healthcare systems.

CO2:- To analyze ethical issues in medical tourism and design a responsible medical travel plan, incorporating international healthcare accreditation and travel formalities.

CO3:- To Compare and contrast various Indian healthcare therapies, including Ayurveda, Yoga, and Naturopathy, and assess their potential in medical tourism.

CO4:- To Identify emerging trends in tourism, such as destination weddings and film tourism, and propose innovative strategies to promote India as a medical tourism destination.

COURSE CONTENTS:

Unit 1:
Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, International healthcare accreditation. Travel formalities.
Unit 2:
Regulatory laws, Ethical issues for Medical Tourism, Indian health care therapy and medicine - drug treatments ayurveda, yoga, naturopathy, homoeopathy and spa
Unit 3:
Medical Tourism in India, Major Destinations, Potential impact of Medical Tourism on the health workforce and health systems in India. A case study of Delhi (NCR) and Chennai as a Medical Tourism Destination.
Unit 4:
Emerging Trends : Destination Wedding and Solo Traveler, Off the Beat Destinations and Film Tourism.

Suggested Readings

- Chatak G.R. : Medical Tourism(Codes and Guidelines), Neha Publishers & Distributors, 2010.
- Kulkarni Sonali: Medical Tourism in India, Neha Publishers & Distributors, 2008.
- Connell John : Medical Tourism, CABI; First edition (May 3, 2011)
- Todd Maria K. : Medical Tourism Facilitator’s Handbook, Pecoroductivity Press; 1 edition (12 January

2012)

- Renée-Marie Stephano, Esquire : Medical Tourism “An International Healthcare Guide For Insurers, Employers and Governments”.
- C. Michael Hall : Medical Tourism (The Ethics, Regulation, and Marketing of Health Mobility), Routledge, 21-Aug-2012.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Medical Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	3	2	2	3	2
CO2	2	2	1	1	3	3	2	3	2
CO3	2	3	2	2	2	2	2	2	2
CO4	2	3	1	3	2	2	3	3	3
Average	2.00	2.75	1.25	2.0	2.50	2.25	2.25	2.75	2.25

Syllabus

Name of Subject: Adventure Tourism-II (Air)	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC502	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes:

CO1:-To Define air-based adventure tourism, its scope, and nature, and identify resources and infrastructure in India.

CO2:- To analyze safety standards and risks associated with air-based adventure activities, such as ballooning, paragliding, and bungee jumping, and design a risk management plan.

CO3:- To evaluate the environmental and social impacts of air-based adventure tourism, including litter, pollution, and destruction of flora and fauna, and propose sustainable practices.

CO4:- To integrate knowledge of air-based adventure tourism activities, safety standards, and risk management to recommend responsible and sustainable adventure tourism practices in India

COURSE CONTENTS: - After completing the course, students will be able:

Unit 1:
Definition, Scope and Nature of Air Based Adventure Tourism. Air based adventure tourism resources in India. Importance of atmosphere structure for air-based adventure tourism. Air based adventure tourism resources.
Unit 2:
Ballooning, Paragliding/ Hand gliding and Micro Lighting: Concept, history, tools & equipment’s, popular domestic destinations, seasons and basic minimum safety standards for air-based adventure tourism related activities. Problems and issues relevant to the adventure travel and tourism industry.
Unit 3:
Parasailing and Bungee Jumping: Concept, history, tools & equipment’s, popular domestic destinations, seasons and basic minimum safety standards for air-based adventure tourism related activities. Air based adventure tourism: Products and infrastructure. Challenges of adventure tourism: Litter, waste, pollution, overbuilding, destruction of flora and fauna. Issues from the perspective of different stakeholders: Govt., local people, tourists and tourism businesses.
Unit 4:
Air based adventure activities: Motivations and involved potential risks with its management. Popular domestic destinations of air-based adventure tourism. Air based adventure tourism: Organizations and training institutes in India.

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi.

Hill Stations of India -Gillan Wright, Penguin Books, New Delhi.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Adventure Tourism-II (Air)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	1	2	2	2	3
CO2	2	3	1	2	1	2	2	3	3
CO3	2	3	3	1	3	3	1	2	2
CO4	2	2	2	2	2	3	2	3	3
Average	2.00	2.75	1.75	1.75	1.75	2.50	1.75	2.50	2.75

Syllabus

Name of Subject: Airlines Ticketing	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC503	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Identify and explain IATA world geography, air transport regulations, and five freedoms of air, and calculate elapsed time, flying time, and journey time.

CO2:-To analyze airline policies and practices, air fare construction, and tariff rules, and design a fare calculation plan using mileage principles and air ticket-related documents.

CO3:- To evaluate the differences between various airlines reservation systems and construct air fares using various types of journeys and tariff rules.

CO4:- To integrate knowledge of air transport regulations, air fare construction, and airlines reservation systems to recommend efficient and cost-effective air travel plans.

COURSE CONTENTS:

Unit 1:
IATA World Geography: IATA Traffic Conference Areas. Time calculation: GMT variation, concept of Standard Time and Day Light Saving (DLS) Time, Calculator of Elapsed Time, Flying Time, Journey Time and Ground time. Air Transport Regulations. Five Freedoms of Air. Tourism and Airlines Terminology.
Unit 2:
Airlines Policies and Practices. Basic Elements of Air Fares (Class of Services). The Hub and Spoke System. Familiarization with OAG: 03 Letters City Codes and Airport Codes, Airline Designated Codes, Code Share, Minimum Connecting Time (MCT). Familiarization with TIM. Passenger requiring Special Handling. Airport & Inflight Services.
Unit 3:
Air Fare Construction: Concept & Types of Journey, Tariff and Fare Construction Terminology. Global Indicators and Sales Indicators. Familiarization with Air Tariff: Currency Regulations, NUC conversion Factors, general rules. Basic steps for Fare Calculation. Mileage Principles in Fare Calculation: MPM, TPM, EMA, EMS, HIP, BHC, Add-on's. Air Ticket Related Traffic Documents: MCO, PTA, REN and UATP.
Unit 4:
Airlines Reservation System (CRS): Comparative study of different CRS System. Practical work on Flying Time Calculation and Air Fare Construction.

Suggested Readings:

- Jagmohan Negi: Air Travel Ticketing & Fare Construction. Kanishka Publishers Distributors.
- Gupta S.K: International Airfare & Ticketing Methods & Technique. UDH Publishers & Distributors (P) Ltd. New Delhi.
- IITC: International Airlines & Travel Management Theory: Reference Guide.
- Sinha P.C: Encyclopedia of Tourism Management.
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- Galileo, Amadeus & Abacus Systems.
- ABC & OAG Guide.
- TIM Air Tariff.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Airlines Ticketing**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	1	3	1	1	2	2
CO2	3	2	1	1	3	2	3	2	2
CO3	2	3	2	1	2	1	3	2	2
CO4	2	2	1	2	3	1	3	3	2
Average	2.25	2.50	1.25	1.25	2.75	1.25	2.50	2.25	2.00

Semester -VI

Syllabus

Name of Subject: Itinerary Planning & Tour Packaging	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC601	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Learning Outcomes: - After completing the course, students will be able:

CO1:- To Design and develop effective itineraries for various tourist circuits, considering essential requirements and challenges.

CO2:- To Formulate and design package tours, considering seasonality, target market, and budget, and classify and market tour packages effectively.

CO3:-To calculate tour costs and prices, considering various factors and ethical issues, and prepare cost sheets for different types of tours.

CO4:- To operate package tours efficiently, confirming and reconfirming arrangements, distributing customized itineraries, and following standard procedures for pickup, drop, check-in, and check-out.

Course Content

Unit 1:
Itinerary Planning & Development: Meaning, Importance and Types of Itinerary –(Single Destination, Multi destination, Circular and Open Jaw), How to develop an effective Itinerary; Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Necessary requirements for Itinerary Preparation itinerary Preparation, Importance of an Itinerary, challenges faced in Itinerary Planning. <i>Practical:-prepare itineraries for Golden triangle, Budhist Circuit, Desert Triangle (Bikaner Jodhpur Jaisalmer)Adventure tourism in Uttarakhand, Religious Circuit in Uttar Pradesh</i>
Unit 2:
Concept , Origin of Tour Packaging, components of standard package tour Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Factors affecting Tour formulation (seasonality, Target Market Budget)Classifications of Tour Packages , Pre Tour Management,, Liason with Principals Tour Operation, and Post Tour Management. Designing Tour Brochure and marketing. Advantages and Disadvantages of Package Tour <i>Practical: prepare 4 night 5 days Package tour for the Golden Triangle, Budhist Circuit, Desert Triangle (Bikaner Jodhpur Jaisalmer)adventure tourism in Uttarakhand, Religious Circuit in Uttar Pradesh</i>
Unit 3:
Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet – Tour Pricing - Calculation of Tour Price, factors affecting Pricing, Costing of tour packages of FIT, GIT and Inbound Tours. Ethical and legal Issues in Tour Operations
Unit 4:

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.
New Trends In Holiday Packages. Case study of leading tour operators; Thomus Cook, Cox and Kings, Make MY TRIP

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A & Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Itinerary planning & Tour Packaging

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	2	2	3	3	3
CO2	2	3	1	3	2	2	3	3	3
CO3	3	2	2	3	2	1	2	3	2
CO4	3	3	1	3	2	2	3	2	3
Average	2.75	2.75	1.25	2.75	2.00	1.75	2.75	2.75	2.75

Syllabus

Name of Subject: Adventure Tourism-III (Water)	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC602	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Define and explain water-based adventure tourism, its scope, and nature, and identify resources and risks associated with it. (Knowledge, Comprehension)"

CO2:-To analyze safety standards and risks associated with water-based adventure activities, such as white water rafting, kayaking, and scuba diving, and design a risk management plan.

CO3:-To evaluate the socio-cultural, economic, and environmental impacts of water-based adventure tourism and develop marketing and promotional strategies for adventure tourism products.

CO4:- To integrate knowledge of water-based adventure tourism activities, safety standards, and risk management to recommend responsible and sustainable adventure tourism practices and identify job opportunities and entrepreneurship options in the industry.

COURSE CONTENTS:

Unit 1:
Definition, Scope and Nature of Water Based Adventure Tourism. Water based adventure tourism resources in India. Explaining of the terms: Risk, Disaster, Rapids, Cliff Jumping, Waves, Scuba Diving, and Snorkeling. Risk management of adventure activities in light of insurance significance.
Unit 2:
White Water Rafting, Kayaking/ Canoeing and Scuba Diving: Concept, history, tools & equipment’s, popular domestic destinations, seasons and basic minimum safety standards for water-based adventure tourism related activities.
Unit 3:
Surfing and Water Skiing: Concept, history, tools & equipment’s, popular tourist destinations, seasons and basic minimum safety standards for water-based adventure tourism related activities.
Water based adventure tourism: Products and infrastructure. Adventure tourism impacts: Socio-cultural, economic and environmental impacts of adventure tourism. Marketing and promotional strategies for adventure tourism products.
Unit 4:
Water based adventure activities: Motivations and involved potential risks with its management. Popular domestic destinations of water-based adventure tourism. Water based adventure tourism: Organizations and training institutes in India. Job opportunities and Entrepreneurship in adventure Tourism. Renowned travel agents and tour operators of adventure business.

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi. Hill Stations of India -Gillan Wright, Penguin Books, New Delhi.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Adventure Tourism-III (Water)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	2	2	2	3	3
CO2	2	3	1	2	2	2	2	3	3
CO3	2	2	3	3	2	3	2	2	3
CO4	2	3	2	2	3	3	2	2	2
Average	2.00	2.75	1.75	2.25	2.25	2.50	2.00	2.50	2.75

Syllabus

Name of Subject: Domestic Tourism	Maximum Theory Marks:75 (TE+TI+PE+PI=50+25+0+0)
Course ID: 240/TTM/CC603	Time Allowed: 3 Hours
Credits 3 (L-T-P = 2+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 10 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To analyze the patterns and characteristics of domestic tourism in India, including tourist-generating states and factors affecting tourist movements.

CO2:-To identify and locate tourism resources in Himachal Pradesh, Uttarakhand, and Leh-Ladakh, and design itineraries using maps.

CO3:--To Compare and contrast tourism resources in Rajasthan, Madhya Pradesh, and Meghalaya, and evaluate their facilities and map work.

CO4:- To integrate knowledge of tourism resources in Kerala, Odisha, Andaman & Nicobar, and Lakshadweep group of Islands to develop sustainable tourism.

COURSE CONTENTS:

Unit 1:
Domestic tourism in India, patterns and Characteristics of major tourist generating states & tourist. Factors affecting global and regional tourist movements. Demand forecasting and its significance.
Unit 2:
Tourism resources of Himachal Pradesh, Uttarakhand and Leh-Laddakh with accessibilities & accommodation facilities along with itineraries and Map work.
Unit 3:
Tourism resources of Rajasthan, Madhya Pradesh and Meghalaya with accessibilities & accommodation facilities along with itineraries and Map Work.
Unit 4:
Tourism resources of Kerala, Odisha and Andaman & Nicobar and Lakshadweep group of Islands with accessibilities & accommodation facilities along with itineraries and Map Work.

Suggested Readings:

- Chand Mohinder, Kamra K.K: Basics of Tourism
- Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of
- Lonely Planet – India
- Road Atlas of India
- Indian Atlas

E-resources:

<https://tourism.gov.in/>

<https://himachaltourism.gov.in>

<http://www.jktourism.jk.gov.in>

<https://uttarakhandtourism.gov.in>

<http://www.tourism.rajasthan.gov.in/>

<https://www.keralatourism.org>

<https://www.maharashtratourism.gov.in>

<https://www.mptourism.com>

<https://upstdc.co.in>

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Domestic Tourism**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	2	1	2	2	2
CO2	2	3	1	2	2	2	2	2	2
CO3	2	3	2	2	2	1	2	2	2
CO4	2	2	1	2	2	1	2	2	2
Average	2.00	2.75	1.25	2.0	2.00	1.25	2.00	2.00	2.00

Semester-VII

Syllabus

Name of Subject: Disaster Management in Tourism (As per UGC Guidelines)	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks:100
Course ID: 240/TTM/CC701	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Core Course	

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To Define and classify disasters, hazards, and vulnerabilities, and analyze the disaster cycle and approaches to disaster risk reduction.

CO2:- To evaluate the impacts of disasters on various sectors and communities, including social, economic, and environmental impacts, and identify the roles and responsibilities of different stakeholders.

CO3:- To analyze the inter-relationship between disasters and development, including factors affecting vulnerabilities and the relevance of indigenous knowledge, appropriate technology, and local resources.

CO4:- To Integrate knowledge of disaster risk management in India to design effective risk management strategies for adventure activities and tours.

COURSE CONTENTS:

Unit 1:
Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks, urban disasters, epidemics, pandemics, complex emergencies, Climate Change, Adaptation). Disasters: Classification & Causes. Global trends in disasters. Approaches to Disaster Risk reduction (DRR): Disaster cycle - Its phases, Analysis, Culture of safety, prevention, mitigation and preparedness community based DRR. Structural & non-structural measures.
Unit 2:
Impacts of Disaster: including social, economic, political, environmental, health, psychosocial, etc. Differential impacts: in terms of caste, class, gender, age, location, disability. Roles and responsibilities of: Community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.
Unit 3:
Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Relevance of indigenous knowledge, appropriate technology and local resources.
Unit 4:
Disaster Risk Management in India: Hazard and Vulnerability profile of India. Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health. Waste Management Institutional arrangements (Mitigation, Response and Preparedness). DM Act and Policy. Risk management in diverse adventure activities & during Tour in light of significance of insurance. Significance of 'First Aid Box' knowledge and handling of emergency situations for Escorts, Tour Manager and event planner.

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Suggested Readings:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management, Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.

MAPPING MATRIX OF COURSE:

**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Disaster Management in Tourism
(As per UGC Guidelines)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	2	2	1	2	2	2	2	2
CO2	2	2	3	2	2	3	2	2	2
CO3	2	3	3	1	2	3	2	2	2
CO4	2	2	2	2	3	2	2	2	2
Average	2.00	2.25	2.50	1.50	2.25	2.50	2.00	2.00	2.00

Syllabus

Name of Subject: Event Management	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC702	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: the question paper shall be divided into two sections. Section ‘A’ shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To Define and classify events, and explain the event management process, principles, and responsibilities,

CO2:- To Design and plan an event, considering key elements, feasibility, legal compliance, staging, staffing, and protocol, demonstrating analytical and application skills.

CO3:- To develop a marketing and promotion strategy for an event, using the marketing mix, sponsorship, and promotion, and manage financial, safety, and risk aspects, demonstrating evaluative and application skills.

CO4:- To integrate knowledge of event management to coordinate and manage events effectively, considering crowd management, media and stakeholders,

COURSE CONTENTS:

Unit 1:
Events: definitions, classifications, characteristics, scope, objectives, importance. Event management process, life cycle and why event management? 5C's and 5W's of event management. Principles for Organizing an event. Responsibilities of an event manager. Skills required to be a good event planner. Code of ethics. Communication in event industry. Advantage and disadvantage of event management.
Unit 2:
Concept and design of events. Key elements of events. Feasibility and legal compliance for an event. Planning and protocol of events. Staging and staffing of events.
Unit 3:
Marketing and Promotion of Events: Nature & process of event marketing with the marketing mix, sponsorship & promotion. Financial management of events. Safety and Risk Management.
Unit 4:
Crowd management and evacuation. Media and talent management. Stakeholders in events. Computer application in event industry. The event team and organizational structure for event company. Job opportunities in a changing environment of event management. Implications of events. Renowned event service providers. A case study of SATTE and TTF as an Event Management Destination.

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York,2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Event Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	2	2	2	3	3
CO2	2	3	1	2	2	2	2	3	3
CO3	2	2	2	3	3	2	3	3	2
CO4	2	3	2	3	3	3	3	2	3
Average	2.25	2.75	1.50	2.50	2.50	2.25	2.25	2.75	2.75

Syllabus

Name of Subject: Digital Marketing in Tourism	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC703	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Learning Outcomes: - After completing the course, students will be able:

CO1:- To explain the fundamentals of digital marketing, its significance, and evolution, compare traditional marketing with digital marketing.

CO2:- To Design and execute a social media marketing campaign.

CO3:- To Optimize a website using SEO techniques, keywords.

CO4:- To Create and measure effective digital advertising campaigns, using various digital advertisement types.

Course Content:

Unit 1:
Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing. Social Media Marketing, Affiliate Marketing, Email Marketing, Mobile Marketing.
Unit 2:
Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns.
Unit 3:
Introduction to SEO, How Search engine works, SEO Phases, How SEO Works, what is Googlebot (Google Crawler), Types of SEO technique, Keywords, Keyword Planner tool, On page Optimization, Off page Optimization
Unit 4:
Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising: - Process & players, Display Advertising Media, Digital metrics.

Suggested Readings:

- Digital Marketing –Kamat and Kamat-Himalaya
- 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- 3. Digital Marketing, V. Ahuja, Oxford University Press
- 4. Digital Marketing, S.Gupta, McGraw-Hill
- 5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition.

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Digital Marketing in Tourism**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	3	2	2	3	3	3
CO2	2	2	1	3	2	2	2	3	3
CO3	2	2	2	3	2	2	3	2	3
CO4	2	2	1	2	2	2	3	3	2
Average	2.00	2.25	1.25	2.75	2.00	2.00	2.75	2.75	2.75

Syllabus

Name of Subject: Research Methodology for Tourism	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC704	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Learning Outcomes: - After completing the course, students will be able:

CO1:- To Define and explain the characteristics and objectives of research, its advantages and disadvantages.

CO2:- To formulate a research problem, develop a hypothesis, and design a research study, demonstrating application and analysis skills.

CO3:-To Collect and analyze data using various methods, demonstrating evaluation and synthesis skills.

CO4:- To Present and interpret research findings by using appropriate data analysis and presentation techniques, demonstrating synthesis and creation skills.

Course Content:

Unit 1:
Meaning and Definition of Research, Characteristic and Objectives of Research, Types of Research, Steps Undertaken for a Research, Advantages and Disadvantages of Conducting a Research
Unit 2:
Selection of a Research Problem, Formulation of Research Problem, Hypothesis, Nature/Characteristics of a Good Hypothesis, Importance of Hypothesis, Research Design and its Characteristics, Essentials of a Good Research Design, Types of Research Design.
Unit 3:
Data- Meaning, Types, Advantages and Disadvantages, Interview- Definition, Meaning, Types, Guidelines to make Interview more effective, Advantages and Disadvantages of Interview, Questionnaire-Meaning, Purpose, Types, Formulation, Advantages and Disadvantages Survey- Definition, Meaning, Objectives, Characteristics, Types, Planning, Advantages and Limitations
Unit 4:
Data Presentation Processing and Analysis, Editing, Coding, Classification, Tabulation, Analysis and Interpretations of Data, Layout of a research report, Steps involved in writing a Good Research Report.

Suggested Readings

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, SagePublication, 2014
- Kothari. C.R.: Research Methodology, New Age International, 2011
- Shajahan. S: Research Methods for Management, 2004
- Mustafa A: Research Methodology, 2010
- Thanulingom N: Research Methodology, Himalaya Publishing
- C. Rajendar Kumar: Research Methodology, APH Publishing
- Gupta Hitesh & Gupta S.L.: Research Methodology, International Book House, 2011

MAPPING MATRIX OF COURSE:**Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Research Methodology for Tourism**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	2	2	1	2	3	2	2
CO2	2	3	2	2	2	2	3	2	2
CO3	2	2	2	2	1	2	3	2	2
CO4	2	3	2	2	1	2	2	2	2
Average	2.00	2.75	2.00	2.00	1.25	2.00	2.75	2.00	2.00

Semester-VIII

Syllabus

Name of Subject: International Tourism	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks:100
Course ID: 240/TTM/CC801	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Core Course	

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Learning Outcomes: - After completing the course, students will be able:

CO1:-To Understand and Analyze the patterns and characteristics of international tourism in India.

CO2:- To Identify and locate tourist attractions along with infrastructure in Canada, Switzerland, and England, and design itineraries.

CO3:-To Compare and contrast tourist attractions in Argentina, South Africa, and New Zealand, and evaluate infrastructure facilities.

CO4:- To integrate knowledge of tourist attractions in China, Thailand, and Malaysia to design effective itineraries, understanding VISA processes for various countries.

Course Content:

Unit 1:
International tourism of India: Patterns and Characteristics of major tourist generating countries & tourist. Factors affecting global and regional tourist movements. Demand forecasting and its significance for tourism sector.
Unit 2:
Tourist Attractions of Canada, Switzerland and England with accessibilities & accommodation facilities along with itineraries. VISA process for USA & Canada.
Unit 3:
Tourist Attractions of Argentina, South Africa and New Zealand with accessibilities & accommodation facilities along with itineraries. VISA process for New Zealand & Australia.
Unit 4:
Tourist Attractions of China, Thailand and Malaysia with accessibilities & accommodation facilities along with itineraries. VISA process for Europe.

Suggested Readings:

- Chand Mohinder, Kamra K.K: Basics of Tourism
- Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of India

Pool (BTTM) NEP GUG (2024 Onwards)

- Lonely Planet – Singapore, Malaysia, Thailand, China, Australia, UK, France, Switzerland, USA, Canada, UAE, Maldives.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: International Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	2	2	3	3	3
CO2	3	3	1	2	2	2	3	3	3
CO3	3	2	2	2	2	2	3	2	3
CO4	2	3	1	2	2	2	2	3	2
Average	2.75	2.75	1.25	2.00	2.00	2.00	2.75	2.75	2.75

Syllabus

Name of Subject: Travel and Tourism Media	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC802	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section ‘A’ shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section ‘B’ shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Learning Outcomes: - After completing the course, students will be able:

CO1:-To Define and explain the concept of travel journalism, its types, significance, and characteristics.

CO2:- To Analyze the impact of social media on the travel business, and evaluate the merits and demerits.

CO 3:- To Design and create effective travel content, including writing, photography, and videography, using skills and techniques.

CO4:- To integrate knowledge of travel media, including laws and ethics, to produce responsible and effective travel media.

Unit 1:
Introduction:-Concept, Types Significance, Characteristics, Travel Journalism: evolution of Travel media, Travel Traditional Media; Elements, Advantages and Disadvantages of Travel Traditional Media. Modern Media; elements, Advantages and Disadvantages, limitation of Travel Traditional Media, Career opportunities in travel media, Skills required for career in Travel media.
Unit 2:
Digital Travel Media:-Emerging Technologies in Digital travel media, Characteristics Social media integration with Digital travel media. Social Media; Elements of Social media, Characteristics, Social media impacts on Travel Business, Role of Social media in Decision making process of Tourist, Merit and demerits of Social media.
Unit 3:
Emerging career in Travel Media: Travel content Writer or Travel Blogger, Skills required to be a good Travel Content writer or Blogger. Point to be remember while writing in Travel Magazine and News Editorial. Characteristics of an Effective Travel content. Leading travel Content writer of Travel Vlogger or Influencer; Skills required to be a good Travel Vlogger or Influencer. Leading Travel Vlogger of India Food Cretic, Skills required to be a good Food Cretic. Common mistakes to avoid in career of Travel blogger, Vlogger, and Food Cretic.
Unit 4:
Travel Photography, and Videography. Tips for taking travel Photos and travel video. Common mistakes to avoid while doing Photography and Video making. Laws and Ethics for travel writing and Travel Media.

Suggested Reading

- Travel Journalism and Travel Media: Identities, Places and Imaginings" by Ben Cocking Publisher: Palgrave Macmillan (2020)
- The Writer's Handbook Guide to Travel Writing" edited by Sylvia Bashevkin
- The Travel Writer's Handbook: How to Write – and Sell – Your Own Travel Experiences" by Louise Purwin Zobel
- Travel Writing 2.0: Earning Money from Your Travels in the New Media Landscape" by Tim Leffel
- Travel Vloggers As A Source Of Information About Tourist Destination: A Study In Bangladesh" by Md. Mahmudul Hasan et al.
- Impact of New Media in Tourism" by Maria Gorete Publisher Routledge (2019)

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Travel and Tourism Media

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	3	1	2	3	2	3
CO2	2	2	3	2	2	1	3	2	3
CO3	2	3	2	2	1	1	3	2	2
CO4	2	2	2	2	3	3	2	2	3
Average	2.00	2.50	2.00	2.25	1.75	1.75	2.75	2.00	2.75

Syllabus

Name of Subject: Economics of Tourism	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC803	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

COURSE CONTENTS: - After completing the course, students will be able:

CO1:- To Explain the basic economic concepts and their relevance to tourism,

CO2:- To analyze the demand for tourism products and services, including tourist behavior, and the consumer's decision-making process.

CO3:- To Design and price tourism products and services, considering patterns and determinants of tourism pricing.

CO4:- To evaluate the economic and socio-cultural impacts of tourism, demonstrate understanding of new product development in tourism.

Unit 1:
Concept of Economics and their relevance to tourism. Balance of payment, visible and Invisible trade, opportunity cost, prime and supplementary costs. Tourism and economic development: significant contribution of cultural and natural tourist attractions of Dubai, Maldives, Singapore, Hong Kong and Bali (Indonesia) for their economic development.
Unit 2:
Demand for Tourism Products/Services: Concept, definition and types of demand for Tourism. Tourist behavior and tourism demand. Determinants of tourism Demand. Holiday Choice: Consumer's Tourist decision making process
Unit 3:
Supply of Tourism Products/Services: Patterns and characteristics of tourist products. Pricing of Tourism Products/Services Concept, definition, objectives and types of pricing of tourism products. Determinants of tourism pricing. Pricing a tourism product over its life cycle.
Unit 4:
New product development in tourism. The economic impacts of tourism: Direct, Indirect, Induced and negative. "The multiplier- Concept, types & significance" and Leakages. Socio-Cultural dimension of Tourism in reference to community.

Suggested Readings:

- John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
- Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004

- M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.',Routledge, New York,1997
- Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
- Dholakia RH & Oza.A.L., 'Micro Economics for Mgt. students', Oxford Uni.Press, New Delhi
- Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.Dwivedi DN, 'Managerial Economics', Vikas, New Delhi

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Economics of Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	1	2	1	2	2	2	2
CO2	3	3	1	2	2	2	2	3	3
CO3	2	3	1	2	2	2	2	3	3
CO4	3	2	3	1	1	2	2	3	3
Average	2.75	2.50	2.00	1.75	1.50	2.00	2.00	2.75	2.75

Syllabus

Name of Subject: Tourism Planning and Sustainable Tourism	Maximum Theory Marks:100 (TE+TI+PE+PI=70+30+0+0)
Course ID: 240/TTM/CC804	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

LEARNING OUTCOMES: - After completing the course, students will be able:

CO1:- To understand the concept and scope of tourism planning, and design a sustainable tourism plan using various approaches and levels of planning.

CO2:- To analyze the principles and factors affecting sustainable tourism, including environmental, social, cultural, and economic impacts, and evaluate visitor management practices.

CO3:- To assess the environmental impact of tourism and evaluate sustainable tourism practices with destination management.

CO4:- To Integrate knowledge of sustainable tourism practices to design and implement strategies for sustainable tourism development.

Course Content:

Unit 1:
Tourism Planning: Concept, nature scope, Significance of planning in tourism. Tourism Planning process- Tourism policy-national tourism policies in India. Tourism growth in India before and after covid-19 , tourism industry and latest five year plans
Unit 2:
Definition and principles: Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism Visitor management practices- Definition and concept of ecotourism-Principles
Unit 3:
Environmental impact assessment (EIA). Carrying capacity, Basis for classification of sustainable tourism: Innovative forms of sustainable tourism and their Characteristics. Destination Management: Concept, key stakeholders and destination development process.
Unit 4:
Understanding the concept and practices: Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco- marketing and green fuel with respect to tourism sustainability. Strategies for sustainable tourism: Community based tourism and sustainability and future of Sustainable Tourism.

REFERENCES

- Swarbrook, John(1999) Sustainable Tourism Management, CABI,UK
- Mowforth, M. and Munt, I. (2003), Tourism and Sustainability: Development and New Tourism in the Third World. Routledge, London.
- Wahab, S and John J. Pigram, J.J. (1997) Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Planning and Sustainable Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	2	1	3	3	2	3	3
CO2	2	2	3	2	3	3	2	3	2
CO3	2	2	3	1	2	3	2	2	2
CO4	2	2	3	1	3	2	2	3	2
Average	2.25	2.25	2.75	1.25	2.75	2.75	2.00	2.75	2.25