



Central University of Tamil Nadu

(Accredited by NAAC with A+ Grade)

Department of Tourism and Hospitality Management

Course Structure and Regulations for the Bachelor of Business Administration
(Tourism) Programme

As per the UGC Credit Framework (NEP 2020)

BBA – THM

**Bachelor of Business Administration in Tourism and Hospitality
Management**

(BBA-THM /BBA-THM (Honours) /BBA-THM (Honours with Research)

Programme Structure
(With effect from AY 2026 - 27)

BBA-THM (Honours with Research)

Department of Tourism and Hospitality Management

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Overview:

Central University of Tamil Nadu (CUTN) is an institution of higher education established by an Act of Parliament in 2009. The University aims at the forming of an enlightened society founded on a relentless pursuit of excellence through innovation in the teaching-learning process, interdisciplinary studies and research. With a host of diversified integrated postgraduate, postgraduate and doctoral programmes, the University has been keen to stay abreast of the ever-expanding academic frontiers. Within a brief period, CUTN has established itself as a frontrunner in the pursuit of excellence.

School of Commerce and Business Management:

The School of Commerce and Business Management aims to be at the forefront of teaching, research, and extension activities. This School currently comprises the Department of Management, the Department of Commerce, and the Department of Tourism & Hospitality Management.

About the Department:

The Department of Tourism and Hospitality Management at the Central University of Tamil Nadu (CUTN) is a prestigious institution dedicated to advancing the realms of hospitality and tourism education. Established in 2019 under the esteemed School of Commerce and Management, our department stands as a shining beacon of excellence in this ever-evolving field.

Vision:

- The objective is to cultivate transformative intellects through the implementation of innovative approaches in the realms of education, research, and knowledge generation, with a particular emphasis on achieving professional excellence.

Mission:

- To provide students with an environment that inspires continuous learning, promotes innovation focusing on serving and enriching the society. DTHM is dedicated to not only produce and groom quality manpower in sync with the needs of the tourism and hospitality sector but also to find solutions to the contemporary problems of the tourism and hospitality sector by undertaking research both at national and international levels.

Programme Objectives (POs)

After completing the programme, graduates will be able to:

PO1	Understand and promote sustainable tourism practices, environmental conservation, and responsible tourism development.
PO2	Demonstrate comprehensive knowledge of tourism and hospitality management, including tourism products, hospitality operations, marketing, and global tourism systems.
PO3	Utilise modern tools and digital platforms, including information technology, digital marketing, and e-tourism applications, in tourism and hospitality operations.
PO4	Develop entrepreneurial skills and innovative ideas for establishing and managing tourism and hospitality enterprises.
PO5	Apply theoretical knowledge through internships, study tours, and field-based learning experiences.

- Build a dynamic career in the global travel and hospitality industry with BBA (Tourism & Hospitality), combining real-world skills, digital expertise, and exciting international opportunities.

1. REGULATION ON BACHELOR OF BUSINESS ADMINISTRATION/HONOURS IN TOURISM AND HOSPITALITY MANAGEMENT PROGRAMME [BBA – THM]

Introduction:

The Bachelor of Business Administration in Tourism and Hospitality Management (BBA – THM) programme with specialization in tourism and hospitality management is a regular undergraduate degree offered by the Department of Tourism/Management. The programme is designed to develop managerial, operational, and entrepreneurial competencies required in the tourism, travel, and hospitality industry.

As per the provisions of the National Education Policy (NEP) 2020, the BBA (Tourism & Hospitality) programme is structured as a three or four-year undergraduate programme with multiple entry and exit options, providing flexibility to learners and promoting multidisciplinary education.

The structure and duration of the degree programme shall be aligned accordingly. The undergraduate degree may be completed in either 3 or 4 years, with multiple exit options within this period, supported by appropriate certifications. For instance, a certificate may be awarded after successful completion of 1

year of study in tourism and allied areas, a diploma after 2 years, and a Bachelor's degree after completion of a 3-year programme.

The 4-year multidisciplinary Bachelor's programme is the preferred option, as it enables students to gain holistic and interdisciplinary learning, combining core tourism knowledge with allied domains such as management, sustainability, culture, and digital technologies. It also allows students to pursue major and minor specializations based on their interests and career aspirations.

An Academic Bank of Credits (ABC) shall be implemented to digitally store academic credits earned from recognized Higher Education Institutions (HEIs). This facilitates credit transfer, mobility, and flexibility, enabling the award of degrees by considering accumulated credits.

The 4-year programme may also lead to the award of a Bachelor's degree with Research in Tourism, provided the student successfully completes a rigorous research project in their major area(s) of study, as per the norms specified by the institution (NEP 2020, pp. 37–38).

Course Name:

- Bachelor of Business Administration in Tourism and Hospitality Management (BBA THM)
- Bachelor of Business Administration in Tourism and Hospitality Management (Honours)
- Bachelor of Business Administration in Tourism and Hospitality Management (Honours with Research)

Course Level / Duration / System:

Undergraduate / Three or Four Years / 6 or 8 Semesters with Multiple Entry and Exit Options

Students joining the **BBA (THM) – Research Programme** will have the following options:

1. **One Year:** Undergraduate Certificate in Tourism and Hospitality Management
2. **Two Years:** Undergraduate Diploma in Tourism and Hospitality Management
3. **Three Years:** Bachelor of Business Administration in Tourism and Hospitality Management (BBA – THM)
4. **Four Years:**
 - Bachelor of Business Administration (Tourism and Hospitality Management Honours)
 - Bachelor of Business Administration (Tourism and Hospitality Management Honours with Research)

Programme Outcomes

At the End of First Year – Undergraduate Certificate in Tourism and Hospitality Management

- ✓ Develop a basic understanding of tourism concepts, travel systems, and hospitality services.
- ✓ Recognize the importance of effective communication in tourism and service interactions.
- ✓ Build the ability to explain tourism trends, destinations, and travel-related activities.
- ✓ Use basic reasoning and observation skills to understand tourist behaviour and service needs.

At the End of Second Year – Undergraduate Diploma in Tourism and Hospitality Management

- ✓ Gain foundational knowledge of tourism management and develop practical service skills.
- ✓ Improve communication and interpersonal skills for tourism and hospitality settings.
- ✓ Demonstrate professionalism, ethics, and customer-oriented behaviour in tourism services.
- ✓ Understand teamwork and coordination in tourism operations and service delivery.
- ✓ Develop creativity in designing tourism experiences and itineraries.

At the End of Third Year – Bachelor of Business Administration in Tourism and Hospitality Management (BBA – THM)

- ✓ Demonstrate a strong foundation in tourism management, including travel operations, hospitality, and destination management.
- ✓ Analyze and evaluate tourism environments at local, national, and global levels.
- ✓ Understand and perform roles as tourism professionals, entrepreneurs, and service managers.
- ✓ Communicate effectively with tourists and stakeholders using critical thinking and problem-solving skills.
- ✓ Uphold professionalism, sustainability, and ethical practices in tourism and hospitality industries.

At the End of Fourth Year – BBA-THM Honours / BBA-THM Honours with Research

- ✓ Apply tourism management knowledge to address real-world challenges in travel, hospitality, and destination development.
- ✓ Communicate tourism insights with clarity, professionalism, and critical understanding.
- ✓ Work effectively in multicultural and cross-cultural tourism environments, promoting inclusivity.
- ✓ Develop leadership and emotional intelligence for managing tourism teams and customer relations.
- ✓ Strengthen analytical and decision-making skills for tourism planning and strategy.
- ✓ Build research capabilities to conduct in-depth studies on tourism trends, sustainability, and industry practices.

2. Course Features

The **BBA (Tourism & Hospitality Management)** programme includes core subjects such as Tourism Management, Travel Operations, Destination Management, Hospitality Management, Marketing, Human Resource Management, and Information Technology in Tourism. It also offers language courses, skill development modules, and value-added courses relevant to the tourism and service industry.

The programme incorporates **Research Methodology**, digital learning components, and online MOOCs to enhance academic and professional competencies. In addition, it includes **field visits, internships, and a research project**, enabling students to gain practical exposure, industry insights, and hands-on experience in tourism and hospitality operations.

3. Eligibility and Admission

BBA in Tourism & Hospitality Management

A pass in the Plus Two examination or equivalent from any recognized board in India with:

- **60% marks** for General Category
- **55% marks** for OBC (NCL) / EWS
- **50% marks** for SC/ST/PWD candidates

Admission to the programme is based on the **Common University Entrance Test (CUET)** conducted by the **National Testing Agency (NTA)** under relevant subject codes (e.g., Business Studies / General Aptitude Test).

Eligibility for Fourth Year (Honours / Research)

- Candidates securing $\geq 75\%$ at the end of the 6th semester shall be eligible to opt for:
 - a. **BBA-THM (Honours with Research)**
 - b. **BBA-THM (Honours)**

Note: Students eligible for *Honours with Research* may choose either **Honours** or **Honours with Research** based on their preference.

Duration for Award of UG Certificate, Diploma and Degrees

The UG programme shall be of **3- or 4-years duration** with **multiple entry, exit, and re-entry options**, along with appropriate certifications:

1. **UG Certificate** after completing **1 year (2 semesters)** with **42 credits**, along with **4 additional credits** from work-based vocational/tourism field courses offered during summer term (*Total: 46 credits*)
2. **UG Diploma** after completing **2 years (4 semesters)** with **84 credits**, along with **4 additional credits** from skill-based vocational/tourism courses (*Total: 88 credits*)

3. **3-Year Bachelor's Degree (BBA – THM)** after successful completion of **6 semesters with 131 credits**
4. **4-Year Bachelor's Degree (Tourism & Hospitality Management Honours)** after successful completion of **8 semesters with 173 credits**, including **8 credits for Research Project**
5. **4-Year Bachelor's Degree (Tourism & Hospitality Management Honours with Research)** after successful completion of **8 semesters with 173 credits**, including **12 credits for Research Project/Dissertation** under faculty supervision

4. Examination

The assessment of students in the **BBA (Tourism & Hospitality Management)** programme is based on their performance in:

- **Continuous Internal Assessment (CIA)**
- **End Semester Examination (ESE)**

For theory courses:

- **40% marks** are allotted to CIA
- **60% marks** are allotted to ESE

To pass a course, a student must secure **at least 50% marks in the ESE**, irrespective of CIA performance.

The **Internship and Research Project/Dissertation** shall be evaluated by the faculty guide, followed by a **viva-voce examination** conducted by a panel to assess practical understanding, analytical ability, and presentation skills.

4.1. Continuous Internal Assessment (CIA)

The **40% CIA component** shall be based on:

1. **Periodical Assessment Tests** – 30%
2. **Assignments, Case Studies, and Seminar Presentations** – 10%

4.2. End Semester Examination (ESE)

The **End Semester Examination (maximum 60%)** for theory courses shall be conducted by the University at the end of each semester (odd and even).

- Students must register for the examination to be eligible for progression to the next semester.
- A minimum of **75% attendance** is mandatory to appear for the examination.

Question Paper Pattern

The End Semester Examination (ESE) question paper shall comprise **three sections**, carrying a maximum of **60 marks** with a duration of **3 hours**:

- **SECTION A:** $10 \times 1 = 10$ marks (*Answer ALL questions*)
- **SECTION B:** $5 \times 3 = 15$ marks (*Answer any 5 out of 7 questions*)
- **SECTION C:** $5 \times 7 = 35$ marks (*Either/Or type questions*)

5. Attendance

In each semester, the minimum attendance required for a student to be eligible to appear in the End Semester Examination is **75%**. Students who fail to meet this requirement shall follow the **University norms** regarding eligibility and condonation, if applicable.

6. Programme Design

The **BBA (Tourism & Hospitality)** programme under the **National Education Policy (NEP) 2020** shall be offered under the semester system.

- The **3-year programme** consists of **6 semesters**, leading to the award of **Bachelor of Business Administration (Tourism & Hospitality Management)** upon successful completion of **131 credits**, including a **minimum 30 days of summer internship** in tourism/hospitality organizations.
- Students securing a **minimum CGPA of 7.50 or $\geq 75\%$** at the end of the third year shall be eligible for **entry into the fourth year (7th semester)**.
- The **4-year programme (8 semesters)** leads to the award of:
 - **BBA (Tourism and Hospitality Management Honours)**
 - **BBA (Tourism and Hospitality Management Honours with Research)**

This structure enables students to gain **advanced specialization, research exposure, and industry-oriented competencies** in tourism and hospitality.

7. Description of Courses

To facilitate a clear understanding of the course structure under NEP 2020, the following categories of courses are offered:

a. Core Courses (Major Courses)

Core courses provide **in-depth knowledge of tourism**, including areas such as travel operations, destination management, hospitality, tourism marketing, and sustainable tourism.

b. Minor (Allied) Courses

Minor or allied courses are supplementary subjects that enhance **interdisciplinary learning**, such as business management, culture studies, environmental studies, and digital technologies relevant to tourism.

c. Elective Courses (EC)

These courses allow students to explore **specialized areas** within tourism or allied disciplines, including fields such as social sciences, data analysis, sustainability, and heritage studies.

d. Open Electives

Students may opt for courses offered by other departments, promoting **multidisciplinary exposure** and broad-based learning.

e. Ability Enhancement Courses (AEC)

These courses focus on **language proficiency and communication skills**, including English and professional communication, enhancing interaction with tourists and stakeholders.

f. Skill Enhancement Courses (SEC)

These courses are designed to develop **practical and employability skills**, such as tour guiding, itinerary planning, digital marketing in tourism, and customer service. Each SEC carries **3 credits**.

g. Value Added Courses (VAC)

Common courses aimed at **holistic development**, including ethics, sustainability, and social responsibility in tourism.

h. Internship

Students shall complete a **summer internship (2 credits)** during the third year for a minimum of **30 days** in tourism organizations such as travel agencies, hotels, airlines, or destination management bodies.

i. Research Project / Dissertation

In the **7th and 8th semesters**, students opting for Honours/Research shall undertake a **research project or dissertation** in tourism or hospitality.

- Duration: **Approximately 90 days**
- Submission: At least **one week before the end semester examination**
- Evaluation:
 - **60 marks** – Research report (evaluated by faculty guide)
 - **40 marks** – Viva-voce (evaluated by a panel)

Students must present and defend their research work.

8. BBA (THM) Honours and Honours with Research Streams

Under **NEP 2020**, students pursuing BBA (THM) may graduate with:

- **BBA (Tourism & Hospitality Management)** after 3 years (minimum **131 credits**)
- **BBA (Tourism and Hospitality Management Honours)** after 4 years (**173 credits**)
- **BBA (Tourism and Hospitality Management Honours with Research)** after 4 years (**173 credits**)

Students securing **CGPA ≥ 7.5 or $\geq 75\%$** by the end of the third year are eligible to continue into the fourth year.

Students may exit after:

- ❖ **1st year:** Certificate
- ❖ **2nd year:** Diploma
- ❖ **3rd year:** Degree

Students opting for research will be assigned a **faculty guide** based on academic performance and research interests. The dissertation shall be evaluated through submission and viva-voce.

9. Employability and Career Opportunities

Graduates of **BBA THM (Honours / Honours with Research)** are equipped with professional competencies for diverse careers:

- **Higher Studies:** MBA (Tourism/General), MTTM, and related postgraduate programmes
- **Tourism Industry Careers:** Travel agencies, tour operations, airlines, cruise lines, hotels, and destination management organizations
- **Entrepreneurship:** Travel start-ups, tour operations, homestays, and experiential tourism ventures
- **Research and Academics:** Opportunities for higher research (Ph.D.) and academic careers

10. Alignment with NEP 2020

The programme is aligned with **NEP 2020** and emphasizes:

- Flexible and **multidisciplinary curriculum**
- **Multiple entry and exit options**
- Development of **tourism, managerial, and entrepreneurial skills**
- Integration of **sustainability, ethics, and experiential learning**
- Promotion of **credit mobility through Academic Bank of Credits (ABC)**

11. Curriculum Review Process

The Department of Tourism and Hospitality Management shall **periodically review and update the curriculum** based on feedback from students, industry experts, alumni, and academic stakeholders to ensure alignment with **current industry trends and academic advancements**.

12. Programme Structure

The programme structure defines the **distribution of courses and credit allocation** across different categories at the undergraduate level, ensuring a balanced mix of **core tourism knowledge, interdisciplinary learning, skill development, and research orientation**.

S. No.	Course Category	Minimum Credit Requirement as per UGC		
		3-Year	4-Year	4-Year
		BBA – THM	BBA - THM (Hons)	BBA - THM (Hons with Research)
1	Core Courses (Major) CC	61	89	85
2	Minor Stream (Minor) CC	20	20	20
3	Discipline Specific Elective Course (DSE)	10	16	16
4	Multidisciplinary/ Open Elective (OE)	9	9	9
5	Ability Enhancement Course (AEC)	12	12	12
6	Skill Enhancement Course (SEC)	9	9	9
7	Value Added Course (VAC)	8	8	8
8	Summer Internship (INT)	2	2	2
9	Research Project/Dissertation (RP)	-	8	12
Total		131	173	173
10	Extension Activity (NCC/NSS/Etc.,)	1*	1*	1*

***Credit not included**

13. COURSE-WISE CREDIT DISTRIBUTION

Four-Year B.B.A. (THM) Honours with Research in Tourism and Hospitality Management

SEM	Major	DSE	Minor	OE	AEC	SEC	VAC	EXT	INT	PROJ	TOTAL
I	6	-	4	3	3	2	3	-	-	-	21
II	-	-	10	3	3	2	3	-	-	-	21
III	6	-	6	3	3	2	-	-	-	-	20
IV	14	-	-	-	3	3	2	1*	-	-	22
V	19	4	-	-	-	-	-	-	-	-	23
VI	16	6	-	-	-	-	-	-	2	-	24
VII	16	6	-	-	-	-	-	-	-	-	22
VIII	8	-	-	-	-	-	-	-	-	12	20
TOTAL	85	16	20	9	12	9	8	1*	2	12	173

Four-Year B.B.A. (THM) Honours in Tourism and Hospitality Management

SEM	Major	DSE	Minor	OE	AEC	SEC	VAC	EXT	INT	PROJ	TOTAL
I	6	-	4	3	3	2	3		-	-	21
II	-	-	10	3	3	2	3		-	-	21
III	6	-	6	3	3	2	-		-	-	20
IV	14	-	-	-	3	3	2	1*	-	-	22
V	19	4	-	-	-	-	-	-	-	-	23
VI	16	6	-	-	-	-	-	-	2	-	24
VII	16	6	-	-	-	-	-	-	-	-	22
VIII	12	-	-	-	-	-	-	-	-	8	20
TOTAL	89	16	20	9	12	9	8	1*	2	8	173

Three-Year B.B.A. (THM) in Tourism and Hospitality Management

SEM	Major	DSE	Minor	OE	AEC	SEC	VAC	EXT	INT	TOTAL
I	6	-	4	3	3	2	3		-	21
II	-	-	10	3	3	2	3		-	21
III	6	-	6	3	3	2	-		-	20
IV	14	-	-	-	3	3	2	1*	-	22
V	19	4	-	-	-	-	-	-	-	23
VI	16	6	-	-	-	-	-	-	2	24
TOTAL	61	10	20	9	12	9	8	1*	2	131

Two-Year Diploma in Tourism and Hospitality Management

SEM	Major	Minor	OE	AEC	SEC	VAC	EXT	VOC	TOTAL
I	6	4	3	3	2	3		-	21
II	-	10	3	3	2	3		-	21
III	6	6	3	3	2	-		-	20
IV	14	-	-	3	3	2	1*	4	26
TOTAL	26	20	9	12	9	8	1*	4	88

One-Year Certificate in Tourism and Hospitality Management

SEM	Major	Minor	OE	AEC	SEC	VAC	VOC	TOTAL
I	6	4	3	3	2	3	-	21
II	-	10	3	3	2	3	4	25

TOTAL	6	14	6	6	4	6	4	46
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THE COURSE STRUCTURE; This Four-Year Undergraduate Programme is structured under the Choice-Based Credit System (CBCS) and adheres to NEP 2020 guidelines:

<p>Duration: 4 years (8 semesters); Total Credits: 173</p> <p>Curriculum Components:</p> <ul style="list-style-type: none"> ❖ Core Courses (CC) ❖ Discipline-Specific Electives (DSE) ❖ Allied Courses (Minor) ❖ Ability Enhancement Courses (AEC) ❖ Skill Enhancement Courses (SEC) ❖ Value Added Courses (VAC) ❖ Interdisciplinary/Open Electives (OE) ❖ Internship (INT) ❖ Research/Project Work in the final year (PROJ) ❖ Extension Activities (EXT) 	<p>Exit Options (as per NEP):</p> <ul style="list-style-type: none"> ❖ Certificate after 1 year ❖ Diploma after 2 years ❖ B.B.A. THM Degree after 3 years ❖ B.B.A.(THM) (Hons/Hons with Research) after 4 years
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COURSE STRUCTURE**FIRST YEAR****SEMESTER – I**

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/week	INT	EXT
1	THM5011	Introduction to Tourism	Major (CC1)	3	3	-	-	3	40	60
2	THM5012	Introduction to Hospitality Management	Major (CC2)	3	3	-	-	3	40	60
3	THM5013	Principles and Practices of Management	Minor 1	4	4	-	-	4	40	60
4		Open Elective	OE	3	3	-	-	3	40	60
5		Languages - I (TAMAE1-Tamil/ FREAE1- French / HINAE1 - Hindi)	AEC	3	3	-	-	3	40	60
6	DRRSEC	Disaster Risk Reduction	SEC	2	2	-	-	2	40	60
7	CONVAC	Constitutional Values	VAC	3	3	-	-	3	40	60
Total Hours Semester					21 x15 = 315					
Total Credits					21 Credits					

SEMESTER – II

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/week	INT	EXT
1	THM5021	Tourism Products of Tamil Nadu	Minor 2	4	4	-	-	4	40	60
2	THM5022	Tourism and Hospitality Marketing	Minor 3	3	3	-	-	3	40	60
3	THM5023	Event Management	Minor 4	3	3	-	-	3	40	60
4		Open Elective	OE	3	3	-	-	3	40	60
5	ENGAE1	English-1	AEC	3	3	-	-	3	40	60
6	CYBSEC	Cyber Security	SEC	2	2	-	-	2	40	60
7	ENSVAC	Environmental Science	VAC	3	3	-	-	3	40	60
Total Hours Semester					21x15 = 315					
Total Credits					21 Credits					
Skill Development of the Youths and their Livelihood (NPTEL) UG Certificate				4	42 Credits					

***Non-Credit**

Note: Non- Credit Course: After the first year, students are advised to undertake Social Responsibility and Community Engagement, which involves working with an NGO during the vacation period. An Undergraduate Certificate in Tourism and Hospitality Management will be awarded to students who choose to exit after completing the first year.

Exit Criteria after First Year of BBATHM Programme: Students have the option to exit the Business Administration in Tourism and Hospitality Management programme after the first year. Those who choose to exit will be awarded a UG Certificate in Business Administration in Tourism and Hospitality Management. However, students opting for early exit must complete a compulsory vocational course offered during the summer term, or an internship or a Social Responsibility and Community Engagement activity with an NGO. This must be completed after the second semester for a minimum duration of 4-5 weeks as decided by the University. The exiting students will clear the subject / submit the Internship Report as per the University Schedule. Re-entry Criteria in to Second Year (Third Semester). The student who takes an exit after one year with an award of certificate may be allowed to re-enter into the Third Semester for completion of the BBA THM Program as per the respective University schedule after earning requisite credits in the First year.

SECOND YEAR**SEMESTER – III**

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5031	Indian History	Major (CC3)	3	3	-	-	3	40	60
2	THM5032	Fundamentals of Accommodation Operations	Major (CC4)	3	3	-	-	3	40	60
3	THM5033	Digital Marketing in Tourism and Hospitality	Minor 5	3	3	-	-	3	40	60
4	THM5034	Human Resource Management	Minor 6	3	3	-	-	3	40	60
5		Open Elective	OE	3	3	-	-	3	40	60
6	ENGAE2	English-2	AEC	3	3	-	-	3	40	60
7	THM5035	Information Technology for Tourism	SEC	2	2	-	-	2	40	60
Total Hours Semester					20 x15 = 300					
Total Credits					20 Credits					
Total: 62 Credits										

SEMESTER – IV

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5041	Principles of Tourism Geography	Major (CC5)	4	4	-	-	4	40	60
2	THM5042	Travel Agency & Tour Operations	Major (CC6)	4	4	-	-	4	40	60
3	THM5043	Front Office Operations	Major (CC7)	3	3	-	-	3	40	60
4	THM5044	Food and Beverage Management	Major (CC8)	3	3	-	-	3	40	60
5	THM5045	Study Tour	SEC	3	3	-	-	3	40	60
6	Languages - II (TAMAE2-Tamil/FREAE2 - French/HINAE2 - Hindi)		AEC	3	3	-	-	3	40	60
7	YOFVAC	Yoga	VAC	2	2	-	-	2	40	60
8	THMAU01	Extension Activity	EXT	1*	-	-	-	-	-	-
Total Hours Semester					22 x15 =330					
Total Credits					22 Credits					
Cumulative Total: 84 Credits										
Skill Development of the Youths and their Livelihood (NPTEL)				VOC	4					
Total: 88 Credits										

***Students have to enrol in any one of the following extension activities (NCC/NSS/ Red Ribbon) in the first semester and attend the enrolled activity across all four semesters. The course will be evaluated in the fourth semester**

Note: An Undergraduate Diploma in Tourism and Hospitality Management will be awarded to students who choose to exit after completing the second year.

Exit Criteria after Second Year of BBA THM Programme

- ❖ The students shall have an option to exit after the 2nd year of the Business Administration in Tourism and Hospitality Management Program and will be awarded with a UG Diploma in Tourism and Hospitality Management.
- ❖ However, students opting for early exit must complete a compulsory non-credit vocational course offered during the summer term, or an internship or a Social Responsibility and Community Engagement activity with an NGO. This must be completed after the fourth semester for a minimum duration of 4-5 weeks as decided by the University.

- ❖ The exiting students will clear the subject / submit the Internship Report as per the University Schedule.

Re-entry Criteria into Third Year (Fifth Semester)

The student who takes an exit after the second year with an award of Diploma may be allowed to re-enter into the fifth Semester for completion of the BBA THM Program as per the respective University after earning requisite credits in the Second year.

THIRD YEAR

SEMESTER – V

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5051	Tourism Resources of India	Major (CC9)	3	3	-	-	3	40	60
2	THM5052	Global Tourism Destinations	Major (CC10)	4	4	-	-	4	40	60
3	THM5053	Legal Framework for Tourism	Major (CC11)	4	4	-	-	4	40	60
4	THM5054	Travel Documentation	Major (CC12)	4	4	-	-	4	40	60
5	THM5055	Rooms Division Management	Major (CC13)	4	4	-	-	4	40	60
6	DSE-1	<ul style="list-style-type: none"> • THMEC01 Sustainable Tourism (or) • THMEC05 Advanced Accommodation Operations 	DSE-1	4	4	-	-	4	40	60
Total Hours Semester					23 x15 = 345					
Credits					23 Credits					
Total Credits					107 Credits					

SEMESTER – VI

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5061	Contemporary Issues in Tourism & Hospitality	Major (CC14)	4	4	-	-	4	40	60
2	THM5062	Tourism Planning	Major (CC15)	4	4	-	-	4	40	60
3	THM5063	Tourism Transport System	Major (CC16)	4	4	-	-	4	40	60
4	THM5064	Tour Guiding and Itinerary Design	Major (CC17)	4	4	-	-	4	40	60
5	DSE-2: • THMEC02 - Adventure & Rural Tourism (or) • THMEC06 - Advanced Front Office Management		DSE-2	3	3	-	-	3	40	60
6	DSE-3: • THMEC03- Culture & Heritage Tourism (or) • THMEC07 -Hotel Facilities Planning		DSE-3	3	3	-	-	3	40	60
7	THM5065	Industry Internship (30 days in Hotel / Travel / Tourism Organisation)	INT	2	-	-	-	-	40	60
Total Hours Semester					24 x15 = 360					
Total Credits					24 Credits					
Total: 131 Credits										

- ❖ Students can exit after three years with a Bachelor of Business Administration Degree in Tourism and Hospitality Management (with 131 Credits).

- ❖ Students who wish to continue for the fourth year will receive either a BBA Honours (THM) / Honours with Research Degree (THM) based on their total CGPA as follows:
- ❖ For BBA Honours with Research Degree (THM), the student shall score more than 7.5 CGPA.

All Students must complete a summer internship in their area of study, focusing on practical applications and real-world challenges. **Bachelor of Business Administration in Tourism and Hospitality Management** Degree will be awarded, if the student wishes to exit at the end of the third year.

Exit Criteria after Third Year of BBA THM Programme:

The students shall have an option to exit after the 3rd year of the Business Administration Program and will be awarded with a Bachelor of Business Administration in Tourism and Hospitality Management (B.B.A THM)

Re-entry Criteria into Fourth Year (Seventh Semester):

The student who takes an exit after the third year with an award of BBA THM may be allowed to re-enter into the seventh semester for completion of the BBA THM (Honours) or BBA THM (Honours with Research) Program after earning the requisite credits in the Third year. The minimum eligibility criteria for opting for the course in the fourth year are as follows: Students who have obtained a minimum CGPA of 7.5 in the Bachelor of Business Administration **in Tourism and Hospitality Management** degree examination shall be eligible for entry into the fourth year or seventh semester of the programme.

FOURTH YEAR

SEMESTER – VII (BBA THM with Honours)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5071	Tourism Economics	Major (CC18)	4	4	-	-	4	40	60
2	THM5072	Tourism & Hospitality Entrepreneurship	Major (CC19)	4	4	-	-	4	40	60
3	THM5073	Research Methodology	Major (CC20)	4	4	-	-	4	40	60
4	THM5074	Aviation Management	Major (CC21)	4	4	-	-	4	40	60
5	DSE-4 THMEC04 - E-Tourism (or) THMEC08 - Hotel Revenue Management		DSE-4	3	3	-	-	-	3	60
6	THMON01	MOOC – 1 (Online Course in Tourism/Hospitality Domain/NPTEL)	DSE-5	3	3	-	-	3	40	60
Total Hours Semester								22 x15 = 330		

Total Credits	22 Credits
Cumulative Total: 153 Credits	

SEMESTER – VIII (BBA THM HONOURS)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5081	Research and Publication Ethics	Major (CC22)	4	4	-	-	4	40	60
2	THM5082	Tourism Research Methods	Major (CC23)	4	4	-	-	4	40	60
3	THM5083	Airlines & Airport Management	Major (CC24)	4	4	-	-	4	40	60
4	THM5084	Research Project	RP	8	-	-	-	8	40	60
Total Hours Semester					20 x15 = 300					
Total Credits					20 Credits					
Total: 173 Credits										

SEMESTER – VIII (BBA THM HONOURS WITH RESEARCH)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5081	Research and Publication Ethics	Major	4	4	-	-	4	40	60
2	THM5082	Tourism Research Methods	Major	4	4	-	-	4	40	60
3	THM5085	Research Project / Dissertation	RP	12	-	-	-	-	40	60
Total Hours Semester					20 x15 = 300					
Total Credits					20 Credits					
Total: 173 Credits										

Internship:

Students shall undergo one summer internship during the third year (2 credits) for a period of 1 month (30 days). They are encouraged to take up internships at Organization/ Hotels / Restaurants/ institutes/universities (including CUTN). The evaluation of the internship would be based on external (60%, host institution) and internal (40%, Departmental) assessment.

Research Project / Dissertation:

For the students opting for B.B.A. THM. Honours with Research, the research guide shall be allotted to the students based on their research interest and academic ranking. The project report shall be submitted in the form of a dissertation at the end of the 8th semester on or before the date notified by the Department. The student shall present the research project work and shall be evaluated by the Department. Students must also present and defend their research in a viva-voce examination at the end of the 8th semester. The project carries 100 marks, with 60 marks for the research report (evaluated by the allotted guide from the department) and 40 marks for the viva voce (awarded by a panel of examiners based on the presentation and performance of the project). The research guide would periodically evaluate their performance. The Project's duration is 90 days.

CENTRAL UNIVERSITY OF TAMIL NADU
BBA (THM)/HONOURS (THM)/HONOURS with RESEARCH
Course Structure of BBA (THM)

SEMESTER – I

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/week	INT	EXT
1	THM5011	Introduction to Tourism	Major (CC1)	3	3	-	-	3	40	60
2	THM5012	Introduction to Hospitality Management	Major (CC2)	3	3	-	-	3	40	60
3	THM5013	Principles and Practices of Management	Minor 1	4	4	-	-	4	40	60
4		Open Elective	OE	3	3	-	-	3	40	60
5	Languages - I (TAMAE1-Tamil/ FREAE1- French / HINAE1 - Hindi)		AEC	3	3	-	-	3	40	60
6	DRRSEC	Disaster Risk Reduction	SEC	2	2	-	-	2	40	60
7	CONVAC	Constitutional Values	VAC	3	3	-	-	3	40	60
Total Credits				21 Credits						

SEMESTER – II

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/week	INT	EXT
1	THM5021	Tourism Products of Tamil Nadu	Minor 2	4	4	-	-	4	40	60
2	THM5022	Tourism and Hospitality Marketing	Minor 3	3	3	-	-	3	40	60
3	THM5023	Event Management	Minor 4	3	3	-	-	3	40	60
4		Open Elective	OE	3	3	-	-	3	40	60
5	ENGAE1	English-1	AEC	3	3	-	-	3	40	60
6	CYBSEC	Cyber Security	SEC	2	2	-	-	2	40	60
7	ENSVAC	Environmental Science	VAC	3	3	-	-	3	40	60
Total Credits				21 Credits						
Skill Development of the Youths and their Livelihood (NPTEL) UG Certificate				4	42 Credits					

SEMESTER – III

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5031	Indian History	Major (CC3)	3	3	-	-	3	40	60
2	THM5032	Fundamentals of Accommodation Operations	Major (CC4)	3	3	-	-	3	40	60
3	THM5033	Digital Marketing in Tourism and Hospitality	Minor 5	3	3	-	-	3	40	60
4	THM5034	Human Resource Management	Minor 6	3	3	-	-	3	40	60
5		Open Elective	OE	3	3	-	-	3	40	60
6	ENGAE2	English-2	AEC	3	3	-	-	3	40	60
7	THM5035	Information Technology for Tourism	SEC	2	2	-	-	2	40	60
Total Credits				20 Credits						
Total: 62 Credits										

SEMESTER – IV

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5041	Principles of Tourism Geography	Major (CC5)	4	4	-	-	4	40	60
2	THM5042	Travel Agency & Tour Operations	Major (CC6)	4	4	-	-	4	40	60
3	THM5043	Front Office Operations	Major (CC7)	3	3	-	-	3	40	60
4	THM5044	Food Beverage and Management	Major (CC8)	3	3	-	-	3	40	60

5	THM5045	Study Tour	SEC	3	3	-	-	3	40	60
6	Languages - II (TAMAE2-Tamil/FREAE2 - French/HINAE2 -Hindi)		AEC	3	3	-	-	3	40	60
7	YOFVAC	Yoga	VAC	2	2	-	-	2	40	60
8	THMAU01	Extension Activity	EXT	1*	-	-	-	-	-	-
Total Credits				22 Credits						
Cumulative Total: 84 Credits										
Skill Development of the Youths and their Livelihood (NPTEL)				VOC	4					
Total: 88 Credits										

SEMESTER – V

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5051	Tourism Resources of India	Major (CC9)	3	3	-	-	3	40	60
2	THM5052	Global Tourism Destinations	Major (CC10)	4	4	-	-	4	40	60
3	THM5053	Legal Framework for Tourism	Major (CC11)	4	4	-	-	4	40	60
4	THM5054	Travel Documentation	Major (CC12)	4	4	-	-	4	40	60
5	THM5055	Rooms Division Management	Major (CC13)	4	4	-	-	4	40	60
6	DSE-1. 1. THMEC01 Sustainable Tourism (or) 2. THMEC05 - Advanced Accommodation Operations		DSE-1	4	4	-	-	4	40	60
Credits				23 Credits						
Total Credits				107 Credits						

SEMESTER – VI

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5061	Contemporary Issues in Tourism & Hospitality	Major (CC14)	4	4	-	-	4	40	60
2	THM5062	Tourism Planning	Major (CC15)	4	4	-	-	4	40	60
3	THM5063	Tourism Transport System	Major (CC16)	4	4	-	-	4	40	60
4	THM5064	Tour Guiding and Itinerary Design	Major (CC17)	4	4	-	-	4	40	60
5	DSE-2: ❖ THMEC02 - Adventure & Rural Tourism (or) ❖ THMEC06 - Advanced Front Office Management		DSE-2	3	3	-	-	3	40	60
6	DSE-3: ❖ THMEC03- Culture & Heritage Tourism (or) ❖ THMEC07 -Hotel Facilities Planning		DSE-3	3	3	-	-	3	40	60
7	THM5065	Industry Internship (30 days in Hotel / Travel / Tourism Organisation)	INT	2	-	-	-	-	40	60
Total Credits				24 Credits						
Total: 131 Credits										

SEMESTER – VII (BBA (THM) HONOURS)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5071	Tourism Economics	Major (CC18)	4	4	-	-	4	40	60
2	THM5072	Tourism & Hospitality Entrepreneurship	Major (CC19)	4	4	-	-	4	40	60
3	THM5073	Research Methodology	Major (CC20)	4	4	-	-	4	40	60
4	THM5074	Aviation Management	Major (CC21)	4	4	-	-	4	40	60
5	DSE-4 ❖ THMEC04 - E-Tourism (or) ❖ THMEC08 - Hotel Revenue Management		DSE-4	3	3	-	-	-	3	60
6	THMON01	MOOC – 1 (Online Course in Tourism/Hospitality Domain/NPTEL)	DSE-5	3	3	-	-	3	40	60
Total Credits				22 Credits						
Cumulative Total: 153 Credits										

SEMESTER – VIII (BBA THM HONOURS)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5081	Research and Publication Ethics	Major (CC22)	4	4	-	-	4	40	60
2	THM5082	Tourism Research Methods	Major (CC23)	4	4	-	-	4	40	60
3	THM5083	Airlines & Airport Management	Major (CC24)	4	4	-	-	4	40	60
4	THM5084	Research Project	RP	8	-	-	-	8	40	60
Total Credits				20 Credits						
Total: 173 Credits										

SEMESTER – VIII (BBA THM HONOURS WITH RESEARCH)

S. No	Course Code	Course Title	Course Type	Credits	L	T	P	Hours/Week	INT	EXT
1	THM5081	Research and Publication Ethics	Major	4	4	-	-	4	40	
2	THM5082	Tourism Research Methods	Major	4	4	-	-	4	40	60
3	THM5085	Research Project / Dissertation	RP	12	-	-	-	-	40	60
Total Credits				20 Credits						
Total: 173 Credits										

Major Disciplinary Courses

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THM5011	Introduction to Tourism	3	3	-	-
2	THM5012	Introduction to Hospitality Management	3	3	-	-
3	THM5031	Indian History	3	3	-	-
4	THM5032	Fundamentals of Accommodation Operations	3	3	-	-
5	THM5041	Principles of Tourism Geography	4	4	-	-
6	THM5042	Travel Agency & Tour Operations	4	4	-	-
7	THM5043	Front Office Operations	3	3	-	-
8	THM5044	Food and Beverage Management	3	3	-	-
9	THM5051	Tourism Resources of India	3	3	-	-
10	THM5052	Global Tourism Destinations	4	4	-	-
11	THM5053	Legal Framework for Tourism	4	4	-	-
12	THM5054	Travel Documentation	4	4	-	-
13	THM5055	Rooms Division Management	4	4	-	-
14	THM5061	Contemporary Issues in Tourism & Hospitality	4	4	-	-
15	THM5062	Tourism Planning	4	4	-	-
16	THM5063	Tourism Transport System	4	4	-	-
17	THM5064	Tour Guiding and Itinerary Design	4	4	-	-
18	THM5071	Tourism Economics	4	4	-	-
19	THM5072	Tourism & Hospitality Entrepreneurship	4	4	-	-
20	THM5073	Research Methodology	4	4	-	-
21	THM5074	Aviation Management	4	4	-	-
22	THM5081	Research and Publication Ethics	4	4	-	-
23	THM5082	Tourism Research Methods	4	4	-	-
24	THM5083	Airlines & Airport Management	4	4	-	-

Minor Courses

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THM5013	Principles and Practices of Management	4	4	-	-
2	THM5021	Tourism Products of Tamil Nadu	4	4		
3	THM5022	Tourism and Hospitality Marketing	3	3		
4	THM5023	Event Management	3	3		
5	THM5033	Digital Marketing in Tourism and Hospitality	3	3		
6	THM5034	Human Resource Management	3	3		

List of Disciplinary Specific Elective Courses (DSE) offered in the Department**Tourism Specialization**

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THMEC01	Sustainable Tourism	4	4	-	-
2	THMEC02	Adventure & Rural Tourism	3	3	-	-
3	THMEC03	Culture & Heritage Tourism	3	3		
4	THMEC04	E-Tourism	3	3		

Hospitality Specialization

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THMEC05	Advanced Accommodation Operations	4	4	-	-
2	THMEC06	Advanced Front Office Management	3	3	-	-
3	THMEC07	Hotel Facilities Planning	3	3	-	-
4	THMEC08	Hotel Revenue Management	3	3	-	-

Skill Enhancement Courses

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THM5035	Information Technology for Tourism	2	2	-	-
2	THM5045	Study Tour	3	-	1	2

Open Elective Courses

S. No	Subject Code	Subject Title	Credits	L	T	P
1	THMOE01	Tourism Geography	3	3	-	-
2	THMOE02	Special Interest Tourism	3	3	-	-
3	THMOE03	Eco Tourism	3	3	-	-

SEMESTER -I						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5011	Introduction to Major Tourism	(CC1)	3	-	-	3

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the fundamental concepts, nature, typologies, and historical development of tourism	Remember
CO 2	To explain the structure and components of the tourism industry and emerging sectors including technology-driven services	Understand
CO 3	To apply concepts of tourism demand, tourist behavior, and system models in analyzing travel patterns and trends	Apply
CO 4	To analyze the impacts of tourism and assess sustainability and responsible tourism practices	Analyze
CO 5	To evaluate tourism policies, planning processes, and the role of national and international organizations such as World Tourism Organization and Ministry of Tourism India	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Tourism – Tourism: concept, elements, nature, and characteristics; typology of tourism; classification of tourists; tourism as a system; interdisciplinary nature of tourism; historical development of tourism (global and Indian context); motivations and deterrents to travel; push and pull factors; emerging tourist behavior and trends.	9
II	Structure of the Tourism Industry – Components of tourism industry: attractions, accommodation, transportation, intermediaries, activities, F&B, shopping, and entertainment; tourism supply chain and value chain; role of infrastructure and superstructure; emerging sectors of tourism – rural, ecotourism, medical, wellness, MICE, film, literary, indigenous, cruise, and adventure tourism; sharing economy and platform-based services (e.g., Airbnb, Uber); role of technology in tourism (online travel agencies, mobile apps, AI, virtual tours).	9
III	Tourism Demand, Behavior and Systems – Demand and supply in tourism; factors influencing tourism demand; seasonality; tourism system models (Leiper’s Tourism System Model, Mathieson and Wall Model); destination preference models (Stanley Plog’s Model); tourist behavior and decision-making process; role of culture and globalization in shaping tourism demand; current domestic and global tourism trends.	9
IV	Tourism Impacts, Sustainability and Responsible Tourism – Economic, socio-cultural, and environmental impacts of tourism; Tourism Area Life	9

	Cycle; Doxey's Irridex; demonstration effect; overtourism and carrying capacity; climate change and tourism; sustainable tourism development; responsible tourism practices; ethics in tourism; community participation and inclusive tourism.	
V	Tourism Policy, Planning and Organizations – Role and functions of international organizations: World Tourism Organization, Pacific Asia Travel Association, World Travel and Tourism Council; national and industry bodies: Ministry of Tourism India, India Tourism Development Corporation, Federation of Hotel and Restaurant Associations of India, Indian Association of Tour Operators, International Air Transport Association; tourism policy and planning in India – National Tourism Policy, state tourism policies; destination planning and governance; public-private partnerships; code of conduct for safe and sustainable tourism; future of tourism – smart tourism, digital ecosystems, resilience and crisis management (post-pandemic tourism trends).	9

References:

1. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2008). *Tourism: Principles and practice* (4th ed.). Pearson Education.
2. Goeldner, C. R., & Ritchie, J. R. B. (2009). *Tourism: Principles, practices, philosophies* (11th ed.). Wiley.
3. Page, S. J. (2019). *Tourism management: An introduction* (6th ed.). Routledge.
4. Mathieson, A., & Wall, G. (1982). *Tourism: Economic, physical and social impacts*. Longman.
5. Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases* (4th ed.). Routledge.
6. Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourism industry. *Annals of Tourism Research*, 6(4), 390–407.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -I						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5012	Introduction to Hospitality Management	Major (CC2)	3	-	-	3

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the concept, nature, evolution, and classification of the hospitality industry and types of accommodation	Remember
CO 2	To explain the organizational structure of hotels and the functions and interrelationship of major departments	Understand
CO 3	To apply front office procedures including guest cycle, reservations, registration, and guest services in hospitality operations	Apply
CO4	To analyze housekeeping and food & beverage operations with respect to service quality, hygiene, and interdepartmental coordination	Analyze
CO5	To evaluate hotel performance indicators, guest satisfaction systems, and emerging trends and challenges in the hospitality industry	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Hospitality Industry – concept, nature, and scope of hospitality; evolution and growth of the hospitality industry (global and Indian context); relationship between hospitality and tourism; characteristics of the hospitality industry; classification of hotels based on star rating, size, location, clientele, duration of stay, level of service, and ownership; alternative accommodations (resorts, homestays, serviced apartments, boutique hotels); types of guest rooms and plans (EP, CP, MAP, AP).	9
II	Structure of the Hotel Industry – need for organization; organizational structure and hierarchy; functions and interrelationship of major departments: Front Office, Housekeeping, Food & Beverage Service, Food Production, Engineering & Maintenance, Sales & Marketing, Human Resources, Accounts, Security, and Purchase; role of management in coordination and control; concept of service culture in hospitality.	9
III	Front Office Operations – role and importance of the front office; guest cycle (pre-arrival, arrival, stay, departure); reservation basics; registration and room allotment; types of guests (FIT, GIT); basic guest services (information handling, message handling, wake-up calls, complaint handling); importance of guest relations and service quality.	9

IV	Housekeeping and Food & Beverage Operations – role of housekeeping in hotel operations; cleaning and maintenance of guest rooms and public areas; coordination with front office; introduction to Food & Beverage service and food production departments; types of food service outlets; basics of menu and service styles; importance of hygiene, sanitation, and safety standards.	9
V	Hotel Performance, Trends and Emerging Issues – basic performance indicators (occupancy rate, average room rate, RevPAR – conceptual understanding only); importance of guest satisfaction and feedback systems; role of online reviews and ratings; emerging trends in hospitality – digitalization, sustainability, boutique and lifestyle hotels, wellness hospitality, use of technology (PMS, contactless services); challenges in the hospitality industry.	9

References:

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	0	2	1
CO2	0	3	0	3	2
CO3	0	3	0	3	3
CO4	0	3	1	3	3
CO5	0	3	2	3	3

SEMESTER -I						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5013	Principles and Practices of Management	Minor 1	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the fundamental concepts of management, including functions, levels, roles, and contributions of thinkers like Henry Fayol and F. W. Taylor	Remember
CO 2	To explain planning processes, types of plans, and decision-making techniques in management	Understand
CO 3	To apply principles of organizing, authority delegation, and organizational design in business situations	Analyze
CO4	To analyze motivation and leadership theories such as those proposed by Abraham Maslow, Frederick Herzberg, and Douglas McGregor in organizational contexts	Apply
CO	To evaluate communication processes and control mechanisms for improving organizational effectiveness	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Management – meaning, nature, scope, and importance of management; levels of management; roles, skills, and functions of a manager; evolution of management thought; contributions of Henry Fayol (14 Principles of Management) and scientific management by F.W. Taylor; functions of management – planning, organizing, staffing, directing, and controlling.	12
II	Planning and Decision Making – meaning and nature of planning; characteristics of a sound plan; types of plans (short-term, medium-term, long-term, strategic and operational plans); steps in planning process; management by objectives (MBO); decision-making process, types of decisions, rational decision-making and factors influencing decisions; barriers to effective decision-making.	12
III	Organizing and Organizational Design – meaning and principles of organizing; organizational structure and design; authority, responsibility, and accountability; delegation and decentralization of authority; departmentalization; span of control; mechanistic vs. organic (adaptive) structures; modern trends in organizational design – flat organizations, matrix structure, network organization, and impact of digital transformation on organizational structure; interdepartmental coordination.	12

IV	Motivation and Leadership – meaning and importance of motivation; types of motives; theories of motivation – Maslow’s Need Hierarchy Theory, Herzberg’s Two-Factor Theory, McGregor’s Theory X and Theory Y; leadership – meaning and importance; leadership styles; leadership theories and models; relationship between motivation, leadership, and productivity.	12
V	Communication and Control in Management – process of communication; formal and informal communication; barriers to effective communication and methods to overcome them; control – meaning, importance, and process; types of control (feedforward, concurrent, feedback); control techniques and tools; characteristics of an effective control system; emerging trends in managerial control systems.	12

References:

1. Koontz, H. and Wehrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Richard.MH. (1993). Management, Academic Press, New Jersey.
3. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J. A. F. & Wankel, I. C. (1999). Management, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). Practice of Management, Pan Books, London.
5. Virmani B. R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
6. Important Business Magazines like Business India, Business World, and Fortune International.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	0	0	1	3	0
CO2	0	0	0	2	0
CO3	0	0	0	3	0
CO4	0	0	1	3	2
CO5	0	0	3	2	2

SEMESTER -I						
Course Code	Course Name	Course Type	L	T	P	Credits
THMOE01	Tourism Geography	Open Elective	3	-	-	3

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall key geographical features of continents and India, including physiography, climate, vegetation, and major rivers, mountains, and regions.	Remember
CO 2	Explain concepts of map reading such as latitude, longitude, time zones, and spatial representation, along with the relationship between geography and tourism.	Understand
CO 3	Apply map-reading skills and geographical concepts (including time calculation and direction) to interpret travel routes and plan tourism activities across regions.	Analyze
CO4	Analyse global and Indian tourism transport systems, including air, rail, road, and water networks, and assess their role in facilitating tourism flows and connectivity.	Apply
CO	Evaluate tourism planning and development strategies across different climatic regions through case studies of destinations such as Switzerland, Malaysia, and Maldives, considering geographical and environmental factors.	Evaluate

Syllabus:

Units	Content	Hrs.
I	World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australia	9
II	Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.	9
III	Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction – Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation -Concept of Elapsed Time & Flying Time.	9
IV	Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas – Global Indicators - Major Airports and Routes - Major Railway Systems and Networks – Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.	9
V	Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka, and Papua New Guinea.	9

References:

1. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd.,
4. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
5. Travel Information Manual, IATA, Netherlands, 2009.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	0	0	1	3	0
CO2	0	0	0	2	0
CO3	0	0	0	3	0
CO4	0	0	1	3	2
CO5	0	0	3	2	2

SEMESTER -II						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5021	Tourism Products of Tamil Nadu	Minor 2	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe Tamil Nadu as a tourism destination, including its geography, climate, resources, and administrative structure	Remember
CO 2	To explain the cultural and heritage tourism products of Tamil Nadu such as temples, festivals, art forms, and cuisine	Understand
CO 3	To apply knowledge of nature-based tourism resources including hill stations, wildlife, and ecotourism practices	Apply
CO4	To analyze niche and emerging tourism products and their role in tourism development in Tamil Nadu	Analyze
CO5	To evaluate tourism circuits, destination management practices, and future prospects of tourism in Tamil Nadu	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Tamil Nadu as a Tourism Destination – history, economy, climate, population, language, and people; physiographic regions; rivers and lakes; vegetation, soil, minerals, and energy resources; overview of tourism in Tamil Nadu; administrative structure – Governor, Chief Minister, and Council of Ministers; role of Tamil Nadu Tourism Development Corporation (TTDC), Ministry of Tourism (Government of India), and state tourism policies.	12
II	Cultural and Heritage Tourism Products of Tamil Nadu – UNESCO World Heritage Sites in Tamil Nadu; art and dance forms; architecture; handicrafts and textiles; fairs and festivals; historical temples, monuments, churches, mosques, and other religious structures; cuisine of Tamil Nadu; pilgrimage tourism.	12
III	Nature-based Tourism Products – hill stations, beaches and coastal areas, islands, waterfalls, forests; national parks, biosphere reserves, and wildlife sanctuaries; ecotourism and sustainable tourism; plantation tourism; parks, gardens and eco-parks; caves and geological attractions; environmental issues and conservation.	12
IV	Niche and Emerging Tourism Products – customs and traditions of Tamil Nadu; marriage tourism; medical and wellness tourism; adventure tourism; coastal tourism; rural tourism; caravan tourism; houseboats; MICE tourism (Meetings, Incentives, Conferences, and Exhibitions); film tourism and culinary tourism; role of digital media in promoting niche tourism.	12
V	Tourism Circuits and Destination Management – major tourism circuits of Tamil Nadu; destination planning and development; case studies of select	12

destinations – Nilgiris, Rameswaram, and Madurai; challenges and future prospects of tourism in Tamil Nadu.

References:

1. Tamil Nadu Tourism Development Corporation. (2024). *Tourism policy notes and official publications*. <https://www.tamilnadutourism.tn.gov.in>
2. Ministry of Tourism India. (2024). *India tourism statistics and reports*. <https://tourism.gov.in>
3. Government of Tamil Nadu. (2023). *Policy note: Tourism, culture and religious endowments department*. Government of Tamil Nadu.
4. Singh, S. (2002). *Tourism in India*. Anmol Publications.
5. Punja, S. (1999). *The Tamil temple: Myths, symbols, and rituals*. Roli Books.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	0	0	0
CO2	3	3	0	0	1
CO3	3	3	0	0	0
CO4	3	3	1	1	0
CO5	3	3	0	0	2

SEMESTER -II						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5022	Tourism and Hospitality Marketing	Minor 3	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the concepts of the tourism and hospitality marketing mix (7Ps) including product, price, place, and promotion strategies	Remember
CO 2	To explain destination marketing concepts, product development, branding, and the role of destination marketing organizations	Understand
CO 3	To apply service marketing principles such as customer satisfaction, service quality (SERVQUAL), and tourism experience management	Apply
CO 4	To analyze marketing strategies for tourism products, including relationship marketing, customer loyalty, and experiential marketing	Analyze
CO5	To evaluate digital marketing tools and emerging trends such as online travel platforms, social media marketing, AI, and e-tourism practices	Evaluate

Syllabus:

Units	Content	Hrs.
I	Fundamentals of Tourism and Hospitality Marketing – meaning, nature, and scope of marketing in tourism and hospitality; marketing concepts and orientations; marketing environment; marketing information systems and marketing research; consumer markets and consumer behaviour; business markets and buyer behaviour; market segmentation – bases and strategies; targeting and positioning for competitive advantage; branding and destination positioning basics.	9
II	Tourism and Hospitality Marketing Mix (7Ps Framework) – concept of marketing mix in services; product/service decisions – product levels, product mix, product life cycle, and new product development; branding and service differentiation; packaging of tourism and hospitality services; pricing strategies – pricing objectives, approaches, and methods; pricing considerations in tourism ; place/distribution channels in tourism; promotion mix – advertising, sales promotion, public relations, personal selling, digital promotion.	9
III	Destination Marketing and Product Development – concept and characteristics of destination marketing; destination as a tourism product; managing existing tourism products; destination branding and positioning; development of new tourism products in regional tourism; tourism product lifecycle at destination level; pricing strategies in destination marketing; tourist perception of price and value; role of destination marketing organizations (DMOs); case studies of Indian tourism destinations.	9

IV	Service Marketing and Tourism Experience Management – characteristics of services in tourism and hospitality; concept of value, customer satisfaction, and service quality; service quality gap model (SERVQUAL concept); managing customer experience in tourism; relationship marketing and customer loyalty; marketing of tourism packages – domestic and international tour packages; role of travel companies and tour operators in India; experiential and emotional marketing in tourism.	9
V	Digital Marketing and E-Tourism – meaning, scope, and importance of e-tourism; evolution of digital tourism marketing; online travel agencies (OTAs) and platforms; social media marketing in tourism and hospitality; search engine optimization (SEO) and search engine marketing (SEM); email marketing, affiliate marketing, and influencer marketing; content marketing and storytelling in tourism; emerging trends – AI in tourism marketing, personalization, virtual reality tourism; e-business security, privacy issues, and ethical concerns in digital marketing.	9

References:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson, New Jersey.
2. Kotler T. Philip, Brown T. John, Makens. C. James & Baloglu Seyhmus (2016), Marketing for Hospitality and Tourism, 7th edition, Pearson.
3. Etzel Michael J. Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
4. Jha S.M.(2013), Tourism Marketing, Himalaya Publishing House, Bengaluru.
5. Morrison. M. Alstair (2002), Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd.,
6. Gupta Das Devashish (2008), Tourism Marketing, 2nd Edition, Darling Kindersley.

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	0	2	0
CO2	1	3	1	2	0
CO3	1	2	1	1	0
CO4	2	3	2	3	0
CO5	2	2	0	3	0

SEMESTER -II						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5023	Event Management	Minor 4	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the concepts, scope, types, and structure of the event management industry	Remember
CO 2	To explain event planning and design fundamentals including theme development, venue selection, and event technology	Understand
CO 3	To apply event planning techniques such as budgeting, scheduling, and compliance with legal and safety requirements	Apply
CO4	To analyze event production and logistics management including coordination, security, and stakeholder involvement	Analyze
CO5	To evaluate event supply chain, vendor management practices, and post-event performance for effective event execution	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Event Management – meaning, nature, and scope of event management; evolution and growth of the event industry; types and classification of events (social, corporate, cultural, sports, MICE, entertainment, educational, and political events); size and scale of events; five C’s of event management; roles, responsibilities, and skills of an event manager; structure of event industry; trends in event business; introduction to event planning process; overview of technical and support staff roles.	9
II	Event Planning and Design Fundamentals – concept of event planning and coordination; event design elements – theme development, décor, colour schemes, lighting, sound, and ambience; venue selection and site planning; layout design and site maps; audiovisual systems and event technology; introduction to event staging and production elements; accessibility and inclusive event design; sustainability and green events concept.	9
III	Event Operations, Laws and Compliance – event scheduling and coordination; budgeting of events – estimation of fixed and variable costs; cash flow planning; sponsorships and fundraising; introduction to MICE budgeting; legal aspects of events – permissions and regulations; licensing requirements (local authorities, police, fire safety, municipal permissions, etc.); intellectual property rights in events (e.g., Indian Performing Right Society); safety regulations, risk management, crowd control, waste management, and environmental compliance.	9

IV	Event Production and Logistics Management – event production process; event logistics planning; transportation, accommodation, parking, and guest movement management; security planning and emergency management; special requirements (differently abled guests, VIP handling); staging of corporate events, trade fairs, exhibitions, and institutional events; theme execution and event aesthetics; coordination between departments and stakeholders.	9
V	Event Supply Chain, Vendor Management and Evaluation – event supply chain management; vendor selection and management; negotiation with service providers and contractors; procurement and contract management; event networks and stakeholder coordination; performance standards and quality control; post-event evaluation and reporting; feedback systems; ethics and professionalism in event management industry.	9

References

1. Editorial Data Group USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition.
2. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
3. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
4. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	2	2	0
CO2	1	3	1	3	2
CO3	1	3	1	3	3
CO4	2	2	1	3	3
CO5	2	3	3	3	3

SEMESTER -II						
Course Code	Course Name	Course Type	L	T	P	Credits
THMOE02	Special Interest Tourism	Open Elective	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall key concepts, characteristics, and types of Special Interest Tourism, including health, wellness, adventure, rural, and emerging tourism segments.	Remember
CO 2	Explain the socio-economic, environmental, and cultural dimensions of Special Interest Tourism, including determinants of wellness tourism, rural tourism dynamics, and adventure tourism frameworks.	Understand
CO 3	Apply appropriate management tools, marketing strategies, and operational approaches to design and promote Special Interest Tourism products such as wellness retreats, adventure packages, and rural tourism experiences.	Apply
CO4	Analyze tourist profiles, motivations, and destination case studies across different SIT segments to assess impacts and development challenges in destinations such as Switzerland, Malaysia, and Sri Lanka.	Analyze
CO5	Evaluate the sustainability, ethical considerations, and future potential of various Special Interest Tourism forms, including emerging areas such as accessible tourism, volunteer tourism, and food tourism, in the context of responsible tourism development.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Special Interest Tourism: Characteristics, socio-economic impact, Types of SIT, Strategic approaches, Management tools and Techniques, Marketing of Special Interest attractions, Sustainability and Special Interest Tourism	9
II	Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario- Stakeholders, Certification and Accreditation- Tourism and wellness – Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations	9
III	Adventure Tourism: Adventure in Water, Adventure on Land, and Air- Considerations in Adventure Tourism Development - Basic Minimum Standards for Adventure Tourism-Related Activities -Profile of Adventure tourists - Preferences and Perceptions - Adventure Tour Packages- Mode of Operation - Impacts of Adventure Tourism -Selected Case Studies on Adventure Destinations	9
IV	Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture, and Heritage Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society	9

	- Challenges of Rural Tourism-Selected case studies on popular rural destinations	
V	Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Volunteerism- Impact of SITs: social, economic, environmental –Future trends	9

References

1. Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special interest tourism: Concepts, contexts and cases*. CABI.
2. Rittichainuwat, B. N. (2018). *Special interest tourism*. Cambridge Scholars Publishing.
3. Douglas, N., Douglas, N., & Derrett, R. (2002). *Special Interest Tourism*. Brisbane:Wiley.
4. Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable development Approach*, New York: Van Nostrand Reinhold

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	2	2	0
CO2	1	3	1	3	2
CO3	1	3	1	3	3
CO4	2	2	1	3	3
CO5	2	3	3	3	3

SEMESTER -II						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5023	Event Management	Minor 4	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To describe the concepts, scope, types, and structure of the event management industry	Remember
CO 2	To explain event planning and design fundamentals including theme development, venue selection, and event technology	Understand
CO 3	To apply event planning techniques such as budgeting, scheduling, and compliance with legal and safety requirements	Apply
CO4	To analyze event production and logistics management including coordination, security, and stakeholder involvement	Analyze
CO5	To evaluate event supply chain, vendor management practices, and post-event performance for effective event execution	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Event Management – meaning, nature, and scope of event management; evolution and growth of the event industry; types and classification of events (social, corporate, cultural, sports, MICE, entertainment, educational, and political events); size and scale of events; five C’s of event management; roles, responsibilities, and skills of an event manager; structure of event industry; trends in event business; introduction to event planning process; overview of technical and support staff roles.	9
II	Event Planning and Design Fundamentals – concept of event planning and coordination; event design elements – theme development, décor, colour schemes, lighting, sound, and ambience; venue selection and site planning; layout design and site maps; audiovisual systems and event technology; introduction to event staging and production elements; accessibility and inclusive event design; sustainability and green events concept.	9
III	Event Operations, Laws and Compliance – event scheduling and coordination; budgeting of events – estimation of fixed and variable costs; cash flow planning; sponsorships and fundraising; introduction to MICE budgeting; legal aspects of events – permissions and regulations; licensing requirements (local authorities, police, fire safety, municipal permissions, etc.); intellectual property rights in events (e.g., Indian Performing Right Society); safety regulations, risk management, crowd control, waste management, and environmental compliance.	9
IV	Event Production and Logistics Management – event production process; event logistics planning; transportation, accommodation, parking, and guest movement management; security planning and emergency management; special	9

	requirements (differently abled guests, VIP handling); staging of corporate events, trade fairs, exhibitions, and institutional events; theme execution and event aesthetics; coordination between departments and stakeholders.	
V	Event Supply Chain, Vendor Management and Evaluation – event supply chain management; vendor selection and management; negotiation with service providers and contractors; procurement and contract management; event networks and stakeholder coordination; performance standards and quality control; post-event evaluation and reporting; feedback systems; ethics and professionalism in event management industry.	9

References

14. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition.
15. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
16. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
17. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition

Mapping of program Specific Outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	2	2	0
CO2	1	3	1	3	2
CO3	1	3	1	3	3
CO4	2	2	1	3	3
CO5	2	3	3	3	3

SEMESTER III						
Course Code	Course Name	Course type	L	T	P	Credits
THM5031	INDIAN HISTORY	Major (CC3)	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the nature, scope, and relevance of Indian history and culture in tourism	Understand
CO 2	To analyze the features of ancient civilizations and major empires in India.	Analyze
CO 3	To know about the diversity and richness of Indian culture, religion, art, and literature.	Remember
CO 4	To examine the phases and significance of the Indian independence movement.	Analyze
CO 5	To evaluate the impact of British colonial rule on Indian society and economy.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Indian History and Early Civilizations: Meaning, Nature, Scope, and Importance of History and Culture (with reference to Tourism Development) - Sources of Indian History: Archaeological, Literary, Foreign Accounts- Evolution of Tourism in India: Ancient pilgrimages to modern tourism - Indus Valley Civilization: Town planning, trade, art, religion, decline - Vedic Age: Social structure, economy, religion, literature (Vedas) - Empire : Mauryan Empire - Reign of Ashoka- Dhamma, inscriptions, spread of Buddhism - Gupta Empire - Golden Age of India: Science, art, literature, administration	9
II	Medieval India – Political and Cultural Developments: Early Medieval India: Rise of regional kingdoms (Cholas, Rajputs) - Cultural diversity and temple architecture - Delhi Sultanate : Administrative structure (Iqta	9

	system) - Society and economy - Indo-Islamic architecture -Vijayanagara Empire: Political structure and administration - Economic prosperity and trade - Contributions to art, architecture (Hampi), and culture - Mughal Empire : Administrative system (Mansabdari) - Religious policies of Akbar (Sulh-i-kul) - Mughal art and architecture (Taj Mahal, forts) - Causes for decline of Mughal Empire	
III	Colonial India and British Expansion: Arrival of European Trading Companies: Portuguese, Dutch, French, and British - Establishment of British Power: Battles of Plassey (1757) and Buxar (1764) - British East India Company: Administrative policies (Dual Government, Revenue systems) - Economic impact (Drain of wealth, deindustrialization) - Social and educational reforms (Abolition of Sati, English education) - British: Administrative changes (Acts of 1858, 1909, 1919, 1935) - Economic policies and their impact - Social reform movements (Brahmo Samaj, Arya Samaj)	9
IV	Indian Independence Movement: Rise of Nationalism: Causes and early resistance movements - Formation of Indian National Congress - Phases of Freedom Struggle: Moderates and Extremists - Revolutionary movements - Gandhian Era: Non-Cooperation Movement - Civil Disobedience Movement - Quit India Movement - Partition and Independence: Causes and consequences of Partition (1947)- Role of key leaders (Gandhi, Nehru, Subhas Chandra Bose) - Post-Independence India: Integration of princely states - Framing of the Constitution - Nation-building and development policies	9
V	Contemporary Indian Culture and Heritage: Cultural Diversity: Languages, traditions, customs, festivals - Religious Practices: Hinduism, Islam, Christianity, Buddhism, Sikhism and their cultural influence - Art and Architecture: Classical forms- Dance (Bharatanatyam, Kathak), Music - Temple, Mughal, and Colonial architecture- UNESCO Heritage Sites in India	9

References

1. *The Wonder That Was India* – A.L. Basham
2. *A History of India* – Romila Thapar
3. *India After Gandhi: The History of the World's Largest Democracy* – Ramachandra Guha
4. *Ancient India* – R.S. Sharma

5. *Medieval India: From Sultanat to the Mughals – Satish Chandra*
6. *Modern India – Bipan Chandra*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	0	0	1
CO2	1	3	0	0	1
CO3	2	3	0	0	1
CO4	1	3	0	0	1
CO5	2	3	0	1	1

SEMESTER III						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5032	Fundamentals of Accommodation Operations	Major (CC4)	3	-	-	3

Course Outcomes (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To Explain the concepts, functions, and importance of accommodation operations in the hospitality industry	Remember
CO 2	To Understand the organizational structure and operational procedures of housekeeping departments	Understand
CO 3	To Apply knowledge to manage housekeeping operations and staff effectively	Apply
CO 4	To Analyze room layouts, amenities, and guest service standards in accommodation operations	Analyze
CO 5	To Evaluate housekeeping practices and quality standards in hospitality establishments	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Accommodation & Housekeeping: Meaning, Definition, Scope, and Importance of Accommodation Management - Evolution of Accommodation Industry (Hotels, Resorts, Homestays)- Role of Housekeeping in Hospitality Industry - Functions and Responsibilities of Housekeeping Department - Importance of Cleanliness, Hygiene, and Safety Standards- Coordination with Front Office and Maintenance Departments.	9
II	Organization of Housekeeping Department: Layout and Design of Housekeeping Department - Organizational Structure (Small, Medium, Large Hotels) - Interdepartmental Coordination: Front Office, Food & Beverage Service - Engineering & Maintenance - Subsections of Housekeeping: Linen Room ,Laundry , Uniform Room ,Floristry Use of Technology in Housekeeping (Property Management Systems – PMS basics)	9

III	: Housekeeping Personnel & Staffing: Roles and Responsibilities of Key Personnel: Executive Housekeeper ,Assistant/Deputy Housekeeper , Floor Supervisor , Public Area Supervisor ,Night Supervisor , Room Attendant ,Houseman , Gardener / Horticulturist , Job Description and Job Specification , Qualities and Attributes of Housekeeping Staff ,Grooming Standards and Professional Etiquette , Training and Development of Housekeeping Staff	9
IV	Planning and Control in Housekeeping: Planning Housekeeping Operations , Work Scheduling: Duty Rota, Briefing and Debriefing Procedures - Housekeeping Control Desk: Functions and Importance, Coordination and Communication - Role of Housekeeping in Emergency Situations (Fire, Theft, Accidents) - Records and Registers: Room Status Reports ,Lost and Found Register ,Maintenance Register -Inventory Control and Budgeting Basics	9
V	Guest Room Management & Facilities: Room Layout and Standard Dimensions - Smoking vs Non-Smoking Rooms - Barrier-Free Rooms (Accessibility for differently-abled guests)- Guest Room Components: Furniture, Fixtures, and Fittings (FFF), Soft Furnishings (Curtains, Carpets, Linen) , Guest Supplies and Amenities , Corridor and Floor Pantry Layout ,Eco-friendly Practices in Guest Rooms (Green housekeeping)	9

References

1. *Professional Hotel Management – J. Negi*
2. *Housekeeping Management – Margaret Kappa*
3. *Managing Housekeeping Operations – Robert J. Martin*
4. *Introduction to Hospitality Management – John R. Walker*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	1	2
CO2	2	3	1	1	2
CO3	2	3	1	2	3
CO4	2	3	1	2	3
CO5	2	3	1	2	3

Course Code	Course Name	Course Type	L	T	P	Credits
THM5033	Digital Marketing in Tourism and Hospitality	Minor 5	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To explain the concepts and importance of digital marketing in tourism and hospitality	Remember
CO 2	To understand various digital marketing channels and tools	Understand
CO 3	To apply digital marketing strategies for tourism products and services	Apply
CO 4	To analyse online consumer behavior and marketing performance metrics	Analyze
CO 5	To evaluate digital campaigns and develop effective marketing strategies	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Digital Marketing in Tourism: Meaning, Definition, Scope, and Evolution of Digital Marketing - Importance of Digital Marketing in Tourism and Hospitality Industry- Traditional Marketing vs Digital Marketing - Role of Digital Marketing in Travel Decision-Making- Digital Marketing Ecosystem: Websites, Search Engines, Social Media, Mobile Marketing- Overview of Tourism Marketing Platforms (OTAs, Travel Portals)	9
II	Website Development & Search Engine Optimization (SEO): Importance of Websites in Tourism Marketing -Basics of Website Design (User Interface & User Experience – UI/UX)- Content Management Systems (CMS) – Introduction : Search Engine Optimization (SEO): On-page SEO (keywords, meta tags, content optimization) - Off-page SEO (backlinks, directory listings) - Search Engine Marketing (SEM) basics - Introduction to tools like Google Analytics and Google Search Console	9
III	Social Media Marketing in Tourism: Role of Social Media in Tourism Promotion - Major Platforms: Facebook , Instagram ,YouTube ,Twitter - Content Creation and Storytelling for Tourism- Influencer Marketing and	9

	Travel Blogging - Online Reputation Management (ORM) - Case studies of successful tourism campaigns	
IV	Online Advertising & Email Marketing: Pay-Per-Click (PPC) Advertising - Display Advertising and Remarketing Google Ads and Social Media Ads - Email Marketing: Designing email campaigns, Customer segmentation , Personalization techniques , Mobile Marketing and App-based Promotions , Affiliate Marketing in Tourism	9
V	Digital Analytics & Emerging Trends: Importance of Data in Digital Marketing ,Key Performance Indicators (KPIs): Website Traffic , Conversion Rate , Bounce Rate , Using Google Analytics for performance measurement ,Consumer Behavior in Online Travel Booking , Emerging Trends: Artificial Intelligence in Marketing , Chatbots in Hospitality ,Virtual Tours and Augmented Reality , Ethical Issues and Data Privacy in Digital Marketing	9

References

1. *Marketing for Hospitality and Tourism – Philip Kotler et al.*
2. *Marketing 4.0: Moving from Traditional to Digital – Philip Kotler*
3. *Digital Marketing – Dave Chaffey & Fiona Ellis-Chadwick*
4. *Social Media Marketing – Tracy L. Tuten*
5. *E-Marketing – Judy Strauss & Raymond Frost*
6. *Tourism Marketing – S.M. Jha*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	3	2	2
CO2	1	3	3	2	2
CO3	1	3	3	3	3
CO4	1	3	3	3	3
CO5	2	3	3	3	3

SEMESTER III						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5034	Human Resource Management	Minor 6	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To Explain the concepts, functions, and evolution of HRM in tourism	Remember
CO 2	To Understand HR planning, recruitment, and selection processes	Understand
CO 3	To Apply HR practices such as training, appraisal, and employee engagement	Apply
CO 4	To Analyze HR challenges and employee behavior in tourism organization	Analyze
CO 5	To Evaluate compensation systems and HR strategies for organizational effectiveness	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Human Resource Management: Meaning, Definition, Scope, and Importance of HRM - Evolution of HRM (Global and Indian Context)- Role and Functions of HR Manager in Tourism Industry -HR Structure and Strategy in Tourism Organizations -Changing Role of HR in Service Industries (Hotels, Airlines, Travel Agencies)- Ethics and Professionalism in HRM	9
II	Human Resource Planning and Staffing: Human Resource Planning: Concept and Importance - Job Terminologies: Job Analysis Job Description ,Job Specification , Manpower Planning in Tourism Sector - Recruitment: Sources (Internal & External) ,E-Recruitment Practices Selection Process: Interviews, Tests, Background Verification , Induction and Orientation Programmes -Current Hiring Trends in Tourism and Hospitality Industry	9
III	Employee Development and Engagement: Employee Assistance Programmes (EAP) - Coaching and Mentoring-Performance Appraisal:	9

	Methods (Traditional and Modern)- 360-Degree Feedback -Career Planning and Development - Promotions and Transfers-Employee Empowerment and Participation-Competency Standards in Tourism Sector (Skill Development Initiatives)- Employee Retention Strategies and Exit Management	
IV	Human Resource Development (HRD): Concept and Objectives of HRD -HRD Climate and Organizational Culture - Training and Development: Methods (On-the-job & Off-the-job) ,Designing Training Programmes , Evaluation of Training Effectiveness- Potential Appraisal and Succession Planning -Leadership Development in Tourism Organizations-Role of HRD in Service Quality Improvement	9
V	Compensation and Quality of Work Life: Concepts and Components of Compensation - Job Evaluation Methods - Principles and Determinants of Compensation- Wage and Salary Administration- Incentives, Benefits, and Rewards Systems- Productivity and Employee Morale- Compensation Challenges in Tourism Sector -Quality of Work Life (QWL) -Work-Life Balance and Employee Well-being	9

References

1. *Human Resource Management – Gary Dessler*
2. *Human Resource Management – R.L. Mathis & J.H. Jackson*
3. *Personnel Management – Edwin B. Flippo*
4. *Human Resource Management in Hospitality Industry – Michael J. Boella & Steven Goss-Turner*
5. *Managing Human Resources in the Hospitality Industry – Robert H. Woods*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	1
CO2	1	3	1	2	1
CO3	1	3	1	3	2
CO4	1	3	1	3	2
CO5	1	3	1	3	2

SEMESTER III						
Course Code	Course Name	Course Type	L	T	P	Credits
THMOE03	Ecotourism	OE	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the relationship between tourism activities and ecological systems	Understand
CO 2	To explain the concepts, principles, and evolution of ecotourism and sustainability	Remember
CO 3	To apply sustainable practices and planning techniques in ecotourism development	Apply
CO 4	To analyse environmental impacts and policy frameworks related to ecotourism	Analyze
CO 5	To evaluate global and local ecotourism initiatives and sustainability strategies	Evaluate

syllabus

Units	Content	Hrs
I	Fundamentals of Ecology and Ecotourism: Meaning, Definition, Scope, and Importance of Ecology - Concepts of Ecosystem, Biodiversity, and Conservation- Ecotourism: Evolution and Growth - Principles and Characteristics - Functions and Emerging Trends- Environmentalism and Sustainable Development Concepts Environmental Issues: Pollution (Air, Water, Noise)- Ecological Footprint and Carrying Capacity- Role of Tourism in Environmental Conservation	9
II	Tourism and Ecology Interface: Mass Tourism vs Ecotourism - Typology of Eco-tourists - Ecotourism Activities: Nature- based tourism ,Wildlife tourism, Adventure tourism -Environmental, Economic, and Socio-cultural Impacts of Ecotourism-Global Frameworks: Quebec Declaration on Ecotourism-Kyoto Protocol - Ecotourism and Globalization- Role of Technology in Sustainable Tourism	9

III	Ecotourism Planning and Case Studies: Ecotourism Policies and Planning Process- Carrying Capacity (Physical, Social, Environmental) Alternative and Responsible Tourism- Community Participation: Types (Passive, Active, Empowerment) - Role in sustainable livelihoods- Ecotourism Project Planning and Management- Case Studies: Periyar National Park , Thenmala Ecotourism Project, Similipal National Park, Nanda Devi Biosphere Reserve, Gulf of Mannar Biosphere Reserve, Kruger National Park	9
IV	Sustainable Development Frameworks: Concept and Evolution of Sustainable Development - Principles and Dimensions: Environmental, Economic, Social Sustainability - 10 R's of Sustainability (Reduce, Reuse, Recycle) -Global Milestones- Stockholm Conference, Brundtland Commission, Rio Declaration, World Conference on Sustainable Tourism, World Summit on Sustainable Development, Cape Town Declaration, Sustainable Tourism Indicators and Measurement, Role of Government and Policy Frameworks	9
V	Climate Change and Sustainable Practices: Global Warming and Climate Change: Causes and Impacts - Tourism and Climate Change- Eco-friendly Practices in Tourism: Green hotels, Waste management, Renewable energy use - Role of Organizations: UNWTO - World Wide Fund for Nature - United Nations Development Programme- Government of India (Ministry of Environment, Forest and Climate Change)- Ashoka Trust for Research in Ecology and the Environment - EQUATIONS - Responsible Tourism Practices and Certification - Future Trends in Ecotourism	9

References

1. *The Encyclopedia of Ecotourism – David Weaver*
2. *Ecotourism – David A. Fennell*
3. *Ecotourism and Sustainable Development: Who Owns Paradise? – Martha Honey*
4. *International Handbook on Ecotourism – Ballantyne & Packer*
5. *Taking Responsibility for Tourism – Harold Goodwin*
6. *Responsible Tourism – Leslie Pender*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	2
CO2	3	2	1	1	2

CO3	3	2	1	2	3
CO4	3	3	1	2	3
CO5	3	3	1	2	3

SEMESTER III

Course Code	Course Name	Course Type	L	T	P	Credits
THM5035	Information Technology for Tourism	SEC	2	-	-	2

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To explain the basic concepts and components of Information Technology in tourism	Remember
CO 2	To understand the applications of IT in tourism operations and services	Understand
CO 3	To apply IT tools and systems in tourism-related tasks	Apply
CO 4	To analyse the role of information systems in improving tourism efficiency	Analyze
CO 5	To evaluate emerging technologies and their impact on the tourism industry	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Information Technology: Meaning, Definition, and Scope of Information Technology -Components of IT: Hardware, Software, Data, Networks- Types of Computers and Applications -Role of IT in Service Industries- Importance of IT in Tourism and Hospitality -Digital Transformation in Tourism Industry	5
II	Computer Applications in Tourism: Basics of Operating Systems (Windows/Linux Overview)-Office Automation Tools: MS Word , MS Excel ,MS PowerPoint - Database Basics and Data Management-Internet and Intranet Applications- E-Documentation in Tourism (Itineraries, Reports, Booking records)	5

III	Information Systems in Tourism; Management Information Systems (MIS) in Tourism-Computer Reservation Systems (CRS)-Global Distribution Systems (GDS):Amadeus, Galileo, Sabre - Property Management Systems (PMS) in Hotels-E-Ticketing and Online Booking Systems- Role of IT in Travel Agencies, Airlines, and Hotels	10
IV	E-Tourism and Digital Platforms; Concept of E-Tourism and E-Commerce in Tourism-Online Travel Agencies (OTAs) and Travel Portals-Role of Websites and Mobile Applications in Tourism-Digital Payment Systems and Security-Social Media and Online Promotion in Tourism-Customer Relationship Management (CRM) Systems	5
V	Emerging Technologies in Tourism: Artificial Intelligence (AI) in Tourism-Big Data and Data Analytics-Internet of Things (IoT) in Hospitality-Virtual Reality (VR) and Augmented Reality (AR) in Tourism Promotion-Cloud Computing Applications in Tourism-Cyber Security and Data Privacy Issues - Future Trends in Smart Tourism.	5

References

1. Information Technology for Management – Efraim Turban
2. Management Information Systems – Laudon & Laudon
3. E-Tourism: Information Technology for Strategic Tourism Management – Dimitrios Buhalis
4. Tourism Information Technology – Benckendorff et al.
5. Computer Fundamentals – P.K. Sinha

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	2	3	1	2
CO2	1	2	3	1	2
CO3	1	2	3	2	3
CO4	1	2	3	2	3
CO5	1	2	3	2	3

SEMESTER IV

Course Code	Course Name	Course Type	L	T	P	Credits
THM5041	Principles of Tourism Geography	Major (CC5)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To Explain the basic concepts of geography and map reading in tourism	Remember
CO 2	To Understand the spatial distribution of global tourist destinations across climatic regions	Understand
CO 3	To Apply geographical knowledge in designing tourism itineraries	Apply
CO 4	To Analyze global transportation systems and their impact on tourism	Analyze
CO 5	To Evaluate the role of geographical features in tourism planning and development	Evaluate

Syllabus

Units	Content	Hrs.
I	Fundamentals of Tourism Geography & World Regions: Meaning, Scope, and Importance of Tourism Geography - Elements of Geography in Tourism: Location, Place, Region, Environment -Physical Components: Physiography, Climate, Vegetation, Drainage - World Regional Geography- North America, South America, Central America ,Europe , Africa ,Asia , Australasia ,Major tourist attractions and geographical features of each region	12
II	Physical Geography of India: Physiographic Divisions of India: Himalayas, Northern Plains, Peninsular Plateau, Coastal Plains, Islands - Drainage System: Major Rivers (Ganga, Brahmaputra, Godavari, etc.)- Climate of India: Monsoon system and its tourism significance -Natural Vegetation and Wildlife Distribution -Influence of Geography on Tourism Development in India	12
III	Map Reading and Geographical Skills: Fundamentals of Map Reading - Latitude and Longitude - International Date Line and Time Zones - Calculation of Time: Greenwich Mean Time (GMT) , Indian Standard Time	12

	(IST) ,Elapsed Time and Flying Time -Scale and Direction - Altitude and Relief Representation -Introduction to Geographic Information System (GIS) and Remote Sensing in Tourism -Application of Maps in Itinerary Planning	
IV	Global Tourism Transport Systems: Importance of Transport in Tourism Development - Air Transport-IATA Traffic Conference Areas and Sub-Areas -Major International Airports and Air Routes -Role of airlines in global tourism- Rail Transport-Major railway networks (Europe, Asia, North America, India) -High-speed trains and tourism -Water Transport: Ocean and Inland Waterways ,Cruise Tourism -Road Transport : Major International Highways and Transcontinental Routes ,Road transport in India , Role of organizations like International Air Transport Association	12
V	Tourism Planning in Different Climatic Regions: Tourism Development in Various Climatic Zones: Tropical, Temperate, Polar -Case Studies related to various countries: China, Brazil, Hawaii, Madagascar, Switzerland, Maldives. etc -Influence of climate, culture, and geography on tourism patterns -Sustainable tourism planning in different regions	12

References

1. *The Geography of Travel and Tourism – C. Michael Hall*
2. *The Geography of Tourism and Recreation: Environment, Place and Space – Hall & Page*
3. *Geography of Tourism – H.A. Robinson*
4. *Tourism Geography – Stephen Williams*
5. *Tourism: Principles and Practice – Chris Cooper et al.*
6. *Oxford World Atlas*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	1	1
CO2	2	3	1	1	1
CO3	2	3	1	2	2
CO4	2	3	1	2	2
CO5	3	3	1	2	2

SEMESTER IV						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5042	Travel Agency & Tour Operations	Major (CC6)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To Explain the structure and role of travel intermediaries in tourism	Remember
CO 2	To Understand the functions and services of travel agencies	Understand
CO 3	To Apply knowledge in tour package design and operations	Apply
CO 4	To Analyze travel trade regulations and organizational frameworks	Analyze
CO 5	To Evaluate the role of travel organizations and industry practices	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Travel Intermediaries: Structure of Travel and Tourism Industry- Concept and Role of Travel Intermediaries- Travel Agency and Tour Operator: Meaning and Definitions-Differences between Travel Agency and Tour Operator-Historical Development and Growth of Travel Agencies- Linkages and Coordination: Hotels, Airlines, Transport Agencies-Organizational Structure: Small-scale and Large-scale Travel Agencies- Departmentation (Ticketing, Reservations, Sales, Operations)- Emerging Trends and Future of Travel Intermediaries	12
II	Travel Agency Operations and Retailing: Functions of a Travel Agency: Travel Information and Counseling, Reservation Systems, Ticketing Procedures, Travel Documentation: Passport and Visa , Health Regulations, Currency Regulations, Baggage Rules - Travel Insurance and Risk Coverage- Sources of Income: Commission, Service Charges, Mark-up on Tours- Travel Terminology: Common Abbreviations - Terms used in itinerary preparation- Customer Service and Relationship Management	12
III	Tour Operations and Package Design: Concept and Types of Tour Operators- Functions of Tour Operators -Tour Package Formulation:	12

	Costing and Pricing, Itinerary Planning- Tour Operations: Pre-tour Planning, Tour Execution and Management, Post-tour Evaluation- Designing and Printing of Tour Brochures-Marketing and Promotion of Tour Packages-Sources of Income for Tour Operators- Social and Ethical Responsibilities of Tour Operators	
IV	Setting up Travel Agency and Regulatory Framework: Steps in Establishing a Travel Agency Business- Types of Business Organizations: Proprietorship, Partnership, Private Limited Company, Franchise Model- Licensing and Approval: Ministry of Tourism, Government of India- International Air Transport Association accreditation- Legal Formalities and Documentation- Incentives and Schemes for Travel Trade in India- Role of Government Policies in Tourism Development	12
V	Travel Trade Organizations and Case Studies: Role and Functions of National and International Organizations: Pacific Asia Travel Association, American Society of Travel Advisors, Travel Agents Association of India, Indian Association of Tour Operators, Universal Federation of Travel Agents Associations, Adventure Tour Operators Association of India, Travel Agents Federation of India- Case Studies: Thomas Cook India, Cox & Kings, Make My Trip- Changing Trends in Travel Trade - Future Prospects of Travel Agency Business	12

References

1. *Travel Agency and Tour Operations Management – A.K. Bhatia*
2. *Tourism Principles and Practices – Swain & Mishra*
3. *The Business of Tourism – Holloway & Humphreys*
4. *Tour Operations Management – Sunetra Roday*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	2	2
CO2	1	3	2	2	2
CO3	1	3	2	3	3
CO4	1	3	2	3	3
CO5	1	3	2	3	3

SEMESTER IV						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5043	Front Office Operations	Major (CC7)	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To Explain the structure, functions, and importance of the front office department	Remember
CO 2	To Understand room types, tariff structures, and interdepartmental coordination	Understand
CO 3	To Apply reservation and registration procedures in hotel operations	Apply
CO 4	To Analyze communication systems, guest services, and security functions	Analyze
CO 5	To Evaluate check-out procedures and financial settlements in front office operation.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Hotel Industry and Front Office; Evolution and Growth of Hotel Industry -Classification of Hotels: Star Classification System ,Heritage Hotels, Boutique Hotels, Resorts, Motels -Other Types of Accommodation (Homestays, Guest Houses, Service Apartments)- Organizational Structure of a Hotel- Front Office Department: Importance and Functions, Layout and Sections (Reception, Reservation, Concierge, Bell Desk)- Front Office Personnel: Duties and Responsibilities, Qualities and Professional Ethics, Coordination with Other Departments	9
II	Room Types, Tariff and Interdepartmental Coordination: Definition and Concept of Tariff- Types of Room Plans: EP, CP, MAP, AP - Types of Rooms: Single, Double, Twin, Suite, Deluxe, Executive- Types of Rates: Rack Rate, Corporate Rate, Group Rate, Seasonal Rate - Factors Affecting Room Tariff- Yield and Revenue Management - Interdepartmental Coordination: Housekeeping, Engineering & Maintenance, Food & Beverage, Sales and Marketing, Public Relations	9
III	Reservation and Registration Procedures: Importance of Reservation System, Sources of Reservation: Direct, Travel Agents, Online Platforms, Modes of Reservation: Telephone, Email, Online Booking - Types of Reservation: Guaranteed, Non-guaranteed- Reservation Records and Formats- Confirmation, Amendment, and Cancellation Procedures- Guest	9

	Registration- Check-in Procedures: FIT (Free Independent Traveller), Group Check-in, VIP Check-in, Rooming the Guest, Registration Records and Documents, Room Rack Systems (Manual and Computerized)	
IV	Front Office Communication and Guest Services: Handling Mail: Incoming and Outgoing Mail, Registered and Insured Mail- Handling Messages and Guest Requests- Communication Systems: Telephone Handling, Wake-up Calls, Email and Internet Services, Facsimile (Fax) - Complaint Handling Techniques- Front Office Security Functions: Key Control, Guest Safety- Foreign Exchange Services and Procedures	9
V	Check-out and Accounting Procedures: Functions of Check-out- Guest Departure Procedures- Methods of Payment: Cash, Credit Card, Digital Payments- Billing and Account Settlement: Guest Folio, Ledger Systems- Types of Accounts: Guest Accounts - Non-guest Accounts- Bookkeeping Basics in Front Office- Late Check-out and Express Check-out- Handling Disputes and Overstay Guests	9

References

1. *Managing Front Office Operations – Kasavana & Brooks*
2. *Hotel Operations Management – Hayes, Ninemeier & Miller*
3. *Introduction to Hospitality Management – John R. Walker*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	2	2
CO2	1	3	2	2	2
CO3	1	3	2	3	3
CO4	1	3	2	3	3
CO5	1	3	2	3	3

SEMESTER IV						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5044	Food and Beverage Management	Major (CC8)	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To explain the concepts, structure, and operations of F&B service	Remember
CO 2	To understand menu planning, food service styles, and beverage management	Understand
CO 3	To apply service techniques, table setup, and SOPs in real situations	Apply
CO 4	To analyse F&B equipment, hygiene practices, and operational decisions	Analyze
CO 5	To evaluate supervisory functions, legal aspects, and revenue control systems	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Food and Beverage Service: Introduction and Objectives of F&B Service- Origin and Growth of Food & Beverage Service Industry- Classification of Catering Establishments: Commercial and Non-commercial- Types of F&B Service Outlets: Restaurants, Coffee Shops, Cafeterias, Banquets, Bars- Layout of F&B Service Areas- Types of F&B Service Operations: Table Service, Self-Service, Assisted Service- F&B Service Cycle- F&B Service Terminology- Organization Structure of F&B Department- Roles and Responsibilities of Service Staff	9
II	Menu Planning and Beverage Management: Menu Planning and Preparation- Types of Menus: A la carte, Table d'hôte, Buffet, Cyclic Menu- Menu Courses (French Classical Menu)- Basics of French Food Menu- Indian Food Menu and Regional Specialties- Ethnic and Specialty Menus- Non-Alcoholic Beverages: Types (Juices, Soft Drinks, Mocktails, Tea, Coffee)- Beverage Service Principles- Food Garnishing Techniques- Factors Affecting Menu Planning	9
III	F&B Equipment, Service Tools and Operations: Beverage Service Procedures- Use of Cutlery, Crockery, and Glassware- Use and	9

	Maintenance of Linen- F&B Equipment: Service Equipment, Pantry Equipment- Cleaning and Maintenance of Equipment- Standardized Recipes: Concept and Importance- Components of a Standardized Recipe- F&B Service Analysis and Decision Making	
IV	Table Setup and Standard Operating Procedures: Mise-en-scène and Mise-en-place- Preparing the Restaurant for Service- Table Setting: Formal Dining, Casual Dining- Standard Operating Procedures (SOPs): SOP for Table Setup, SOP for Greeting and Seating Guests, SOP for Taking Orders, SOP for Handling Telephone Calls, SOP for Presenting and Settling Guest Bills, Service Etiquette and Guest Interaction	9
V	Supervisory, Legal and Revenue Aspects Supervisory Roles in F&B Service- Staff Organization, Training, and Scheduling- Customer Relationship Management in F&B- Legal Considerations: Licensing Requirements, Food Safety and Hygiene Regulations, Sale of Goods and Trade Descriptions- Food and Beverage Revenue Control: Objectives and Importance, Functions of Revenue Control System- Cost Control and Waste Management- Emerging Trends in F&B Services	9

References

1. *Food and Beverage Service – R. Singaravelavan*
2. *Food and Beverage Service – Lillicrap & Cousins*
3. *Modern Restaurant Service – John Fuller*
4. *Introduction to Hospitality Management – John R. Walker*

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER IV						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5045	Study Tour		3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the practical functioning of tourism and hospitality organizations through field-based learning.	Understand
CO 2	To analyze real-world tourism operations, customer service practices, and destination management strategies.	Analyze
CO 3	To apply theoretical knowledge in preparing reports and demonstrating professional skills based on study tour experiences.	Apply

The **Study Tour** is an experiential learning component designed to provide students with practical exposure to the tourism and hospitality industry. It enables learners to observe and understand real-world operations of tourist destinations, hotels, travel agencies, and cultural heritage sites. Through field visits, interactions with industry professionals, and on-site learning, students gain insights into tourism management practices, customer service, and destination development. The study tour enhances students' analytical, communication, and organizational skills while bridging the gap between theoretical knowledge and practical application. It also promotes awareness of sustainable tourism practices, cultural diversity, and responsible travel behavior.

	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	1	3
CO2	2	3	1	2	3
CO3	2	2	1	2	3

SEMESTER V						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5051	Tourism Resources of India	Major (CC9)	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Identify and describe the major natural, cultural, heritage, and religious tourism resources of India and their tourism significance.	Remember
CO 2	Classify India's UNESCO World Heritage Sites and explain their historical, architectural, and cultural attributes.	Understand
CO 3	Analyse the religious pilgrimage circuits of different faiths in India and evaluate their role in domestic and international tourism.	Apply
CO 4	Compare major tourism circuits, government initiatives, and emerging attractions that contribute to India's position as a competitive global destination.	Analyze
CO 5	Design a themed tourism itinerary for a specific circuit in India, integrating natural, cultural, and experiential tourism products.	Evaluate

Syllabus

Units	Content	Hrs.
I	Natural Tourism Resources of India; Concept of tourism resources: meaning, types, and significance in tourism development. National Parks and Wildlife Sanctuaries: Corbett, Kaziranga, Ranthambore, Periyar, Gir, Kanha, Manas, Sundarbans, Simlipal. Biosphere Reserves: Nilgiri, Gulf of Mannar, Nanda Devi, Pachmarhi. Hill Stations: Shimla, Manali, Darjeeling, Gangtok, Ooty, Munnar, Coorg, Kodaikanal, Arakku. Beaches: Goa, Kerala (Kovalam, Varkala), Andaman & Nicobar, Lakshadweep, Odisha (Puri, Chandrabhaga), Karnataka (Kaup, Murudeshwar). Rivers, Lakes, Waterfalls, and Natural Wonders: Backwaters of Kerala, Chilika Lake, Loktak Lake, Dudhsagar Falls. Trekking and Adventure Zones: Himalayan ranges—Rohtang Pass, Zaskar, Spiti	9
II	Cultural and Heritage Tourism Resources; UNESCO World Heritage Sites of India: Cultural (Ajanta, Ellora, Mahabalipuram, Hampi, Fatehpur Sikri, Red Fort, Chola Temples) - UNESCO World Heritage Sites: Natural (Kaziranga, Manas, Keoladeo, Western Ghats, Valley of Flowers) - Major historical monuments: Taj Mahal, Qutub Minar, Humayun's Tomb, Konark Sun Temple, Sanchi Stupa.	9

	Classical Dances of India: Bharatanatyam, Kathak, Odissi, Kathakali, Kuchipudi, Manipuri, Mohiniyattam, Sattriya. - Indian Music Traditions: Hindustani and Carnatic classical music. - Major Handicrafts and Textiles: Banarasi silk, Pashmina, Pochampally Ikat, Chikankari, Madhubani paintings, Channapatna toys - Indian Cuisine as a Tourism Product: Regional cuisines, food trails, GI-tagged food products.	
III	Religious Tourism Resources of India; Hindu Pilgrimage Circuits: Char Dham (Badrinath, Kedarnath, Gangotri, Yamunotri), Panch Kedar, 12 Jyotirlingas - Important Hindu shrines: Tirupati, Kanchipuram, Madurai, Varanasi, Puri, Vrindavan, Mathura, Dwarka, Somnath Buddhist Pilgrimage: Bodh Gaya, Sarnath, Kushinagar, Lumbini, Sanchi, Nalanda, Rajgir, Ajanta - Jain Pilgrimage: Palitana, Shravanabelagola, Dilwara (Mt. Abu), Girnar, Pavapuri, Ranakpur. - Muslim Heritage: Ajmer Sharif, Nizamuddin Dargah, Hazratbal, Mecca Masjid, Charminar, Haji Ali. - Sikh Pilgrimage: Golden Temple (Amritsar), Patna Sahib, Anandpur Sahib, Hazur Sahib, Hemkund Sahib. - Christian Heritage: Velankanni, Goa churches (Old Goa), St. Thomas Mount Chennai, Cheraman Perumal Mosque. - Inter-religious harmony destinations and their tourism significance	9
IV	Fairs, Festivals, Art Forms and Emerging Attractions: Major Fairs of India: Kumbh Mela (Prayagraj, Haridwar, Nashik, Ujjain), Pushkar Fair, Sonapur Mela, Suraj Kund Crafts Mela - Tourism Festivals: Rann Utsav (Kutch), Hornbill Festival, Pongal, Onam, Bihu, Baisakhi, Navratri, Gangaur, Dussehra Regional Arts: Madhubani, Warli, Phad, Kalamkari, Pattachitra, Tanjore painting Craft Villages and Artisan Clusters as tourism destinations - Emerging Tourism Attractions: Wellness and Ayurveda destinations (Kerala), Film Tourism (Bollywood Studios, RRR locations) - MICE and Business Tourism hubs: Delhi, Mumbai, Hyderabad, Bengaluru, Chennai, Jaipur.	9
V	Rural, Tribal Tourism and Major Tourism Circuits: Rural Tourism: Concept, importance, homestays, community-based tourism - Notable rural destinations: Araku Valley, Ziro Valley (Arunachal), Khonoma (Nagaland), Majuli (Assam), Koraput - Tribal Tourism: Indigenous communities, tribal art, culture, and festivals - Major Tourism Circuits of India: Golden Triangle (Delhi–Agra–Jaipur), Buddhist Circuit, North-East Circuit. - Coastal Circuit, Desert Circuit (Rajasthan), Himalayan Circuit, Heritage Circuit - Swadesh Darshan Scheme: Themed circuits (Ramayana, Krishna, Tribal, Eco, Rural, Wellness, Desert, Himalayan) - Dekho Apna Desh Initiative and Incredible India campaigns - Tourism by Rail: Maharajas' Express, Palace on Wheels, Deccan Odyssey, Golden Chariot. Competitiveness of India as a tourist destination: WTTC Travel and Tourism Competitiveness Index	9

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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5052	Global Tourism Destinations	Major (CC10)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the UNWTO regional classification of global tourism destinations and the factors that determine their attractiveness and competitiveness.	Remember
CO 2	Identify the key tourism attractions, circuits, and travel themes of Europe, Asia, and the Middle East, linking geography to visitor experiences.	Understand
CO 3	Analyse the tourism potential of major destinations in the Americas — North, Central, South — and the Caribbean, with reference to accessibility and product offerings.	Apply
CO 4	Evaluate the tourism resources and market positioning of African and Oceanian destinations, including wildlife, heritage, and adventure themes.	Analyze
CO 5	Design a comparative destination profile for any two global destinations, assessing tourism infrastructure, visitor management, and marketing strategies.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Global Tourism Destinations: Concept and scope of global tourism destinations - UNWTO World Tourism Regions: Europe, Asia-Pacific, Americas, Africa, Middle East - Factors influencing global tourism destination selection: climate, geography, accessibility, infrastructure, safety, visa facilitation. - Destination image, branding, and positioning in global tourism markets. - World tourism statistics: International tourist arrivals by region (UNWTO World Tourism Barometer). - Emerging and niche destinations: concepts, characteristics, and marketing challenges. - Tourism seasonality and its impact on global destination performance.	12
II	Tourist Destinations of Europe: Physical geography and climate of Europe; transport networks and tourist infrastructure - United Kingdom: London—Buckingham Palace, Tower of London, British Museum; Scotland—Highlands, Edinburgh; Wales France: Paris—Eiffel Tower, Louvre, Palace of Versailles; French Riviera; Loire Valley; Wine tourism regions - Italy: Rome—Colosseum, Vatican City; Venice; Florence (Uffizi Gallery, Duomo); Amalfi Coast; Tuscany. Spain: Madrid, Barcelona (Sagrada Família, Gaudí works); Seville; Camino de Santiago; Costa del	12

	Sol. - Germany: Berlin, Munich (Oktoberfest, Neuschwanstein), Romantic Road, Rhine Valley. Switzerland: Swiss Alps, Interlaken, Jungfrau, Lucerne, Zurich; ski tourism. - Netherlands, Greece, Scandinavia (Norway Fjords, Northern Lights): key attractions and tourism experiences. - European tourism circuits: Mediterranean, Central Europe, Scandinavian circuit, Alps circuit.	
III	<p>UNIT – III Tourist Destinations of Asia and Middle East: East Asia: China—Great Wall, Forbidden City, Li River, Zhangjiajie; Japan—Tokyo, Kyoto (temples, cherry blossoms), Mt. Fuji, Osaka; South Korea—Seoul, Jeju Island. - Southeast Asia: Thailand—Bangkok, Pattaya, Chiang Mai, Phuket; Singapore—Marina Bay, Gardens by the Bay; Malaysia—Kuala Lumpur (Petronas Towers), Langkawi; Bali (Indonesia); Vietnam—Ha Long Bay, Hoi An, Ho Chi Minh City. - South Asia: Nepal—Kathmandu, Everest Base Camp, Pokhara; Sri Lanka—Sigiriya, Kandy, Galle; Maldives—luxury island resorts; Bhutan—Paro Taktsang, high-value low-volume tourism model. - Middle East: UAE—Dubai (Burj Khalifa, Palm Jumeirah, Museum of the Future), Abu Dhabi (Louvre Abu Dhabi); Saudi Arabia—Riyadh, Vision 2030 tourism; Jordan—Petra, Wadi Rum; Qatar—Doha, World Cup legacy; Oman—Muscat, wadis, desert experiences - Key themes: Spiritual tourism (Thailand, Japan), Gastronomy tourism (Japan, South Korea), Luxury island tourism (Maldives), Adventure (Nepal), Heritage (Jordan, Vietnam).</p>	12
IV	<p>Tourist Destinations of the Americas: North America — USA: New York (Statue of Liberty, Central Park, Times Square); Los Angeles (Hollywood, Universal Studios); Las Vegas; Grand Canyon; Niagara Falls; Hawaii - USA Major Circuits: East Coast Circuit, West Coast Circuit, National Parks Trail. Canada: Toronto (CN Tower), Vancouver, Niagara Falls, Banff and Jasper National Parks, Quebec City, Montreal. Mexico: Cancún, Chichén Itzá, Mexico City (Teotihuacán, Chapultepec), Copper Canyon. Central America and Caribbean: Bermuda, Bahamas, Jamaica, Cuba, Puerto Rico—cruise tourism, resort tourism. South America — Brazil: Rio de Janeiro (Christ the Redeemer, Carnival, Copacabana), Amazon Rainforest, Iguazu Falls. Peru: Machu Picchu, Cusco, Lake Titicaca, Nazca Lines. Argentina: Buenos Aires, Patagonia, Tango tourism; Chile: Atacama Desert, Torres del Paine; Colombia: Cartagena.</p> <p>Tourism circuits: Andean Heritage Route, Amazon Ecotourism Trail, Latin American Adventure Circuit.</p>	12
V	<p>Tourist Destinations of Africa and Oceania: Africa — Egypt: Cairo (Pyramids of Giza, Egyptian Museum), Luxor (Valley of the Kings), Alexandria, Nile cruises. East Africa: Kenya—Maasai Mara (Great Migration), Amboseli (Mt. Kilimanjaro views); Tanzania—Serengeti, Ngorongoro Crater, Zanzibar. Southern Africa: South Africa—Cape Town</p>	12

(Table Mountain, Cape of Good Hope), Kruger National Park, Johannesburg; Zimbabwe—Victoria Falls. - North Africa: Morocco—Marrakech, Fès Medina, Sahara Desert experiences. - Island Africa: Mauritius, Seychelles—luxury beach and honeymoon tourism. - Oceania— Australia: Sydney (Opera House, Harbour Bridge), Great Barrier Reef (Cairns), Uluru (Ayers Rock), Melbourne, Gold Coast, Kakadu National Park. - New Zealand: Auckland, Rotorua (Māori culture, geothermal), Milford Sound, Queenstown (adventure tourism) - Pacific Islands: Fiji, Tahiti (French Polynesia), Bora Bora—overwater bungalows, reef diving. Tourism themes in Africa and Oceania: Wildlife safaris, Indigenous cultural tourism, Marine and Reef tourism, Adventure.

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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5053	Legal Framework for Tourism	Major (CC11)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the legal and regulatory framework governing tourism and hospitality businesses in India, including licensing, approval norms, and key regulatory bodies.	Remember
CO 2	Apply principles of contract law and consumer protection legislation to resolve disputes arising in travel agency, tour operations, and hotel service contexts.	Understand
CO 3	Analyse hotel laws, food safety legislation, employment law, and environmental regulations applicable to the tourism and hospitality sector.	Apply
CO 4	Evaluate the international aviation law framework, including the Warsaw and Montreal Conventions, and assess the passenger rights regime under DGCA and IATA regulations.	Analyze
CO 5	Assess intellectual property rights, GST implications, and emerging legal issues (data privacy, AI liability, anti-trafficking) affecting tourism and hospitality businesses.	Evaluate

Syllabus

Units	Content	HRs
I	Introduction to Tourism Law and Regulatory Framework in India: Concept and importance of tourism law; sources of law relevant to tourism - Constitutional provisions related to tourism in India: Concurrent List, Directive Principles - Regulatory bodies: Ministry of Tourism (GoI), State Tourism Departments, Tourism Finance Corporation of India (TFCI) - Tourism Policy Framework: National Tourism Policy 2002, Draft National Tourism Policy 2022 - Licensing and registration requirements for travel agents and tour operators under Ministry of Tourism (DoT recognition criteria) - Approval norms: Approved Inbound Tour Operators, Outbound Tour Operators, Travel Agents - Role of IATO, TAAI, FHRAI, TAFI: self-regulatory codes of conduct - Consumer Protection Act 2019 and its application in tourism and hospitality disputes	12
II	Contract Law in Tourism and Consumer Protection: Essentials of a valid contract: offer, acceptance, consideration, capacity, legality - Types of contracts in tourism: service agreements, agency agreements, package tour contracts - Standard form contracts and exclusion clauses in travel and	12

	<p>hospitality - European Package Travel Directive (PTD 2015) and its global influence on package holiday regulation - Booking terms and conditions: cancellation policies, refund obligations, force majeure clauses - Tour operator liability for holiday accidents, sub-contractors, and third-party suppliers - The Consumer Protection Act 2019 in tourism: deficiency of service, unfair trade practices, e-commerce rules - National Consumer Disputes Redressal Commission (NCDRC) cases in tourism and hospitality - Travel insurance: legal requirements, coverage types, claim procedures.</p>	
III	<p>Hotel Laws, Food Safety, Employment Law and Environmental Regulations: The Hotels and Restaurants Act; hotel classification norms under Department of Tourism - Fire Safety: National Building Code, Fire Safety Act; responsibilities of hotel management - Food Safety and Standards Act 2006 (FSSAI): licensing, standards, penalties applicable to hotels and restaurants. Employment legislation applicable to hospitality: Minimum Wages Act, Payment of Wages Act, Shops and Establishments Act. Prevention of Sexual Harassment (POSH) Act 2013 in the hospitality workplace. Labour laws in tourism: contract labour regulations, apprenticeship in hospitality. Environmental Protection Act 1986 and tourism: Coastal Regulation Zone (CRZ) norms. Wildlife Protection Act 1972: implications for ecotourism and safari operations. Heritage Protection: Ancient Monuments and Archaeological Sites Act 1958 and its significance for tourism.</p>	12
IV	<p>International Aviation Law and Passenger Rights: Chicago Convention 1944: freedoms of the air, ICAO, sovereign airspace Warsaw Convention 1929 and Montreal Convention 1999: liability of airlines for passenger injury, death, and baggage loss Hague Protocol and subsequent amendments: limits of carrier liability - IATA Conditions of Carriage: passenger rights under airline contract of carriage - Denied Boarding Compensation: DGCA regulations, EU Regulation 261/2004 comparison. Passenger rights in India: DGCA regulations on delays, cancellations, tarmac delays, overbooking. CRS regulations: IATA resolution on neutral display and code-sharing disclosure. Cruise industry regulations: IMO (International Maritime Organization), Maritime Labour Convention. Cyber law and digital tourism: IT Act 2000, data privacy regulations for OTAs and hotel booking systems.</p>	12
V	<p>Intellectual Property Rights, Dispute Resolution and Emerging Legal Issues: Intellectual property in tourism: trademarks (hotel brands, destination logos), copyright (travel content, photographs) - Geographical</p>	12

	<p>Indications (GIs) in tourism products: Darjeeling tea, Kanchipuram silk, GI-tagged handicrafts Patent and trademark protection for tourism technology and GDS systems Dispute resolution in tourism: arbitration, mediation, consumer forums, civil courts - Tourism police, tourist facilitation centres, and traveller safety legislation in India - GST implications for tourism and hospitality businesses: registration, rates, input tax credit. - Foreign Exchange Management Act (FEMA) and tourism: forex encashment, money changing regulations - Anti-trafficking laws in tourism: UNODC guidelines, responsible tourism and child protection - Emerging legal issues: blockchain contracts in travel, AI liability, drone regulations at heritage sites.</p>	
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2. Sharma, R.K. (2019). *Tourism and Hospitality Law*. New Delhi: Centrum Press.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5054	Travel Documentation	Major (CC12)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the types, features, and application procedures for passports, visas (including e-Visa and Schengen), and other official travel identity documents.	Remember
CO 2	Describe health regulations, WHO vaccination requirements, travel advisory systems, and the scope of travel insurance coverage applicable to international travel.	Understand
CO 3	Apply knowledge of FEMA, LRS, forex instruments, and CBIC customs rules to advise travellers on foreign exchange management and baggage regulations.	Apply
CO 4	Analyse the procedural requirements for special permits (RAP, ILP, PAP) and interpret immigration and emigration check requirements for Indian travellers.	Analyze
CO 5	Evaluate the role of travel agents in travel documentation compliance and assess liability implications arising from documentation errors in tour operations.	Evaluate

Syllabus

Units	Contents	Hrs.
I	Passports and Identity Documents: Passport: meaning, types, and importance—ordinary passport, official passport, diplomatic passport, emergency certificate. Passport application procedures in India: online application portal (Passport Seva Kendra), documents required Tatkal passport scheme: eligibility, fees, processing time Passport validity, renewal, additional pages, damaged passport procedures - Machine Readable Passport (MRP) and e-Passport (ICAO biometric passport): chip features, RFID technology - Police Clearance Certificate (PCC): purpose and procedure - Other identity documents: OCI Card (Overseas Citizen of India), PIO Card (historical), Aadhar as travel document (within India) - International conventions on travel documents: ICAO Doc 9303 standards.	12
II	Visa Types, Procedures and e-Visa Systems: Visa: definition, types—tourist visa, business visa, student visa, transit visa, work visa, medical visa, on-arrival visa - e-Visa: concept, countries offering e-Visa to Indians, application process, eligibility, fees - Visa-on-Arrival: Maldives, Thailand, Indonesia, Nepal, Bhutan—procedures - Visa-free countries for Indian	12

	<p>passport holders (as per current international agreements) Schengen Visa: member states, application procedure, biometric enrolment, Schengen Information System (SIS) - UK visa: Standard Visitor Visa categories, PBS points system overview - USA visa: B1/B2 tourist/business, DS-160 form, interview process, ESTA for Visa Waiver Program countries. - Multiple-entry visas, long-term visas for retired persons, digital nomad visas (emerging trend) - Visa refusal, appeal, and reapplication procedures; visa facilitation for group tours.</p>	
III	<p>Health Regulations, Travel Advisories and Travel Insurance: International Health Regulations (IHR 2005): WHO framework, national focal points. Vaccination requirements for international travel: Yellow Fever (mandatory for certain countries), Cholera, Meningitis. COVID-19 and post-pandemic travel health documentation: air suvidha, vaccination certificates. Travel advisory system: Ministry of External Affairs (MEA) of India, FCDO (UK), US State Department—interpreting advisory levels. Travel insurance: types—comprehensive, medical, trip cancellation, adventure sports cover. - What travel insurance covers: medical evacuation, repatriation of remains, trip delay, baggage loss. - How to file a travel insurance claim: documentation, process, exclusions. - ECHS, CGHS abroad: coverage for government employees during foreign travel. - Mental health and wellness in travel: stress, jet lag, travellers' diarrhoea—practical tips.</p>	12
IV	<p>Foreign Exchange, Customs and Baggage Regulations: Foreign Exchange Management Act (FEMA) 1999: overview and importance for travellers - Basic Travel Quota (BTQ) and Liberalised Remittance Scheme (LRS): current limits, eligible purposes - Foreign exchange instruments: currency notes, traveller's cheques, forex cards (prepaid multicurrency cards), international credit/debit cards - Authorised dealers and money changers: categories, encashment certificate requirement - Form A2: meaning, when to fill, RBI guidelines for outward remittance -Customs regulations: Central Board of Indirect Taxes and Customs (CBIC)—duty-free allowances for arriving passengers -Declaration of foreign currency above USD 5000: Form CDF -Prohibited and restricted items: CITES (wildlife products), narcotics, weapons, antiquities -IATA Baggage Rules: checked baggage allowance (weight vs. piece concept), excess baggage fees -Special items: sports equipment, musical instruments, unaccompanied baggage, freight.</p>	12

V	<p>Special Permits, Immigration, Emigration and Document Verification</p> <p>Restricted Area Permit (RAP): areas requiring RAP—Andaman & Nicobar (some islands), parts of Sikkim, Arunachal Pradesh. - Inner Line Permit (ILP): states requiring ILP—Arunachal Pradesh, Nagaland, Mizoram, Manipur—procedure for obtaining. - Protected Area Permit (PAP): international visitors to restricted areas. - Foreigner Regional Registration Office (FRRO): registration requirements for long-stay foreigners in India.</p> <p>Emigration Check Required (ECR) passports: categories of workers, role of Protectorate of Emigrants. - Emigration Clearance Not Required (ECNR): eligibility and endorsement procedure. - Immigration procedures at airport: arrival hall sequence, disembarkation cards, immigration officer interaction. - Departure procedures: emigration check, security check, boarding gate protocols. - Document fraud and prevention: security features in passports, Interpol lost and stolen travel documents database. -Role of travel agents in document verification: duty of care, liability for incorrect documentation advice.</p>	12
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2. Bhatia, A.K. (2013). *The Business of Travel Agency and Tour Operations Management*. New Delhi: Sterling Publishers.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3

CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5055	Rooms Division Management	Major (CC13)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the strategic role of the Rooms Division in hotel profitability and describe advanced KPIs including RevPAR, ADR, GOPPAR, and CPOR with their formulae and managerial significance.	Remember
CO 2	Apply advanced Front Office management techniques including complex reservation management, dynamic pricing, overbooking strategies, and service recovery frameworks.	Understand
CO 3	Analyse scientific housekeeping management systems including par stock calculation, linen and laundry optimisation, cost control, and green housekeeping practices.	Apply
CO 4	Evaluate the role of technology—PMS, IoT smart rooms, RFID, AI chatbots, and mobile PMS—in enhancing operational efficiency and guest experience in the Rooms Division.	Analyze
CO 5	Assess yield management strategies, TQM frameworks, and global hotel brand benchmarks (Ritz-Carlton, Taj, Marriott, Accor) to develop continuous improvement proposals for Rooms Division operations.	Evaluate

Syllabus

Units	Content	Hrs
I	Rooms Division – Strategy, Structure and KPIs ; Rooms Division as an integrated profit centre: concept, revenue contribution (65–75% of GOP), strategic significance - Organisational structure of Rooms Division in budget, upscale, and luxury hotels -Roles: Rooms Division Manager, Front Office Manager, Executive Housekeeper, Concierge Manager, Laundry Manager - Key Performance Indicators (KPIs): Occupancy Percentage, Average Daily Rate (ADR), RevPAR (Revenue Per Available Room). - Advanced KPIs: GOPPAR (Gross Operating Profit Per Available Room), TRevPAR, CPOR (Cost Per Occupied Room). - STR (Smith Travel Research) Reports: competitive set analysis, index scores—Occupancy Index, ADR Index, RevPAR Index. - Interdepartmental coordination: Front Office ↔ Housekeeping, Rooms Division ↔ Engineering, F&B, Sales, Security. - Luxury hotel Rooms Division models: Taj Hotels, Marriott International, Ritz-Carlton, Accor, IHG brand standards.	12
II	Advanced Front Office Management: Reservation management: types (guaranteed, non-guaranteed, tentative), channels (direct, GDS, OTA, CRS), group reservations - Channel management: rate parity, inventory	12

	distribution, cut-off dates, attrition clauses - Advanced guest cycle: pre-arrival guest profiling, VIP/VVIP protocols, diplomatic guest handling - Revenue optimisation: dynamic pricing, BAR (Best Available Rate), overbooking strategy, displacement analysis. Upselling and cross-selling techniques: room upgrades, early check-in, and late check-out strategies. Forecasting: demand forecasting methods, pick-up analysis, pace reports. Night audit: purpose, bucket check, revenue posting, ledger management, variance analysis. Complaint handling frameworks: HEARD, LAST, HEART models; service recovery empowerment. Concierge services: Clefs d'Or (UICH), local supplier networks, digital concierge platforms	
III	Advanced Housekeeping Management: Scientific cleaning methods: microfibre technology, colour-coded cleaning systems, ATP testing. Deep cleaning, speed cleaning, and post-COVID enhanced hygiene protocols (WHO-aligned). Linen and laundry management: par stock calculation, on-premises laundry (OPL) vs. outsourcing decision. Stain identification and removal chart; laundry cost analysis: cost per kg, chemical cost benchmarking. Housekeeping budgeting: CPOR, purchase specifications, amenity management—on-demand vs. pre-placed. Room status codes: VC (Vacant Clean), VD (Vacant Dirty), OOO (Out of Order), OOS (Out of Service), Skip. Room inspection procedures, VIP room preparation, turn-down service standards. Floor pantry design, trolley ergonomics, injury prevention (MSDs), safe lifting techniques. Green housekeeping: optional linen change programmes, eco-certification (LEED, Green Key), waste management.	12
IV	Technology and Automation in Rooms Division: Property Management Systems (PMS): Opera PMS (Oracle), IDS Next, Cloud PMS solutions (Hotelogix, Mews, Clock PMS) - PMS modules: reservations, rooms management, cashiering, housekeeping interface, reporting -PMS integration ecosystem: CRS, GDS, channel manager, Revenue Management System (RMS), POS, CRM. - Housekeeping technology: mobile apps (Quore, HotSOS, ALICE, Knowcross), RFID linen tracking. IoT and smart rooms: occupancy sensors, smart lighting (Lutron, Crestron), smart HVAC, voice assistants (Amazon Alexa for Hospitality) - Digital front office: self-check-in kiosks, biometric check-in, mobile room keys (Hilton Honors, Marriott Bonvoy) - AI chatbots and digital concierge: Connie (Hilton), Rose (The Cosmopolitan). Revenue Management Systems (RMS): IDeaS, Duetto, Atomize—integration with PMS Cybersecurity: PCI DSS compliance, GDPR, guest data privacy, IT Act 2000 (India).	12
V	Revenue Management, Quality and Global Benchmarks: Yield management philosophy: sell the right room to the right guest at the right price at the right time. Market segmentation: transient FIT, corporate, group, wholesale, OTA, direct channel. Restriction management: MinLOS, CTA (Closed to Arrival), advance purchase restrictions. Competitive rate	12

analysis: OTA Insight, RateGain rate shopping tools. Rooms Division budgeting: bottom-up approach, monthly rolling forecast cycle. P&L for Rooms Division: revenue, payroll, supplies, GOP; cost control levers. Total Quality Management (TQM) in hotels: mystery audits, LQA standards, SERVQUAL framework. Guest satisfaction: NPS (Net Promoter Score), GSS (Guest Satisfaction Score), ORM tools (ReviewPro, Revinate). Global case studies: Ritz-Carlton service recovery (\$2,000 rule), Taj Hotels' Tajness, Accor Planet 21, IHG Way of Clean.

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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V					
Course Code	Course Name	L	T	P	Credits
THMEC01	DSE-1: Sustainable Tourism	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the concept, principles, and evolution of sustainable tourism and articulate its relationship with the UN Sustainable Development Goals (SDGs).	Remember
CO 2	Analyse the environmental, socio-cultural, and economic impacts of tourism development using the Triple Bottom Line framework and carrying capacity tools.	Understand
CO 3	Apply the GSTC criteria, UNWTO sustainability indicators, and eco-certification systems to assess and plan sustainable tourism at a destination.	Apply
CO 4	Evaluate the roles of international agencies, national policies, and community-based approaches in promoting responsible and sustainable tourism.	Analyze
CO 5	Design a Sustainable Tourism Action Plan for a selected Indian destination, integrating sustainability indicators, visitor management strategies, and stakeholder participation.	Evaluate

Syllabus

Units	Content	Hrs.
I	Foundations of Sustainable Tourism: Concept of sustainable development: Brundtland Commission 1987 definition, Stockholm Conference 1972 - Evolution of sustainable tourism: from mass tourism critique to alternative tourism models - Principles of sustainable tourism: economic viability, social equity, environmental integrity - Triple Bottom Line (TBL) framework: People, Planet, Profit in tourism contexts - Responsible tourism, eco-tourism, and green tourism: similarities and distinctions - UN Sustainable Development Goals (SDGs) and their relevance to tourism: SDG 8, 12, 14, 15, 17 - Barriers to implementing sustainability in tourism: short-term profit orientation, greenwashing, governance gaps.	12
II	Tourism Impacts and Sustainability Challenges: Environmental impacts: air and water pollution, soil erosion, habitat destruction, carbon footprint of travel - Socio-cultural impacts: cultural commodification, loss of authenticity, host-guest relationship tensions, Doxey's Irridex model.	12

	Economic impacts: income and employment multipliers, economic leakage, enclave tourism, tourism-induced inflation - Carrying capacity: physical, ecological, social, and facility carrying capacity; methods of assessment - Overtourism: definition, causes, case studies (Venice, Santorini, Machu Picchu, Jaipur Old City) - Climate change and tourism: tourism's contribution to GHG emissions, impact of climate change on ski resorts, beaches, glacier tourism - Community conflicts in tourism: land-use disputes, displacement, gentrification of heritage areas.	
III	Sustainable Tourism Planning and Frameworks: Steps in sustainable tourism planning: resource inventory, impact assessment, stakeholder consultation, plan formulation - UNWTO Sustainable Tourism Development Framework - Global Sustainable Tourism Council (GSTC) criteria: destination criteria (A to D pillars), hotel and tour operator criteria. Visitor management strategies: timed ticketing, carrying capacity zones, visitor dispersal, interpretation - Environmental Management Systems (EMS): ISO 14001 in hotels and tourism businesses - Community-based tourism (CBT): principles, models, examples from Kerala, Nagaland, Sikkim - Participatory planning: stakeholder mapping, power-interest grid, co-creation of destination development plans.	12
IV	Sustainable Tourism Indicators, Certification and Policy: Sustainability indicators: UNWTO Indicators for Sustainable Development of Tourism Destinations - Eco-certification systems: Green Globe, Blue Flag, LEED for hotels, Travelife, Rainforest Alliance - Carbon footprint measurement tools for tourism: UNWTO-UNEP-WMO guidelines - Sustainable tourism policies: India's National Tourism Policy provisions, Responsible Tourism Mission (Kerala) - Ecotourism policy: IUCN ecotourism guidelines, Ministry of Environment, Forest and Climate Change (MoEFCC) rules - Role of international agencies: UNEP, UNWTO, WWF, IUCN, ICOMOS in sustainable tourism governance - Finance for sustainable tourism: SIDBI green finance, Green Bonds for eco-lodges, CSR funding for community tourism.	12
V	Best Practices and Case Studies in Sustainable Tourism: Kerala Responsible Tourism Initiative: formation, principles, community participation, economic outcomes - Bhutan's High-Value Low-Volume model: Daily Sustainable Development Fee (SDF), Carbon Negative status, GNH index - Costa Rica Ecotourism model: Certificate for Sustainable Tourism (CST), biodiversity conservation integration - Singapore	12

	Sustainable Urban Tourism: Green Plan 2030, Marina Bay Sands sustainability, smart tourism city - Ladakh Sustainable Tourism: Himalayan Homestay Programme, LEDEG, tackling overtourism in high-altitude ecosystems - Wildlife tourism in Kenya: Maasai Mara conservancies, community conservancy model, ethical wildlife safaris - India's eco-tourism projects: Thenmala Eco-Tourism Project (Kerala), Coorg Coffee Trails, Sunderban Biosphere eco-camps - Future of sustainable tourism: regenerative tourism, carbon-neutral travel, slow tourism movement.	
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1. Weaver, D. (2008). *Sustainable Tourism: Theory and Practice*. London: Routledge.
2. UNEP & UNWTO. (2005). *Making Tourism More Sustainable: A Guide for Policy Makers*. Paris: UNEP.
3. Fennell, D.A. (2008). *Ecotourism*. New York: Routledge.
4. Hall, C.M. (2008). *Tourism Planning: Policies, Processes and Relationships*. Harlow: Pearson.
5. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Ed*. Washington: Island Press.
6. GSTC. (2023). *Global Sustainable Tourism Criteria for Destinations*. Washington: GSTC.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER V					
Course Code	Course Name	L	T	P	Credits
THMEC05	Accommodation Operations	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Apply advanced housekeeping management techniques including scientific cleaning methods, colour-coded systems, and ATP testing to maintain high standards of cleanliness and hygiene.	Remember
CO 2	Calculate par stock levels, analyse linen lifecycle management systems, and evaluate on-premises vs. outsourced laundry decisions using cost-benefit analysis.	Understand
CO 3	Develop housekeeping budgets incorporating CPOR calculations, labour scheduling optimisation, amenity cost management, and outsourcing threshold analysis.	Apply
CO 4	Evaluate the integration of accommodation technology—PMS modules, RFID linen tracking, IoT smart rooms, and robotic cleaning—in enhancing operational efficiency.	Analyze
CO 5	Assess TQM frameworks, green housekeeping certification systems, and global hotel brand practices to design a quality and sustainability improvement plan for an accommodation department.	Evaluate

Syllabus

Units	Content	Hrs.
I	Strategic Accommodation Operations and Performance Metrics: Strategic role of accommodation in hotel profitability; segmentation of accommodation products - Rooms Division structure in large-scale, branded, and boutique hotels - Advanced KPIs: RevPAR, ADR, GOPPAR, Occupancy %, Labour Productivity Metrics - Competitive benchmarking: STR reports, competitive set analysis, index scores - Service excellence frameworks: Ritz-Carlton Gold Standards, Marriott Rooms Operations Playbook, Taj's Tajness - Managing special guest segments: VIP, VVIP, long-stay, groups, physically challenged guests, diplomatic guests -SOP development: writing, implementing, and auditing SOPs for accommodation departments.	12
II	Advanced Housekeeping: Scientific Methods and Linen Systems: Colour-coded cleaning systems: preventing cross-contamination; correct colour assignment per area - Microfibre technology: fibre composition, correct usage, laundering cycles, bacterial reduction data -Chemical	12

	dispensing systems (Ecolab, Diversey): automated dilution, safety data sheets, COSHH regulations - ATP (Adenosine Triphosphate) testing: measuring surface cleanliness scientifically - Deep cleaning vs. speed cleaning: protocols, checklists, manpower allocation - Enhanced COVID-19 cleaning protocols: WHO-aligned 5-step cleaning process (IHG Way of Clean), electrostatic sprayers - Par stock calculation: formula, factors (occupancy, laundry cycle time, emergency reserve, discard rate) - Linen lifecycle management: procurement specifications, inventory systems, RFID linen tracking, discard policies - On-premises laundry (OPL) vs. commercial outsourcing: cost-benefit analysis, quality control, turnaround time.	
III	Housekeeping Budgeting, Cost Control and Layout Design: Housekeeping budget components: labour, amenities, chemicals, linen replacement, equipment - Cost Per Occupied Room (CPOR): calculation, benchmarking against industry standards - Labour scheduling optimisation: demand-based scheduling, casual labour, overtime management - Amenity cost management: on-demand amenity model, eco-friendly amenities, amenity dispensers - Outsourcing decisions: pest control, window cleaning, grounds maintenance, laundry—threshold analysis - Housekeeping department layout: linen room, uniform room, flower room, lost and found, control desk - Floor pantry design: dimensions, contents checklist, par levels for pantry supplies - Trolley ergonomics: attendant cart specifications, weight limits, OSHA ergonomic guidelines - Injury prevention: MSDs (Musculoskeletal Disorders), safe lifting, repetitive motion awareness.	12
IV	Accommodation Technology and Smart Room Systems : PMS housekeeping module: room status updates, assignment, inspection tracking, maintenance requests - Housekeeping apps: Quore, HotSOS, ALICE, Knowcross—feature comparison and integration - RFID linen tracking: tag embedding, reader placement, real-time inventory data, loss reporting - Robotic cleaning: Whiz (SoftBank Robotics), floor-scrubbing robots in large hotel properties - IoT smart rooms: occupancy sensors (energy saving dispatch), smart lighting (Lutron, Crestron), smart HVAC. In-room voice assistants: Amazon Alexa for Hospitality, Google Nest—room service ordering, housekeeping requests. - Electronic key card systems: Kaba, ASSA ABLOY, Vingcard—mobile key integration (NFC, Bluetooth). - Energy Management Systems (EMS): GRMS (Guest Room Management System), LEED certification implications. - Cybersecurity in	12

	accommodation technology: PCI DSS for payment terminals, guest data privacy.	
V	<p>Quality Management, Sustainability and Global Case Studies: Total Quality Management (TQM) in accommodation: Deming cycle (PDCA) applied to housekeeping. - Quality inspection tools: LQA (Leading Quality Assurance) mystery audit standards, brand inspection checklists. - Guest satisfaction metrics: CSAT, NPS, post-stay survey design; online reputation management for accommodation. - Green housekeeping certification: Green Key, LEED, Earth Check—criteria related to accommodation. - Optional linen change programmes: water and detergent savings, guest communication strategies. - Carbon footprint of accommodation operations: energy, water, waste benchmarking. - Case Study – Marriott International: Serve 360 sustainability programme, housekeeping excellence model. - Case Study – Taj Hotels (IHCL): Paathya sustainability framework, personalisation in accommodation. - Case Study – Accor: Planet 21 accommodation sustainability targets, energy audits. - Future of accommodation management: robot butlers, avatar concierge, wellness room design.</p>	12

References

1. Raghubalan, G. & Raghubalan, S. (2015). *Hotel Housekeeping Operations and Management*. New Delhi: OUP.
2. Andrews, S. (2013). *Hotel Housekeeping: Operations and Management*. New Delhi: Tata McGraw-Hill.
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4. AHLEI. (2020). *Rooms Division Management Module*. Michigan: AHLEI.
5. Jones, P. (Ed.). (2002). *Introduction to Hospitality Operations*. London: Continuum.
6. Kasavana, M.L. & Brooks, R.M. (2015). *Managing Front Office Operations*. Michigan: AHLEI.
7. Hayes, D.K. & Ninemeier, J.D. (2016). *Hotel Operations Management*. New Jersey: Pearson.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5061	Contemporary Issues in Tourism & Hospitality	Major (CC14)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the major contemporary issues in tourism and hospitality—overtourism, digital disruption, crisis vulnerability, and ethical concerns—within a global VUCA framework.	Remember
CO 2	Analyse the impact of AI, robotics, Metaverse, blockchain, and cybersecurity threats on traditional tourism and hospitality business models.	Understand
CO 3	Evaluate the consequences of global crises (pandemics, geopolitical conflicts, natural disasters) on tourism demand and assess destination resilience frameworks.	Apply
CO 4	Apply the UNWTO Global Code of Ethics and CSR frameworks to identify and address exploitation, cultural commodification, and accessibility challenges in tourism.	Analyze
CO 5	Propose strategic and policy-level responses to workforce shortages, emerging tourism segments (wellness, gastronomy, space), and future technology trends in the tourism and hospitality sector.	Evaluate

Syllabus

Units	Content	Hrs.
I	Overview of Contemporary Issues in Tourism and Hospitality: Concept of contemporary issues: defining the volatility, uncertainty, complexity, and ambiguity (VUCA) environment in tourism. - Global tourism trends post-pandemic: demand recovery, traveller behaviour transformation. - Overtourism: definition, causes, case studies—Venice, Santorini, Dubrovnik, Machu Picchu, Bali. - Undertourism: depopulation-related tourism collapse, COVID-19 impact on small island economies. - Changing tourist motivations: experiential travel, slow travel, workation, digital nomadism. - Role of travel media, social media influencers, and UGC (User-Generated Content) in shaping destination choice. - The gig economy and platform economy in tourism: Airbnb, Uber, freelance tour guides—disruptions and regulations.	12
II	Technology-Driven Disruptions in Tourism and Hospitality: Digital transformation: from traditional travel agencies to OTA dominance (Booking.com, Expedia, MakeMyTrip). - Artificial Intelligence (AI) in tourism: chatbots (Connie, Rose), AI-based recommendation engines, dynamic pricing algorithms. - Robotics and automation in hospitality: Henn na Hotel (Japan's robot hotel), robot butlers, self-service kiosks. -	12

	<p>Metaverse tourism: virtual destination experiences, NFT-based travel collectibles, digital heritage tours. - Augmented Reality (AR) and Virtual Reality (VR) in tourism: immersive heritage interpretation, virtual site visits.</p> <p>Big Data and predictive analytics: demand forecasting, personalisation, Revenue Management Systems. - Blockchain in tourism: smart contracts, decentralised loyalty programmes, secure booking systems. - Cybersecurity threats: data breaches in hotel chains (Marriott breach 2018), phishing in OTA booking flows. - Platform regulation: EU Digital Markets Act, India's IT Rules 2021—impact on OTAs and sharing economy platforms.</p>	
III	<p>Global Crises, Risk and Tourism Resilience: Impact of COVID-19: global tourism collapse, recovery pathways, UNWTO tourism recovery scenarios. - Geopolitical conflicts and their tourism consequences: Russia-Ukraine war, Middle East tensions, South China Sea disputes. - Terrorism and tourism: impacts on Egypt, Tunisia, Turkey, Sri Lanka; destination image recovery strategies. - Natural disasters: climate change-induced floods (Thailand 2011), wildfires (Greece, Australia), hurricanes (Caribbean). - Crisis communication in tourism: UNWTO crisis communication guidelines, social media crisis management. - Tourism Satellite Accounts (TSA) and measurement of crisis impacts on tourism GDP. - Building destination resilience: UNWTO's One Planet Sustainable Tourism Programme. - Travel health crises: SARS (2003), MERS, COVID-19, Mpox—health protocols, traveller confidence restoration.</p>	12
IV	<p>Ethics, Sustainability and Responsibility in Tourism and Hospitality: Tourism ethics: UNWTO Global Code of Ethics for Tourism (10 principles). - Exploitation in tourism: sex tourism, child tourism abuse—ECPAT guidelines, Code of Conduct for Protection of Children from Sexual Exploitation in Travel and Tourism. - Dark tourism: ethical dimensions of visiting sites of tragedy (Auschwitz, Ground Zero, Bhopal Gas Tragedy site). - Cultural commodification: authenticity debate, staged authenticity, commodification of indigenous cultures. - Hospitality sustainability: carbon footprint reduction, waste management, food waste in hotels.</p> <p>Corporate Social Responsibility (CSR) in tourism and hospitality: Tata's IHCL CSR, IHG Academy. - Fair Trade Tourism: certification standards, community benefit sharing models. - Animal welfare in tourism: elephant riding in Thailand, swim-with-dolphins programmes—ethical evaluation.</p> <p>Accessible tourism: UNWTO guidelines for tourists with disabilities; universal design in hospitality.</p>	12
V	<p>Workforce Challenges and Future of Tourism and Hospitality - Global workforce crisis in tourism: Great Resignation, post-COVID talent shortage, hospitality's retention problem. - Skills gap in tourism and hospitality: digital skills deficit, language skills, service attitude. - Diversity, equity, and inclusion (DEI) in hospitality: gender pay gap, racial diversity, LGBTQ+ inclusive workplaces. - Wellness tourism: growth drivers, spa economy, medical tourism post-COVID, India's AYUSH tourism. - Gastronomy tourism: food as the primary travel motivation, UNESCO Creative Cities of Gastronomy. - Space tourism: Blue Origin,</p>	12

	SpaceX, Virgin Galactic—regulatory framework, market potential, sustainability. - Future travel modalities: supersonic flights (United-Boom Overture), hyperloop, autonomous vehicles. - Policy recommendations for a resilient and sustainable global tourism sector.	
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References

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2. Hall, C.M. & Lew, A. (2009). *Understanding and Managing Tourism Impacts*. London: Routledge.
3. Gee, C.Y. & Fayos-Solà, E. (Eds.). (1997). *International Tourism: A Global Perspective*. Madrid: UNWTO.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5062	Tourism Planning		4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the principles, frameworks, and hierarchical levels of tourism planning and describe the Tourism Area Life Cycle (TALC) and its planning implications for destination managers.	Remember
CO 2	Apply the Inskeep integrated tourism planning process including resource inventory, feasibility analysis, SWOT, demand forecasting, and Environmental Impact Assessment.	Understand
CO 3	Design destination development components—zoning, carrying capacity strategies, visitor management tools, and tourism circuits—for a selected destination using the 5As/6As framework.	Apply
CO 4	Evaluate destination competitiveness using the Ritchie-Crouch model and TICI, and develop a destination marketing strategy incorporating branding, DMO functions, and digital promotion.	Analyze
CO 5	Analyse international best practices in sustainable destination development through case studies of Kerala, Bhutan, Singapore, Dubai, and Hampi, and propose an evidence-based planning framework for an Indian destination.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Tourism Planning and Policy: Tourism planning: meaning, importance, goals, and scope. - Tourism policy: distinction between planning and policy; levels of planning (international, national, regional, local). - Need for planned tourism development: avoiding negative impacts, maximising benefits. - Tourism Area Life Cycle (TALC) model (Butler, 1980): stages and planning implications. - Five As framework for tourism destinations: Attractions, Accessibility, Accommodation, Amenities, Activities. - Six As model: adding Awareness and Attitude. - Barriers to effective tourism planning: political interference, funding constraints, inter-agency coordination failure. - India's tourism planning hierarchy: National Tourism Policy, Five Year Plans, state tourism development plans. - NITI Aayog's role in tourism planning; Vision 2047 for Indian tourism	12
II	Tourism Planning Process and Methodologies: Tourism planning process: comprehensive tourism planning approach—survey, analysis, synthesis, recommendation, implementation. - Inskeep's integrated tourism planning model. - Resource inventory: natural, cultural, and built tourism	12

	resources; classification and mapping. - Tourism feasibility analysis: market feasibility, technical feasibility, environmental feasibility, financial viability. - SWOT analysis for tourism destinations: applications and limitations. - Demand and supply forecasting: trend extrapolation, Delphi method, simulation models. - Tourism impact assessment: Environmental Impact Assessment (EIA), Social Impact Assessment (SIA), Tourism Impact Assessment (TIA). - Design considerations for tourism facilities: site analysis, climate responsiveness, local architectural character. - Stakeholder analysis: mapping, power-interest grid, participatory planning methods	
III	<p>Destination Development Components and Infrastructure: Tourism infrastructure: hard infrastructure (roads, airports, utilities) and soft infrastructure (services, DMOs, policies). Tourism superstructure: hotels, resorts, theme parks, convention centres. Zoning in tourism destinations: attraction zone, service zone, retail zone, conservation zone, residential buffer zone. Carrying capacity types: physical, ecological, social, economic, facility. Visitor management strategies: timed entry tickets, interpretive trails, visitor dispersal techniques. Tourism circuit development: circuit design principles, hub-and-spoke model, multi-destination circuits. Cluster development approach: tourism clustering, cooperative advantage, supply-chain integration. Public-Private Partnership (PPP) in tourism infrastructure development: NITI Aayog PPP frameworks, BOT, DBFOT models. Smart Tourism Destinations (STD): UNWTO criteria, technology integration, data governance.</p>	12
IV	<p>Destination Marketing and Competitiveness: Destination competitiveness: Ritchie and Crouch model; comparative vs. competitive advantage. World Economic Forum Travel and Tourism Competitiveness Index (TTCI): pillars and India's ranking. Destination Management Organisations (DMOs): types, functions, global examples—VisitBritain, Singapore Tourism Board, TTDPC. Destination marketing mix: product, price, place, promotion, people, process, physical evidence for destinations. Destination branding: Unique Destination Proposition (UDP), place branding, destination storytelling. Distribution channels for destinations: OTAs, travel fairs (ITB Berlin, WTM London), B2B marketing. Tourism promotion tools: fam trips (familiarisation tours), roadshows, tourism films, social media campaigns. Digital destination marketing: Incredible India 2.0, Incredible India App, social media (Instagram reels for destinations).</p>	12
V	<p>Sustainable Destination Planning and Global Case Studies: GSTC Destination Criteria: A (sustainable management), B (socio-economic), C (cultural), D (environmental).</p>	12

	<p>UNESCO World Heritage Site management plans: buffer zones, Outstanding Universal Value (OUV) preservation.</p> <p>Case Study – Kerala Responsible Tourism Mission: stakeholder network, community benefit flows.</p> <p>Case Study – Bhutan: Gross National Happiness (GNH) aligned tourism policy, Daily SDF, Carbon Negative.</p> <p>Case Study – Singapore: urban tourism planning, Marina Bay development, Gardens by the Bay integration.</p> <p>Case Study – Dubai: master plan tourism development, Expo 2020 legacy, heritage vs. modernity balance.</p> <p>Case Study – Hampi (Karnataka): heritage site management, INTACH involvement, carrying capacity issues.</p> <p>Participatory planning for community-based tourism in North-East India.</p> <p>Future of destination planning: smart city tourism integration, data analytics in planning, climate-resilient design</p>	
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References

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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI						
Course Code	Course Name	Course type	L	T	P	Credits
THM5063	Tourism Transport System		4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the role of transport in tourism destination accessibility and describe the characteristics, regulatory frameworks, and operational procedures of road transport in Indian tourism.	Remember
CO 2	Analyse the role of Indian Railways in tourism, evaluate tourist train products and IRCTC packages, and compare India's rail tourism offers with international rail tourism benchmarks.	Understand
CO 3	Evaluate air transport management including airline types, alliances, IATA/ICAO regulations, DGCA passenger rights, and the sustainability commitments of the aviation industry.	Apply
CO 4	Describe cruise tourism operations, inland waterways tourism in India, and the safety regulatory framework governing water transport, with reference to SOLAS and IMO conventions.	Analyze
CO 5	Assess emerging transport trends including electric aviation, hyperloop, autonomous vehicles, and space tourism, and evaluate India's transport infrastructure development (UDAN, Sagarmala) for tourism growth.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Tourism Transport Systems: Meaning, scope, and characteristics of tourist transport: inseparability, seasonality, high capital intensity. - Historical evolution of transport and tourism: from Grand Tour coaches to jet aviation era. - Role of transport in destination accessibility: gateway, internal, and connectivity transport. - Intermodal transport and seamless connectivity: the tourism transport value chain. - Transport and tourism demand: relationship, elasticity, transport as a tourist product in itself. - IATA's Interline Agreements and ticketing conventions. - Sustainable transport in tourism: carbon emissions of different modes (aviation, cruise, car, train). - Global transport trends: low-cost carriers, high-speed rail, electric vehicles, autonomous vehicles in tourism.	12
II	Road Transport in Tourism: Types of road transport in tourism: tourist coaches, luxury buses, taxis, maxi-cabs, rental vehicles. - Private operators	12

	vs. State Transport Corporations in tourism: KSRTC, TNSTC luxury coach services. - Tourist vehicle permits: All-India Tourist Permit (AITP), state permits, yellow board regulations. - Online cab aggregators in tourism: Ola, Uber, Meru, InDriver—role in airport transfers and city tours. - Hop-On Hop-Off (HOHO) bus services: global and Indian models (Bengaluru HOHO, Kolkata HOHO). - Self-drive car rentals: Zoomcar, Drivezy—emerging role in independent travel. - Route planning, scheduling, and costing for tourist coaches. - Safety regulations, fitness certificates, route permits, insurance documentation. - Road tourism products: highway tourism, caravan tourism, motorcycle tourism routes.	
III	Transport in Tourism: Indian Railways as a tourism vehicle: scale, network, passenger classes, and tourism significance. - Tourist trains of India: Palace on Wheels, Maharajas' Express, Deccan Odyssey, Golden Chariot, Buddhist Circuit Train, Vistadome coaches. - IRCTC tourism products: Bharat Darshan trains, Bharat Gaurav Tourist Trains, holiday packages. - Leave Travel Concession (LTC) and its impact on domestic rail tourism. - Online rail ticketing: IRCTC website and app, e-ticketing, Tatkal quota, foreign tourist quota. - Rail transport in inbound tourism: Go India Tourist Train Pass, Indrail Pass for foreign visitors. - International rail tourism: Eurail Pass (Europe), Japan Rail Pass, Amtrak USA, Swiss Travel Pass. - Trans-Siberian Railway, Glacier Express, Bernina Express—iconic tourist train experiences. - High-speed rail and tourism: Vande Bharat Express, India's Bullet Train project (Mumbai-Ahmedabad).	12
IV	Air Transport in Tourism: Types of airlines: full-service carriers (Air India, Lufthansa), low-cost carriers (IndiGo, SpiceJet, AirAsia), charter airlines, regional airlines. - Airline alliances in tourism: Star Alliance, Oneworld, SkyTeam—benefits for tourists. - IATA and ICAO: roles, conventions, air traffic rights, freedoms of the air. - Airline economics: yield management, load factor, CASK, RASK. - Airline ticketing: PNR creation, fare classes, advance purchase restrictions, group bookings. Airport management: terminal design, passenger processing, check-in procedures, security, immigration. - Ground handling services: ramp handling, baggage, fuelling, catering—role of agencies. - DGCA regulations in India: passenger rights—compensation for delays, cancellations, denied boarding. - Aviation sustainability: IATA Net Zero 2050 commitment, Sustainable Aviation Fuel (SAF), carbon offsetting.	12
V	Water Transport, Cruise Tourism and Emerging Trends : Water transport in tourism: sea cruises, river cruises, ferries, houseboats, yacht charters, catamaran tours. Cruise tourism: market size, key cruise lines (Carnival, Royal Caribbean, MSC, Norwegian, Costa, Cordelia). Indian cruise tourism: Goa-Mumbai-Kochi routes, Andaman circuits, Lakshadweep ferry services. - Inland waterways tourism in India: Varanasi ghats, Kerala backwaters, Brahmaputra river cruises, IWAI (Inland Waterways Authority of India). - Cruise itinerary planning: port calls, shore excursions, turnaround ports, embarkation/disembarkation. - Safety at sea: SOLAS (Safety of Life at Sea) Convention, IMO (International Maritime Organization) standards. - Emerging transport trends in tourism: electric	12

and hydrogen-powered aircraft, hyperloop connections to airports. - Autonomous vehicles in tourism: self-driving hotel shuttles, robo-taxis at theme parks. - Space tourism: Virgin Galactic suborbital flights, Blue Origin New Shepard, regulatory framework. - India's transport infrastructure for tourism: UDAN scheme, airport modernisation, Sagarmala port-led tourism.

References

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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI						
Course Code	Course Name	Course type	L	T	P	Credits
THM5064	Tour Guiding and Itinerary Design	Major (CC17)	4	-	-	4

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the types, roles, legal framework, and professional ethics of the tour guiding profession in India and internationally, with reference to the Ministry of Tourism's ATG scheme and WFTGA standards.	Remember
CO 2	Apply Tilden's six principles of interpretation and guiding techniques appropriate to monuments, museums, religious sites, nature walks, and coach tours for diverse tourist audiences.	Understand
CO 3	Demonstrate cross-cultural communication competencies—using Hofstede's framework—and apply crisis management protocols to handle difficult tourists and tour emergencies.	Apply
CO 4	Design comprehensive itineraries for different traveller segments (FIT, group, MICE, pilgrimage) incorporating logical sequencing, themed circuits, and international routing principles.	Analyze
CO 5	Prepare a detailed tour cost sheet and evaluate post-tour management practices including feedback collection, supplier evaluation, complaint resolution, and tour debrief reporting.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Tour Guiding and the Guiding Profession: Definition and scope of tour guiding: national and international perspectives. Types of tour guides: local guides, city guides, regional guides, national guides, specialist guides (nature, adventure, heritage, religious). - Tour guide vs. Tour escort vs. Tour manager: distinctions, overlapping roles. - Qualities of a good tour guide: knowledge, communication, interpersonal skills, cultural sensitivity, crisis management ability. - Tour guiding in India: Ministry of Tourism Approved Tourist Guide (ATG) scheme—eligibility, examination, regional guide categories. - India Tourism Development Corporation (ITDC) guide training programmes. - WFTGA (World Federation of Tourist Guide Associations): global standards, code of ethics. - Legal aspects of guiding: guide exclusivity regulations, Insurance for tour guides. - Guiding associations in India: ATIG (Association of Tourist Interpreters and Guides), regional guide associations.	12
II	Heritage Interpretation and Guiding Techniques: Heritage interpretation: Freeman Tilden's six principles of interpretation.	12

	<p>Techniques of effective interpretation at monuments: storytelling, analogy, comparison, provocation. - Guiding at different settings: monuments and archaeological sites (ASI sites, world heritage sites), museums, religious sites, nature walks, walking tours, coach tours. - Designing and conducting heritage walks: route planning, stopping points, time management, visitor engagement. - Audio guides vs. live guides: when to use each, advantages, visitor preference studies. - Use of technology in guiding: mobile interpretation apps (Google Arts and Culture), AR overlays at heritage sites. Crowd management techniques: group size management, pacing, sight-line awareness. - Guiding passengers with special needs: elderly tourists, tourists with disabilities, children. - Environmental sensitivity in nature guiding: Leave No Trace (LNT) principles</p>	
III	<p>Cross-Cultural Communication and Handling Tourists: Cross-cultural communication: Hofstede's dimensions of national culture and their implications for guiding. - Cultural differences in communication styles: high-context vs. low-context cultures; directness, body language. Building rapport with international tourist groups: ice-breakers, group dynamics management. - Handling difficult tourists: late arrivals, complainers, know-it-alls, distressed tourists, medical emergencies. Handling tourist questions: research skills, knowledge gaps, graceful admission of uncertainty. - Crisis management for tour guides: natural disasters, road accidents, sudden illness, loss of documents. - Safety briefings: SOPs for tour guide safety briefings before visits, emergency contact distribution. - Responsible guiding: environmental sensitivity, cultural respect, non-discrimination. - Professional ethics: bribes and commissions, guide-shopping relationships, objectivity in recommendations</p>	12
IV	<p>Itinerary Design and Tour Planning: Itinerary: definition, types—fixed itinerary, flexible itinerary, open itinerary. Principles of good itinerary design: logical sequencing, pace, variety, flexibility, feasibility. Steps in itinerary planning: destination research, route mapping, time budgeting, accommodation identification, transport booking. Designing itineraries for different traveller segments: FIT (Free Independent Travellers), group tours, families with children, senior travellers, honeymooners, MICE participants, pilgrimage groups. Resources for itinerary planning: IATA TIM, destination tourism websites, DMO platforms, travel GDS. Tour documentation: rooming lists, vouchers, reconfirmation procedures, supplier contracts. Do's and don'ts of itinerary preparation: avoiding back-tracking, factoring meal stops, realistic driving times. Themed itineraries: heritage circuits, culinary tours, wildlife safaris, wellness retreats. International itinerary planning: visa sequencing, transit rules, hub-and-spoke routing.</p>	12

V	<p>Tour Costing, Execution and Post-Tour Management: Tour costing: types of costs—fixed costs, variable costs, per-person costs.</p> <p>Components of tour cost: transport, accommodation, meals, entrance fees, guide charges, insurance, contingency. - Preparation of cost sheet: step-by-step tour costing exercise with sample destinations. - Tour pricing strategies: cost-plus pricing, market-oriented pricing, competitive pricing.</p> <p>Tour management during the tour: daily briefings, itinerary adjustments, supplier follow-ups. - Day-end accounting on tour: tip management, receipt collection, advance settlements. - Handling tour emergencies: missed flights, hotel overbooking, transport breakdown, medical emergencies.</p> <p>Post-tour management: feedback collection, complaint resolution, supplier evaluation. - Tour report writing: key elements of a tour debrief report for the inbound operator. - Career development for tour guides: specialisation (culinary guide, birding guide), certification, freelancing.</p>	12
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References

1. Pond, K.L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold.
2. Weiler, B. & Black, R. (2015). *Tour Guiding Research: Insights, Issues and Implications*. Bristol: Channel View Publications.
3. Chowdhary, N. (2013). *Handbook for Tour Guides*. Gwalior: IITM.
4. Swain, S.K. & Mishra, J.M. (2011). *Tourism Principles and Practices*. New Delhi: OUP.
5. Bhatia, A.K. (2013). *The Business of Travel Agency and Tour Operations Management*. New Delhi: Sterling Publishers.
6. Ministry of Tourism. (2022). *Guidelines for Approved Tourist Guides*. New Delhi: Government of India.
7. WFTGA. (2022). *International Standards and Code of Ethics for Tour Guiding*. Brussels: WFTGA.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI					
Course Code	Course Name	L	T	P	Credits
THMEC02	DSE-2: Adventure & Rural Tourism	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the concept, market profile, and global significance of adventure tourism and describe major adventure destinations in India and the world.	Remember
CO 2	Apply Ministry of Tourism safety guidelines and risk management frameworks (HIRA) to evaluate the operational requirements of land, water, and air adventure activities.	Understand
CO 3	Analyse community-based rural tourism models in India and globally, evaluating the economic empowerment, challenges, and governance structures involved.	Apply
CO 4	Design adventure and rural tourism products incorporating appropriate itinerary sequences, pricing, marketing strategies, and sustainability protocols.	Analyze
CO 5	Evaluate the environmental sustainability challenges of adventure tourism—trail degradation, waste management—and propose responsible management solutions using Leave No Trace principles.	Evaluate

Syllabus

Units	Content	Hrs.
I	<p>Adventure Tourism: Concepts and Market Overview: Definition, evolution, and scope of adventure tourism. Hard adventure vs. soft adventure: market segmentation, risk levels, skill requirements. - Adventure tourist profile: motivations, demographics, psychographics, risk appetite. - Global adventure tourism market: size, growth drivers (ATTA report data), key source markets. - Major adventure tourism destinations: Nepal (Everest, Annapurna), New Zealand (Queenstown), Costa Rica, Patagonia, Swiss Alps. - Adventure tourism in India: Himachal Pradesh, Uttarakhand, Leh-Ladakh, Andaman & Nicobar, North-East India. - Adventure Tourism Policy in India: Ministry of Tourism guidelines, Adventure Tour Operators Association of India (ATOAI). Insurance requirements for adventure tourism operators and participants</p>	9
II	<p>Types of Adventure Activities and Safety Standards: Land adventures: trekking, mountaineering, rock climbing, mountain biking, bungee jumping, zip-lining, off-road safaris. - Water adventures: white-water rafting, kayaking, scuba diving, snorkelling, surfing, parasailing, jet skiing. Air adventures: paragliding, hang-gliding, skydiving, hot air ballooning, aerial ropeways. Ministry of Tourism Safety Guidelines for Adventure Tourism: guidelines for trekking, white-water rafting, scuba diving, paragliding. - Instructor</p>	9

	<p>certification requirements: PADI for diving, IMF (Indian Mountaineering Foundation) for mountaineering, NCSC certifications.</p> <p>Risk management in adventure tourism: Hazard Identification and Risk Assessment (HIRA), mitigation measures. - Emergency response and rescue procedures: coordination with SDRF, NDRF, mountain rescue teams. - Equipment standards: IS, BIS, CE marking requirements for adventure gear.</p>	
III	<p>Rural Tourism: Concepts, Models and Community Participation: Rural tourism: definition, characteristics, distinctions from agritourism and ecotourism. - Push and pull factors in rural tourism demand; profile of rural tourists. - Community-based rural tourism (CBRT): principles, governance, revenue-sharing models. - Rural tourism models in India: Homestay schemes (Ministry of Tourism), Village Circuit (Swadesh Darshan). Successful rural tourism examples: Pochampally, Raghurajpur (Odisha), Kumrakom (Kerala), Dhamtari (Chhattisgarh). - North-East India as rural and indigenous tourism frontier: Nagaland's Hornbill Festival, Khonoma Green Village. - Empowerment of rural women through tourism: SHGs (Self-Help Groups) in hospitality and craft selling. - Challenges in rural tourism: infrastructure deficit, skill gaps, seasonality, market access</p>	9
IV	<p>Agritourism, Farm Tourism and Nature-Based Rural Experiences: Agritourism: definition, global models (Tuscany, Napa Valley, Japan's satoyama tourism). - Agritourism in India: Maharashtra Agritourism Development Corporation (MADC) model. - Farm stays and plantation tourism: coffee and tea estate tourism (Coorg, Munnar, Darjeeling). Thematic rural routes: spice trails, craft trails, silk weaving villages, terracotta clusters. - Folk art and traditional craft as rural tourism products: pottery, weaving, bamboo crafts. - Culinary tourism in rural contexts: farm-to-table experiences, traditional recipe workshops, food heritage walks. Voluntourism in rural settings: community service as travel motivation, responsible volunteering standards. - Homestay design and management: quality standards, Incredible India Bed and Breakfast scheme.</p>	9
V	<p>Product Development, Marketing and Sustainability: Designing adventure tourism packages: risk disclosure, equipment checklist, guide-to-participant ratio. - Designing rural tourism products: itinerary for village circuit, local guide engagement, craft demonstration scheduling. Pricing strategies for adventure and rural tourism: cost-plus, willingness-to-pay research. - Digital marketing for niche tourism: Instagram reels for adventure experiences, WhatsApp community marketing for rural tourism. Platforms for adventure and rural tourism: Thrillophilia, Get Your Guide, Airbnb Experiences, The Localist. - Sustainability in adventure tourism: carrying capacity for trekking routes, Leave No Trace (LNT) principle. Environmental footprint of adventure tourism: waste management on trekking trails, pack-in pack-out policy. - Case Study: Spiti Valley overtourism and sustainable trekking management. - Case Study: Kerala's Responsible Tourism in rural Kumrakom—community benefit measurement.</p>	9

References

1. Swarbrooke, J., Beard, C., Leckie, S. & Pomfret, G. (2003). *Adventure Tourism: The New Frontier*. London: Butterworth-Heinemann.
2. Buckley, R. (Ed.). (2006). *Adventure Tourism*. London: CABI.
3. Ministry of Tourism. (2014). *Adventure Tourism Guidelines*. New Delhi: Government of India.
4. Page, S. & Getz, D. (Eds.). (1997). *The Business of Rural Tourism: International Perspectives*. London: Thomson.
5. Roberts, L. & Hall, D. (Eds.). (2001). *Rural Tourism and Recreation: Principles to Practice*. London: CABI.
6. ATOAI. (2023). *Adventure Tourism Report India*. New Delhi: Adventure Tour Operators Association of India.
7. Weaver, D. (2001). *The Encyclopedia of Ecotourism*. London: CABI.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI					
Course Code	Course Name	L	T	P	Credits
THMEC06	Advanced Front Office Management	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Apply advanced revenue optimisation strategies including dynamic pricing, overbooking management, displacement analysis, and digital upselling platforms to maximise Front Office RevPAR.	Remember
CO 2	Demonstrate VIP and VVIP guest handling protocols, CRM-driven personalisation, intercultural communication competencies, and advanced service recovery frameworks (HEARD, Ritz-Carlton empowerment).	Understand
CO 3	Conduct night audit reconciliation, prepare Front Office financial reports, and develop a Front Office budget incorporating cost control strategies and variance analysis.	Apply
CO 4	Evaluate the integration of PMS (Opera Cloud), self-service kiosks, mobile keys, AI chatbots, and CRM systems in enhancing front office efficiency and guest experience.	Analyze
CO 5	Assess Front Office performance using Forbes, LQA, and brand standards, and apply leadership and performance management frameworks to develop a high-performing Front Office team.	Evaluate

Syllabus

Units	Content	Hrs.
I	Advanced Front Office Strategy and Revenue Optimisation: Front Office as a revenue and profit centre: strategic positioning in luxury and upscale hotels. - Advanced KPI analysis: ADR, RevPAR, GOPPAR, Yield, Occupancy %—trend interpretation. - STR competitive set report analysis: index scores, market share, pricing gaps. - Dynamic pricing strategy: BAR (Best Available Rate) tiers, closed user group (CUG) rates, loyalty rates. Overbooking strategy: calculation of optimal overbooking level using historical no-show and cancellation data. - Walked guest management: compensation, relocation procedures, diplomatic handling. - Upselling and cross-selling: scripting, staff incentive schemes, digital upselling platforms (Oakly, Nor1). - Forecasting models: 30-day, 60-day, 90-day rolling forecasts; pick-up analysis, pace curves. - Displacement analysis: FIT transient vs. group business—when to displace transients for group blocks.	9
II	Advanced Guest Handling, VIP Protocols and Concierge Services: VIP classification system in hotels: VIP1, VIP2, VVIP, celebrity, diplomatic—differentiated treatment protocols. - Pre-arrival guest profiling: CRM data mining, preference records, amenity placement. - Arrival sequence for VIPs: meet and greet, express check-in, suite escort, room personalisation.	9

	<p>Complaint handling at advanced level: HEARD model, LAST model, HEART model—application and scripting. - Empowerment policy: Ritz-Carlton's \$2,000 empowerment rule; Marriott and Taj's equivalents.</p> <p>Intercultural competency: Hofstede's dimensions, cultural protocols for Japanese, Chinese, Middle Eastern, Western European guests. - Concierge desk at advanced level: UICH (Les Clefs d'Or)—membership, standards, golden key tradition. - Travel desk services: vehicle arrangements, flight bookings, theatre tickets, local experience design. - Digital concierge: WhatsApp services, AI chatbots (Mercure's Merci, Hilton's Connie), mobile app concierge. Emergency response and rescue procedures: coordination with SDRF, NDRF, mountain rescue teams. - Equipment standards: IS, BIS, CE marking requirements for adventure gear.</p>	
III	<p>Night Audit, Financial Control and Budgeting: Night audit process: advanced financial reconciliation, bucket check, room status update.</p> <p>Revenue posting: room, F&B, laundry, minibar, telephone, foreign exchange, and other charges. - Ledger management: guest ledger, city ledger, advance deposit ledger—month-end reconciliation. - Night audit reports: arrivals and departures report, occupancy report, revenue summary, cashier report. - Variance analysis: actual vs. budget, actual vs. forecast, STR index vs. previous year. - Front Office budget preparation: room revenue budget, payroll budget, departmental expense budget. - Cost control in Front Office: labour scheduling, supply consumption, telephone and internet cost management. - Working capital management for Front Office: petty cash, float management, foreign exchange float. - Fraud prevention: front office cash handling procedures, credit card authorisation protocols</p>	9
IV	<p>Technology Integration in Advanced Front Office:</p> <p>Opera PMS (Cloud version): advanced modules—reservations, rooms management, cashiering, reporting, interfaces. - PMS integration: CRS (MICROS/Amadeus), channel manager (SiteMinder, RateGain), RMS (IDeaS, Duetto), POS (Oracle Symphony). - Self-service technology: self-check-in kiosks (AGILYSYS, Amadeus Kiosk), biometric check-in.</p> <p>Mobile key systems: ASSA ABLOY VingCard Visionline, Kaba Saflok—BLE (Bluetooth Low Energy) mobile key. - AI chatbot for front office: pre-arrival messaging automation (Revinat, Quore), post-stay follow-up automation. - CRM in front office: Salesforce for Hospitality, Pegasus—guest history, preference tagging, birthday recognition. - Data analytics dashboard: visualising RevPAR trend, channel mix, segment performance.</p> <p>Cybersecurity in front office: PCI DSS compliance for payment processing, GDPR for EU guests, IT Act 2000 India. - Guest-facing technology trends: robot porters (Saviok Relay), smart mirrors, in-room AR assistants.</p>	9
V	<p>Leadership, Performance Management and Global Standards:</p> <p>Leadership in Front Office: transformational vs. transactional leadership, situational leadership model. - Shift briefing best practices: daily goal-setting, guest profile review, service recovery follow-up. - Performance management: 360-degree feedback, competency-based assessment, mystery guest scores. - Succession planning in Front Office: career</p>	9

	<p>pathways from GSA to Front Office Manager. - Labour optimisation: demand-based scheduling, skill-based rostering, attrition management. Inter-departmental coordination excellence: SOP for VIP arrivals (cross-departmental checklist). - Brand standards in luxury hotels: Forbes Travel Guide (5-star criteria), LQA audit scoring, AAA Diamond inspection. - Case Study: The Ritz-Carlton, Bengaluru—service culture and Front Office excellence. - Case Study: Taj Hotel and Towers, Mumbai—restoration of operations post 26/11, service recovery narrative.</p>	
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References

1. Kasavana, M.L. & Brooks, R.M. (2015). *Managing Front Office Operations*. 9th Ed. Michigan: AHLEI.
2. Baker, S., Bradley, P. & Huyton, J. (2013). *Principles of Front Office Operations*. 2nd Ed. London: Cengage.
3. Hayes, D.K. & Ninemeier, J.D. (2016). *Hotel Operations Management*. 3rd Ed. New Jersey: Pearson.
4. Yeoman, I. & McMahon-Beattie, U. (2017). *Revenue Management for Hospitality and Tourism*. Oxford: Goodfellow.
5. Lewis, R.C. & Chambers, R.E. (2000). *Marketing Leadership in Hospitality*. New York: Wiley.
6. Oracle Hospitality. (2023). *Opera Cloud PMS Training Documentation*. Oracle Corporation.
7. Ritz-Carlton Hotel Company. (2023). *Gold Standards and Service Values*. Ritz-Carlton.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI					
Course Code	Course Name	L	T	P	Credits
THMEC03	DSE-3: Culture & Heritage Tourism	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the concept, typology, and global significance of cultural and heritage tourism, using McKercher's cultural tourist typology and the UNESCO World Heritage Convention framework.	Remember
CO 2	Identify India's UNESCO World Heritage Sites and describe the conservation principles, ASI's role, and threats to heritage from tourism pressure and climate change.	Understand
CO 3	Apply Tilden's six principles of heritage interpretation and design visitor management strategies including timed entry, carrying capacity zoning, and buffer zone management for heritage sites.	Apply
CO 4	Analyse diverse cultural tourism products—museums, performing arts, culinary trails, craft villages, film tourism—and evaluate their contribution to destination identity and economic viability.	Analyze
CO 5	Evaluate the sustainability challenges of cultural heritage tourism through case studies (Jaipur, Mamallapuram) and propose marketing and policy strategies for authentic, regenerative heritage tourism.	Evaluate

Syllabus

Units	Content	Hrs.
I	Foundations of Cultural and Heritage Tourism: Culture: definitions, components (material and non-material); relationship between culture and tourism. - Heritage: types—natural heritage, cultural heritage (tangible and intangible), industrial heritage, dark heritage. - Cultural tourism: evolution from Grand Tour to contemporary cultural traveller. - Heritage tourism: definition (ICOMOS), scope, significance for destination economy and identity. - Cultural tourist typology: purposeful cultural tourist, sightseeing cultural tourist, incidental cultural tourist (McKercher model). - World Tourism Organization definition of Cultural Tourism (2018). - Economic contribution of cultural tourism globally; culture's share of world tourism demand. - Creative tourism: co-creation of experience, UNESCO Creative Cities Network	9
II	UNESCO World Heritage Sites and Heritage Conservation: UNESCO World Heritage Convention 1972: purpose, Outstanding Universal Value (OUV), inscription criteria. - India's UNESCO World Heritage Sites: cultural (Taj Mahal, Ajanta, Mahabalipuram, Hampi, Khajuraho, Red Fort, Jaipur City). - India's UNESCO World Heritage Sites: natural (Kaziranga, Manas, Sundarbans, Western Ghats, Valley of Flowers).	9

	<p>ICOMOS (International Council on Monuments and Sites): charter on heritage interpretation (Ename Charter). - Heritage conservation principles: authenticity, integrity, reversibility, minimum intervention. - Archaeological Survey of India (ASI): role, protected monuments, conservation projects. - Intangible Cultural Heritage (ICH): UNESCO 2003 Convention; elements on India's ICH list (Yoga, Koodiyattam, Durga Puja). Heritage at risk: threats from tourism pressure, climate change, urbanisation, armed conflict. - UNESCO Endangered Heritage Sites: significance for tourism and conservation advocacy.</p>	
III	<p>Heritage Interpretation and Visitor Management: Tilden's six principles of heritage interpretation: provocation, information, revelation, relation, wholeness, different approaches for children. - Interpretation media: on-site signage, panels, audio guides, mobile apps (Arro), AR/VR overlays. - Heritage walks: design, scripting, route mapping, guide training, group management. - Visitor management at heritage sites: timed entry, carrying capacity zoning, crowd flow design. - Buffer zones: UNESCO guidelines, no-development zones, regulated development zones. - Tourism carrying capacity at heritage sites: Agra—Taj Mahal visitation caps; Ajanta-Ellora management. - Sensitive areas in heritage tourism: sacred spaces (Varanasi ghats, Bodh Gaya), visitor code of conduct. - Dark heritage tourism: ethical interpretation at conflict sites, memorialisation, balancing education and respect. - Community involvement in heritage interpretation: living heritage, folk performers, artisan demonstrations.</p>	9
IV	<p>Types of Cultural Tourism Products and Experiences - Museum tourism: types of museums, digital museums, interactive galleries, MUDRA (Museum of Unity Diversity Regional Arts). - Performing arts tourism: classical dance performances as tourism products (Mahabalipuram Dance Festival, Khajuraho Festival). - Literary tourism: birthplace tourism, fictional landscape tourism (Harry Potter tourism, UK), literary trails. Film tourism: Bollywood studio tours, RRR Hyderabad locations, Hollywood film tourism (Universal Studios). - Culinary heritage tourism: GI-tagged food products, traditional recipe experiences, cuisine trails (Chettinad food trail). - Craft and artisan tourism: weaving villages (Pochampally, Patan Patola), pottery clusters, lac jewellery, brasswork. Religious and spiritual cultural tourism: temple festivals, pilgrimage combinations with cultural immersion. - Language and education tourism: study tours, language immersion programmes, yoga and philosophy learning retreats</p>	9
V	<p>Marketing, Sustainability and Future of Cultural Heritage Tourism: Marketing cultural heritage tourism: storytelling, experiential marketing, immersive events. - Digital marketing for heritage tourism: Google Arts and Culture platform, virtual tours (Smithsonian, Uffizi). - Heritage tourism policy in India: National Mission for Monuments, PRASAD scheme (Pilgrimage Rejuvenation and Spiritual Augmentation Drive), HRIDAY scheme (Heritage City Development and Augmentation Yojana). - Authenticity debate in cultural tourism: MacCannell's staged authenticity,</p>	9

	<p>Wang's existential authenticity. - Overtourism in heritage cities: case studies—Jaisalmer, Varanasi, Agra; mitigation strategies.</p> <p>Sustainable cultural tourism: preservation vs. promotion balance; UNESCO's sustainable tourism toolkit for World Heritage sites. - Regenerative heritage tourism: restoration of degraded heritage using tourism revenue. - Case Study: Jaipur (Rajasthan)—UNESCO World Heritage City, pink city heritage circuit. - Case Study: Mamallapuram (Mahabalipuram)—UNESCO site, Shore Temple, annual dance festival.</p> <p>Future: AI-generated personalised heritage experiences, holographic interpretation, metaverse heritage tours.</p>	
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References

1. Kasavana, M.L. & Brooks, R.M. (2015). *Managing Front Office Operations*. 9th Ed. Michigan: AHLEI.
2. Baker, S., Bradley, P. & Huyton, J. (2013). *Principles of Front Office Operations*. 2nd Ed. London: Cengage.
3. Hayes, D.K. & Ninemeier, J.D. (2016). *Hotel Operations Management*. 3rd Ed. New Jersey: Pearson.
4. Yeoman, I. & McMahon-Beattie, U. (2017). *Revenue Management for Hospitality and Tourism*. Oxford: Goodfellow.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER VI					
Course Code	Course Name	L	T	P	Credits
THMEC07	DSE-3: Hotel Facilities Planning	3	-	-	3

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Explain the hotel development process, types of hotel development, and the roles of stakeholders—developer, operator, architect, and brand—in hotel facilities planning.	Remember
CO 2	Apply space programming principles to determine area requirements for different hotel departments and describe the layout standards for Front Office, kitchens, housekeeping areas, and wellness facilities.	Understand
CO 3	Analyse the National Building Code provisions, fire safety requirements, accessibility guidelines, CRZ norms, and heritage zone regulations applicable to hotel construction and renovation.	Apply
CO 4	Evaluate green building rating systems (LEED, GRIHA, IGBC) and identify energy conservation, water management, and waste reduction strategies applicable to sustainable hotel design.	Analyze
CO 5	Assess hotel renovation types, Facilities Management practices, preventive maintenance scheduling, and smart building technologies, with reference to case studies of LEED Platinum hospitality projects in India.	Evaluate

Syllabus

Units	Content	Hrs.
I	Introduction to Hotel Facilities Planning: Facilities planning: definition, scope, and importance in hotel development. - Types of hotel development: greenfield, brownfield, adaptive reuse, renovation and refurbishment. - Hotel development process: concept development, feasibility study, design brief, planning permission, construction, pre-opening. - Role of different stakeholders: hotel developer, hotel owner, hotel operator (management contract), architect, interior designer, project manager. - Hotel brand standards: mandatory vs. recommended design standards; brand standards manual. - Hotel classification and star rating implications for facilities planning: HRACC (Hotel and Restaurant Approval and Classification Committee) norms. - Site selection criteria: location, accessibility, catchment area, visibility, land cost, zoning regulations. - Feasibility study for hotel development: market feasibility, financial feasibility, technical feasibility	9
II	Space Programming and Departmental Layout Requirements: Space programming: defining area requirements for each department based on projected occupancy and ADR. - Room type mix planning: standard, deluxe, suite, accessible rooms—optimal mix for target market. - Room	9

	size benchmarks: budget hotel (18–22 sqm), upscale (30–40 sqm), luxury (45+ sqm). - Front Office and Lobby design: reception desk positioning, concierge desk, bell desk, seating, lighting. - Housekeeping areas: linen room, uniform room, laundry, floor pantries—space and adjacency requirements. - Food and Beverage facility planning: all-day dining restaurant, specialty restaurant, bar, banquet hall, kitchen design. - Kitchen design principles: workflow (receiving → storage → preparation → cooking → service → dishwashing), HACCP layout. - Spa and wellness facility planning: treatment room requirements, changing areas, relaxation spaces, pool. - Back-of-house planning: staff entrance, lockers, cafeteria, HR office, loading dock, waste management area. - Vertical circulation: lift specification (number, size), service lifts vs. passenger lifts—standards.	
III	Building Regulations, Safety and Accessibility: National Building Code (NBC) of India 2016: applicable provisions for hotels—fire safety, structural, electrical. - Fire safety requirements: escape routes, fire exit signage, sprinkler systems, fire alarm systems, fire officer approval. - Electrical and plumbing standards for hotels: load calculations, backup generator sizing, STP (Sewage Treatment Plant). - Accessibility design: Harmonised Guidelines (MoUD 2016) for differently-abled visitors—ramps, accessible rooms, Braille signage. - Hotel security planning: CCTV coverage, access control systems, safe deposit boxes, panic buttons. - Seismic zone considerations in hotel building design; IS 1893 implications for structural design. - Environmental clearance procedures: Environmental Impact Assessment for hotels above a certain scale. - Coastal Regulation Zone (CRZ) norms: implications for beach resorts and waterfront hotels. Heritage building regulations: ASI guidelines for hotels in heritage zones, adaptive reuse constraints.	9
IV	Sustainable Building Design and Green Certification: Sustainable hotel design principles: passive design (orientation, shading, natural ventilation), energy efficiency. - Green Building Rating Systems applicable to Indian hotels: LEED (USGBC), GRIHA (Green Rating for Integrated Habitat Assessment), IGBC Green Hotels. - LEED for Hospitality: certification levels (Certified, Silver, Gold, Platinum), key credit categories. - Energy-efficient systems: LED lighting, energy recovery ventilators, inverter-type HVAC, solar PV panels. - Water conservation: low-flow fixtures, dual-flush toilets, rainwater harvesting, greywater recycling, STP for water reuse. Waste management planning: organic waste converters, recycling sorting stations, single-use plastic elimination. - Biophilic design: integration of natural elements, green walls, sky gardens, natural materials in hospitality design. - Net-zero energy hotels: concept, case studies—ITC Grand Chola Chennai (LEED Platinum), Element Hotels (Marriott). - Wellness-centric design: circadian lighting, air purification, low-VOC materials, noise reduction design.	9
V	Hotel Renovation, Facilities Management and Emerging Trends: Hotel renovation: types—cosmetic renovation, product renovation, major refurbishment, repositioning. - Revenue loss during renovation: phased renovation strategy, keeping rooms operational. - Project management for	9

	<p>hotel renovation: GANTT chart, Critical Path Method (CPM), vendor management. - Hotel Facilities Management (FM): definition, hard FM (structure, MEP) vs. soft FM (housekeeping, security, landscaping). Preventive maintenance programmes: room maintenance cycles, public area preventive maintenance schedules. - Energy audit for hotels: baseline measurement, ECBC (Energy Conservation Building Code) compliance. Smart building technology: BMS (Building Management System), IoT sensors for energy optimisation. - Technology-integrated hotel of the future: robot-delivered room service, AR wayfinding, AI-managed HVAC. Case Study: ITC Hotels' LEED Platinum portfolio—sustainability in design and operations. - Case Study: The Leela Bhartiya City Bengaluru—new luxury hotel development and design innovations</p>	
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References

1. Penner, R.H., Adams, L. & Rutes, W. (2013). *Hotel Design, Planning and Development*. 2nd Ed. London: Routledge.
2. Lawson, F. (1995). *Hotels and Resorts: Planning, Design and Refurbishment*. London: Butterworth-Heinemann.
3. Bureau of Indian Standards. (2016). *National Building Code of India*. New Delhi: BIS.
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5. USGBC. (2020). *LEED v4.1 Reference Guide for Hospitality*. Washington: US Green Building Council.
6. IGBC. (2022). *IGBC Green Hotels Rating System*. Hyderabad: Indian Green Building Council.
7. Hassanién, A., Dale, C. & Clarke, A. (2010). *Hospitality Business Development*. London: Routledge.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

Course Code	Course Name	Course Type	L	T	P	Credits
THM5065	Industry Internship (30 days in Hotel / Travel / Tourism Organisation)	INT		-	2	2

Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Demonstrate professional conduct, workplace etiquette, and operational competence in a real tourism or hospitality organisation through supervised departmental participation.	Apply
CO 2	Apply theoretical knowledge from the BBA (THM) curriculum to practical industry situations encountered during the internship, identifying linkages between academic concepts and workplace reality.	Apply
CO 3	Document internship activities systematically through daily logs, and produce a comprehensive internship report meeting departmental format requirements.	Apply
CO 4	Reflect critically on internship experiences using structured reflective frameworks, identifying personal skill gaps and professional development priorities and industry requirements.	Analyze
CO 5	Evaluate the operational practices, service standards, and business systems of the host organisation and propose evidence-based recommendations for improvement.	Evaluate

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	1	2	2
CO2	1	3	1	2	2
CO3	1	3	1	3	3
CO4	2	3	1	3	3
CO5	2	3	1	3	3

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5071	Tourism Economics	Major (CC18)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall key concepts, definitions, and principles of tourism economics, including demand, supply, pricing, and economic impacts of tourism.	Remember
CO 2	To understand and explain the functioning of tourism markets, consumer behavior, pricing strategies, and the role of public and private sectors in tourism development.	Understand
CO 3	Apply economic tools and techniques such as cost–benefit analysis, elasticity, SWOT analysis, and project feasibility to real-world tourism scenarios.	Apply
CO 4	Analyze the economic, social, and environmental impacts of tourism, including multiplier effects, employment generation, regional disparities, and governance frameworks.	Analyze
CO 5	Evaluate tourism policies, investment decisions, PPP models, and sustainable tourism practices in the context of regional development and ESG frameworks.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Tourism Economics: Definition and scope of tourism economics. Importance of tourism economics – Demand and Supply in Tourism - Consumer Decision Making Process - Determinants and indicators of Demand- Measurement of Demand - Law of Marginal Utility, Law of Demand and Supply - Economic impact of tourism and economic development in Indian perspective	12
II	Pricing in Tourism Industry – Determinants of Price - Types of Price in Tourism -Pricing a New Product - Pricing under different Market conditions – Factors influence tourism supply - Project Feasibility Study. Cost Benefits Analysis -SWOT Analysis - Elasticity of demand and supply. Determination of equilibrium price and quantity	12
III	Economic Analysis of Tourism – the short run and long run concepts of economic benefits and different types of cost associated. Economic impacts - Social Impacts– Environmental Impacts - Tourism multiplier effect - Impact on employment - Impact and Contribution of the Tourism Sector in national economy.	12
IV	Public and Private Sectors in Tourism: Government Role in Tourism - Tourism Governance and ESG (Environmental, Social, Governance) Frameworks - Local Participation and Inclusive Development Models. Public–Private Partnerships (PPP), Need for Public – Private Sector Co- Operation in tourism - Investment Appraisal in Public and Private Sector - PPP Models and ESG-Compliant Investment in Tourism.	12

V	Economic Concepts and Regional Development – Tourism as an Engine of Regional Economic Growth - Tourism and Regional Disparities, Tourism and Employment Generation in Regions, Tourism and Poverty Alleviation - Rural Tourism and Local Economic Development; Sustainable Tourism and Regional Planning: Case Studies on Tourism and Regional Development (India & Global) - Employment Elasticity of Tourism Sector - Economic Leakage in Tourism	12
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References:

1. Tisdell, C. A. (Ed.). (2013). *Handbook of tourism economics: analysis, new applications and case studies*. World scientific.
2. Bull, A., *The Economics of Travel and Tourism*. Harlow: Longman, 1995
3. K. Sharma, *Tourism and Economic Development*, (Sarup & Sons, New Delhi, 2004).
4. Kozak, M. (Ed.). (2015). *Tourism economics: A practical perspective*. Cambridge Scholars Publishing.
5. Mankiw, N. Gregory, *Macroeconomics*, (3rd ed.), New York: Worth Publishers, 1997.
6. Vanhove, N. (2022). *The economics of tourism destinations: Theory and practice*. Routledge.
7. Tribe, J., *The Economics of Recreation, Leisure and Tourism*, (4th ed.), Elsevier Ltd,
8. 2011.
9. Vanhove, N., *The Economics of Tourism Destinations*, (1st ed.), Elsevier Limited, 2005.
10. Williams, A.M., *Towards a Political Economy of Tourism*, In Lew, 2004.
11. Hall, C.M. & Williams, A.M. (Eds.) *A Companion to Tourism*, Blackwell Publishing, 2003..

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5072	Tourism & Hospitality Entrepreneurship	Major (CC19)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	fundamental concepts of entrepreneurship, types of entrepreneurs, and key characteristics and competencies required for entrepreneurial success in tourism and hospitality.	Remember
CO 2	Explain the scope and processes of entrepreneurship in tourism and hospitality, including event management, emerging opportunities, and business organization structures.	Understand
CO 3	Apply procedures for establishing a business venture, including feasibility analysis, legal formalities, licensing, and operational planning in tourism enterprises.	Apply
CO 4	Analyze business environments, MSME dynamics, and challenges in tourism enterprises, including evaluation of market conditions, networking, and policy frameworks.	Analyze
CO 5	Evaluate business plans and entrepreneurial opportunities in tourism and hospitality sectors, considering financial, marketing, operational, and sustainability aspects.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Unit I: Foundations of Entrepreneurship: Concept and significance of entrepreneurship; factors influencing entrepreneurial development; advantages and challenges of entrepreneurship; role and promotion of women entrepreneurs; classification of entrepreneurs; characteristics and competencies of successful entrepreneurs; assessment and development of entrepreneurial competencies.	12
II	Entrepreneurship in Tourism and Hospitality Industry: Concept and scope of entrepreneurship in tourism and hospitality sectors; event management as an entrepreneurial domain—types of events (conventions, exhibitions, meetings), event planning and design, key characteristics and complexities of events, and the Five Cs of event management; stages and processes for successful event execution; emerging entrepreneurial opportunities in travel services, tour operations, hospitality enterprises, and homestay ventures.	10
III	Business Organization and Enterprise Development: Forms of business organization and related legal considerations; importance of networking and collaboration; principles of good business practices; concept of business enterprise and procedures for establishing a venture, including registration, licensing, and statutory compliance; feasibility analysis (financial, technical,	14

	and social); role and significance of MSMEs and small-scale industries in tourism and hospitality; challenges faced by small enterprises and policy measures for their support and development in the Indian context.	
IV	Business Plan Development: Concept and importance of business planning; components of a business plan including marketing, financial, operational, human resource, technical, and social dimensions; feasibility assessment and resource planning; analysis of challenges and prospects in preparing and implementing business plans in tourism and hospitality enterprises.	12
V	Entrepreneurial Opportunities and Venture Creation in Tourism: Entrepreneurial opportunities across tourism, hospitality, retail, restaurants, and allied service sectors; patterns of tourist expenditure and market potential; sources and modes of financing tourism enterprises; concept of intrapreneurship and factors influencing venture success; procedures for establishing a tourism enterprise, including regulatory requirements, licensing, and registration.	12

References:

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2. Cook, R., Cook, R. A., Hsu, C. H., & Taylor, L. L. (2017). *Tourism: The business of hospitality and travel*. BoD–Books on Demand.
3. Mohanty, S. K. (2005). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd..
4. Ohe, Y. (2020). *Community-based rural tourism and entrepreneurship*. Springer Singapore.
5. Var, T., & Gunn, C. (2020). *Tourism planning: Basics, concepts, cases*. Routledge.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5073	Research Methodology	Major (CC20)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall fundamental concepts of research, including types of research, research approaches, research process, and basic terminology related to qualitative and quantitative methods.	Remember
CO 2	Explain the process of problem identification, literature review, hypothesis formulation, questionnaire design, and sampling methods used in tourism and management research.	Understand
CO 3	Apply appropriate qualitative and quantitative research methods (such as interviews, case studies, surveys, and basic statistical tools) and utilize software like Microsoft Excel and SPSS for data organization and preliminary analysis.	Apply
CO 4	Analyze research data using techniques such as measures of central tendency, correlation, regression, and thematic analysis to interpret patterns and relationships in tourism-related studies.	Analyze
CO 5	Evaluate research findings, methodologies, and reports by assessing validity, reliability, and ethical considerations, and produce structured research reports and proposals with appropriate citation styles (APA/MLA, etc.).	Evaluate

Syllabus:

Units	Content	Hrs.
I	Basic Concepts of Research: Meaning-Objectives – Research Categories (Basic Research and Applied Research)-Types of research (Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual and Empirical research) – basics of research approaches (Quantitative and Qualitative Approaches) - research methods Vs research methodology- Research Process	12

II	Problem Identification: Review of Literature, Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Types of Questionnaires – Sampling Methods - Sample Error -Grounded Theory, Formulation of Research and Operational Hypothesis	12
III	Qualitative Methods: Ethnography and Case Study - Experimentation, In-depth Interviews -Focused Group Interview, Delphi Technique, Participant Observations – Projective Techniques - Content Analysis, Thematic Analysis - Pilot Study, Historical Analysis - Preparation of Field Notes.	12
IV	Quantitative Methods: Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques – Basic use of Excel, SPSS.	12
V	Data Analysis, Interpretation and Research Reporting: Data Preparation, data cleaning, meaning of interpretation - techniques of interpretation - significance of report writing – steps - layout of the research report - types of reports -precautions while writing research reports, Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA, etc.).	12

References:

1. Bhatia, A. K. (2006). *The business of tourism: concepts and strategies*. Sterling Publishers Pvt. Ltd.
2. Cook, R., Cook, R. A., Hsu, C. H., & Taylor, L. L. (2017). *Tourism: The business of hospitality and travel*. BoD–Books on Demand.
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Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	1
CO5	3	3	1	3	1

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5074	Aviation Management	Major (CC21)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall fundamental concepts of the aviation industry, including its evolution, key terminology, types of journeys, major airports, and airlines.	Remember
CO 2	Explain airline terminal operations, passenger handling procedures, documentation (passport, visa, immigration, customs), and the roles of airline personnel and organizational systems.	Understand
CO 3	Apply knowledge of aviation regulations, fare structures, and ticketing rules in practical situations, including handling special categories of passengers and interpreting airline policies.	Apply
CO 4	Analyze the functioning of aviation regulatory bodies such as International Civil Aviation Organization, International Air Transport Association, and Airports Authority of India, and examine operational challenges in airline and airport management.	Analyze
CO 5	Evaluate aviation safety and security measures, regulatory frameworks, and industry practices related to passenger handling, ticketing, and crisis situations such as delays, deportation, and emergency response.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Aviation Industry: Beginning of aviation in the world – Beginning of aviation in India Airline Terminology –abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators. Major Airports, Major Airlines.	12

II	Airlines terminal management: airline operational management- Domestic/international departure formalities- Security check-In hand baggage screening- Personal frisking-boarding the plane, ground announcements- Handling of delayed flights- Disruptive Flights-Ramp handling & ramp safety – procedure - Immigration - Customs – Passport/ VISA formalities – Departure control system-ATC. Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture.	12
III	Regulatory Bodies: International & National Regulators: International Civil Aviation Organisation (ICAO)- International Air transport Association (IATA) - Federal Aviation Administration- Airport Council International - Director General of Civil Aviation - Bureau of Civil Aviation - Airports Authority of India - Other association of Aviation Industry	12
IV	Types of Tickets/fare – Normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women –Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares. Air Ticket rules: Cancellation, Deportation and Asylum, Liability of Airlines regarding above rules, Asylum and Deportation	12
V	Safety and security: Safety Measures for Aircraft and Airport, Prohibition of Dangerous Goods, – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry	12

References:

1. Bhatia, A. K. (2006). *The business of tourism: concepts and strategies*. Sterling Publishers Pvt. Ltd.
2. Cook, R., Cook, R. A., Hsu, C. H., & Taylor, L. L. (2017). *Tourism: The business of hospitality and travel*. BoD–Books on Demand.
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4. Ohe, Y. (2020). *Community-based rural tourism and entrepreneurship*. Springer Singapore.
5. Var, T., & Gunn, C. (2020). *Tourism planning: Basics, concepts, cases*. Routledge.
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7. Walmsley, A. (2025). *Entrepreneurship in tourism*. Routledge

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	1	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THMEC04	E-Tourism	DSE-4	3	-	-	3

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall basic concepts, terminology, and components of e-tourism, including digital platforms, online services, and tourism technologies.	Remember
CO 2	Explain the functioning of digital tourism systems, online tourist behaviour, and the role of digital marketing and social media in tourism.	Understand
CO 3	Use digital tools and platforms (such as MakeMyTrip, Booking.com, and social media) to perform basic tourism-related tasks like searching, planning, and promoting travel services.	Apply
CO 4	Examine online consumer reviews, digital marketing practices, and social media content to identify patterns influencing tourist decision-making.	Analyze
CO 5	Assess the effectiveness of digital tourism strategies, platforms, and online content in delivering customer value and supporting tourism business outcomes.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Digital Tourism: Meaning and importance of E-Tourism - Traditional Tourism vs Digital Tourism (Physical vs Online services) - Growth of digital tourism in India and globally - Drivers of digital tourism (internet, smartphones, social media) - Basic digital tourism business models (OTA, aggregator, direct booking) - Introduction to tourism platforms like MakeMyTrip, Booking.com, Airbnb - Opportunities and basic challenges (connectivity, trust, digital divide)	8
II	Digital Tourist Behaviour: Who is a digital tourist? Basics of online consumer behaviour - Tourist decision-making process (search → compare → book → review) - Concept of marketing funnel (awareness to purchase – simplified) - Role of online communities and travel groups - User	10

	Generated Content (UGC): photos, blogs, reviews - Importance of online reviews and ratings	
III	Basics of Digital Marketing in Tourism: Introduction to digital marketing in tourism - Difference between traditional and digital marketing - Basic Segmentation, Targeting and Positioning (simple examples) - Inbound vs Outbound marketing (basic understanding) - Introduction to Search Engines (Google search basics) - Basics of SEO (keywords, visibility) - Introduction to online advertisements	9
IV	Social Media and Content Marketing in Tourism: Role of social media in tourism promotion - Platforms: Instagram, YouTube, Facebook - Basics of social media campaigns (idea → content → posting) - Creating engaging tourism content (photos, captions, reels) - Role of influencers and travel bloggers - Managing social media interactions (comments, messages) - Basic performance understanding (likes, shares, engagement)	9
V	Introduction to Digital Tools, Analytics & Careers: Basic understanding of digital analytics (what is data, why it matters) - Simple metrics: views, clicks, engagement - Introduction to tools used in tourism (Google Maps, booking apps) - Overview of online reputation management - Basics of customer feedback analysis (no technical analytics) - Introduction to emerging technologies: AI, VR, smart tourism - Career opportunities in e-tourism - Digital skills required in the tourism industry – Case studies on E tourism, OTA and DMCs	9

References:

1. Charlesworth, A. (2014). *Digital marketing: A practical approach*. Routledge..
2. Maurer, C. (2021). Digital marketing in tourism. In *Handbook of e-Tourism* (pp. 1-24). Cham: Springer International Publishing.
3. Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2022). *Handbook of e-Tourism*. Heidelberg: Springer.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	1	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	3	0
CO4	3	4	2	2	0
CO5	3	3	1	3	0

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THMEC08	Hotel Revenue Management	DSE-4	3	-	-	3

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall key concepts, terminology, and principles of hotel revenue management, including demand, pricing, inventory, and distribution channels.	Remember
CO 2	Explain the role of customer segmentation, demand patterns, and pricing strategies in influencing hotel revenue performance.	Understand
CO 3	Use basic revenue management tools and platforms (such as Booking.com and MakeMyTrip) to perform simple tasks like comparing room rates, analyzing demand trends, and planning pricing decisions.	Apply
CO 4	Examine hotel performance indicators (Occupancy Rate, ADR, RevPAR) and customer booking patterns to identify factors affecting revenue generation.	Analyze
CO 5	Assess the effectiveness of pricing strategies, distribution channels, and online reviews in optimizing hotel revenue and customer satisfaction.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Revenue Management in Hotels: Meaning and importance of Revenue Management - Evolution of revenue management in hospitality - Key concepts: demand, supply, pricing, inventory - Characteristics of hotel products (perishability, fixed capacity) - Objectives of revenue management - Role of technology in hotel revenue systems - Introduction to property management systems (PMS)	8
II	Demand and Customer Segmentation: Understanding hotel demand (high season, low season, events) -Types of hotel customers (business, leisure, group, online guests) - Basics of market segmentation in hotels - Booking patterns and customer behavior - Introduction to forecasting demand (simple trends, not statistical models) - Role of online platforms in demand generation	10
III	Pricing Strategies in Hotels: Concept of dynamic pricing (changing prices based on demand) - Rack rate vs discounted rate	9

	Seasonal pricing and event-based pricing - Discounts, packages, and promotional offers - Overbooking concept (basic understanding) - Rate parity across platforms	
IV	Distribution Channels and Online Sales: Meaning of distribution channels in hospitality - Direct vs indirect booking Role of Online Travel Agencies (OTAs) - Global Distribution Systems (GDS) – basic idea - Channel management (managing multiple platforms) - Importance of hotel websites and mobile apps - Online reputation and its impact on bookings	9
V	Basic Performance Metrics and Revenue Optimization: Introduction to key performance indicators (KPIs): Occupancy Rate Average Daily Rate (ADR) - Revenue per Available Room (RevPAR) Simple calculation and interpretation of KPIs - Importance of customer reviews in revenue - Role of digital tools in tracking performance - Basic decision-making for maximizing revenue Introduction to careers in revenue management	9

References:

1. Ivanov, S. (2014). *Hotel revenue management: From theory to practice*. Zangador.
2. Hayes, D. K., Hayes, J. D., & Hayes, P. A. (2021). *Revenue management for the hospitality industry*. John Wiley & Sons.
3. Tranter, K. A. (2009). *An introduction to revenue management for the hospitality industry: Principles and practices for the real world*. Pearson Education India.
4. Verret, C. (2008). *Hotel sales and revenue management book 2.0*. iUniverse.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	3	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VIII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5081	Research and Publication Ethics	Major (CC22)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall fundamental concepts of research ethics, moral philosophy, scientific conduct, and key terminology such as plagiarism, authorship, and publication ethics.	Remember
CO 2	Explain principles of ethical research conduct, types of scientific misconduct (FFP), publication ethics guidelines and issues related to authorship, conflicts of interest, and predatory publishing.	Understand
CO 3	Use ethical standards and digital tools to identify plagiarism, evaluate journal quality, and ensure responsible research practices.	Apply
CO 4	Examine cases of research and publication misconduct, including falsification, fabrication, plagiarism, and unethical authorship practices, to identify causes and implications.	Analyze
CO 5	Assess research outputs, journals, and publication practices using ethical guidelines, indexing databases to ensure academic integrity and quality.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Research Ethics: Meaning, scope, and need for Research & Publication ethics - Introduction to philosophy: definition, nature and scope, concept, branches - Ethics: definition, moral philosophy, nature of moral judgements and reactions.	12
II	Scientific Conduct: Ethics with respect to science and research - Intellectual honesty and research integrity - Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) – Redundant Publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data.	12
III	Publication ethics: definition, introduction and importance - Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. - Conflicts of interest - Publication misconduct:	12

	definition, concept, problems that lead to unethical behaviour and vice versa, types - Violation of publication ethics, authorship and contributor ship - Identification of publication misconduct, complaints and appeals - Predatory publisher and journals.	
IV	Open access publications and initiatives - SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies - Software tool to identify predatory publications developed by SPPU - Journal finger / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, etc.	12
V	Publication Misconduct: Subject specific ethical issues, FFP, authorship - Conflicts of interest - Complaints and appeals: examples and fraud from India and abroad - Academic integrity & responsible conduct of research - Plagiarism: meaning, types, detection tools (Turnitin, PlagScan) - Copyright issues, data ownership, confidentiality - Authorship guidelines - UGC, COPE standards Software tools (2 Hrs.) : Use of plagiarism software like Turnitin, Urkund and other open source software tools. Indexing databases, Citation databases: Web of Science, Scopus, etc. Research Metrics (3 Hrs.): Impact Factor of journal as per Journal Citations Report, SNIP, SJR, IPP, Cite Score - Metrics: h-index, g index, i10 Index, altmetrics.	12

References:

1. Chowdhary, N., & Prakash, M. (2024). *Research and Publication Ethics: An Introduction*. Routledge India.
2. Penslar, R. L. (Ed.). (1995). *Research ethics: Cases and materials*. Indiana University Press.
3. Yadav, S. K. (2023). *Research and publication ethics*. Springer.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VIII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5082	Tourism Research Methods	Major (CC23)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall fundamental concepts, terminology, and processes of research, including types of research, data sources, and basic research design and relate with tourism.	Remember
CO 2	Explain the application of research methods in tourism contexts, including tourist behaviour studies, destination analysis, and data collection techniques.	Understand
CO 3	Conduct a basic tourism research study by designing questionnaires, collecting field data, and organizing information using tools such as Microsoft Excel.	Apply
CO 4	Examine and interpret tourism data (e.g., tourist preferences, satisfaction levels, travel patterns) to identify trends and derive meaningful insights.	Analyze
CO 5	Assess tourism research findings, methodologies, and real-world implications to make informed recommendations for destination development and service improvement.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Introduction to Tourism Research: Meaning and importance of research in tourism: Nature and scope of tourism research; Types of tourism research: exploratory, descriptive (basic understanding); Emerging areas in tourism research: Sustainable tourism, Cultural tourism, Rural and community-based tourism - Research process: problem identification → objectives → methodology → findings; Identification of research problems in tourism (destination, tourists, services)	12
II	Research Design and Data Collection in Tourism: Meaning of research design, preferred research designs in tourism and hospitality - Types of data used in tourism research: primary and secondary (tourism reports, government data); Methods of data collection in tourism: Tourist surveys (questionnaire design), Interviews with tourists, guides, homestay owners, Observation at tourist sites - Basics of sampling (tourists, stakeholders) - Designing simple tourism questionnaires	12
III	Data Analysis and Interpretation in Tourism: Introduction to data analysis (non-technical) - Classification and tabulation of tourism data - Use of charts:	12

	bar, pie, line graphs - Basic interpretation of tourist data - Introduction to tools like Microsoft Excel for simple analysis - Drawing conclusions and linking with tourism and hospitality domains	
IV	Tourism Research Report Writing: Structure of a tourism research report: Title, Abstract, Introduction, Literature overview (basic), Methodology, Findings and discussion, Conclusion and suggestions - Academic writing style in tourism - Referencing and citation (APA basics), -Avoiding plagiarism, Presentation of tourism research findings, Tourism Focus: Writing reports based on field visits or surveys, Important Tourism literature.	12
V	Applied Tourism Research and Emerging Trends: Case studies in tourism research (destination studies, service quality) - Role of research in tourism planning and policy - Introduction to digital research in tourism (online reviews, social media data) - Basics of ethical issues in tourism research - Introduction to research publication (basic awareness) - Mini project work: Tourist survey, Destination analysis, Service quality assessment	12

References:

1. Airey, D., & Tribe, J. (Eds.). (2007). *Developments in tourism research*. Routledge.
2. Dwyer, L., Gill, A., & Seetaram, N. (Eds.). (2012). *Handbook of research methods in tourism: Quantitative and qualitative approaches*. Edward Elgar Publishing.
3. Ritchie, B. W., Burns, P., & Palmer, C. (Eds.). (2005). *Tourism research methods: integrating theory with practice*. Cabi.
4. Smith, S. L. (2016). *Practical tourism research*. Cabi.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

SEMESTER -VII						
Course Code	Course Name	Course Type	L	T	P	Credits
THM5083	Airlines & Airport Management	Major (CC24)	4	-	-	4

Course Outcome (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Recall fundamental concepts of research ethics, moral philosophy, scientific conduct, and key terminology such as plagiarism, authorship, and publication ethics.	Remember
CO 2	Explain principles of ethical research conduct, types of scientific misconduct (FFP), publication ethics guidelines and issues related to authorship, conflicts of interest, and predatory publishing.	Understand
CO 3	Use ethical standards and digital tools to identify plagiarism, evaluate journal quality, and ensure responsible research practices.	Apply
CO 4	Examine cases of research and publication misconduct, including falsification, fabrication, plagiarism, and unethical authorship practices, to identify causes and implications.	Analyze
CO 5	Assess research outputs, journals, and publication practices using ethical guidelines, indexing databases to ensure academic integrity and quality.	Evaluate

Syllabus:

Units	Content	Hrs.
I	Airline and Airport Operations: Introduction to the airline industry and airport management - Structure and functions of airports - Overview of airline departments and operations - Ground Handling: concept, importance, and outsourcing - Role of ground handling agencies - Introduction to the International Air Transport Association and the IATA Ground Handling Council - Case studies of ground handling practices (India and international	8
II	Passenger and Baggage Handling Operations: Passenger handling process: departure, transit, and arrival - Airport concourse operations and passenger flow - Specialized passenger handling: VVIP, VIP, elderly, and differently-abled passengers - Baggage handling system:	10

	Types of baggage and tagging systems - Acceptance and screening of baggage- Baggage procedures and segregation -Baggage Make-Up Area (BMA) operations - Importance of safety and security in baggage handling	
III	Cargo Operations and Air Freight Management: Introduction to air cargo and logistics - Cargo terminal operations: export, import, and transit sheds - Cargo handling procedures and documentation - Airway Bill: concept and importance - Handling of special cargo: perishables and live animals - Cargo aircraft handling basics - Industry coordination and logistics chain	9
IV	Airport Services and Ramp Operations: Airline catering operations: preparation, security, and logistics - Airport support services: Medical services, Passenger accommodation and hospitality, Information systems and communication - Ramp operations: Trolley movement and baggage loading, Load and trim instructions (BTL) - Aircraft loading and off-loading procedures - Compartment checks and dispatch operations - Ground and flight safety procedures - Domestic terminal operations and coordination	9
V	Aviation Security and Airport Planning: Importance of aviation security ICAO Annex 17: Security Standards and Recommended Practices (SARPs) Airport security systems: Access control mechanisms Alarm monitoring systems Security screening - procedures Baggage reconciliation and security checks - Airport planning and design considerations for safety - Risk management and emergency response at airports	9

References:

1. Graham, A. (2023). *Managing airports: An international perspective*. Routledge.
2. Grothaus, J. H. (2009). *Guidebook for managing small airports* (Vol. 16). Transportation Research Board.
3. Price, J. C., & Forrest, J. (2016). *Practical airport operations, safety, and emergency management: Protocols for today and the future*. Butterworth-Heinemann.
4. Sales, M., & Scholte, S. (2023). *Air cargo management: Air freight and the global supply chain*. Routledge.

Mapping of program-specific outcomes with Course Outcomes:

	PO1	PO2	PO3	PO4	PO5
CO1	1	3	2	1	0
CO2	2	3	3	2	0
CO3	3	3	3	1	0
CO4	3	3	2	2	0
CO5	3	3	1	3	0

