



UNIVERSITY OF CALICUT

Abstract

General and Academic – Faculty of Commerce and Management Studies - Modified Scheme and Syllabus of B.Voc Tourism & Hospitality Management Programme, in tune with the CUFYVP Regulations 2025, with effect from 2025 Admission onwards - Approved - Subject to ratification by the Academic Council - Implemented - Orders Issued

G & A - I - F

U.O.No. 401/2026/Admn

Dated, Calicut University.P.O, 09.01.2026

- Read:-*1. U.O.No. 14335/2025/Admn dated 14.10.2025.
2. U.O.No. 17053/2025/Admn, dated 08.12.2025.
3. Minutes of the meeting of the Board of Studies in Hotel Management held on 23.12.2025.
4. Remarks of the Dean, Faculty of Commerce and Management Studies dated 07.01.2026.
5. Orders of the Vice Chancellor in the file of even No and dated 07.01.2026.

ORDER

1. The Regulations of the B.Voc Programmes (CUFYVP Regulations 2025), were implemented with effect from 2025 admission onwards, vide paper read as (1) above.
2. The Scheme and Syllabus of B.Voc Tourism & Hospitality Management Programme, in tune with the CUFYVP Regulations 2025, were implemented with effect from 2025 Admission onwards, vide paper read as (2) above.
3. The meeting of the Board of Studies in Hotel Management held on 23.12.2025, vide paper read as (3) above, approved the modified scheme and syllabus of the B.Voc Tourism and Hospitality Management programme revised with including an additional bundle of minor courses in the existing syllabus with effect from 2025 Admission onwards.
4. The Board of Studies recommended a change in the three-letter code representing the subject area for B.Voc Tourism and Hospitality Management. The existing code "THM" was already allocated to another syllabus. The code representing the subject area has been changed to "THS" for the B.Voc Tourism and Hospitality Management programme.
5. The Dean, Faculty of Commerce and Management Studies vide paper read as (4) above, approved the minutes of the meeting of the Board of Studies in Hotel Management held on 23.12.2025.
6. Considering the urgency, the Vice Chancellor has approved the minutes of the meeting of the Board of Studies in Hotel Management and accorded sanction to implement the Modified Scheme and Syllabus of the B.Voc Tourism and Hospitality Management programme in tune with CUFYVP Regulations 2025 with effect from 2025 Admission onwards.

7. The Modified scheme and syllabus of the B.Voc Tourism and Hospitality Management programme in tune with CUFYVP Regulations 2025 are therefore implemented with effect from 2025 Admission onwards.
8. Orders are issued accordingly. (Syllabus appended)

Ajayakumar T.K

Assistant Registrar

To

The Colleges concerned.

Copy to: PS to VC/PA to PVC/PA to Registrar/PA to CE/JCE I/JCE III /EX and EG Sections/FYUGP Cell Section-II/SF/DF/FC.

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT



B. Voc. Tourism & Hospitality Management

**FOUR YEAR B. VOC. PROGRAMME
STRUCTURE AND SYLLABUS**

2025 - '26 ADMISSION ONWARDS

(CUFYVP Regulations 2025)

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1. REGULATIONS

The existing regulations of Choice-Based Credit Semester System (UO No. 8018/ 2025/ Admn. Dated 29-05-2025) which are applicable for CUFYVP Regulations 2025 are applicable for this programme with the following exceptions.

1.1 Objectives

- i. Provide a solid foundation in theoretical knowledge and practical skills across all major areas of the Tourism and Hospitality industry.
- ii. Equip students with operational and managerial competencies in accommodation, food and beverage, travel, events, and customer service sectors.
- iii. Ensure academic flexibility and employability through NSQF-aligned skill integration and multiple entry/exit options at certificate, diploma, and degree levels.
- iv. Promote industry readiness through internships, field visits, live projects, and practical training.
- v. Foster entrepreneurship, leadership, communication, and global awareness with a focus on sustainability and cultural sensitivity.
- vi. Support lifelong learning, vertical mobility, and meaningful contributions to community, heritage, and global tourism initiatives.

1.2 Rules and regulations applicable only to the B. Voc. Tourism & Hospitality Management programme (if any).

- i. **Mandatory internships and Destination Visit** shall be part of the curriculum in each semester to ensure industry exposure and employability.
- ii. The internship must be completed **in recognized** hotels, tour operation companies, airlines, or related organizations.
- iii. **Uniforms and grooming standards** are compulsory for classroom, practical lab sessions, industry visits and viva voce in accordance with hospitality industry norms.
- iv. **Grooming standards** must be maintained in line with industry expectations:
 - a) Boys: Clean-shaven, neatly trimmed hair, polished shoes.
 - b) Girls: Hair neatly tied, minimal makeup, polished shoes.
- v. **Students must wear formal dress** Wednesday or once in a week as a part of professional grooming and decorum.

- vi. Students are expected to participate in **field visits, study tours, tourism events, and outreach activities** as part of course requirements.
- vii. **Attendance in practical and field-based components** must be 75% or above, failing which students may be deemed ineligible for final assessments.
- viii. if any of the online courses outlined in List 11 are not available on Swayam, students can choose other relevant online courses related to the subject topics from Swayam or any university recognized platform with the approval of the BoS.
- ix. Course teacher can select the Rubrics activities, open ended activities from the options given in the detailed syllabus and must be related to the course.
- x. Course teacher can select any one practical activities from the options given in the detailed syllabus and must be related to the course.
- xi. Students must compulsorily participate in study tours and industrial visits **organized by the department**, these visits are part of experiential learning and will be evaluated through a report and viva.

2. PROGRAMME OUTCOMES (PO)

At the end of the graduate Programme at Calicut University, a student would:

PO No.	Graduate Attributes	PO Statement
PO 1	Knowledge Acquisition	Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study
PO 2	Communication, Collaboration, Inclusiveness, and Leadership	Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity
PO 3	Professional Skills	Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO 4	Digital Intelligence	Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information
PO 5	Scientific Awareness and Critical Thinking	Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.

PO 6	Human Values, Professional Ethics, and Societal and Environmental Responsibility	Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the wellbeing of society and the environment.
PO7	Research, Innovation, and Entrepreneurship	Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

3. PROGRAMME SPECIFIC OUTCOMES

PSO No.	PSO Statement
PSO1	Gain comprehensive knowledge of the tourism and hospitality industry, including its evolution, major sectors, global trends, and professional standards.
PSO2	Demonstrate the ability to manage key hospitality operations such as front office, housekeeping, food and beverage service, and event management with efficiency and professionalism.
PSO3	Deliver high-quality customer service while exhibiting cultural sensitivity, inclusiveness, and ethical behaviour in diverse hospitality and tourism settings.
PSO4	Apply marketing strategies, digital tools, branding, and financial management principles to promote tourism services and ensure business sustainability.
PSO5	Understand and apply sustainable tourism practices, policy frameworks, and community engagement strategies that support responsible tourism development.
PSO6	Utilize current technological trends and digital platforms—including online booking systems, social media, and automation tools—to enhance service delivery and operational efficiency.

4. ELIGIBILITY FOR ADMISSION

The admission to B Voc in Tourism and Hospitality Management programme will be as per the rules and regulations of the University for UG admissions. Basic eligibility for this programme is 10+2 and above in any stream (No age limit). Diploma holders (after 10+2) in the Hotel Management/ Tourism courses, approved by the University, who satisfies eligibility criteria can be admitted to the higher Diploma (3rd. semester) based on the

availability of the seats and is under the sole discretion of the principal of the college/ B. Voc consortium.

A maximum of 50 students can be admitted to B. Voc Tourism and Hospitality Management Programme. The students can be admitted only to the first semester (except for diploma holders). No students are admitted directly to the Third and Fifth semester in any circumstance except for diploma holders. Diploma holders may be permitted to third semester directly as mentioned above. The reservation rules for Government/Aided Colleges are as same as that of the regular UG programmes conducted in colleges affiliated to this university.

5. QUALIFICATION PACKS (QPs)

Sl. No.	Semester	Sector Skill Council (SSC)	QP Code	Job Role
Under graduate Certificate (NSQF level 4.5)				
QP1	1	Tourism & Hospitality Council	THC/Q0102 (v5.0)	Guest Service Associate (Front Office)
QP2	2	Tourism & Hospitality Council	THC/Q4505	Naturalist (wildlife tourism)
Under Graduate Diploma (NSQF level 5.0)				
QP3	3	Tourism & Hospitality Council	THC/Q4407(v3.0)	Tour Guide
QP4	4	Tourism & Hospitality Council	THC/Q0106	Duty Manager
B. Voc. Degree (NSQF level 5.5)				
QP5	5	Tourism & Hospitality Council	THC/Q0207	Housekeeping Manager
QP6	6	Tourism & Hospitality Council	THC/Q4401(v3.0)	Meeting, Conference & Event Manger
PG Diploma (NSQF level 6.0)				
QP7	7 & 8	Tourism & Hospitality Council	THC/Q0105(v3.0)	Front Office Manager

6. PROGRAMME STRUCTURE

The B.Voc. curriculum comprises two key components: General Education Components (GEC) and Skill Development Components (SDC). Each academic year integrates both to ensure a well-rounded learning experience. SDC constitutes a minimum of 60% of the total credits, while GEC makes up the remaining portion. B.Voc. degree. Additionally, they can complete a one-year apprenticeship or internship or project work along with three (3) online courses of four (4) credit each to earn 40 more credits, leading to a Post Graduate Diploma.

6.1.General Education Components

Students must earn 42-54 credits, in a span of 4 years, from the General Education Components (GEC). The GEC consist of:

- Foundation Courses
- Minor Pathway Courses

Title	Course Type	Credit	No. of Courses	Total Credits
Foundation Courses	Ability Enhancement Course (AEC)	3	3	9
	Multi-Disciplinary Course (MDC)	3	3	9
Discipline Specific Courses	Minor Pathway Courses (DSC)	4	6 + 3*	24 + 12*
Total Credit for GEC				42 + 12*

6.2.Skill Development Components

Title	Course Type	Credit	No. of Courses	Total Credits
Foundation Courses	Value Added Course (VAC)	3	3	9
	Skill Enhancement Courses (SEC)	3	3	9
Discipline Specific Courses	Major pathway Courses (DSE)	4	17 + 3*	68 + 12*
	Internship / Apprenticeship / Project Work	-	-	12+28
	On Job Training (OJT)	60 Hours Mandatory		
Total Credit for SDC				126 + 12*

*Three online Discipline-Specific Courses (DSC), approved by the Board of Studies, may be studied in either the major or minor discipline.

Students may choose a minor pathway from the discipline-specific options listed below showing example of B.Voc Tourism & Hospitality Management Programme. The degree awarded will correspond to the selected minor pathway.

- Major with Minor – All six (6) minor courses from same discipline
Eg. B. Voc. Tourism & Hospitality Management with minor in Applied Marketing
- Major with Vocational Minor – All six (6) minor course from same vocational discipline
Eg. B. Voc. Tourism & Hospitality Management with Vocation Minor in Multimedia
- Major with Multiple discipline – Out of Six (6) minor courses, two groups of three (3) courses from two (2) different disciplines
Eg. Tourism & Hospitality Management with Aquatic Enterprise Development and Digital Content & Communication
- Single Major – Any six (6) minor courses from different disciplines
Eg. Tourism & Hospitality Management

7. MINIMUM CREDIT REQUIREMENTS

Duration	General Education Components (GEC)						Skill Development Component (SDC)				Total Credits
	MDC	AEC	VAC	SEC	Minor	Total GEC	SEC	VAC	Major	Total SDC	
Undergraduate Certificate (1 Years)	6	9	-	-	8	23	3	-	24	27	Total GEC + SDC 50
Exit with Undergraduate Certificate (requires two additional 4-credit SDC online courses and 30 hours of mandatory on-the-job training (OJT)).											

Duration	General Education Components (GEC)						Skill Development Component (SDC)				Total Credits
	MDC	AEC	VAC	SEC	Minor	Total GEC	SEC	VAC	Major	Total SDC	
Undergraduate Diploma (2 Years)	9	9	-	-	20	38	6	6	52	64	Total GEC + SDC 102
Exit with Undergraduate Diploma (60 hours of mandatory on-the-job training (OJT))											

Duration	General Education Components (GEC)						Skill Development Component (SDC)				Total Credits
	MDC	AEC	VAC	SEC	Minor	Total	SEC	VAC	Major	Total	
B. Voc. Degree											Total

Duration	General Education Components (GEC)					Skill Development Component (SDC)				Total Credits	
						GEC				SDC	GEC + SDC
(3 Years)	9	9	-	-	24	42	9	9	68 +12*	98	140
Exit with a B. Voc. Degree (60 hours of mandatory on-the-job training (OJT)) or proceed to the PG Diploma.											

* Internship/ Apprenticeship/ Project Work

Duration	Major (SDC) / Minor (GEC) Components	Internship/ Apprenticeship/ Project (SDC)	Total
PG Diploma (4th Year)	3 Online Courses of 4 Credits each (12 Credits)	28	40
Exit with B. Voc. Degree + PG Diploma (180 credits) 60 hours on-the-job training (OJT) is mandatory			

8. SEMESTER WISE COURSE DISTRIBUTION

Semester	Course Type	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks	Total Credits	Total Hours / Week or Semester	Total Marks
1	Major 1	4	3	2	40	60	100	25	27/29	625
	Major 2	4	3	2	40	60	100			
	Major 3	4	4		40	60	100			
	Minor 1	4	3 / 4	2/0	30	70	100			
	AEC 1	3	2	2	25	50	75			
	SEC 1	3	3		25	50	75			
	MDC 1	3	3		25	50	75			
2	Major 4	4	3	2	40	60	100	25	27/29	625
	Major 5	4	3	2	40	60	100			
	Major 6	4	4		40	60	100			
	Minor 2	4	3 / 4	2/0	30	70	100			
	AEC 2	3	3		25	50	75			
	AEC 3	3	2	2	25	50	75			
	MDC 2	3	3		25	50	75			
	OJT	-	-	30*	-	-	-			
3	Major 7	4	3	2	40	60	100	26	26/28/30	650
	Major 8	4	3	2	40	60	100			
	Major 9	4	4		40	60	100			
	Minor 3	4	3 / 4	2/0	30	70	100			
	Minor 4	4	3 / 4	2/0	30	70	100			
	VAC 1	3	3		25	50	75			
	MDC 3	3	3		25	50	75			
4	Major 10	4	3	2	40	60	100	26	28/30	650
	Major 11	4	3	2	40	60	100			
	Major 12	4	4		40	60	100			
	Elective 1	4	4		40	60	100			
	Minor 5	4	3 / 4	2/0	30	70	100			
	VAC 2	3	3		25	50	75			
	SEC 2	3	3		25	50	75			
	OJT	-	-	30*	-					
5	Major 13	4	3	2	40	60	100	26	27/29	650
	Major 14	4	3	2	40	60	100			
	Major 15	4	4		40	60	100			
	Elective 2	4	4		40	60	100			
	Minor 6	4	3 / 4	2/0	30	70	100			
	VAC 3	3	3		25	50	75			
	SEC 3	3	3		25	50	75			
6	I/A/P	12			120	180	300	12	500	300
7 & 8	Online 1	4					100	40	1000	1000
	Online 2	4					100			
	Online 3	4					100			
	I/A/P	28			280	420	700			

* Number of learning hours per semester

9. LIST OF MAJOR COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
1	Major 1	THS1CJ101	Travel & Tourism Operations	4	3	2	40	60	100
	Major 2	THS1CJ102	Hospitality Management	4	3	2	40	60	100
	Major 3	THS1CJ103	Introduction To Indian Tourism Resources	4	4		40	60	100
2	Major 4	THS2CJ101	Travel Agency & Tour Operation Management	4	3	2	40	60	100
	Major 5	THS2CJ102	Front Office Operations	4	3	2	40	60	100
	Major 6	THS2CJ103	Tour Guiding And Field Techniques	4	4		40	60	100
	Audit	THS2CJ149	OJT	-	-	30#	-	-	-
3	Major 7	THS3CJ201	Food & Beverage Service Operations	4	3	2	40	60	100
	Major 8	THS3CJ202	Professional Practices In Tour Operations	4	3	2	40	60	100
	Major 9	THS3CJ203	Airport & Cargo Management	4	4		40	60	100
4	Major 10	THS4CJ201	Housekeeping Operations	4	3	2	40	60	100
	Major 11	THS4CJ202	Human Resource Management	4	3	2	40	60	100
	Major 12	THS4CJ203	Tourism Marketing	4	4		40	60	100
	Elective 1		Elective Course 1 in Major	4	4		40	60	100
	Audit	THS4CJ249	OJT	-	-	30#	-	-	-
5	Major 13	THS5CJ301	Customer Relationship Management	4	3	2	40	60	100
	Major 14	THS5CJ302	Tourism Entrepreneurship Development	4	3	2	40	60	100
	Major 15	THS5CJ303	Tourism Development & Government Policy	4	4		40	60	100
	Elective 2		Elective Course 2 in Major	4	4		40	60	100
6	I/A/P	THS6CJ349	Internship/	12			120	180	300

			Apprenticeship/ Project Work						
7 & 8	Online 1	THS8CJ401	Hospitality Industry in Tourism	4*					100*
	Online 2	THS8CJ402	Tourism and Travel Management	4*					100*
	Online 3	THS8CJ403	Basics of Event Management	4*					100*
	I/A/P	THS8CJ449	Internship/ Apprenticeship/ Project Work	28			280	420	700
TOTAL				108 / 120*			2700 / 3000*		
* Credits and Total Marks depend on the course chosen from the major or minor pathway in the fourth year. # Number of learning hours per semester									

10. LIST OF ELECTIVE COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Internal	External	Total Marks
4	Elective 1 (Any one)	THS4EJ211	Event Planning & Management	4	4	40	60	100
		THS4EJ212	Sustainable Tourism Practices	4	4	40	60	100
		THS4EJ213	Digital Marketing For Tourism	4	4	40	60	100
5	Elective 2 (Any one)	THS5EJ311	Organization Behaviours	4	4	40	60	100
		THS5EJ312	Airfares & Ticketing	4	4	40	60	100
		THS5EJ313	Professional Business Skills	4	4	40	60	100

11. LIST OF ONLINE COURSES OFFERED

Semester	Course Title	Credit	Platform	Course details	Mark
7 & 8	Buddhist Tourism	4	Swayam	Course Provider: Deccan College Duration: 15 Weeks	100
	Hospitality Industry in Tourism	4	Swayam	Course Provider: Duration: 12 Weeks	100
	Tourism and Travel Management	4	Swayam	Course Provider: DoS in THM Duration: 12 Weeks	100
	Basics of Event Management	4	Swayam	Course Provider: IGNOU Duration: 12 Weeks	100

	Event Co-ordination & Control	4	Swayam	Course Provider: IGNOU Duration: 16 Weeks	100
	Management Functions	4	Swayam	Course Provider: IGNOU Duration: 12 Weeks	100

12. LIST OF FOUNDATION COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Internal	External	Total Marks
1	SEC 1 - SDC	THS1FS111	IT In Tourism & Hospitality Business	3	3	25	50	75
	MDC 1-GEC (Other Dept)	THS1FM105	Basics of Travel & Tourism	3	3	25	50	75
2	MDC 2 - GEC (Other Dept)	THS2FM106	Soft Skills for Service Industry	3	3	25	50	75
3	VAC 1 - SDC	THS3FV108	Adventure Tourism: Concepts, Practices & Safety	3	3	25	50	75
4	VAC 2-SDC	THS4FV109	Indian Culinary Studies	3	3	25	50	75
	SEC 2 - SDC	THS4FS112	Environmental Studies And Sustainable Development In Tourism	3	3	25	50	75
5	VAC 3- SDC	THS5FV110	Tourism Law And Regulations	3	3	25	50	75
	SEC 3- SDC	THS5FS113	Personality Development & Presentation Skills	3	3	25	50	75

13. FOUNDATION COURSES FROM OTHER DEPARTMENTS

Sem.	Course Code	Code	Department
1	AEC1	ENG1FA101(3)	English
	MDC1	XXX1FM105	Other than Major department

2	AEC2		Additional Language
	AEC3	ENG2FA103(3)	English
	MDC2	XXX2FM106	Other than Major department
3	MDC3(KS)	XXX3FM107(3)	Additional Language

14. GROUPING OF MINOR COURSES

Minor Title: Aviation Management/ Tourism and hospitality management

Group 1 may be offered to all students, whereas Group 2 is reserved for students enrolled in the vocational discipline.

Group 1 Title – Aviation Management/ Tourism and hospitality management									
Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
1	Minor 1 (any one)	THS1MN101	Introduction To Aviation Industry	4	4	0	30	70	100
		THS1MN102	Introduction to tourism industry	4	4	0	30	70	100
2	Minor 2 (any one)	THS2MN101	Airport And Airline Operations	4	4	0	30	70	100
		THS2MN102	Introduction to hospitality industry	4	4	0	30	70	100
3	Minor 3 (any one)	THS3MN201	Air Ticketing And Fare Calculation	4	4	0	30	70	100
		THS3MN203	Tourism resources	4	4	0	30	70	100

Group 2 Title – Aviation Management/ Tourism and hospitality management									
Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
3	Minor 4 (any one)	THS3MN202	Aviation Safety, Security, And First Aid	4	4	0	30	70	100
		THS3MN204	Event management and food& beverage service	4	4	0	30	70	100
4	Minor 5 (any one)	THS4MN201	Cabin Crew And Ground Staff Management	4	4	0	30	70	100
		THS4MN202	Housekeeping and front	4	4	0	30	70	100

			office						
5	Minor 6 (any one)	THS5MN301	Aviation Marketing & Branding	4	4	0	30	70	100
		THS5MN302	Eco-tourism	4	4	0	30	70	100

15. SCHEME OF EVALUATION

General Foundation Courses						
3 Credit Course with Open Ended Module (50 ESE + 25 CCA)						
External (50)	Theory Internal (20)			Open Module Internal (5)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Test	Rubrics 1	Rubrics 2
50	10	6	4	2	2	1
3 Credit Course with Practical / Practicum (50 ESE + 25 CCA)						
External (50)	Theory Internal I (10)			Practical / Practicum Internal (15)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Practical / Exercise	Exam / Viva	Record
50	5	3	2	8	5	2

Minor Pathway Courses						
4 Credit Courses with Open Ended Module (70 ESE + 30 CCA)						
External (70)	Theory - Internal (20)			Open Ended Module - Internal (10)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Test	Rubrics 1	Rubrics 2
70	10	6	4	4	4	2
4 Credit paper with Practical / Practicum (70 ESE + 30 CCA)						
External (70)	Theory Internal (10)			Practical / Practicum Internal (20)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Practical / Exercise	Exam / Viva	Record
70	5	3	2	10	7	3

Major Pathway Courses (Vocational)						
4 Credit paper with Open Ended Module (60 ESE + 40 CCA)						
External (60)	Theory Internal (30)			Open Ended Module Internal (10)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Test	Rubrics 1	Rubrics 2
60	20	5	5	5	3	2
4 Credit paper with Practical / Practicum (60 ESE + 40 CCA)						
External (60)	Theory Internal (10)			Practical / Practicum Internal (30)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Practical / Exercise	Exam/Viva	Record
60	5	3	2	15	10	5

16. GUIDELINES FOR OJT / INTERNSHIP / APPRENTICESHIP / PROJECT WORK

16.1. On the Job Training

- **Objective:** On-the-Job Training (OJT) is designed to provide students with hands-on work experience in real-time operational environments. It aims to bridge the gap between classroom knowledge and industry practices, enhancing students' skills and employability.
- **Duration & Timing:** Students must undergo a minimum of 30 days of Internship during the 2nd and 4th semesters in any recognized tourism or hospitality sector as per student's interest. It must be a **full-time engagement** with clearly defined working hours as per industry standards.
- **Eligible Sectors:** Students can undergo OJT in any of the following sectors (based on the semester) within the tourism and hospitality domain. Preference should be given to organizations offering exposure in core operational areas.
 - Hotels and Resorts
 - Travel Agencies and Tour Operators
 - Airlines and Airports
 - Event Management Firms
 - Cruise Tourism Companies
 - Tourism Boards or Government Tourism Departments

- **Host Organization Criteria:** The organization must be:
 - Legally registered and certified.
 - Have a **minimum annual turnover of. 0.25 crore**
 - Affiliated with or part of a **recognized national/international brand.**
 - Equipped with a structured OJT program, providing systematic training under supervision.

- **Student Responsibilities:** Maintain **at least 90% attendance** throughout the training period. Adhere strictly to **professional grooming and dress codes** as prescribed by the host organization. Display **professional behaviour, punctuality, and work ethics at all times. Actively participate** in all assigned training tasks and responsibilities.

- **Documentation & Evaluation:** Students must maintain a **daily logbook** detailing tasks and observations. A **training certificate** from the host organization must be obtained upon successful completion. A **final PowerPoint presentation** summarizing the training experience must be prepared. Students will undergo a **departmental evaluation**, including:
 - Supervisor Feedback
 - Internal/External Viva Voce
 - Performance Review by the Internship/OJT Coordinator
 - An **internal report** will be submitted to the **CE Office** as documentation of course completion.

16.2. Internship

- **Duration & Timing:** The Internship must be completed during the designated semester, typically in the sixth semester, and shall be a **minimum of 6 months (180 days)**. It must be a **full-time engagement** with clearly defined working hours as per industry standards.

- **Eligible Sectors:** Training can be completed in hotels, resorts, tour operation companies, event management firms, airports, or airlines, preferably in reputed and branded properties.

- **Host Organization Criteria:** The organization must be certified, well-established, and have a minimum annual revenue of **0.50 crore** or be affiliated with a recognized national/international brand.
- **Attendance & Conduct:** Students must maintain at least 90% attendance, follow professional grooming standards, and exhibit proper discipline and behaviour throughout the training.
- **Certification & Evaluation:** After completion, students must present a Power Point Presentation, logbook, and internship certificate. Evaluation will be based on presentation quality, attendance, and performance during training by Internship Coordinator of the Department and an internal evaluation report must be submitted to CE Office of the institution as a proof of student's course completion.

16.3. Internship / Apprenticeship / Project Work (I/A/P)

- **Duration & Timing:** Students must complete 6 months (180 days) of On-the-Job Training during the assigned semester (typically final year). The training should offer full-time, real-work exposure in the hospitality and tourism industry.
- **Eligible Sectors:** OJT must be undertaken in well-recognized sectors such as hotels, resorts, airlines, airports, travel agencies, tour operators, or event management companies that offer hands-on operational training.
- **Host Organization Criteria:** The host organization must be legally certified, have a minimum annual turnover of ₹0.50 crore, and a part of or affiliated with a reputed national or international brand with structured training systems.
- **Attendance & Discipline:** Students are required to maintain at least 90% attendance throughout the training period. They must adhere to the organization's rules, professional dress code, and ethical work conduct at all times.
- **Evaluation & Certification:** Students must submit a detailed presentation, logbook, and certificate of completion from the host organization. The training will be evaluated through an external assessment, including a viva voce, supervisor feedback, and departmental review.

O/I/A/P Report

Upon successful completion of the O/I/A/P, each student shall prepare a comprehensive report detailing the observations made and knowledge gained during the training period. Students are advised to consult their industrial mentor or faculty supervisor for the assignment of specific topics or problems upon which the final report shall be based. Maintaining a daily diary throughout the O/I/A/P is mandatory, as it shall serve as a valuable resource for compiling the final report by systematically incorporating daily learning and experiences. The final report must be duly signed by both the industrial mentor and faculty supervisor to be considered valid.

The evaluation of the report shall be based on the following criteria:

Sl.	Criteria	Description
1	Originality	Uniqueness and independent thought demonstrated in the report.
2	Content Adequacy and Relevance	Thoroughness, coherence, and purposefulness of the write-up
3	Presentation Quality	Organisation, adherence to specified format, clarity of visual aids (drawings, sketches), writing style, and language
4	Learning Experience	Breadth, depth, and relevance of the practical learning acquired during the I/A/P
5	Application and Theory Linkage	Demonstration of practical applications and the clear connection to basic theoretical concepts taught in the academic curriculum
6	Timely Submission	Submission of the report within the specified deadline as per academic instructions.

Evaluation Process

A minimum of three (3) internal reviews shall be conducted to evaluate progress during the I/A/P. Internal evaluation shall be conducted jointly by the faculty supervisor and the industrial mentor, while the final evaluation shall be carried out by an evaluation panel comprising: one (1) external examiner from the University-approved panel, one (1) internal faculty member from the college, and one (1) industry representative.

Students shall be required to submit the following documents at the time of the evaluation: an internship completion certificate, an attendance statement and an I/A/P report. Each student shall present their work and participate in a viva voce before the evaluation panel. To be eligible for a 'Pass', students must obtain a minimum of fifty percent (50%) marks in the I/A/P.

Internship - Evaluation Components

Sl. No.	Components of Evaluation of Internship / Apprentice	Type	Marks of Evaluation (300)	Marks of Evaluation (700)
1.	Attendance	Internal Evaluation (120 / 280)	20	40
2.	Team work evaluation		20	40
3.	Log book		20	50
4.	Reviews (3)		60	150
5.	Internship Report	External Evaluation (180 / 420)	60	140
6.	Presentation		60	140
7.	Viva Voce		60	140
	Total		300	700

Apprenticeship - Evaluation Components

Sl. No.	Components of Evaluation of Apprenticeship	Type	Marks of Evaluation (300)	Marks of Evaluation (700)
1.	Attendance	Internal Evaluation (120 / 280)	20	40
2.	Skill proficiency evaluation		20	40
3.	Log book		20	50
4.	Reviews (3)		60	150
5.	Work Report	External Evaluation (180 / 420)	60	140
6.	Presentation		60	140
7.	Viva Voce		60	140
	Total		300	700

Project Work - Evaluation Components

Sl. No	Component of External Evaluation	Type	Marks of External Evaluation (300)	Marks of External Evaluation (700)
1	Project Proposal and Planning	Internal Evaluation (120 / 280)	15	25
	Objectives and Problem Definition		15	25
	Literature Review / Background Work		15	80
	Methodology / System Design		15	30
2	Reviews (3)		60	120
4	Project Report		External Evaluation (180 / 420)	60
5	Project Demonstration	60		150
6	Viva Voce	60		150
Total Marks			300	700

17. LETTER GRADES AND GRADE POINTS

Letter Grade	Grade Point	Percentage of Marks (Internal & External Put Together)	Class
O (Outstanding)	10	95 % and above	First Class with Distinction
A+ (Excellent)	9	Above 85% and below 95%	
A (Very Good)	8	75 % to below 85%	
B+ (Good)	7	65 % to below 75%	First
B (Above Average)	6	55 % to below 65%	
C (Average)	5	45 % to below 55%	Second
P (Pass)	4	35 % to below 45% aggregate (Internal + External) with a minimum of 30 % in the external valuation	Third
F (Fail)	0	Below an aggregate of 35% or below 30% in external evaluation	Fail
Ab (Absent)	0	-	Fail

$$SGPA = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

$$CGPA = \frac{\text{Sum of the credit points of all the courses in all the semesters}}{\text{Total credits in all semesters}}$$

18. DETAILED SYLLABUS OF MAJOR COURSES

DETAILED SYLLABUS OF MAJOR COURSES

IST SEMESTER MAJOR COURSES

Course Code & Title	THS1CJ101	TRAVEL & TOURISM OPERATIONS			
Type of Course	MAJOR	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of geography and world locations. • Interest in travel, tourism, and cultural diversity. • Willingness to participate in group discussions, field visits, and practical activities. 				
Course Summary	This course introduces students to the foundational aspects of travel and tourism operations, including the evolution of travel, core concepts, transportation systems, tourism products, types of tourism, and their socio-economic and environmental impacts. Practical components include itinerary preparation, destination analysis, and use of digital travel tools.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain key concepts, definitions, and terminologies in the field of tourism.	U	F	Written Exam, Oral Quiz
CO2	Describe the classification and importance of transport systems in tourism.	U	C	Assignment, Class Test
CO3	Identify and classify various tourism products and destinations.	Ap	C	Presentation, Project
CO4	Analyze different forms of tourism and their impacts on society and environment.	An	C	Group Discussion, Written Exam
CO5	Develop basic skills in itinerary planning and documentation.	Ap	P	Practical Test, Viva
CO6	Use online travel platforms and digital tools for booking and travel planning.	Ap	P	Demonstration, Practical Assignment

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO TRAVEL AND TOURISM		11	15
	1	Evolution of travel and tourism	3	
	2	Definition and meaning of tourism	2	
	3	Purpose of travel	2	
	4	Key terminologies: visitor, traveler, excursionist, etc.	2	
	5	Types, elements, and components of tourism	2	
II	INTRODUCTION TO TRANSPORTATION INDUSTRY		10	15
	6	Road transport – evolution and types	2	
	7	Rail transport – evolution, forms, organizations	2	
	8	Water transport – types and significance	2	
	9	Air transport – evolution, classification, global connectivity	2	
	10	Emerging trends: Green transport, EVs, Hyperloop, Sustainable mobility in tourism	2	
III	TOURISM PRODUCTS		14	15
	11	Types of tourism products – Natural, Man-made, Symbiotic	2	
	12	Characteristics and components of tourism products	2	
	13	Introduction to sustainable tourism	2	
	14	Adventure, eco, rural, responsible, and ethnic tourism	2	
	15	Spiritual and religious tourism	2	
	16	Major tourism destinations in Kerala	2	
	17	Role of tourism products in destination marketing	2	
IV	FORMS AND IMPACTS OF TOURISM		10	15
	18	Classification of tourism – Domestic, International, Inbound, Outbound	2	

	19	Economic impacts of tourism	2	
	20	Social and cultural impacts	2	
	21	Environmental and political impacts	2	
	22	Strategies to minimize negative impacts; promoting sustainable practices	2	
V	PRACTICAL COMPONENT		30	
		<ul style="list-style-type: none"> ➤ Group Discussions on Current Issues in Tourism - Over tourism, Climate Change, Post-COVID Travel Trends ➤ Case Study Presentation - Analysis of Successful or Failed Tourism Destination ➤ Debate - "Is Tourism a Boon or Bane for Local Communities?" ➤ Role Play / Simulation Activity - Handling Tourist Complaints, Front Office Simulation, Tour Guiding Scenarios, Student ➤ Seminars / Presentations on Emerging Tourism Topics - Digital Tourism, Sustainable Tourism, Women in Tourism 		

References:

1. Bhatia A.K. – *Tourism Development: Principles and Practices*
2. Holloway, J.C. – *The Business of Tourism*
3. Seth, P.N. – *Successful Tourism Management*
4. Roday, Biwal, Joshi – *Tourism Operations and Management*
5. Goeldner & Ritchie – *Tourism: Principles, Practices and Philosophies*

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	0	1	1	1	0	3	1	2	1	2	2	0
CO 2	3	1	1	1	2	1	3	1	2	2	2	2	0
CO 3	3	1	2	2	3	2	3	2	3	2	3	2	1
CO 4	3	1	3	2	3	2	3	2	2	2	3	3	2

CO 5	2	2	2	3	2	3	2	2	3	2	2	2	3
CO 6	1	2	2	3	2	3	2	2	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical	End Semester Exam
CO 1	✓	✓	✓	–	✓
CO 2	✓	--	✓	–	✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	--	–	-
CO 5	✓	✓	✓	✓	✓
CO 6	✓	✓	✓	✓	✓

Course Code & Title	THS1CJ102	HOSPITALITY MANAGEMENT			
Type of Course	MAJOR	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of tourism and hospitality concepts • Familiarity with general service industry terminology • Understanding of customer service principles and communication skills 				
Course Summary	This course provides foundational knowledge of the hospitality industry, including hotel classifications, departmental structures, and global trends. Students are introduced to travel agencies, tour operators, and the influence of hospitality on tourism. Field-based exposure such as hotel/resort visits enhances industry relevance.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the evolution and classification of the accommodation industry	U	C	Written tests, Quizzes
CO2	Analyse the structure and functions of various hotel departments	An	P	Assignments, Case Studies
CO3	Classify hotels based on size, location, services, and ownership	Ap	F	Quizzes, Presentations
CO4	Identify future trends and sustainable practices in the hospitality sector	E	C	Projects, Group Discussions
CO5	Explain the roles and functions of travel agencies and tour operators	U	F	Written Tests, Presentations
CO6	Gain practical insights through hotel/resort visits and report on operational functions	Ap	P	Practical Reports, Presentations

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO ACCOMMODATION INDUSTRY		9	15
	1	Evolution of accommodation industry	2	
	2	Classification of hotels	2	

	3	Major departments of hotels	2	
	4	Types of rooms	2	
	5	Types of meal plans	1	
II	CLASSIFICATION AND CATEGORISATION OF HOTELS		11	15
	6	Star classification, size, location	2	
	7	Target market, service levels, facilities	2	
	8	Ownership / Affiliation types	2	
	9	Homestays and alternative accommodations	2	
	10	Major hotel chains worldwide	3	
III	HOTEL ORGANIZATION STRUCTURE		15	15
	11	Organizational charts, departments, and their functions	2	
	12	Front Office, Housekeeping	2	
	13	Food and Beverage Service / Production	3	
	14	Kitchen, Beverages operation	2	
	15	F&B outlets	2	
	16	Engineering and Maintenance	2	
	17	Accounts, Human Resource	2	
IV	FUTURE TRENDS AND MAJOR ORGANIZATIONS		10	15
	18	E-Hospitality	2	
	19	Emerging technologies in the hospitality sector	2	
	20	Sustainability practices in hospitality	2	
	21	Major organizations – FHRAI, ITDC	2	
	22	Career opportunities in hospitality	2	
V	PRACTICAL COMPONENT		30	
	1	<ul style="list-style-type: none"> ➤ Hotel Classification and Room Type Identification ➤ Major Hotel Departments - An Interdepartmental Scenario 	20	

		<ul style="list-style-type: none"> ➤ Meal Plan Design ➤ Hotel Organizational Chart ➤ Homestay vs. Hotel - A Comparative Analysis ➤ Hotel Chain Research and Global Presence ➤ Designing a Sustainable Hotel Initiative ➤ E-Hospitality Tools and Technologies ➤ Role-Playing a Front Office Scenario ➤ Career Exploration in Hospitality 		
		• Practical Record	10	

References:

1. O'Fallon, M. J., & Rutherford, D. G. – *Hotel Management and Operations* (5th ed.)
2. Walker, J. R. – *Introduction to Hospitality* (8th ed.)
3. Andrews, S. – *Front Office Management and Operations* (2nd ed.)
4. Cousins, J., Foskett, D., & Pennington, A. – *Food and Beverage Management* (9th ed.)
5. FHRAI Reports – www.fhrai.com

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	1	1	1	2	1	3	1	2	1	2	2	0
CO 2	2	3	2	2	2	2	2	2	3	2	2	2	1
CO 3	3	2	1	2	2	2	3	1	2	1	2	2	0
CO 4	2	2	2	2	3	2	3	2	2	2	3	3	2
CO 5	2	1	2	1	2	2	3	2	2	1	2	2	1
CO 6	2	3	3	2	2	3	3	2	3	2	2	3	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis

- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical	End Semester Exam
CO 1	✓	✓	✓		✓
CO 2	✓	✓	✓	✓	✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓		✓
CO 5	✓	✓	✓		✓
CO 6	✓	✓	✓	✓	✓

Course Code & Title	THS1CJ103	INTRODUCTION TO INDIAN TOURISM RESOURCES			
Type of Course	MAJOR	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of Indian geography and history. • General awareness of cultural diversity and regional distinctions in India. • Familiarity with the concept and types of tourism. 				
Course Summary	This course provides a foundational understanding of the diverse tourism resources of India. It introduces students to the classification, interpretation, and regional mapping of natural, cultural, and man-made attractions. Emphasis is placed on heritage conservation, sustainable promotion, and the role of such resources in shaping India's tourism identity. The course also includes a mandatory study tour to reinforce field-based learning.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify major tourism resources and classify them into natural, cultural, and man-made categories	R	F	Objective test, Short answer questions
CO2	Explain the significance of Indian tourism resources and their role in tourism development	U	C	Midterm test, Assignments
CO3	Differentiate and classify tourism resources across India's regions	An	C	Field report, Regional mapping project
CO4	Interpret the tourism potential of Indian heritage and modern sites	Ap	P	Presentations, Group Discussions
CO5	Evaluate the roles of stakeholders like ASI, INTACH, and UNESCO in resource conservation	E	C	Written Assignment, Seminar
CO6	Create a thematic resource map or presentation based on local or state attractions	C	P	Open-ended Project, Viva

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF TOURISM RESOURCES		10	15
	1	Definition of Tourism Resources	2	
	2	Classification of Tourism Resources: Natural, Cultural, Man-made	2	
	3	Importance of Tourism Resources in Destination Development	2	
	4	Concepts of Carrying Capacity and Resource Sustainability	2	
	5	Conservation and Responsible Tourism Practices	2	
II	NATURAL AND CULTURAL TOURISM RESOURCES OF INDIA		12	15
	6	Major Mountains, Rivers, Forests, and Deserts as Tourism Assets	2	
	7	Indian Beaches, Wildlife Sanctuaries, and National Parks	2	
	8	Cultural Resources: Festivals, Fairs, and Performing Arts	2	
	9	Important Archaeological and Architectural Heritage Sites	2	
	10	World Heritage Sites (Natural and Cultural)	2	
	11	Religious and Pilgrimage Destinations	2	
III	REGIONAL TOURISM RESOURCES OF INDIA		16	15
	12	Northern India: Himalayas, Golden Temple, Varanasi, Delhi monuments	3	
	13	Southern India: Backwaters, Meenakshi Temple, Hampi, Hill Stations	3	
	14	Western India: Rajasthan Forts, Gujarat Crafts, Goa Beaches	3	
	15	Eastern and Northeast India: Odisha Temples, Kaziranga, Sikkim Monasteries	3	
	16	Culinary and Textile Heritage of Indian Regions	2	

	17	Regional Circuits and Tourism Planning	2	
IV	INTERPRETATION AND PROMOTION		10	15
	18	Principles of Heritage Interpretation	2	
	19	Role of ASI, INTACH, and UNESCO in Tourism	2	
	20	Digital Tools for Promoting Tourism Resources (e-brochures, virtual tours)	2	
	21	Role of Community and Local Participation in Resource Management	2	
	22	Complaint Handling, Feedback Collection	2	
V	OPEN-ENDED MODULE (Compulsory Study Tour)		12	
	1	Field Visit: Study tour of less than 7 days focusing on tourism resource identification and analysis		
	2	Tour Diary, Report Writing, and Class Presentations		

References:

1. Bhatia, A.K. – *Tourism Development: Principles and Practices*
2. Dixit, M. & Sheela – *Tourism Products*
3. Goeldner & Ritchie – *Tourism: Principles, Practices and Philosophies*
4. Official websites: UNESCO WHS, ASI India, Ministry of Tourism India

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	1	2	1	3	2	1	1	1	1	1
CO 2	3	2	1	1	3	1	3	2	2	2	2	1	1
CO 3	3	3	2	1	3	2	3	3	2	1	2	1	1
CO 4	2	3	2	1	2	2	2	3	2	2	2	2	1
CO 5	2	2	2	1	3	3	2	2	2	2	3	2	2
CO 6	2	3	3	2	3	3	2	3	3	3	2	2	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	—	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	—	✓
CO 4	—	✓	✓	✓
CO 5	✓	—	✓	✓
CO 6	—	✓	✓	✓

IIND SEMESTER MAJOR COURSES

Course Code & Title	THS2CJ101	TRAVEL AGENCY & TOUR OPERATION MANAGEMENT			
Type of Course	MAJOR	Semester	II	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of tourism concepts and industry structure • Familiarity with modes of transport and key destinations • Interest in travel planning, customer service, and entrepreneurship 				
Course Summary	<p>This course introduces students to the operational and managerial aspects of travel agencies and tour operations. It equips them with entrepreneurial and technical skills needed in the travel trade sector. Students will learn agency setup, tour packaging, cost calculation, documentation, marketing, and current trends, along with practical exposure through field visits and project-based learning.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and explain the functions and types of travel agencies and tour operators.	U	F	Written Exam, Quiz
CO2	Describe the process of setting up and managing a travel agency.	U	C	Assignment, Presentation
CO3	Design basic tour itineraries and calculate tour costs.	Ap	P	Practical Test, Project Work
CO4	Explain travel-related documents and client handling processes.	U	F	Case Study, Role Play
CO5	Analyze marketing strategies and technology in the travel trade.	A	C	Group Discussion, Assignment
CO6	Develop a basic business plan for a travel or tour operation enterprise.	C	M	Project Report, Viva

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
		TRAVEL AGENCIES AND TOUR OPERATORS	15	15

I	1	Introduction to the travel trade business	2	
	2	Historical development of travel agencies	2	
	3	Types: Retail, Wholesale, Online travel agencies (OTAs)	2	
	4	Functions of travel agencies and tour operators	2	
	5	Role in tourism industry and service chain	2	
	6	Key associations: IATO, TAAI, ADTOI, ASTA, UFTAA	2	
	7	Integration of travel agency with airline and hotel sectors	2	
	8	Role of travel consultants and customer service agents	1	
II	AGENCY SETUP AND LEGAL FRAMEWORK		10	15
	7	Legal formalities and licensing procedures	2	
	8	IATA Accreditation: process and significance	2	
	9	Organizational Structure of Travel Agencies	2	
	10	Core services: ticketing, visa, forex, insurance	2	
	11	Revenue Models and Professional Ethics in Travel Trade	2	
III	TOUR OPERATION MANAGEMENT		12	15
	12	Types of Tour Operators – Inbound, Outbound, Domestic, Ground Handlers	2	
	13	Components of Tour Packages – Transport, Accommodation, Meals, Sightseeing	2	
	14	Tour Itinerary Planning and Designing	2	
	15	Tour Costing and Pricing Strategies	2	
	16	Marketing Mix for Tour Operations – Product, Price, Place, Promotion	2	
	17	Role of Digital Platforms and Online Travel Agencies (OTAs)	2	
	TRENDS & ENTREPRENEURSHIP IN TRAVEL TRADE		8	15
	18	Government schemes for tourism start-ups	2	
	20	Crisis and risk management in travel business	2	

IV	21	Technology applications: GDS, CRM, mobile apps	2	
	22	Sustainable and Responsible Tourism Practices in Travel Operations	2	
V	PRACTICAL COMPONENT		30	
		Role play and case studies in agency services/ Visit to a travel agency or tour operation firm/ Mock documentation and itinerary planning/ Sample agency business plan		

References:

1. J.M. – *Travel Agency and Tour Operations*
2. Mohinder Chand – *Travel Agency Management*
3. Foster, D.L. – *Introduction to Travel Agency Management*
4. Bhatia, A.K. – *Tourism Development*
5. Holloway, J.C. – *The Business of Tourism*

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	1	2	1	3	2	2	1	2	2	1
CO 2	3	2	1	2	2	2	3	2	3	2	2	2	2
CO 3	3	2	2	3	2	2	3	2	3	2	3	2	3
CO 4	2	2	3	2	2	2	3	3	3	2	2	3	2
CO 5	2	2	2	3	2	3	3	2	3	3	3	2	3
CO 6	3	1	1	1	2	1	3	2	2	1	2	2	1

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis.
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	—	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	—	✓	✓
CO 4	—	✓	✓	✓
CO 5	✓	✓	—	✓
CO 6	—	✓	✓	✓

Course Code & Title	THS2CJ102	FRONT OFFICE OPERATIONS			
Type of Course	MAJOR	Semester	II	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of hotel and hospitality industry functions. • Communication and interpersonal skills. • Basic computer literacy and familiarity with reservation systems. 				
Course Summary	This course provides a comprehensive overview of the Front Office Department in the hospitality industry. It combines theoretical concepts with practical training related to reservations, guest handling, communication, billing, and customer service. Through simulations, document preparation, and industry visits, students will gain hands-on skills essential for front office operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the layout, structure, and roles within the Front Office department	U	F	Written Exam
CO2	Explain the guest cycle and handle reservations and registrations	Ap	P	Practical, Written Exam
CO3	Perform guest check-in and check-out procedures professionally	Ap	P	Role Play, Practical
CO4	Demonstrate handling of complaints, telephone etiquette, and guest assistance	Ap	P	Viva, Role Play
CO5	Analyze front office records including reservation forms, GRC, and C-forms	An	Cl	Assignment, Practical
CO6	Prepare and evaluate reports like Night Audit and compare hotel front office services	An	An	Field Report, Practical Evaluation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO FRONT OFFICE		11	15
	1	Definition and importance of front office in hotel operations	2	
	2	Sections and layout of the front office	2	

	3	Organizational chart – small, medium, and large hotels	2	
	4	Duties and responsibilities of front office personnel	2	
	5	Attributes of front office staff	2	
	6	Equipment used – manual and automated	2	
II	RESERVATION AND GUEST CYCLE		12	15
	7	Overview of the guest cycle – stages and interdepartmental coordination	2	
	8	Modes and sources of reservations	2	
	9	Types of reservations – FIT, group, confirmed, guaranteed	2	
	10	Reservation formats – forms, charts, booking diaries	2	
	11	Amendments, cancellations, overbooking	2	
	12	Computerized Reservation Systems (CRS) and instant bookings	2	
III	GUEST ARRIVAL AND STAY		12	15
	13	Pre-arrival preparations and VIP arrival procedures	2	
	14	Group arrival procedures – coupons and coordination	2	
	15	Registration methods – GRC, loose leaf, guest card	2	
	16	Rooming guests and orientation procedures	2	
	17	Room change procedures and safe deposit handling	2	
	18	Assisting guests – local transport, medical, and information services	2	
IV	GUEST DEPARTURE AND FINANCIAL TRANSACTIONS		10	15
	19	Guest departure procedures and bell desk duties	2	
	20	Express check-out and late check-out with charges	2	
	21	Methods of payment – cash, credit card, traveller's cheque	2	
	22	Currency handling, corporate billing, and travel agent payments	3	
V	PRACTICAL COMPONENT		30	

	1	Mock check-in and checkout procedures		
	2	Mock guest complaint handling		
	3	Telephonic etiquette and mock call drills		
	4	Preparation of reservation forms		
	5	Guest Registration Card (GRC)		
	6	C-form for foreign guests		
	7	Guest History Card		
	8	Night Auditor's Report preparation		
	9	Comparative study of hotels (field-based)		
	10	Visit to hotel front office departments		

References:

1. Sudhir Andrews – *Front Office Management*
2. S.K. Bhattnagar – *Professional Front Office Management*
3. Robert H. Woods – *Managing Front Office Operations*
4. Michael L. Kasavana & Richard M. Brooks – *Managing Front Office Operations*
5. Ahmed Ismail – *Front Office Operations & Management*

Mapping of CO's with: PO & PSO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	1	1	1	1	3	1	2	1	2	2	0
CO 2	2	3	2	2	1	2	3	2	3	2	2	2	1
CO 3	2	3	3	2	1	2	3	3	3	2	2	3	1
CO 4	2	3	3	2	1	2	3	3	3	2	3	3	2
CO 5	2	3	2	2	2	2	3	2	3	2	2	2	2
CO 6	2	3	2	2	2	3	3	2	3	2	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓		✓		✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓		✓	✓
CO 5			✓	✓	
CO 6				✓	

Course Code & Title	THS2CJ103	TOUR GUIDING AND FIELD TECHNIQUES			
Type of Course	MAJOR	Semester	II	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	2	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism concepts and operations • Familiarity with Indian geography and major tourist destinations • Good communication skills and interest in interacting with people 				
Course Summary	<p>This course provides an in-depth understanding of tour guiding as a professional field within the tourism industry. It equips students with essential knowledge and skills required for effective communication, interpretation, and group handling during guided tours. Emphasis is placed on field techniques, destination knowledge, site reading, and ethical guiding practices. The course also fosters practical awareness through real-world examples, enabling learners to develop competence in planning and executing guided tours. Through this paper, students gain the confidence and professionalism necessary to perform the role of a tour guide effectively in varied tourism contexts.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the roles, duties, and responsibilities of a professional tour guide	U	F	Internal test, Assignment
CO2	Demonstrate essential guiding techniques and communication skills	Ap	P	Seminar, Role play, Practical Observation
CO3	Interpret tourist destinations and cultural/natural heritage effectively	An	C	End-semester exam, Quiz
CO4	Apply safety, ethics, and customer service practices in guiding	Ap	P	Group discussion, Assignment
CO5	Analyze challenges and field techniques in group management	An	P	Internal test, Seminar, Field visit report
CO6	Evaluate the importance of field exposure and practical learning in guiding	E	M	Fieldwork reflection, Open-ended

				module presentation
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO TOUR GUIDING		10	15
	1	Definition, nature, and types of guides	2	
	2	Historical evolution of tour guiding in India	2	
	3	Difference between a guide and a tour manager	2	
	4	Role of tour guides in enhancing tourist experience	2	
	5	Professional ethics, code of conduct, and license requirements	2	
II	COMMUNICATION AND INTERPRETATION TECHNIQUES		12	15
	6	Verbal and non-verbal communication & Active listening and storytelling	2	
	7	Interpretation of heritage and nature	2	
	8	Visual aids and presentations	2	
	9	Handling diverse tourist profiles	2	
	10	Interpersonal skills and emotional intelligence in guiding	2	
	11	Cross-cultural communication and language barriers	2	
III	FIELD HANDLING AND GROUP MANAGEMENT		12	15
	12	Pre-tour preparation and briefing & Time and itinerary management	2	
	13	Coordination with service providers	2	
	14	Group behaviour and dynamics	2	
	15	Emergency situations and safety practices	2	
	16	Managing difficult tourists and customer complaints	2	
	17	Crisis management and contingency planning	2	

IV	SITE READING AND DESTINATION KNOWLEDGE		14	15
	18	Techniques of site interpretation	3	
	19	Monuments, temples, museums, and eco-sites	3	
	20	Use of signs and interpretation tools	3	
	21	Knowledge of popular Indian destinations	3	
	22	Guest etiquette and intercultural sensitivity	2	
V	OPEN-ENDED MODULE		12	
	1	Seminar: “Challenges in Tour Guiding Profession”/ Field visit report/reflection/ Documentary review on guiding practices / Virtual/real interview with a guide		

References:

1. **Pond, K. L.** (1993). *The Professional Guide: Dynamics of Tour Guiding*. Van Nostrand Reinhold, New York.
2. **Chandra, R.** (2008). *Guiding and Tour Operation*. Gaurav Publishing House, New Delhi.
3. **Negi, J.** (2006). *Travel Agency and Tour Operations – Concepts and Principles*. Kanishka Publishers, New Delhi.
4. **Bhatia, A. K.** (2012). *Tourism Development: Principles and Practices*. Sterling Publishers, New Delhi.
5. **Sampad Kumar Swain & Jitendra Mohan Mishra** (2011). *Tourism Principles and Practices*. Oxford University Press, New Delhi.
6. **Lumsdon, L.** (1997). *Tourist Guiding and Interpretation: An Introduction*. International Thomson Business Press, UK.
7. **Mohanty, P.** (2021). *Tour Guiding Essentials*. Kalyani Publishers, Ludhiana.
8. **Ministry of Tourism, Govt. of India** – *Incredible India Tourist Guide Training Manual*. www.incredibleindia.org

Mapping of CO's with: PO & PSO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
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CO 1	3	2	2	3	0	2	3	2	0	0	0	2	0
CO 2	3	2	2	2	3	2	3	3	0	0	3	2	0
CO 3	3	2	2	3	0	3	3	2	0	2	0	3	0
CO 4	2	0	2	3	0	3	2	0	2	2	0	3	0
CO 5	2	0	3	3	2	3	3	2	2	0	3	3	0
CO 6	3	2	2	3	2	3	3	2	2	0	2	3	0

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓		✓
CO 2		✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓	✓	
CO 5	✓	✓	✓	✓
CO 6		✓	✓	✓

IIIRD SEMESTER MAJOR COURSES

Course Code & Title	THS3CJ201	FOOD & BEVERAGE SERVICE OPERATIONS			
Type of Course	MAJOR	Semester	III	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of hotel and hospitality services • Familiarity with dining etiquette and service terminology • Willingness to engage in hands-on restaurant simulations 				
Course Summary	<p>This course offers comprehensive knowledge and practical skills in food and beverage (F&B) service operations. Students will learn about types of service, personnel structure, room service procedures, and control systems. Practical training covers table setting, service etiquettes, handling tools, guest interaction, and other essentials for a career in F&B operations within the hospitality industry</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe various food and beverage service establishments and their functions.	U	F	Written Exam, Quiz
CO2	Explain roles, etiquettes, and organizational structure of F&B service personnel.	U	C	Assignment, Viva
CO3	Compare and apply various food service methods and understand menu planning.	An	C	Presentation, Case Study
CO4	Illustrate room service procedures and apply control systems in F&B operations.	Ap	M	Test, Role Play
CO5	Perform table setting, service, and guest-handling procedures.	Ap	P	Practical Evaluation, Record
CO6	Demonstrate handling of F&B tools and guest interactions in a live or simulated setting.	Ap	P	Viva, Observation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO FOOD & BEVERAGE SERVICE INDUSTRY		11	15
	1	Definition and classification of F&B service establishments (commercial and non-commercial)	2	
	2	Introduction to F&B operations and outlets in a hotel: restaurant, coffee shop, room service, bar, etc.	3	
	3	Functions and scope of F&B services in Hospitality	2	
	4	Types of service areas: snack bars, discotheques, banquet halls, lounges, business centres	2	
	5	Overview of the structure and importance of F&B in Tourism & Hospitality	2	
II	F&B SERVICE PERSONNEL AND ORGANIZATIONAL STRUCTURE		10	15
	6	F&B Organizational Structure in small, medium, and large hotels	2	
	7	Job Description and Job Specification of F&B Service Personnel	2	
	8	Attitudes, Attributes, and Competencies required in F&B Service	2	
	9	Basic Etiquettes, Grooming Standards, and Professional Behavior	2	
	10	Interdepartmental Relationships – Coordination with Kitchen, Housekeeping, and Front Office	2	
III	TYPES OF SERVICE AND MENU KNOWLEDGE		12	15
	11	Types of Food & Beverage Service – Table Service: English, American, French, Russian	2	
	12	Self Service – Buffet & Cafeteria	2	
	13	Specialized Services – Gueridon, Trolley, Lounge, Room Tray	2	
	14	Single Point Service – Takeaway, Vending Kiosks, Food Courts, Bar	2	
	15	Types of Meals – Breakfast (Types & Service), Brunch, Lunch, Hi-tea, Dinner, Supper	2	
	16	Menu Knowledge – Types (À la Carte & Table d'hôte), Menu Terms, Classical French Menu	2	
ROOM SERVICE AND CONTROL METHODS			12	15

IV	17	Room Service / In-Room Dining – Introduction and General Principles	2	
	18	Cycle of Service, Scheduling and Staffing for Room Service	2	
	19	Order Taking Procedures, Suggestive Selling Techniques, Breakfast Cards	2	
	20	Time Management – Lead Time for Order Taking to Clearance	2	
	21	Buffet Service – Definition, Types, Equipment Used, Table Setup	2	
	22	Control Methods – Necessity, Billing Systems (Duplicate, Triplicate, KOTs, BOTs), Computerized KOT Flowcharts	2	
V	PRACTICAL COMPONENT		30	
	1	Identification of F&B service equipment		
	2	Rules for laying a table; Laying and re-laying of tablecloth		
	3	Napkin folding techniques		
	4	Carrying salvers/trays; Carrying plates, glasses, and cutlery		
	5	Service of water; Cleaning an ashtray; Handling spoilage situations		
	6	Table setup for different meal types (breakfast, lunch, dinner, buffet)		
	7	Role play and mock service activities (greeting guests, taking orders, serving, clearing)		
	8	Practical assessment and record submission		

References:

1. Lillicrap & Cousins – *Food and Beverage Service*, ELBS
2. John Fuller – *Modern Restaurant Service*, Hutchinson
3. Sudhir Andrews – *Food and Beverage Service Training Manual*
4. S.N. Bagchi – *Food and Beverage Services*

Mapping of CO's with: PO & PSO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	1	2	1	3	2	2	1	1	1	0
CO 2	2	3	3	1	1	1	2	3	3	1	2	2	0
CO 3	3	2	3	1	2	1	3	2	2	1	2	1	0
CO 4	2	2	2	1	3	2	2	2	2	2	2	2	0
CO 5	1	1	1	3	1	2	2	1	2	3	2	2	1
CO 6	2	3	3	2	2	3	2	3	3	2	2	3	1

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	—	—
CO 2	✓	—	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	—	✓
CO 6	✓	—	✓	✓

Course Code & Title	THS3CJ202	PROFESSIONAL PRACTICES IN TOUR OPERATION			
Type of Course	MAJOR	Semester	III	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of tour packaging and itinerary design • Familiarity with travel agency functions • Interest in tour handling and destination management 				
Course Summary	<p>This course offers in-depth exposure to the operations of organized tours. It trains students in advanced aspects of tour budgeting, supplier negotiation, operations manuals, crisis management, and tour execution. Special emphasis is given to on-ground coordination, logistics, client servicing, and feedback mechanisms. A mandatory destination visit (7–10 days) provides real-world exposure to managing live tour operations.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the workflow of tour operations and the roles of key stakeholders involved.	U	F	Written Exam, Quiz
CO2	Prepare cost sheets, tour budgets, and apply pricing strategies.	Ap	M	Assignment, Budget Sheet, Viva
CO3	Develop operational flowcharts and draft service contracts with suppliers.	C	C	Group Task, Documentation
CO4	Demonstrate guest handling, safety protocols, and contingency management techniques.	Ap	P	Role Play, Test, Simulation
CO5	Execute logistical responsibilities and on-tour coordination during a multi-day tour.	Ap	P	Field Participation, Practical Observation
CO6	Prepare a final tour report integrating itinerary, logistics, reflection, and peer feedback.	C	M	Field Report, Project Submission, Peer Review

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	TOUR OPERATION WORKFLOW		12	15
	1	Definition, roles, responsibilities of tour operators	2	
	2	Types of tours – Domestic, outbound, escorted, group, FIT, adventure, educational, MICE	2	
	3	Components of a tour package – transport, accommodation, meals, sightseeing, add-on services	2	
	4	Stages of tour operation – pre-tour, during-tour, post-tour activities	1	
	5	Stakeholders in tour execution – suppliers, guides, clients, escorts, agencies	1	
	6	Tour Escorting Skills and Tour Leader Roles – Communication, coordination, crisis handling	2	
	7	Tour Operation Challenges in India – Infrastructure, weather, seasonality, local barriers	2	
II	BUDGETING AND COSTING TECHNIQUES		10	15
	6	Tour Budgeting and Costing Basics – Components of cost: fixed, variable, direct, indirect	2	
	7	Mark-Up and Commission Structures – Net vs. gross pricing, agent margins, supplier pricing models	2	
	8	Currency Conversions and Dynamic Pricing – Forex impact on tour cost; seasonal pricing strategy	2	
	9	Cost Sheet Preparation – Group tour vs. FIT costing; use of costing templates	2	
	10	Profit Planning and Quotation Creation – Breakeven, net profit, customized quotations	2	
III	SUPPLIER & LOGISTICS MANAGEMENT		12	15
	11	Supplier Coordination – Contracting with hotels, transport providers, guides, restaurants	2	
	12	Drafting Service-Level Agreements (SLAs) – Key inclusions, terms & conditions, payment schedules	2	
	13	Creating Operational Flowcharts – Checklists and timelines for pre-tour, on-tour, post-tour phases	2	
	14	Operations Manual Preparation – Standard Operating Procedures (SOPs), emergency contacts, forms	2	

	15	Legal & Risk Considerations – Waivers, indemnity forms, cancellations, refunds, and liability issues	2	
	16	Technology in Tour Operations – Use of CRM, WhatsApp, cloud folders, itinerary software	2	
IV	GUEST HANDLING & DOCUMENTATION		11	15
	17	Guest Handling & Expectations Management – Welcome briefing, managing group dynamics, cultural sensitivity	2	
	18	Emergency & Crisis Response – First aid basics, accident protocols, natural disasters, evacuation plans	2	
	19	Complaint Handling Techniques – Dealing with difficult tourists, recording and resolving feedback	2	
	20	Pre-Tour Briefing and Duty Allocation – Team roles, field assignments, expectation setting	2	
	21	Documentation & Reporting Tools – Checklists, feedback forms, reporting templates	2	
	22	Travel Insurance, Medical Disclosures & Legal Formalities – Forms, waivers, protection coverage	1	
V	PRACTICAL COMPONENT		30	
		<ul style="list-style-type: none"> • Pre-Tour Planning & Preparation – Group itinerary finalization, cost budgeting, vendor coordination, team briefings • On-Tour Duty-Based Execution – Each student to handle logistics: rooming, transport, food, documentation, feedback • Post-Tour Reflection and Presentation – Report submission, peer review, SWOT analysis, and experience sharing • Viva-Voce and Practical Evaluation – Faculty/industry-based evaluation of participation and reporting • Tour Report Compilation – Daily logbook, photo documentation, operation sheet, and summary conclusions 		

References:

1. **Chand, Mohinder.** - *Travel Agency & Tour Operations: Concepts and Principles*
2. **Negi, Jagmohan.** - *Travel Agency and Tour Operation: Concepts and Principles*
3. **Foster, Dennis L.** - *The Business of Travel Agency Operations and Administration*

4. **Goeldner, C.R., & Ritchie, J.R.B.** - *Tourism: Principles, Practices and Philosophies*
5. **Holloway, J.C.** - *The Business of Tourism*
6. **Dixit, M. & Sheela, C.** - *Tourism Products*

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	1	1	1	3	2	2	1	2	2	1
CO 2	3	2	2	3	2	2	3	2	3	2	3	2	2
CO 3	2	3	2	2	2	2	3	2	3	2	3	3	2
CO 4	2	2	2	2	3	3	2	2	2	3	3	3	2
CO 5	3	3	3	3	2	3	3	3	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	—	✓
CO 3	—	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	—	✓	✓	✓
CO 6	—	✓	✓	✓

Course Code & Title	THS3CJ203	AIRPORT & CARGO MANAGEMENT			
Type of Course	MAJOR	Semester	III	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of transportation and tourism infrastructure. • Awareness of airline and airport operations. • Familiarity with tourism logistics and geography. 				
Course Summary	<p>This course provides in-depth knowledge of airport and cargo management systems relevant to the tourism and travel industry. It covers airport infrastructure, airline operations, air cargo procedures, documentation, safety, and security. It also introduces students to international regulatory bodies and commercial practices, enabling them to understand logistics and supply chain activities in tourism-related air travel and cargo sectors.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the functions and classification of airports and airline operations.	U	C	Written Tests/Quiz
CO2	Analyze airport components and their functions including ground handling.	An	P	Assignments/Case Studies
CO3	Describe air cargo operations and the role of documentation and packaging.	U	F	Presentations/MCQs
CO4	Explain air cargo logistics, tariff calculations, and freight operations.	U	C	Test Papers/Assignments
CO5	Evaluate safety, security, and emergency procedures in airport operations.	E	M	Group Discussion/Seminar
CO6	Interpret global trends in air transport and cargo using field-based study.	Ap	P	Report Submission/Project

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF AIRPORTS AND AIRLINES		14	15
	1	Historical Evolution of Air Travel	2	
	2	Introduction to Airports – Classification (Domestic, International, Private, Military)	2	
	3	Functions of Airports – Passenger and Cargo Services	2	
	4	Classification of Airlines – Scheduled, Charter, Low-Cost, Full-Service, Cargo Airlines	2	
	5	Travel Documents – Passport, Visa, Health Certificates, Travel Insurance	2	
	6	Regulatory Bodies – ICAO, IATA, DGCA, AAI	2	
	7	Types of Airport Terminals – Linear, Pier, Satellite, Transport Integration	2	
II	AIRPORT OPERATIONS AND GROUND HANDLING		12	15
	8	Airport Infrastructure – Terminal Layout, Apron, Runway, ATC, Parking Bays	2	
	9	Ground Handling Services – Baggage Handling, Check-in, Boarding	2	
	10	Airport Security – Screening Procedures, Emergency Operations	2	
	11	Airline Scheduling, Slot Management, and Coordination	2	
	12	Passenger Handling – VIP handling, Special Assistance Services (PRM, UMNR)	2	
	13	Ramp Services and Airside Operations – Equipment and Personnel Roles	2	
III	AIR CARGO HANDLING & DOCUMENTATION		13	15
	14	Introduction to Cargo Handling – Types of Cargo (General, Special)	2	
	15	Packaging, Labeling, and Marking for Air Cargo	2	
	16	Documentation – AWB, SLI, Invoice, Insurance Certificate, Customs Forms	3	
	17	Dangerous Goods – Classification, IATA Guidelines	2	
	18	Unit Load Devices (ULD) – Types, Benefits, Safety Standards	2	
	19	Live Animal and Perishable Cargo Handling	2	

		Procedures		
IV	CARGO TARIFF, LOGISTICS AND FUTURE TRENDS		9	15
	20	Tariff Calculation, Air Freight Rates – Concepts and Examples	3	
	21	Cargo Logistics – Consolidation, Trans-shipment, Hub & Spoke Model	3	
	22	Airport Modernization, Digital Systems & Global Air Transport Trends, Green Airports and Sustainability in Cargo Operations	3	
V	OPEN-ENDED MODULE		12	
	1	Field Visit to an Airport or Air Cargo Terminal (if possible) - Interaction Session with Airport/Cargo Management Experts / Group Report Submission - Presentation on a Current Trend - Mini Research/Case Study – Topic such as green airports, digitalization in cargo		

References:

1. P.S. Senguttuvan – Fundamentals of Airport Transport Management
2. R. Doganis – The Airline Business
3. Air Cargo Tariff Manual (IATA Publications)
4. ICAO & IATA Websites and Reports
5. S. S. Chand – Airport Planning and Management

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	2	1	1	3	2	2	1	2	2	1
CO 2	2	3	1	2	1	2	2	3	3	2	3	2	1
CO 3	3	2	1	2	2	3	3	2	3	2	3	2	2
CO 4	3	2	1	3	2	3	3	2	3	3	2	2	3
CO 5	2	2	3	2	3	2	3	3	2	2	3	3	2
CO 6	2	3	2	3	3	2	3	3	3	2	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Assignment	Seminar	End Semester Exam
CO1	✓	✓	✓	✓
CO2	✓	✓	✓	✓
CO3	✓	✓	✓	✓
CO4	✓	✓	✓	✓
CO5	✓	✓	✓	✓
CO6	✓	✓	✓	✓

IVTH SEMESTER MAJOR COURSES

Course Code & Title	THS4CJ201	HOUSEKEEPING OPERATIONS			
Type of Course	MAJOR	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic Understanding of Hospitality Industry • Familiarity with Hotel Terminologies • Completion of Introductory Hospitality Courses 				
Course Summary	<p>This course offers a comprehensive overview of the housekeeping operations in the hospitality industry, focusing on the functions, layout, procedures, and aesthetics involved in maintaining hygiene and guest comfort in hotel establishments. It covers the organization and structure of the housekeeping department, guestroom management, and the selection and maintenance of cleaning equipment and agents. The course also introduces students to the principles of interior decoration and flower arrangement as applied in hospitality settings. A dedicated practical module equips students with hands-on skills in room cleaning, bed making, and housekeeping routines. The course aims to build professional competence and operational excellence in students aspiring for roles in hotel housekeeping and facility management.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the role and functions of the housekeeping department in a hospitality organization.	U	C	Written exam, Class discussion
CO2	Identify and describe the layout, hierarchy, and responsibilities within the housekeeping unit.	R	F	Assignments, MCQs
CO3	Apply procedures for guest room management, key control, and lost & found	Ap	P	Written test, Role-play,

	systems.			Practical file
CO4	Analyze the types, selection, and usage of cleaning agents and equipment used in housekeeping.	An	C	Practical exam, Viva
CO5	Evaluate the principles of interior decoration and demonstrate flower arrangement techniques.	E	P	Practical demonstration, Internal test
CO6	Perform daily housekeeping tasks such as room cleaning, bed making, and record maintenance.	C	P	Practical exam, Logbook, Observation sheet

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO HOUSEKEEPING OPERATIONS		11	15
	1	Importance and functions of Housekeeping in hotels.	2	
	2	Role in guest satisfaction and repeat business.	2	
	3	Housekeeping areas: Front-of-the-house & Back-of-the-house	2	
	4	Coordination with other Departments	1	
	5	Types of guest rooms and classification	2	
	6	Public areas: lobby, elevators, washrooms, corridors, etc.	2	
II	ORGANIZATION & LAYOUT OF THE HOUSEKEEPING DEPARTMENT		11	15
	7	Layout and sections of the Housekeeping department.	2	
	8	Functions of various sections: control desk, linen room, uniform room, etc.	2	
	9	Organization chart in small, medium, and large hotels	2	
	10	Attributes of Housekeeping staff	1	
	11	Job description and job specifications of key personnel.	2	
	12	Training and development in the Housekeeping department	2	
III	GUEST ROOM MANAGEMENT AND CLEANING OPERATIONS		12	15
	13	Guest room amenities for Standard and VIP guests.	2	
	14	Key control systems: Manual and Computerized.	2	

	15	Key control procedures and Lost & Found procedure.	2	
	16	Records maintained in the Housekeeping Department	2	
	17	Cleaning equipment – types, usage, care and maintenance.	2	
	18	Cleaning agents – classification, selection, use, and storage.	2	
IV	INTERIOR DECORATION AND HOUSEKEEPING AESTHETICS		11	15
	19	Principles of interior decoration – harmony, rhythm, balance, proportion, emphasis.	3	
	20	Elements of design – line, form, color, texture.	3	
	21	Flower arrangements – types, shapes, importance, materials used.	3	
	22	Daily, weekly, and spring-cleaning routines of the housekeeping department.	2	
V	PRACTICAL COMPONENT		30	
	1	Guest room cleaning – occupied, departure, and vacant rooms		
	2	Bed making – day bed and turn-down service		
	3	Cleaning of public areas: corridors, elevators, washrooms		
	4	Handling of cleaning equipment and agents		
	5	Practice of Lost & Found procedures		
	6	Preparation of housekeeping reports and logbooks		
	7	Flower arrangement – types and techniques		
	8	Linen management and inventory control		

References:

1. **Raghubalan, G., & Raghubalan, S.** (2015). *Hotel Housekeeping: Operations and Management* (3rd ed.). Oxford University Press.
2. **Malini Singh & Jaya B. George** (2008). *Housekeeping Operations, Design and Management*. Jaico Publishing House.

3. **Andrews, Sudhir.** (2013). *Hotel Housekeeping: A Training Manual* (2nd ed.). Tata McGraw-Hill.
4. **Baker, Sue, Huyton, Jeremy, & Bradley, Pam.** (2000). *Principles of Hotel Front Office Operations*. Cengage Learning.
5. **Rutes, Walter A., Penner, Richard H., & Adams, Lawrence.** (2001). *Hotel Design, Planning and Development*. W.W. Norton & Company.
6. **Jones, Trevor.** (2008). *Professional Management of Housekeeping Operations*. Wiley India Pvt. Ltd.
7. **Tiwari, Jatashankar.** (2006). *Hotel Housekeeping*. Oxford University Press.

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	0	0	0	0	3	2	2	0	0	0	0
CO 2	3	3	2	0	0	0	3	2	3	0	0	0	0
CO 3	0	2	3	3	0	0	2	3	3	2	0	0	0
CO 4	0	0	3	3	2	0	2	2	3	2	0	0	1
CO 5	0	0	0	2	3	3	0	2	2	3	2	1	1
CO 6	2	3	3	2	2	3	3	3	3	3	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	
CO 3	✓	✓	✓	✓

CO 4	✓		✓	✓
CO 5	✓	✓		✓
CO 6		✓		✓

Course Code & Title	THS4CJ202	HUMAN RESOURCE MANAGEMENT			
Type of Course	MAJOR	Semester	4	Academic Level	
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	There are no strict prerequisites for this course. However, a basic understanding of management principles and organizational behavior would be beneficial for better comprehension of human resource management concepts.				
Course Summary	This course provides a comprehensive introduction to the principles and practices of Human Resource Management (HRM). It covers the evolution, importance, scope, and objectives of HRM, highlighting its critical role in achieving organizational effectiveness and competitive advantage. Students will explore key HRM functions, including human resource planning, job analysis, recruitment and selection, training and development, performance appraisal, and compensation management. The course equips students with conceptual knowledge and practical skills in key HR functions—such as grievance redressal, discipline, and career planning—enabling them to implement effective HR strategies and perform effectively as HR professionals.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the importance, scope, objectives, and evolution of HRM.	U	C	Instructor-created exams / Quiz
CO2	Differentiate between personnel management and HRM, and describe approaches to HRM.	An	C	Assignment / Group discussion
CO3	Analyze and plan human resource needs through job analysis and evaluation.	An, Ap	C, P	Practical assignments / Case study

				analysis
CO4	Apply appropriate recruitment, selection, placement, and induction strategies in organizations.	Ap	P	Practical assignments / Seminar presentation
CO5	Design and evaluate employee training programs and performance appraisal systems.	C, E	P	One Minute Reflection Writing assignments
CO6	Assess compensation strategies, grievance redressal, and disciplinary approaches to support organizational effectiveness.	E	C	Viva, Observation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO HR MANAGEMENT		10	15
	1	Importance, scope, and objectives of HRM	2	
	2	Evolution of of HRM	2	
	3	Approaches to HRM, Personal management Vs Human Resource Management,	2	
	4	HRM and competitive advantage	2	
	5	Traditional Vs Strategic human resource management.	2	
II	HUMAN RESOURCE PLANNING		8	15
	6	Recruitment and selection, Job analysis, process of job analysis	2	
	7	Job discretion, job specification, methods of job analysis	2	
	8	Conventional Vs strategic planning, job evaluation	2	
	9	Recruitment, source of recruitment methods	2	
III	PLACEMENT		15	15
	10	Induction and Internal mobility of human resource, Training of employees	3	
	11	Need for training, objectives, approaches, methods, training environment	2	

	12	Areas of training, Training evaluation	2	
	13	Performance appraisal and career planning	2	
	14	Need and importance of performance appraisal	2	
	15	Objectives process methods of performance appraisal	2	
	16	Problems of performance appraisal	2	
IV	COMPENSATION MANAGEMENT		12	15
	17	Compensation planning objectives Wage systems	2	
	18	Factors influencing wage system	2	
	19	Grievance redressal procedure, , punishment,	2	
	20	Discipline approaches, Essentials of a good discipline system	2	
	21	Labor participation in management	2	
	22	Concept of career planning –features methods, uses career development	2	
V	OPEN ENDED MODULE		30	
	1	This module includes case study analysis of HR practices in leading organizations, role-plays on conflict resolution and grievance handling, and field visits to HR departments in various sectors such as hospitality, healthcare, and manufacturing.		

References:

1. Human Resource Management—Snell, Bohlander
2. Personal Management and Human Resources—Venkata Ratnam. Srivasthava

Mapping of CO's with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	-	-	-	3	2	2	-	-	-
CO 2	3	3	2	-	-	-	3	2	3	-	-	-
CO 3	-	2	3	3	-	-	2	3	3	2	-	-
CO 4	-	-	3	3	2	-	2	2	3	2	-	-
CO 5	-	-	-	2	3	-	-	2	2	3	2	1

CO 6	2	3	3	2	2	2	3	3	3	3	2	2
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Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	
CO 3	✓	✓	✓	✓
CO 4	✓		✓	✓
CO 5	✓	✓		✓
CO 6		✓		✓

Course Code & Title	THS4CJ203	TOURISM MARKETING			
Type of Course	MAJOR	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism and hospitality industry concepts acquired through previous coursework or general awareness. • Familiarity with travel services, customer interaction, and tourism products is desirable but not mandatory. 				
Course Summary	<p>This course provides students with foundational knowledge and practical insights into the marketing of tourism products and services. It covers key concepts like the marketing mix, consumer behaviour, segmentation, branding, and promotion strategies specifically tailored for the tourism industry. Emphasis is placed on the use of digital tools and sustainable marketing practices. Through interactive and open-ended activities, students will also develop the ability to design and promote tourism offerings effectively.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain fundamental concepts and scope of tourism marketing.	U	C	Test Paper, MCQ
CO2	Analyze tourist behavior and market segmentation strategies.	An	C	Assignment, Case Study
CO3	Develop tourism products aligned with consumer needs and expectations.	Ap	P	Project, Report
CO4	Apply the 7 Ps of marketing to real-world tourism and hospitality scenarios.	Ap	P	Activity, Group Work
CO5	Use digital and sustainable tools to promote tourism services.	Ap	P	Practical Test, Poster/Promotion Campaign
CO6	Design a basic tourism marketing campaign or destination branding strategy.	Cr	M	Open-ended Activity, Viva Voce, Peer Evaluation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF TOURISM MARKETING		14	15
	1	Meaning, scope, and importance of marketing in tourism	3	

	2	Characteristics of tourism services vs physical goods	2	
	3	Unique features of tourism marketing	2	
	4	Marketing environment – macro and micro factors	2	
	5	Role of marketing in destination development	2	
	6	Trends and challenges in tourism marketing	3	
II	TOURIST BEHAVIOR AND MARKET SEGMENTATION		12	15
	7	Meaning, scope, and importance of marketing in tourism	2	
	8	Characteristics of tourism services vs physical goods	2	
	9	Unique features of tourism marketing	2	
	10	Marketing environment – macro and micro factors	2	
	11	Role of marketing in destination development	2	
	12	Trends and challenges in tourism marketing	2	
III	TOURISM PRODUCT DEVELOPMENT		12	15
	13	Components of tourism products – attractions, accessibility, accommodation, amenities	2	
	14	Designing and packaging of tour products	2	
	15	Branding strategies for destinations	2	
	16	Product Life Cycle (PLC) in tourism	2	
	17	Product differentiation and positioning	2	
	18	Role of DMO (Destination Management Organizations) in product development	2	
IV	MARKETING MIX FOR TOURISM SERVICES		10	15
	19	The 7 Ps of tourism marketing – Product, Price, Place, Promotion	3	
	20	People, Process, and Physical Evidence	3	
	21	Advertising and public relations in tourism	2	
	22	Sales promotion and personal selling	2	
V	OPEN-ENDED MODULE		12	

		– Field/project-based activity:		
		▪ Design a marketing campaign or digital poster for a destination/tour package		
		▪ Analyze a real-life tourism branding strategy (eg. Kerala, Rajasthan, Incredible India, etc.)		

References:

1. **Philip Kotler et al.** – *Marketing for Hospitality and Tourism*
2. **Alastair Morrison** – *Hospitality and Travel Marketing*
3. **S. Medlik** – *Tourism and Hospitality Marketing*
4. **Kotler & Armstrong** – *Principles of Marketing*
5. **UNWTO** – *Tourism Marketing Guidelines and Trends*
6. **NCERT** – *Introduction to Indian Art – Part I & II*
7. **Government of India & State Tourism Boards** – *Tourism Campaign Case Studies*

Mapping of CO's with :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	1	2	3	2	2	2	1	1	1	1
CO 2	3	2	2	2	2	3	2	2	2	1	1	1	1
CO 3	2	2	3	2	2	3	2	2	2	2	2	2	2
CO 4	2	2	2	3	2	3	3	3	3	2	2	2	2
CO 5	2	3	3	2	2	3	3	3	3	2	2	2	2
CO 6	2	3	3	2	2	3	3	3	3	2	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5		✓	✓	✓
CO 6		✓	✓	✓

VTH SEMESTER MAJOR COURSES

Course Code & Title	THS5CJ301	CUSTOMER RELATIONSHIP MANAGEMENT			
Type of Course	MAJOR	Semester	V	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism and hospitality operations. • Completion of introductory courses in Service Management or Front Office. • Interest in customer engagement, service recovery, and interpersonal communication. 				
Course Summary	<p>This course introduces students to the strategic importance of Customer Relationship Management (CRM) in the tourism and hospitality industry. It explores the customer lifecycle, tools and technologies used in CRM, service quality, and relationship marketing strategies. The course also focuses on customer expectations, satisfaction measurement, loyalty programs, and handling customer grievances. Practical sessions include case studies, mock service recovery situations, and CRM software exposure. It prepares students for customer-facing roles and helps enhance long-term client retention strategies for service businesses.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept and evolution of CRM in the tourism and hospitality industry.	U	C	Written Exam, MCQ
CO2	Identify and apply CRM strategies across different customer lifecycle stages.	AP	P	Group Discussion, Quiz, Assignment
CO3	Analyze the role of technology and data in enhancing customer relationships.	AN	C	Seminar, Practical
CO4	Evaluate customer satisfaction tools and service quality models (SERVQUAL).	E	M	Presentation, Case Study
CO5	Demonstrate effective handling of complaints, feedback, and service recovery processes.	C	P	Role Play, Mock Service Scenario, Logbook
CO6	Design CRM strategies that foster customer	C	C	Mini Project,

	loyalty and retention in service organizations.			Practical Assessment
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF CRM IN TOURISM AND HOSPITALITY		12	15
	1	Definition, Scope, and Importance	2	
	2	Evolution of CRM – From Transactional to Relationship Marketing	2	
	3	Objectives and Benefits of CRM in Tourism and Hospitality	2	
	4	Types of Customers – Internal, External, Potential, Loyal	3	
	5	Customer Lifecycle – Acquisition, Retention, Win-back	3	
II	CRM STRATEGIES, SEGMENTATION & LOYALTY		12	15
	7	CRM Strategies – Personalization, Customization, Relationship Building	2	
	8	Customer Segmentation – Demographic, Behavioral, Geographic, and Psychographic	3	
	9	CRM in B2B and B2C Contexts	2	
	10	Customer Value and Customer Equity	2	
	11	Customer Retention Strategies and Tactics	2	
	12	Loyalty Programs – Types, Features, and Success Factors	3	
III	TECHNOLOGY IN CRM & SERVICE QUALITY		13	15
	13	Technology in CRM – Introduction to CRM Software (e.g., Salesforce, Zoho CRM)	2	
	14	Data Collection and Management – Customer Databases	2	
	15	Use of AI, Chatbots, and Automation in CRM	3	
	16	Customer Feedback Systems – NPS, CSAT, Online Reviews	3	
	17	Measuring Customer Satisfaction – Tools and Techniques	2	

	18	Service Quality Models – SERVQUAL, RATER Dimensions	3	
V	COMPLAINT MANAGEMENT, ETHICS & FUTURE CRM TRENDS		8	15
	19	Service Recovery – Techniques and Best Practices	2	
	20	Complaint Management – Grievance Handling and Empathy Strategies	2	
	21	Ethics and Data Privacy in CRM – Handling Customer Information	2	
	22	Emerging CRM Trends – Mobile CRM, Social CRM, Omnichannel Customer Experience	2	
V	PRACTICAL COMPONENT		30	
	1	Case Study Analysis – Successful CRM Models in Tourism/Hospitality/ Group Activity – Mapping the Customer Journey (Touchpoints)/ Presentation: Real CRM Software Interface Walkthrough/		

References:

1. Buttle, F. (2009). *Customer Relationship Management – Concepts and Technologies*.
2. Peppers, D., & Rogers, M. (2011). *Managing Customer Relationships*.
3. Jagdish N. Sheth & Parvatiyar, A. – *Handbook of Relationship Marketing*
4. Philip Kotler – *Marketing for Hospitality and Tourism*
5. Zeithaml, V., Bitner, M.J., & Gremler, D.D. – *Services Marketing*

Mapping of CO's with: PO's & PSO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	1	1	1	3	2	1	1	1	1
CO 2	3	3	2	2	2	1	3	2	3	2	2	1
CO 3	3	2	3	2	2	2	2	3	2	2	2	2
CO 4	2	3	3	3	2	2	2	3	2	2	2	2
CO 5	3	3	3	2	3	2	2	2	3	3	3	3
CO 6	2	3	3	3	2	3	2	3	3	3	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	
CO 3	✓	✓		✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓		✓	✓

Course Code & Title	THS5CJ302	TOURISM ENTREPRENEURSHIP DEVELOPMENT			
Type of Course	MAJOR	Semester	V	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of tourism industry structure and functions. • Familiarity with service operations in tourism and hospitality. • Interest in entrepreneurial ventures or start-up ecosystems. 				
Course Summary	<p>This course is designed to introduce students to the concepts, challenges, and opportunities of entrepreneurship in the tourism and hospitality industry. It focuses on developing entrepreneurial mindsets, understanding business models, preparing feasibility studies, and navigating government policies. Students will explore case studies, tourism startup strategies, and funding options. The practical module encourages idea generation and the preparation of business plans, equipping students with tools to start and manage tourism enterprises.</p> <p>The course includes a compulsory 14-day field visit to a tourism destination to study entrepreneurial ventures, business models, and stakeholder interactions. This experiential learning component supports practical application of feasibility studies, startup idea development, and innovation in tourism services."</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define the concepts, types, and significance of entrepreneurship in tourism.	U	C	Test paper, MCQ
CO2	Identify and assess viable tourism business opportunities and startup ideas.	AP	P	Quiz, Assignment, Group Discussion
CO3	Prepare feasibility studies and develop components of a tourism business plan.	C	P	Business Plan Report, Mini Project
CO4	Evaluate legal requirements, registration processes, and funding options for tourism enterprises.	E	C	Seminar, Case Study, Presentation
CO5	Analyze the role of government policies, support systems, and sustainability in	AN	C	Debate, Group Work, Written

	tourism ventures.			Exam
CO6	Demonstrate entrepreneurial competencies through project-based learning and startup simulations.	C	M	Mock Pitch, Practical Assessment, Startup Canvas Exercise

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FOUNDATIONS OF TOURISM ENTREPRENEURSHIP		12	15
	1	Definition and Nature of Entrepreneurship	2	
	2	Characteristics and Qualities of an Entrepreneur	2	
	3	Role and Importance of Entrepreneurs in the Tourism Industry	2	
	4	Types of Entrepreneurs – Innovator, Imitative, Drone, Fabian	2	
	5	Entrepreneurial Motivation and Barriers	2	
	6	Classification of Tourism Enterprises – Travel agency, Tour operations, Homestays, etc.	2	
II	IDEA GENERATION, PLANNING & FEASIBILITY STUDY		13	15
	7	Opportunity Identification and Idea Generation Techniques	2	
	8	Market Research for Tourism Business – Data Collection and Analysis	2	
	9	Feasibility Study – Technical, Economic, Market, and Legal Viability	2	
	10	Business Plan Preparation – Components and Structure	2	
	11	Business Model Canvas – Elements and Use	2	
	12	Basics of Financial Planning – Cost, Revenue Estimation, and Break-even Analysis	3	
III	LEGAL, FINANCIAL & INSTITUTIONAL SUPPORT		12	15
	13	Business Registration – Procedures, PAN, GST, Licenses	2	
	14	Role of Institutions – Startup India, MSME, NABARD, District Industries Centre	2	

	15	Financial Sources – Angel Investors, Bank Loans, Venture Capital	2	
	16	Government Schemes and Subsidies for Tourism Entrepreneurs	2	
	17	Role of Incubators and Accelerators in Startup Ecosystem	2	
	18	Intellectual Property Rights (IPR), Trademark and Legal Aspects of Branding	2	
IV	INNOVATION, SUSTAINABILITY & CASE STUDIES		8	15
	19	Innovation in Tourism – Role of Digital Platforms, Apps, and Tech Startups	2	
	20	Sustainable Tourism Ventures – Principles and Examples	2	
	21	Social Entrepreneurship in Tourism – Community-based and Responsible Travel Initiatives	2	
	22	Case Studies – Successful Entrepreneurs in Indian and International Tourism Sector	2	
V	PRACTICAL COMPONENT		30	
	1	<p>Field Visit (14 Days): Compulsory destination-based learning program to explore tourism entrepreneurship models. Students will visit tourism enterprises (homestays, tour operators, government tourism bodies, and start-ups) and conduct structured interviews and observations.</p> <p>Post-Visit Project: Students will develop a mini business plan or feasibility study based on insights gained from the visit.</p>		

References:

1. **Vasanth Desai** – *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
2. **S.S. Khanka** – *Entrepreneurial Development*, S. Chand & Company Ltd.
3. **Bhatia, A.K.** – *Tourism Development: Principles and Practices*, Sterling Publishers.
4. **Ramachandran, K.** – *Entrepreneurship Development*, McGraw-Hill Education.
5. **Dr. J. Mathew & M. Manimekalai** – *Entrepreneurship in Tourism and Hospitality*, Educreation Publishing.

6. **Taneja & Gupta** – *Entrepreneurship Development – New Venture Creation*, Galgotia Publishing Company.
7. **Dr. Alpana Kateja** – *Entrepreneurship in Tourism Sector*, NIOS Vocational Education.

Mapping of CO's with: PSO'S & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	1	1	1	2	3	2	2	1	1	1
CO 2	3	3	2	2	1	2	2	2	3	2	1	2
CO 3	3	3	3	2	2	3	3	3	3	3	2	2
CO 4	3	3	3	2	2	3	2	3	3	2	2	2
CO 5	2	2	2	3	3	2	2	2	2	3	3	3
CO 6	3	2	3	3	2	3	2	3	3	2	2	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6		✓	✓	✓

Course Code & Title	THS5CJ303	TOURISM DEVELOPMENT & GOVERNMENT POLICY			
Type of Course	MAJOR	Semester	V	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism industry components • Awareness of Indian geography and key tourism destinations • General knowledge of the Indian administrative system and constitutional structure is an added advantage 				
Course Summary	<p>This course provides a comprehensive understanding of the legal and policy framework governing the tourism industry in India. It covers laws related to accommodation, travel, and transportation sectors, special permit systems, and regulations for adventure tourism. Students will explore national acts such as the Foreigners Act, Passport Act, Wildlife Protection Act, and Consumer Protection Act. Emphasis is placed on tourist safety, constitutional provisions, and the role of government in regulating and promoting tourism. The course equips learners with the legal awareness necessary for responsible and compliant tourism operations.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain key laws regulating travel, accommodation, and transport sectors	U	F	Test paper, Assignments
CO2	Identify special permit systems and legalities for restricted tourism areas	R	C	Internal exam, Seminar
CO3	Interpret legal provisions for adventure tourism and environmental protection	An	P	Case Study, Group Discussion
CO4	Evaluate acts protecting tourist rights, safety, and insurance provisions	E	C	Role Play, Quiz, Assignment
CO5	Analyze the constitutional and legislative framework supporting Indian tourism	An	C	Test paper, Debate
CO6	Demonstrate knowledge of permit processes and legal compliance in tourism	Ap	P	Course Project, Practical Activity (open module)

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	LAWS RELATING TO TRAVEL & TRANSPORT SECTORS		11	15
	1	Introduction to legal framework in tourism: Need and scope	2	
	2	Laws related to accommodation units, travel agencies, and tour operators	2	
	3	Registration and licensing requirements for tourism businesses	2	
	4	DGCA rules and responsibilities in civil aviation	2	
	5	Legal requirements for tour packaging and contracting	3	
II	SPECIAL PERMITS & RESTRICTED AREAS		11	15
	6	Concept of restricted and protected areas for tourism	2	
	7	Rules for foreign tourists entering protected regions	2	
	8	Authorities issuing permits: FRRO, MHA, state governments	2	
	9	Procedures for obtaining special permits	2	
	10	Wildlife sanctuaries and national parks: Permit norms	3	
III	LAWS FOR ADVENTURE & ENVIRONMENTAL TOURISM		13	15
	11	Legal requirements for rafting, paragliding, heli-skiing, and angling	2	
	12	Special permits for adventure activities	2	
	13	Role of IMF – Peak booking, expedition approvals	2	
	14	Cancellation policies and penalties	2	
	15	Environmental Protection Act, 1986 – Implications for tourism	2	
	16	Wildlife Protection Act, 1972	3	
IV	TOURIST SAFETY, INSURANCE & CONSTITUTIONAL FRAMEWORK		13	15
	17	Travel insurance and risk coverage	2	
	18	Consumer Protection Act – Redressal mechanisms	2	
	19	Passport Act and Foreigners Act – Tourist entry & stay	2	
	22	Visa extension rules and overstaying implications	2	

	21	RTI Act and its use in tourism governance	2	
	22	Ancient Monuments and Archaeological Sites Act	3	
	OPEN-ENDED MODULE		12	
V	1	Activity 1: Case study on permit procedures or tourist grievances / Activity 2: Debate/Presentation on need for tourism legislation / Activity 3: Draft a simulated permit/visa extension form/ Activity 4: Analyze policies of a protected tourism zone/ Activity 5: Prepare a summary report on legal issues in tourism		

References:

1. Ministry of Tourism – Tourism Guidelines (GOI)
2. Guidelines for Adventure Tourism – Ministry of Tourism
3. The Indian Forest Act, Wildlife Protection Act, Environment Protection Act
4. Passport Act, Foreigners Act
5. Consumer Protection Act and RTI
6. IMF Guidelines for Adventure Activities
7. DGCA Regulations for Civil Aviation

Mapping of CO's with :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	3	2	2	3	1	2	2	1	2	1
CO 2	3	2	3	3	2	2	2	2	2	2	1	2	1
CO 3	2	3	2	3	2	2	3	2	2	3	2	2	1
CO 4	2	2	3	3	2	3	3	2	2	3	2	3	2
CO 5	3	2	3	3	3	2	3	2	2	3	3	2	2
CO 6	3	3	2	2	2	3	2	3	3	2	2	3	1

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper

- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	✓
CO 2	✓	✓		✓
CO 3		✓	✓	✓
CO 4	✓			✓
CO 5	✓		✓	✓
CO 6		✓	✓	

19. DETAILED SYLLABUS OF THE ELECTIVE COURSES (MAJOR)

IVTH SEMESTER MAJOR ELECTIVE COURSES

Course Code & Title	THS4EJ211	EVENT PLANNING & MANAGEMENT			
Type of Course	MAJOR ELECTIVE	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism operations and hospitality services • Knowledge of customer service and communication skills • Exposure to tourism products and services 				
Course Summary	<p>This course provides a comprehensive overview of the event industry, covering the principles and practices of event planning and management. Students will learn about the types of events, event planning processes, budgeting, logistics, marketing, and risk management. The course blends theoretical knowledge with practical applications, helping students acquire skills necessary for organizing and managing successful events in tourism and hospitality contexts.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define key terms, concepts, and classifications related to event management	R	F	Test Paper, MCQs
CO2	Illustrate the stages involved in planning and organizing events	U	C	Assignment, Group Work
CO3	Apply event budgeting, scheduling, and logistics management techniques	Ap	P	Case Study, Practical Activity
CO4	Analyze marketing, promotion, and sponsorship strategies in the context of events	An	C	Presentation, Group Discussion
CO5	Evaluate event risk management, contingency planning, and legal considerations	E	P	Project, Seminar
CO6	Plan a model event incorporating all elements of event design and execution	Cr	M	Final Project, Role Play, Simulation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO EVENTS & EVENT INDUSTRY		12	15
	1	Definition, Scope and Importance of Events	2	
	2	Classification of Events – MICE, Cultural, Social, Religious, Corporate, Sports, etc.	4	
	3	Characteristics and Roles of Events in Tourism and Hospitality Industry	2	
	4	Structure of the Event Industry – Key Players and Stakeholders	2	
	5	Key Trends in the Global and Indian Event Industry	2	
II	EVENT PLANNING PROCESS		15	15
	6	Concept Development and Setting Objectives	2	
	7	Event Planning Stages – Pre-event, On-site, Post-event	2	
	8	Event Budgeting and Financial Planning	2	
	9	Time Management and Scheduling Tools	2	
	10	Vendor Selection, Contracts and Negotiations	2	
	11	Sustainable Event Planning	2	
	12	Stakeholder Coordination and Communication Strategies	3	
III	EVENT MARKETING AND LOGISTICS MANAGEMENT		10	15
	13	Marketing and Promotion Strategies for Events	2	
	14	Event Sponsorship – Types, Benefits, and Proposal Writing	2	
	15	Event Logistics – Venue Selection, Layout, Equipment, Transportation	2	
	16	On-site Management – Staffing, Delegation, Crowd Management	2	
	17	Use of Technology in Event Management – Event Software, Online Promotion	2	
IV	RISK MANAGEMENT AND EVENT EVALUATION		11	15
	18	Risk Assessment and Contingency Planning	2	
	19	Legal Aspects – Permissions, Licenses, Insurance, Safety Measures	2	

	20	Environmental and Social Impact of Events	2	
	21	Post-event Evaluation and Feedback Mechanisms	2	
	22	Career Opportunities and Entrepreneurial Potential in Event Management	3	
V	OPEN – ENDED MODULE		12	
	1	Group project: Plan and present a model event (Tourism Fair, College Fest, Cultural Event, etc.)		

References:

1. **Shone, A. & Parry, B.** – *Successful Event Management: A Practical Handbook*, Cengage Learning
2. **Getz, D.** – *Event Management & Event Tourism*, Cognizant Communication Corporation
3. **Silvers, Julia Rutherford** – *Professional Event Coordination*, Wiley
4. **Fenich, G. G.** – *Meetings, Expositions, Events and Conventions: An Introduction to the Industry*, Pearson
5. **Raj, R., Walters, P. & Rashid, T.** – *Events Management: Principles and Practice*, SAGE
6. Relevant articles from **ICCA, EventFAQs, EEMA, and India MICE industry updates**

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	1	2	3	2	2	1	2	2	1
CO 2	3	3	3	2	2	2	2	3	2	2	2	2	2
CO 3	2	3	3	3	2	3	2	3	3	3	2	2	2
CO 4	2	3	3	3	3	3	2	3	2	3	2	3	3
CO 5	2	3	2	3	3	3	2	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓		✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS4EJ212	SUSTAINABLE TOURISM PRACTICES			
Type of Course	MAJOR ELECTIVE	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Awareness of environmental and socio-cultural aspects related to tourism destinations. • Ability to engage in critical thinking, project work, and case analysis. • Familiarity with current tourism policies and trends is an added advantage. 				
Course Summary	<p>The course "Sustainable Tourism Practices" explores the principles, approaches, and challenges of making tourism more environmentally, socially, and economically sustainable. It equips students with the knowledge and skills to analyse tourism's impact on natural and cultural resources and to implement responsible practices in the industry. The course introduces global standards, national initiatives, and successful case studies to foster critical thinking and action-oriented learning. Through lectures, case studies, debates, and project-based learning, students will be prepared to advocate for and apply sustainable strategies in tourism operations and planning.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the core concepts and principles of sustainable tourism.	U	C	Internal Test, Assignment
CO2	Analyze the environmental, economic, and socio-cultural impacts of tourism.	An	P	Seminar, Group Discussion, Case Study
CO3	Evaluate sustainable tourism policies and global frameworks.	E	M	End Semester Exam, Presentation
CO4	Apply sustainable practices in tourism business operations and tour planning.	Ap	P	Activity-based Task, Tour Plan Preparation
CO5	Demonstrate responsible tourism behavior and promote community participation.	Ap	P	Role Play, Field Study, Debate
CO6	Design and present a basic sustainable tourism model/project.	Cr	M	Mini Project, Open-ended Module Evaluation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FOUNDATIONS OF SUSTAINABLE TOURISM		10	15
	1	Introduction to Sustainable Tourism: Definition, evolution, principles	2	
	2	Scope and objectives of sustainability in tourism	2	
	3	Types: Ecotourism, Green Tourism, Community-based Tourism, Slow Tourism	2	
	4	Triple Bottom Line: People, Planet, Profit	2	
	5	Global trends and challenges in sustainable tourism	2	
II	ENVIRONMENTAL DIMENSIONS OF TOURISM SUSTAINABILITY		12	15
	6	Environmental impacts: pollution, deforestation, biodiversity loss	2	
	7	Climate change and tourism: carbon footprint, mitigation strategies	2	
	8	Sustainable infrastructure: eco-lodges, green hotels, renewable energy use	2	
	9	Waste and water management in tourism and hospitality	2	
	10	Environmental certifications: LEED, Earth Check, ISO, GRIHA	2	
	11	Role of Technology in Sustainable Tourism	2	
III	SOCIO-CULTURAL AND ECONOMIC ASPECTS OF SUSTAINABILITY		12	15
	12	Socio-cultural impacts of tourism	2	
	13	Community participation and benefit-sharing	2	
	14	Protection of cultural heritage and indigenous knowledge	2	
	15	Gender equity and inclusiveness in tourism	2	
	16	Responsible behavior of tourists and hosts	2	
	17	Role of Technology in Sustainable Tourism	2	
IV	GLOBAL & NATIONAL INITIATIVES AND CASE		14	15

	STUDIES			
	18	SDGs and Sustainable Tourism: UNWTO framework	2	
	19	Indian government initiatives: Swadesh Darshan, PRASHAD, Dekho Apna Desh	2	
	20	Green Passport and Incredible India initiatives	2	
	21	Case study: Kerala Responsible Tourism Mission	4	
	22	Case studies: Sikkim, Bhutan, Ladakh – Lessons from model destinations	4	
V	OPEN – ENDED MODULE		12	
	1	Design a sustainable tourism itinerary or business model / Field project or report on a local eco/community tourism site/ Debate / Role-play: Tourism vs Conservation		

References:

1. *Sustainable Tourism Management* – **J. Swarbrooke**
2. *Tourism and Sustainability* – **M. Mowforth & I. Munt**
3. *Ecotourism and Sustainable Development: Who Owns Paradise?* – **Martha Honey**
4. *The Competitive Destination: A Sustainable Tourism Perspective* – **B. Ritchie & G. Crouch**
5. *Tourism: Principles, Practices, Philosophies* – **C.R. Goeldner & J.R.B. Ritchie**
6. *Tourism Development: Principles and Practices* – **A.K. Bhatia**

Mapping of CO's with :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	2	1	2	3	2	1	2	1	3	2
CO 2	3	3	2	3	2	2	3	2	2	3	2	3	2
CO 3	2	2	3	2	2	3	2	3	3	2	2	3	2
CO 4	3	3	3	3	2	3	3	3	2	3	2	3	3
CO 5	3	3	2	3	3	3	3	3	2	2	2	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5		✓	✓	
CO 6		✓	✓	✓

Course Code & Title	THS4EJ213	DIGITAL MARKETING FOR TOURISM			
Type of Course	MAJOR ELECTIVE	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of marketing and tourism services • Familiarity with internet usage, social media, and e-commerce platforms • Completion of foundation courses 				
Course Summary	This course explores the growing role of digital marketing in promoting tourism destinations, services, and businesses. It introduces students to online consumer behavior, social media strategies, website optimization, content creation, and digital advertising tailored to the tourism industry. Practical applications focus on using digital tools to enhance visibility, engagement, and conversions for tourism brands.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define the fundamental concepts of digital marketing and its relevance in tourism	R	F	Test Paper, MCQs
CO2	Explain consumer behavior and journey in online tourism platforms	U	C	Case Study, Group Discussion
CO3	Apply SEO, SEM, and content marketing tools in digital platforms	Ap	P	Assignment, Demonstration
CO4	Analyze digital campaigns, social media strategies, and their impact on tourist engagement	An	C	Presentation, Group Project
CO5	Evaluate tools like Google Analytics and Ads in measuring digital performance	E	P	Hands-on Project, Quiz
CO6	Design a digital marketing plan for a tourism brand, agency, or destination	Cr	M	Final Project, Portfolio, Practical Exercise

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF DIGITAL MARKETING FOR TOURISM		12	15
	1	Introduction to Digital Marketing – Definition,	2	

	Scope and Benefits		
2	Differences Between Traditional and Digital Marketing	2	
3	Types of Digital Marketing – SEO, SEM, Email, Mobile, Social Media, Content Marketing	2	
4	Importance of Digital Marketing in Tourism Industry	2	
5	Overview of Digital Tools and Platforms in Tourism (OTAs, Metasearch, Direct Booking)	2	
6	Introduction to Destination Marketing and Branding via Digital Channels	2	
II	ONLINE TOURIST BEHAVIOR AND ENGAGEMENT STRATEGIES	14	15
7	Digital Consumer Behavior and Travel Decision-Making Process	2	
8	Customer Journey: Awareness, Consideration, Purchase, Retention, Advocacy	4	
9	E-WOM (Electronic Word of Mouth), Review Platforms, and Influencer Impact	2	
10	Content Marketing Strategies – Blogs, Vlogs, Infographics, Videos	2	
11	Role of User-Generated Content (UGC) and Testimonials	2	
12	Storytelling for Destinations and Brands	2	
III	SOCIAL MEDIA & WEBSITE OPTIMIZATION FOR TOURISM	12	15
13	Creating and Managing Tourism Websites – UI/UX, Mobile Responsiveness	2	
14	SEO Basics – Keywords, Meta Tags, On-Page & Off-Page SEO	2	
15	SEM – Paid Ads, Google Ads, Display Ads	2	
16	Facebook and Instagram Marketing for Tourism	3	
17	YouTube and Visual Content for Destination Promotion	3	
IV	DIGITAL CAMPAIGNS, ANALYTICS & ETHICS IN TOURISM	10	15
18	Designing a Digital Campaign – Objectives,	2	

	Audience, Channels		
19	Email Marketing – Tools, Templates, Personalization	2	
20	Google Analytics – Key Metrics, Reports, Dashboards	2	
21	Evaluating Campaign Success – ROI, Engagement Metrics, Conversion Tracking	2	
22	Ethical Issues – Data Privacy, Cybersecurity, Fake Reviews	2	
V	OPEN – ENDED MODULE	12	
1	Group Project: Develop a complete digital marketing strategy for a tourism business or destination		

References:

1. **Kotler, P., Bowen, J. T., Makens, J. C. & Baloglu, S.** - *Marketing for Hospitality and Tourism* – Pearson Education
2. **Chaffey, D. & Ellis-Chadwick, F.** - *Digital Marketing: Strategy, Implementation and Practice* – Pearson, Latest Edition
3. **Ryan, D.** - *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* – Kogan Page
4. **Strauss, J. & Frost, R.** - *E-Marketing* – Pearson
5. **Tuten, T. L. & Solomon, M. R.** - *Social Media Marketing* – SAGE Publications
6. **Tiago, M. T. P. M. B. & Veríssimo, J. M. C.** - *Digital marketing and social media: Why bother?* – *Business Horizons*, Elsevier (Recommended Article)
7. **Charlesworth, A.** - *Digital Marketing: A Practical Approach* – Routledge
8. **Official Websites:**
 - www.tourism.gov.in
 - www.mygov.in
 - www.digitalmarketinginstitute.com
 - www.google.com/analytics
 - www.semrush.com

Mapping of CO's with: PSO's & PO'S

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	1	2	3	2	2	1	2	2	1
CO 2	3	3	3	2	2	3	2	3	2	2	2	3	2
CO 3	2	3	3	3	2	3	2	3	3	3	2	2	2
CO 4	2	3	3	3	3	3	2	3	2	3	2	3	3
CO 5	2	3	2	3	3	3	2	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	☑	☑	☑	
CO 2	☑	☑	☑	☑
CO 3	☑	☑	☑	☑
CO 4	☑	☑	☑	☑
CO 5	☑	☑	☑	☑
CO 6	☑	☑	☑	☑

VTH SEMESTER MAJOR ELECTIVE COURSES

Course Code & Title	THS5EJ311	ORGANIZATION BEHAVIOURS			
Type of Course	MAJOR ELECTIVE	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of management principles and communication • Familiarity with organizational structures, roles, and team settings • Exposure to work culture in tourism or hospitality industry 				
Course Summary	<p>This course focuses on understanding human behavior within organizations, emphasizing individual, group, and structural dynamics. Students will explore psychological concepts and management theories relevant to workplace motivation, leadership, team-building, organizational culture, and change. The course builds foundational behavioral skills essential for success in tourism and hospitality workplaces.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define key concepts, theories, and models of organizational behaviour	R	F	Test paper, MCQs
CO2	Explain individual behavior in organizations including perception, attitude, and personality	U	C	Assignment, Case Analysis
CO3	Apply motivational theories to workplace scenarios in tourism and hospitality organizations	Ap	P	Group discussion, Real-life examples, Role Play
CO4	Analyze group dynamics, leadership styles, and conflict management techniques	An	C	Seminar, Case Study, Quiz
CO5	Evaluate organizational culture, power, politics, and decision-making processes	E	C	Presentation, Reflection Report
CO6	Develop strategies for managing organizational change and enhancing employee performance	Cr	M	Final project, Problem-solving exercise, Group assignment

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR		12	15
	1	Definition, Nature and Scope of Organizational Behavior	4	
	2	Historical Development of OB – Classical to Modern Approaches	2	
	3	Key Elements: People, Structure, Technology, Environment	2	
	4	Organizational Behaviour in Tourism and Hospitality Sectors	2	
	5	Current Trends – Diversity, Inclusion, Emotional Intelligence, Remote Work	2	
II	INDIVIDUAL BEHAVIOUR AND MOTIVATION		12	15
	6	Personality – Traits, Types, Theories (Big Five, MBTI)	2	
	7	Perception – Process, Influencing Factors, Perceptual Errors	2	
	8	Attitudes – Components, Formation, and Job Satisfaction	2	
	9	Learning – Theories (Classical, Operant, Social Learning)	2	
	10	Motivation Theories – Maslow, Herzberg, McClelland, Expectancy	2	
	11	Personality and Motivation Link: Implications in Workplace Behavior	2	
III	GROUP DYNAMICS AND LEADERSHIP		12	
	12	Groups – Types, Stages of Group Development, Group Norms	4	
	13	Team Building – Characteristics of Effective Teams	2	
	14	Leadership – Styles and Theories (Trait, Behavioral, Contingency, Transformational)	2	
	15	Communication – Process, Types, Barriers, Organizational Communication	2	
	16	Conflict Management – Types, Causes, Conflict	2	

		Resolution Techniques		
IV	ORGANIZATION SYSTEM AND CHANGE MANAGEMENT		12	
	17	Organizational Culture – Definition, Types, Building Culture	2	
	18	Organizational Power and Politics – Sources, Power Tactics	2	
	19	Decision Making – Types, Models, Group Decision Making	2	
	20	Work Stress – Causes, Effects, Stress Management Techniques	2	
	21	Organizational Change – Resistance, Change Models (Lewin’s, Kotter’s), Change Agents	2	
	22	Organizational Effectiveness – Indicators and Measurement Approaches	2	
V	OPEN – ENDED MODULE		12	
	1	Group Project / Individual Assignment on any one of the following: <ul style="list-style-type: none"> • OB Audit of a Tourism/Hotel Organization • Analysis of Leadership Styles in a Travel Firm • Case Study on Workplace Motivation • Simulation: Conflict Resolution Role Play • Developing a Change Management Plan for a Hospitality Unit • Personality and Perception Mapping Exercise 		

References:

1. **Stephen P. Robbins & Timothy A. Judge** - *Organizational Behaviour* – Pearson Education, Latest Edition
2. **Fred Luthans** - *Organizational Behavior: An Evidence-Based Approach* – McGraw-Hill Education
3. **John W. Newstrom** - *Organizational Behavior: Human Behavior at Work* – McGraw-Hill
4. **K. Aswathappa** - *Organizational Behaviour* – Himalaya Publishing House
5. **Udai Pareek** - *Understanding Organizational Behaviour* – Oxford University Press

Mapping of CO's with: PSO's & PO's

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	1	1	1	3	2	1	1	1	2	1
CO 2	3	3	2	2	2	2	2	3	2	2	2	2	1
CO 3	3	3	3	2	2	2	2	3	2	3	2	2	2
CO 4	2	3	3	3	3	3	2	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	3	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS5EJ312	AIRFARES & TICKETING			
Type of Course	MAJOR ELECTIVE	Semester	V	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	--	2	75
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of geography and travel industry structure • Completion of introductory courses in tourism or travel operations • Interest in airline systems and logical problem solving 				
Course Summary	<p>The course is designed to provide students with comprehensive knowledge and practical skills in airfare construction, ticketing procedures, and airline pricing systems. It introduces IATA geography, airline and airport coding, journey types, and global indicators that are essential for traditional fare construction. Students will learn how to calculate fares for one-way and return journeys using mileage principles and construct fare ladders manually. The course also covers ticketing processes, passenger categories, documentation, refunds, and reissues. In addition, students are introduced to modern airline distribution systems like GDS and IATA's NDC. Practical sessions focus on itinerary building, manual fare calculations, and fare comparison using real-world travel portals.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand IATA geography, airline codes, and journey types used in the travel industry.	U	C	Written Exam, MCQs
CO2	Apply fare construction rules to calculate traditional one-way and round-trip fares using mileage principles.	AP	P	Internal Test, Quiz, Problems
CO3	Analyze fare rules, ticket elements, and construct a basic fare ladder.	AN	P	Assignment, Practical File, Viva
CO4	Evaluate the documentation, refunds, reissuance, and handling of special passengers.	E	C	Seminar, Case Study, Role Play
CO5	Demonstrate the ability to use itinerary planning and fare calculation tools to create accurate ticket quotes.	C	P	Practical Exam, Logbook, Simulation Exercises
CO6	Examine the evolution of distribution technologies including GDS, API, and	U	C	Group Presentation,

	NDC systems in modern ticketing.			Online Demo	Tool
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	AIR GEOGRAPHY AND AIRLINE BASICS		12	15
	1	IATA Areas (TC1, TC2, TC3), Sub-areas, Sub-regions	2	
	2	City Codes, Airport Codes, Airline Codes (IATA 3-letter, 2-letter codes)	2	
	3	GMT, Time Zones, Daylight Saving, Elapsed Time Calculation	2	
	4	Airline Types – FSC, LCC, Hybrid	2	
	5	Journey Types – OW, RT, CT, OJ, Mixed class	2	
	6	Global Indicators (EH, AP, WH etc.) & Route Mapping	2	
II	FARE CONSTRUCTION PRINCIPLES & CALCULATION		12	15
	7	Fare Construction Terms – NUC (Neutral Unit of Construction), BHC, HIP, CTM, TPM, MPM	2	
	8	Fare Ladder – Format, Interpretation, and Role in Fare Calculation	2	
	9	Fare Construction Rules – Stopovers, Transfers, Add-ons, Side Trips	2	
	10	One-Way Fare Calculation using Mileage Principle (TPM/MPM) – Practical Problems	2	
	11	Round-Trip & Circle Trip Fare Construction – Step-by-step Problems	2	
	12	Common Errors in Fare Construction – Real-life Industry Examples	2	
III	TICKETING, DOCUMENTATION & SPECIAL PASSENGER HANDLING		12	15
	13	Types of Tickets – Manual, E-ticket, and GDS-based tickets	2	
	14	Components of a Ticket – Fare, Taxes, Endorsements, Validity, Class of Service	2	
	15	Excess Baggage Charges – Concept, Slab System, and Calculation Methods	2	

	16	Credit Card Usage in Airfare Payment – Types, Airline Tie-ups, and Benefits	2	
	17	Special Passenger Categories – Infants, Unaccompanied Minors, Medical, VIPs/CIPs	2	
	18	Refunds, Reissuance & Cancellations – Rules, Conditions & Sample Scenarios	2	
IV	AIRLINE DISTRIBUTION SYSTEMS & REGULATORY FRAMEWORK		9	15
	19	Overview of Global Distribution Systems (GDS) – Amadeus, Galileo, Sabre	3	
	20	Introduction to NDC (New Distribution Capability), Airline APIs, and Direct Airline Retailing	2	
	21	Interline Agreements, Code-share Flights – Impacts on Fare Construction and Ticketing	2	
	22	Online Fare Analysis – Fare comparison on OTAs vs. Airline websites	2	
V	PRACTICAL COMPONENT		30	
	1	Code Identification: IATA Area, Airport/City/Airline Codes / Itinerary Construction: Domestic & International (OW, RT, CT, OJ) / Manual Fare Construction: OW & RT Fare Problems using TPM, MPM, HIP/ Mock Ticket Issuance: Manual and E-ticket Format Preparation / Fare Analysis Activity: Real-time comparison from OTA vs Airline website/ Mini Project/Viva: Create a full travel fare quote including base fare, taxes, and conditions		

References:

1. IATA Training Manual – *Foundation Course in Fares and Ticketing*
2. Bhatia, A.K. – *Travel Agency & Tour Operations* (Sterling Publishers)
3. Negi, Jagmohan – *Air Travel Ticketing and Fare Construction* (Kanishka Publishers)
4. Shaw, Stephen – *Airline Marketing and Management* (Routledge)
5. IATA/UFTAA Course Notes – Standard Ticketing Curriculum

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	1	1	3	2	2	2	1	1	0
CO 2	3	3	3	2	2	1	3	2	3	2	1	1	0
CO 3	2	3	3	2	2	1	2	3	3	2	1	1	1
CO 4	1	2	3	3	2	2	2	3	2	2	2	2	1
CO 5	3	3	3	2	2	2	3	2	3	3	2	2	1
CO 6	2	3	2	2	3	3	2	3	2	3	3	2	1

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓	✓	✓	
CO 2	✓		✓	✓
CO 3	✓	✓		✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6	✓	✓		✓

Course Code & Title	THS5EJ313	PROFESSIONAL BUSINESS SKILLS			
Type of Course	MAJOR ELECTIVE	Semester	IV	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic communication and computer literacy • Familiarity with workplace etiquette and service industry norms • Interest in improving interpersonal, managerial, and employability skills 				
Course Summary	<p>This course is designed to enhance the employability and workplace readiness of students by developing their core professional business skills. The course focuses on communication, time and team management, business writing, digital etiquette, presentation skills, and interview readiness. It is highly relevant for students pursuing careers in tourism, hospitality, and service industries, where soft skills are as vital as technical knowledge.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and recognize key professional skills required in a business environment	R	F	MCQ, Class Test
CO2	Demonstrate effective verbal and non-verbal communication in professional settings	U	C	Group Discussion, Role Play
CO3	Apply time management, goal setting, and organizational skills in workplace scenarios	Ap	P	Time Log Exercise, Activity Sheet
CO4	Prepare professional documents like CV, emails, memos, and reports	An	P	Document Submission, Peer Review
CO5	Display leadership, teamwork, and problem-solving skills through simulated business tasks	E	C	Team Project, Case Analysis
CO6	Perform confidently in interviews, presentations, and digital business platforms	Cr	M	Mock Interviews, Presentations, Viva

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	BUSINESS COMMUNICATION ESSENTIALS		12	15
	1	Meaning and Types of Business Communication (Verbal, Non-verbal, Written, Visual)	2	
	2	Communication Cycle, Barriers to Effective Communication	2	
	3	Body Language and Non-Verbal Cues in Tourism & Hospitality	2	
	4	Listening Skills and Feedback Mechanisms	2	
	5	Public Speaking and Group Discussion Skills	2	
	6	Digital Communication Etiquette (Email, Chat, Social Media, Zoom)	2	
II	PERSONAL PRODUCTIVITY AND TIME MANAGEMENT		12	15
	7	Personal Productivity & Goal Setting – Definition, importance, SMART goals, goal prioritization	2	
	8	Time Management Tools – To-do list, Time Blocking, Pomodoro Technique, Eisenhower Matrix	2	
	9	Overcoming Procrastination & Stress – Time wasters, stress triggers, basic coping strategies	2	
	10	Organizational Skills – Filing systems, digital organization, scheduling tools	2	
	11	Business Etiquette – Telephone, Email, Social, and Cross-cultural etiquette in business contexts	2	
	12	Professional Grooming & Appearance – Dress code, personal hygiene, body language in service settings	2	
III	BUSINESS WRITING AND DOCUMENTATION		12	15
	13	Resume Writing – Structure, design, dos and don'ts, customizing resumes for tourism/hospitality	2	
	14	Cover Letter & Job Application – Layout, tone, tailoring to job profiles	2	
	15	Business Email, Memo, and	2	

		Circular Writing – Format, clarity, etiquette, common errors		
	16	Report Writing – Purpose, types, structure (intro-body-conclusion), formatting	2	
	17	Proposal Writing, Agenda & Minutes – Elements, layout, use in business meetings	2	
	18	LinkedIn Profile & Professional Networking – Profile building, headline writing, networking tips	2	
IV	WORKPLACE READINESS AND LEADERSHIP SKILLS		12	15
	19	Interview Techniques, Presentation Skills	3	
	20	Conflict Resolution & Problem Solving – Types of conflicts, negotiation, creative problem solving	3	
	21	Leadership vs. Management – Leadership traits, styles, decision making, motivational techniques	3	
	22	Team Building & Collaboration – Roles in teams, team dynamics, virtual team communication	3	
V	OPEN – ENDED MODULE		12	
	1	Prepare and present a professional resume and cover letter for a real or mock job role in tourism/hospitality OR Conduct a mock interview (video-recorded or in-class) OR Simulate a business meeting and document agenda/minutes OR Deliver a professional presentation using PPT and visual aids OR Perform a time management audit and create a personal productivity plan OR Draft professional emails or memos for hospitality business scenarios		

References:

1. **Gary Dessler** – *Human Resource Management*
2. **K. Aswathappa** – *Human Resource Management: Text and Cases*
3. **P. Subba Rao** – *Essentials of Human Resource Management and Industrial Relations*
4. **C.B. Gupta** – *Human Resource Management*
5. **Decenzo, Robbins & Verhulst** – *Fundamentals of Human Resource Management*
6. **Michael Armstrong** – *Armstrong's Handbook of Human Resource Management Practice*

Mapping of CO's with :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	2	1	1	2	1	3	2	1	1	2	1	1
CO 2	3	3	2	2	3	2	3	3	2	2	3	2	2
CO 3	3	2	2	2	3	2	3	2	2	2	3	2	2
CO 4	3	3	2	2	3	3	3	3	3	2	2	2	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

20. DETAILED SYLLABUS OF THE FOUNDATION COURSES

1ST SEMESTER FOUNDATION COURSES

Course Code & Title	THS1FS111	IT IN TOURISM & HOSPITALITY BUSINESS			
Type of Course	SEC	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic computer literacy • Fundamental knowledge of tourism and hospitality sectors • English language proficiency 				
Course Summary	<p>This course introduces students to the application of Information Technology (IT) in the tourism and hospitality industry. It covers the basics of computer systems, digital tools, and software commonly used in travel agencies, hotels, and event management. Students will explore online reservation systems, e-tourism platforms, and social media marketing while gaining practical skills in MS Office tools and internet-based services. The course also emphasizes the use of IT in improving customer service, business efficiency, and promoting smart, sustainable tourism.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance and role of IT in tourism and hospitality operations	U	F	Internal Test, End Semester Exam
CO2	Identify and describe major IT applications used in tourism and hospitality businesses	R	C	Internal Test, Quiz, Assignment
CO3	Analyze the impact of digital platforms and e-tourism tools on the travel industry	An	P	Mini Project, Presentation, End Semester Exam
CO4	Apply basic MS Office tools (Word, Excel, PowerPoint) for documentation and presentation tasks	Ap	P	Practical Assignment, Class Demonstration

CO5	Demonstrate the use of web-based tools, internet, and email for business communication	Ap	P	Practical Test, Viva, Project Work
CO6	Develop a basic digital brochure or itinerary using IT tools for tourism promotion	Cr	M	Open-ended Activity, Assignment, Presentation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FOUNDATIONS OF IT IN TOURISM AND HOSPITALITY		8	10
	1	Meaning and scope of IT in tourism and hospitality	1	
	2	Role and importance of IT in tourism & hospitality operations	1	
	3	Components of IT – Hardware & Software	1	
	4	Components of IT – Networks & Databases	1	
	5	Smart Tourism, Digital India, and IT for Sustainable Tourism	2	
	6	Emerging IT Trends in Tourism (e.g., AI, IoT, VR/AR)	2	
II	IT APPLICATIONS IN OPERATIONS AND RESERVATION SYSTEMS		9	10
	7	Online Reservation Systems – Airlines and Railways	2	
	8	Online Reservation Systems – Hotels	2	
	9	Property Management Systems (PMS) in Hotels	1	
	10	Front Office Computerized Systems and CRM software	2	
	11	Use of IT in Event and MICE Management	2	
III	E-TOURISM AND DIGITAL TRAVEL PLATFORMS		8	15
	12	E-tourism: Concept, scope, and features	1	
	13	Online Travel Agencies (OTAs): MakeMyTrip, Booking.com, GoIbibo	1	
	14	Airbnb and the Sharing Economy in Tourism	2	
	15	Mobile Travel Apps: Functions for navigation, booking, and travel planning	2	
	16	Social Media Marketing, Tourism Blogs,	2	

		and Influencer-Driven Content		
IV	COMPUTER APPLICATIONS AND BUSINESS TOOLS		12	15
	17	MS Word: Creating tour itineraries and business letters	2	
	18	MS Excel: Data entry and tour costing	2	
	19	MS Excel: Chart preparation and analysis	2	
	20	MS PowerPoint: Designing tourism presentations	2	
	21	Internet tools, Email etiquette, and Google Workspace basics	2	
	22	Use of Canva and basic design tools for tourism visuals	2	
V	OPEN – ENDED MODULE		8	
	1	<ul style="list-style-type: none"> • Create a digital brochure or itinerary using MS tools or Canva • Make a mock hotel or flight reservation using an OTA (e.g., Booking.com, IRCTC) • Present a PowerPoint on a digital tourism initiative (e.g., Smart Tourism, Digital India in Tourism) • Compile a short report on current IT trends in the tourism and hospitality sector 		

References:

1. **Anand M.M.** (2011). *Information Technology in Tourism Industry*. Himalaya Publishing House.
2. **Ratna Bhushan** (2015). *Information Technology for Tourism*. Oxford University Press.
3. **Roy A.** (2017). *Tourism and ICT: Issues and Challenges*. Kanishka Publishers.
4. **D.P. Sharma** (2021). *E-Tourism: Principles and Practice*. Vista International Publishing.
5. Inkpen, G. (1998). *Information Technology for Travel and Tourism*. Longman Publishing.
6. Hossein Bidgoli (Ed.) (2019). *The Handbook of Technology Management*. Wiley.

Mapping of CO's with: PSO's & PO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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CO 1	3	2	2	3	2	3	2	3	2	2	2	2	3
CO 2	3	2	3	3	2	2	2	3	3	2	2	2	3
CO 3	2	3	3	3	3	2	2	2	2	3	2	3	3
CO 4	2	2	3	3	2	2	2	2	3	3	3	2	3
CO 5	2	2	3	3	2	3	2	2	3	3	2	2	3
CO 6	3	3	3	3	2	3	3	3	3	3	3	2	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓		✓	
CO 2	✓	✓	✓	
CO 3	✓	✓		✓
CO 4			✓	✓
CO 5			✓	✓
CO 6		✓	✓	✓

Course Code & Title	THS1FM105	BASICS OF TRAVEL AND TOURISM			
Type of Course	MDC	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic awareness of geography, transport modes, and cultural diversity. • Interest in travel, destinations, and current events related to tourism. • No prior subject-specific knowledge required — open to students from all disciplines. 				
Course Summary	<p>This course offers a foundational understanding of the travel and tourism industry. It explores the origin and evolution of travel, key components of the tourism system, types of tourism, and the role of national and international organizations in shaping the sector. Students will also gain insights into travel motivations, tourism development in India, and the structure of various segments of the travel industry including air, rail, road, and water transport. The course is designed to build awareness and appreciation for tourism as a multidisciplinary and economically significant field.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the basic concepts, components, and types of tourism.	R	F	Written test, Objective quiz
CO2	Describe the historical evolution of tourism and major developments in travel modes.	U	C	Assignment, Short answer questions
CO3	Identify key tourism organizations and explain their roles at national and international levels.	Ap	P	Assignment, Mid-semester test
CO4	Analyze travel motivations, barriers to travel, and social tourism concepts.	An	C	Case analysis, Group discussion
CO5	Distinguish between various transport systems and segments of the travel industry.	U	P	Class presentation, MCQs
CO6	Evaluate the future trends and role of technology in tourism development.	E	C	Presentation, Written exam

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FOUNDATIONS OF TRAVEL & TOURISM		9	10
	1	Definition, nature, scope of tourism	1	
	2	Components & elements of tourism	1	
	3	Types of tourism – domestic, international, inbound, outbound	1	
	4	History of travel: trade, religion, education, exploration	2	
	5	Steam age & Industrial Revolution – Impact on travel	2	
	6	Rise of mass tourism, paid holidays, Thomas Cook	2	
II	TOURISM IN INDIA: DEVELOPMENT & INSTITUTIONS		10	10
	7	Evolution of tourism in India	1	
	8	Sargent Committee & Ministry of Tourism	2	
	9	Department of Tourism, India Tourism Offices (Domestic)	2	
	10	Overseas tourism offices – roles & criteria	2	
	11	Role of ITDC in tourism promotion	2	
	12	State Tourism Development Corporations (e.g., KTDC, MTDC)	1	
III	TRAVEL MOTIVATIONS & BARRIERS		8	15
	13	Concept and types of travel motivation	2	
	14	Push and pull factors influencing travel	1	
	15	Social tourism and its significance	1	
	16	Barriers to travel – economic, social, psychological	2	
	17	Evolution of tourism demand	2	
IV	TOURISM ORGANIZATIONS & TRAVEL INDUSTRY STRUCTURE		10	15
	18	Need and types of tourism organizations	2	
	19	National Tourism Organization (NTO) – roles and	2	

	structure		
20	Key international organizations – IUOTO, UNWTO, IATA, ICAO	2	
21	Regional & sectoral bodies – PATA, ICPB, FHRAI, TAAI, UFTAA	2	
22	Segments of the travel industry – Air, Rail, Road, Water	2	
V	OPEN – ENDED MODULE	8	
1	<p>Students can choose any one of the following:</p> <ul style="list-style-type: none"> • Prepare a poster/presentation on a tourism-related theme / • Conduct a peer survey on travel habits and present results/ • Create a brochure or blog on a destination/ • Virtual interview with a tourism professional/ • Role-play: tourism officer, guide, or travel agent / • Watch and review a documentary/video on tourism impact / • Visit a local tourism site and submit a reflective report. 		

References:

1. Seth, P.N. – *Successful Tourism Management*, Sterling Publishers, New Delhi.
2. Bhatia, A.K. – *Tourism Development: Principles and Practices*, Sterling Publishers.
3. Bhat, S.S. – *An Introduction to Travel and Tourism*, Star Publications.
4. Goeldner, C.R. & Ritchie, J.R.B. – *Tourism: Principles, Practices, Philosophies*, Wiley.
5. Holloway, J.C. – *The Business of Tourism*, Pearson Education.
6. Ignou Study Materials – *Foundations of Tourism, BTS Programme*.
7. McIntosh, R.W., Goeldner, C.R., & Ritchie, J.R.B. – *Tourism: Principles, Practices, Philosophies*, Wiley Eastern Limited.

Mapping of CO's with:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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CO 1	3	2	–	–	–	–	1	3	2	–	–	–	–
CO 2	3	–	–	–	2	–	–	3	2	–	–	–	–
CO 3	3	2	1	–	–	–	–	3	2	–	–	–	–
CO 4	2	3	2	–	2	–	1	2	3	–	–	–	–
CO 5	2	2	–	3	2	–	–	2	2	1	–	–	–
CO 6	2	–	3	–	2	2	–	2	2	2	–	1	–

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Rubrics 1	Rubrics 2	Rubrics 3	Rubrics 4
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

IIND SEMESTER FOUNDATION COURSES

Course Code & Title	THS2FM106	SOFT SKILLS FOR SERVICE INDUSTRY			
Type of Course	MDC	Semester	II	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> Basic communication skills and willingness to engage in self-improvement. 				
Course Summary	<p>This course introduces essential soft skills required in customer-focused service industries like tourism, hospitality, aviation, and retail. It focuses on communication, interpersonal skills, grooming, etiquette, and customer service. Through interactive activities such as role plays and mock interviews, students enhance their professional behaviour, teamwork, and service handling abilities. The course aims to build confidence and workplace readiness among students from various academic backgrounds.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain key soft skills relevant to the service industry	R	F	Internal Test, Assignment
CO2	Demonstrate effective verbal and non-verbal communication skills	Ap	P	Role Play, Seminar, Group Discussion
CO3	Exhibit professional grooming and workplace etiquette	Ap	P	Observation, Presentation, Peer Evaluation
CO4	Apply interpersonal skills to build positive customer relationships	An	C	Role Play, Case Study, Internal Test
CO5	Handle customer complaints and service challenges with empathy and tact	E	P	Case Study, Mock Interview, Assignment
CO6	Collaborate in team activities and practice workplace readiness skills	Ap	P	Group Activity, Peer Assessment, Observation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FOUNDATIONS OF SOFT SKILLS		8	10
	1	Introduction to soft skills – Meaning and Importance	1	
	2	Key soft skills for the service industry	2	
	3	Overview of service sectors (Tourism, Hospitality, Retail, Aviation)	1	
	4	Attitude and personality traits	2	
	5	Self-awareness and goal setting	1	
	6	Values and ethics in professional life	1	
II	COMMUNICATION AND INTERPERSONAL SKILLS		11	15
	7	Types of communication: Verbal, Non-verbal, Written	2	
	8	Barriers to communication	1	
	9	Listening skills and feedback	1	
	10	Written communication: email and report etiquette	2	
	11	Public speaking and voice modulation	2	
	12	Building interpersonal relationships	2	
	13	Working in teams and collaboration	1	
III	GROOMING AND PROFESSIONAL ETIQUETTE		10	10
	12	Personal grooming and hygiene	2	
	13	Dress code and presentation	2	
	14	Positive body language and posture	2	
	15	Etiquette at the workplace	2	
	16	Social etiquette and cultural sensitivity	2	
IV	CUSTOMER HANDLING AND WORKPLACE READINESS		8	
	17	Basics of customer service	2	
	18	Handling difficult guests and complaint resolution	1	
	19	Conflict management techniques	1	
	20	Empathy and emotional intelligence in service	1	

	21	Digital heritage and virtual preservation of culture	1	
	22	Rituals, ceremonies, and life-cycle traditions across Indian communities	2	
V	OPEN – ENDED MODULE		8	
	1	Role play, mock interviews, group discussion, soft skills games, storytelling, personality assessments, and case studies based on industry scenarios		

References:

1. A. L. Basham – *The Wonder That Was India*
2. S. A. A. Rizvi – *The Cultural Heritage of India*
3. Kapila Vatsyayan – *Indian Classical Dance*
4. George Michel – *Architecture and Art of Southern India*
5. NCERT – *An Introduction to Indian Art (Part I & II)*
6. UNESCO – *World Heritage Sites in India*
7. INTACH – *Case Studies on Heritage Conservation*

Mapping of CO's with: PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	2	1	3	2	2	2	1	1	1	1
CO 2	3	2	2	2	2	3	2	2	2	1	1	1	1
CO 3	2	2	3	2	2	3	2	2	2	2	2	1	1
CO 4	2	2	2	3	2	3	3	3	3	2	2	2	2
CO 5	2	3	3	2	2	3	3	3	3	2	2	2	2
CO 6	2	3	3	2	2	3	3	3	3	2	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5		✓	✓	✓
CO 6		✓	✓	✓

IIIRD SEMESTER FOUNDATION COURSES

Course Code & Title	THS3FV108	ADVENTURE TOURISM: CONCEPTS, PRACTICES & SAFETY			
Type of Course	VAC	Semester	3	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism and its forms • General awareness of geography and natural landscapes • Interest in outdoor, nature-based, or experiential activities 				
Course Summary	This course explores the world of adventure tourism, introducing students to a range of outdoor activities, safety standards, environmental ethics, and tour planning practices. The course includes exposure to real-world adventure experiences through field-based learning.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define the concepts, history, and classifications of adventure tourism.	R	F	Written Test/Quiz
CO2	Identify different types of land, water, and air adventure activities.	U	C	Assignment / Presentation
CO3	Analyse the safety measures and risk management techniques.	An	P	Case Study / MCQ
CO4	Plan itineraries for adventure tours with appropriate logistics.	Ap	C	Mini project / Report
CO5	Demonstrate awareness of sustainable and responsible adventure practices.	E	M	Field Visit / Report / Presentation
CO6	Examine the potential for entrepreneurship in adventure tourism.	E	C	Seminar / Group Discussion

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO ADVENTURE TOURISM		9	15
	1	Meaning and Definition of Adventure Tourism		
	2	History and Evolution of Adventure Travel		
	3	Growth of Adventure Tourism in India and the World		
	4	Classification: Soft vs. Hard Adventure		
	5	Major Adventure Destinations in India		
	6	Socio-Economic and Environmental Importance of Adventure Tourism		
II	TYPES OF ADVENTURE ACTIVITIES		9	15
	7	Land-based Activities: Trekking, Rock Climbing, Hiking		
	8	Water-based Activities: River Rafting, Kayaking, Snorkelling		
	9	Air-based Activities: Paragliding, Bungee Jumping, Skydiving		
	10	Wildlife and Jungle Tourism		
	11	Winter Adventure: Skiing, Ice Climbing		
	12	Desert and Caving Adventures		
III	SAFETY, REGULATIONS, AND SUSTAINABILITY IN ADVENTURE TOURISM		9	15
	13	Basic Safety Guidelines and Use of Equipment		
	14	Risk Assessment and Management		
	15	First Aid and Emergency Procedures		
	16	Adventure Tourism Regulatory Bodies: ATOAI, IMF, UIAA		
	17	Eco-responsible Adventure Practices		
	18	Environmental and Ethical Concerns		
IV	TOUR PLANNING, MANAGEMENT & ENTREPRENEURSHIP IN ADVENTURE TOURISM			
	19	Preparing an Adventure Tour Itinerary		
	20	Budgeting and Costing in Adventure Packages		

	21	Marketing Adventure Tours: Online & Offline Platforms		
	22	Scope for Entrepreneurship in Adventure Tourism		
V	OPEN – ENDED MODULE			
	1	<ul style="list-style-type: none"> • Visit to Adventure Park or Outdoor Location (physical or virtual). • Report on interaction with an adventure tourism operator • Presentation / Demonstration of an adventure activity plan 		

References:

1. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). Adventure Tourism: The New Frontier.
2. Buckley, R.** (2007). Adventure Tourism Management. Elsevier.
3. Negi, J. M. S.** (2002). Adventure Tourism and Sports. Kanishka Publishers.
4. ATOAI – Adventure Tour Operators Association of India - Official Guidelines & Code of Conduct for Adventure Tourism in India.
5. Ministry of Tourism, Government of India - Guidelines for Adventure Tourism in India.
6. International Mountaineering and Climbing Federation (UIAA) - Safety standards for mountaineering and rock climbing
7. Lonely Planet Publications – Adventure travel guides and destination-based activity insights.

Mapping of CO's with:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	2	1	1	1	2	3	2	1	1	1	2
CO 2	2	2	2	2	1	1	2	2	3	2	1	2	1
CO 3	2	3	2	2	2	3	2	3	2	2	2	1	2
CO 4	2	2	3	3	2	2	2	3	3	3	2	2	2
CO 5	1	2	2	2	3	3	3	2	2	3	3	3	3
CO 6	2	2	3	3	3	2	2	3	3	3	3	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

IVTH SEMESTER FOUNDATION COURSES

Course Code & Title	THS4FV109	INDIAN CULINARY STUDIES			
Type of Course	VAC	Semester	IV	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of Indian geography and regional diversity • Familiarity with fundamental culinary terms and cooking techniques • Introductory knowledge of food and culture 				
Course Summary	<p>This course explores the rich and diverse culinary traditions of India, delving into regional food practices, traditional cooking techniques, historical influences, and the cultural significance of Indian cuisine. Students will gain in-depth knowledge of ingredients, cooking styles, and food presentation across different Indian states.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the evolution and history of Indian cuisine	U	F	Exam, Assignment
CO2	Identify ingredients and traditional cooking methods of various regions	R	C	Quiz, Group Activities
CO3	Compare the food cultures of different Indian states	An	C	Seminar, Discussion
CO4	Interpret culinary diversity in relation to geography, religion, climate	U	C	Test, Group Work
CO5	Assess the role of Indian cuisine in tourism and global culinary trends	E	M	Assignment, Presentation
CO6	Demonstrate research ability in a selected area of Indian culinary tradition	Ap	P	Open-ended Project

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	EVOLUTION AND HISTORY OF INDIAN CUISINE		11	15

	1	Evolution of Indian cuisine – Ancient to Modern	1	
	2	Impact of religion and rituals on food traditions	2	
	3	Influence of Mughals, British, and other foreign cultures on Indian cuisine	2	
	4	Ayurveda and food – concept of balance and Satvik food	2	
	5	Food as a part of Indian festivals, traditions, and rituals	2	
	6	Historical cookbooks and culinary documentation in India	2	
II	REGIONAL CULINARY TRADITIONS OF INDIA		10	10
	7	North Indian Cuisine – Punjab, Kashmir, Uttar Pradesh – key dishes, ingredients, and flavors	2	
	8	South Indian Cuisine – Kerala, Tamil Nadu, Andhra – rice, coconut, spices, sambar, etc.	2	
	9	Eastern Indian Cuisine – Bengal, Odisha, Assam – fish, mustard, sweets, rice	2	
	10	Western Indian Cuisine – Gujarat, Rajasthan, Maharashtra – thalis, snacks, traditional sweets	2	
	11	Central and North-Eastern Cuisines – Madhya Pradesh, Nagaland, Manipur – unique elements	2	
III	CULINARY COMPONENTS AND TECHNIQUES		10	15
	12	Essential spices, herbs, grains, pulses used in Indian cooking	2	
	13	Cooking methods – Tandoori, Dum, Bhuna, Steaming, Roasting, etc.	2	
	14	Traditional kitchen tools and utensils – Sil Batta, Degchi, Tandoor	2	
	15	Indian food preservation – Pickling, fermentation, sun-drying, storage methods	2	
	16	Traditional food presentation – Thali, Bhojanam, Sadhya, etc.	2	
IV	INDIAN CUISINE IN CONTEMPORARY & GLOBAL CONTEXT		6	10
	17	Indian cuisine in the global culinary scene – popularity and adaptations	1	
	18	Fusion cuisine – Blending Indian styles with international techniques	1	

	19	Culinary tourism – Food as a tourism product in India	1	
	20	Culinary branding and GI tagging – examples and importance	1	
	21	Sustainability and revival of lost recipes and indigenous culinary practices	1	
	22	Role of Indian cuisine in hospitality and restaurant industry	1	
V	OPEN – ENDED MODULE		8	
	1	Project – Students choose one aspect of Indian culinary tradition (regional cuisine, festival food, tribal/indigenous cooking, etc.) for detailed research and documentation		
	2	Presentation Component – Students present their findings through PPT, poster, video, or food display (individual/group)		
	3	Reflection/Report Submission – Submission of a reflective report/project booklet on their topic		

References:

1. Achaya, K. T. – *Indian Food: A Historical Companion*
2. Tarla Dalal – *The Complete Indian Cookbook*
3. C. Gopalan – *Nutritive Value of Indian Foods*
4. Pushpesh Pant – *India: The Cookbook*
5. Ministry of Tourism – *Incredible India Culinary Tourism Brochures*

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	0	0	0	0	3	2	0	0	0	0	0
CO 2	3	3	0	0	0	0	3	2	0	0	0	0	0
CO 3	2	3	0	3	0	0	3	3	0	0	0	0	0
CO 4	1	3	0	3	2	0	3	3	0	0	0	0	0
CO 5	0	2	3	3	3	0	3	3	2	0	0	0	0
CO 6	0	0	3	0	3	3	2	3	3	3	0	0	0

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)-Case studies/Course project/ Itinerary Preparation/ Destination analysis
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	Practical
CO 1	✓		✓	✓
CO 2	✓	✓		✓
CO 3		✓	✓	
CO 4	✓	✓		✓
CO 5		✓	✓	✓
CO 6			✓	

Course Code & Title	THS4FS112	ENVIRONMENTAL STUDIES AND SUSTAINABLE DEVELOPMENT IN TOURISM			
Type of Course	SEC	Semester	IV	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of environmental concepts • General awareness of geography, biodiversity, and climate • Interest in sustainability and social responsibility 				
Course Summary	This course provides an overview of environmental concepts and sustainable development. It covers ecosystems, biodiversity, pollution, climate change, natural resource management, and global environmental policies. Students are encouraged to develop environmental awareness and critical thinking skills, especially in relation to the tourism and hospitality industry. Emphasis is given to eco-friendly practices, sustainable tourism models, and India's role in global environmental efforts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand fundamental environmental concepts and ecosystems	U	F	Written Test/ Quiz
CO2	Identify types and sources of pollution and control measures	R	C	Assignment/ Mid-Sem Test
CO3	Explain the relationship between tourism and the environment	U	C	Presentation/ Case Study
CO4	Analyze conservation strategies and sustainable practices	An	P	Group Project/ Written Exam
CO5	Examine environmental laws and global environmental movements	An	C	Written Exam/ MCQs
CO6	Apply principles of sustainability to tourism and daily life	Ap	P	Field Work/ Report

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	Environmental Concepts and Ecosystems		10	15
	1	Definition, scope, and importance of Environmental	1	

		Studies		
	2	Components of the environment: biotic and abiotic	1	
	3	Structure and function of an ecosystem	2	
	4	Types of ecosystems: forest, grassland, desert, aquatic	2	
	5	Biodiversity: Definition, levels, and values	2	
	6	Biodiversity hotspots and threats to biodiversity	2	
II	Pollution and Environmental Issues		10	10
	7	Environmental pollution – types, causes, effects (air, water, soil, noise)	2	
	8	Solid waste management and hazardous waste	2	
	9	Climate change, global warming, ozone depletion	2	
	10	Disaster management: floods, earthquakes, cyclones	2	
	11	Human population and environment	2	
III	Sustainable Development and Natural Resources		10	15
	12	Sustainable development – meaning, goals, and indicators	1	
	13	Concept and need for sustainable development	1	
	14	Natural resources – types and conservation: water, forest, energy	2	
	15	Environmental movements in India (Chipko, Narmada Bachao)	2	
	16	Role of individuals and communities in conservation	2	
	17	Role of tourism in environmental degradation and conservation	2	
IV	Environmental Policy and Sustainable Practices		7	10
	18	Environmental legislation in India: EPA, Wildlife Protection Act, Forest Conservation Act	1	
	19	International conventions: Kyoto Protocol, Paris Agreement, SDGs	1	
	20	Green tourism, eco-tourism, and responsible travel	1	
	21	Sustainable practices in hospitality and tourism sector	2	
	22	Role of education, NGOs, and youth in sustainable development	2	
V	OPEN-ENDED MODULE			

	1	<ul style="list-style-type: none"> • “A Day in My Ecosystem” – Observation Journal • Research Report: Biodiversity Hotspots of India • Pollution Mapping in My Locality • Disaster Diary: Learning from a Natural Disaster • Poster/Collage Making: Conservation of Forests and Wildlife • Awareness Campaign Plan: “Go Green, Travel Clean” 	8	
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References:

1. Erach Bharucha (2005), *Environmental Studies*, UGC – University Grants Commission
2. Anubha Kaushik & C.P. Kaushik, *Perspectives in Environmental Studies*
3. UNEP Reports and UN Sustainable Development Goals (UNSDG) documents
4. Dr. N.K. Oberoi, *Environmental Management in Tourism*

Mapping of CO's with: PO & PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	2	2	2	3	2	3	2	2	1	3	2
CO 2	3	3	2	2	2	3	2	3	2	2	2	3	2
CO 3	3	3	2	3	2	3	2	3	3	3	2	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	2	3	3	3	2	3	3	2	2	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ

- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓
CO 6		✓	✓	✓

VTH SEMESTER FOUNDATION COURSES

Course Code & Title	THS5FV110	TOURISM LAW AND REGULATIONS			
Type of Course	VAC	Semester	V	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of tourism and hospitality industry operations. • Familiarity with the roles of travel agencies, tour operators, and transportation systems. • No prior legal background is required, as the course is designed to introduce foundational tourism laws in a simplified and applied manner. 				
Course Summary	<p>This course provides an introductory understanding of the legal and regulatory framework that governs the tourism and hospitality industry. It covers laws related to travel agencies, tour operations, transportation, accommodation services, international travel documentation, and insurance. With a focus on real-life case studies and practical application, the course aims to build legal awareness among students to ensure ethical and compliant tourism practices. Designed for learners from all academic backgrounds, the course emphasizes the importance of protecting consumer rights, adhering to safety norms, and promoting responsible tourism.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic legal framework applicable to the tourism sector in India.	U	C	Written Test, MCQs
CO2	Explain the legal requirements for travel agencies and tour operators.	U	C	Assignment, Short Answer
CO3	Analyze laws related to transport and accommodation services in tourism.	An	P	Case Study, Scenario-based Questions
CO4	Interpret international travel rules, visa norms, and insurance policies.	An	P	Descriptive Questions, Document Analysis
CO5	Apply legal concepts in drafting tour contracts and dispute resolution.	Ap	P	Project Work, Drafting

				Activity
CO6	Demonstrate legal awareness through real or simulated tourism law situations.	Cr	M	Field-based Report, Open-ended Task, Viva

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	LEGAL FRAMEWORK OF TOURISM IN INDIA		9	10
	1	Meaning and importance of tourism law	1	
	2	Scope of legal regulations in tourism and hospitality	2	
	3	Role of regulatory bodies – Ministry of Tourism, DGCA, IRCTC	2	
	4	Overview of Indian Constitution provisions related to tourism	2	
	5	Law of Contract – essentials, obligations (overview)	1	
	6	Rights and duties of tourism service providers	1	
II	TRAVEL AGENCY & TOUR OPERATOR REGULATIONS		8	10
	7	Licensing and registration requirements for travel businesses	2	
	8	Ethical responsibilities and liabilities of travel agents	2	
	9	Cancellation, refund, and compensation policies	2	
	10	Legal clauses in tour package documents	2	
III	TRANSPORT & ACCOMMODATION LAWS		10	15
	11	Civil Aviation rules – DGCA guidelines, airline passenger rights	1	
	12	Carriage by Air Act, 1972 – liability clauses	1	
	13	IRCTC and rail transport regulations for tourism	2	
	14	Road transport – permits and Motor Vehicles Act provisions	2	
	15	Accommodation licensing, classification, and taxation norms	2	
	16	Legal responsibilities of hotels towards guests	2	
	INTERNATIONAL TOURISM REGULATIONS & INSURANCE		10	15

IV	17	Passport Act and visa regulations for outbound/inbound tourism	2	
	18	Foreign Exchange Management Act (FEMA) – basics for tourists	2	
	19	Guidelines for safe travel – WHO, IATA, and UNWTO advisories	1	
	20	Types and coverage of travel insurance	1	
	21	Handling legal issues of foreign tourists in India	2	
	22	Case laws and legal disputes in international tourism	2	
V	OPEN – ENDED MODULE		8	
	1	<ul style="list-style-type: none"> • Prepare a case study: Legal issue in tourism (e.g., refund denial, overbooking, accident) • Draft a simple tour contract with legal clauses OR awareness brochure on tourist rights 		

References:

1. **M.R. Deka** – *Legal Aspects of Tourism in India*
2. **Jagmohan Negi** – *Travel Agency and Tour Operations: Concepts and Principles*
3. **T.K. Rajan** – *Laws Relating to Travel, Tourism and Hospitality*
4. **Sunetra Roday** – *Tourism Operations and Management*
5. **S. Mishra** – *Law and Tourism in India*
6. **Nandan Dubey** – *Tourism and Law*
7. **UNWTO** – *Global Code of Ethics for Tourism*

Mapping of CO's with :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	2	1	2	2	2	2	2	1	1	1	1
CO 2	3	2	2	2	2	2	2	2	2	1	1	1	1
CO 3	2	2	3	2	2	2	2	3	2	2	2	2	2
CO 4	2	2	3	2	2	3	2	3	3	2	2	2	2

CO 5	2	3	3	2	2	3	2	3	3	2	2	2	2
CO 6	2	3	3	2	2	3	2	3	3	2	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	End Semester Exam
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5		✓	✓	✓
CO 6		✓	✓	✓

Course Code & Title	THS5FS113	PERSONALITY DEVELOPMENT & PRESENTATION SKILLS			
Type of Course	SEC	Semester	V	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	--	--	45
Pre-requisites	<ul style="list-style-type: none"> • Basic ability to read, write, and understand English. • Willingness to participate in interactive sessions, group activities, and self-assessment tasks. • Openness to feedback and self-improvement for communication and behavioural development. 				
Course Summary	This course enhances students' personal and professional development by focusing on personality building, communication, etiquette, and presentation skills. Through interactive activities, they will gain confidence in self-expression, teamwork, and effective presentations—key skills for tourism, hospitality, and related fields.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the components of personality and factors affecting development.	U	C	MCQs/ reflective worksheet
CO2	Demonstrate appropriate grooming and etiquette in professional settings.	Ap	P	Observation/ peer review/ grooming checklist
CO3	Communicate effectively using verbal and non-verbal methods.	Ap	P	Role-plays/ classroom activities
CO4	Present ideas with confidence and clarity using visual aids.	Ap	P	Presentation rubric
CO5	Work in teams and demonstrate leadership qualities.	An	M	Group activity/ peer review
CO6	Reflect on self-improvement strategies and personal growth.	E	M	Self-assessment/ learning journal

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	UNDERSTANDING PERSONALITY		10	10
	1	Definition and nature of personality	2	
	2	Key traits of a successful personality	2	
	3	Personality types and behaviour patterns	2	
	4	Importance of self-awareness	2	
	5	Personal SWOT analysis	2	
II	GROOMING & ETIQUETTE		10	15
	6	Personal hygiene and grooming essentials	2	
	7	Dress code and professional appearance	2	
	8	Body language and posture	2	
	9	Workplace and social etiquette	2	
	10	Telephone, email, and online communication etiquette	2	
III	COMMUNICATION SKILLS		10	10
	11	Elements of communication	2	
	12	Verbal and non-verbal communication	2	
	13	Active listening and feedback	2	
	14	Confidence in speaking: overcoming fear	2	
	15	Building assertiveness and empathy	2	
IV	PRESENTATION SKILLS		7	15
	16	Principles of effective presentation	1	
	17	Use of visual aids (PPT, charts, props)	1	
	18	Speech structure: introduction, body, conclusion	1	
	19	Voice modulation and body language in presentations	1	
	20	Handling audience questions	1	
	21	Individual short presentation (peer feedback)	1	
	22	Group presentations	1	
V	OPEN-ENDED MODULE		8	
	1	<ul style="list-style-type: none"> • Who Am I? – A Personal Reflection Essay • My Personality SWOT Analysis 		

		<ul style="list-style-type: none"> • Design Your Professional Lookbook • Role Play: Handling a Social or Workplace Etiquette Situation • Conflict Management Role Play 	
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References:

1. Shiv Khera – *You Can Win*
2. Carnegie, Dale – *The Quick and Easy Way to Effective Speaking*
3. TED Talks and Toastmasters videos (YouTube)
4. Soft Skills Manual – Dr. K. Alex

Mapping of CO's with: PSOs & POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	2	3	2	2	2	3	2	2	2	2	3
CO 2	3	2	3	3	2	2	2	3	3	2	2	2	3
CO 3	2	3	3	3	3	2	2	2	2	3	2	3	3
CO 4	2	2	3	3	2	2	2	2	3	3	3	2	3
CO 5	2	2	3	3	2	3	2	2	3	3	2	2	3
CO 6	3	3	3	3	2	3	3	3	3	3	3	2	3

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

Course Outcome (CO)	Internal Exam	Seminar	Assignment	End Semester Exam
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	
CO 3	✓	✓	✓	✓
CO 4			✓	✓

CO 5		✓	✓	✓
CO 6		✓	✓	✓

21. DETAILED SYLLABUS OF THE MINOR COURSES

1ST SEMESTER MINOR COURSES

Course Code & Title	THS1MN101	INTRODUCTION TO AVIATION INDUSTRY			
Type of Course	MINOR	Semester	I	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of the travel and tourism • General awareness of transportation systems • Interest in aviation, travel, or customer service sectors 				
Course Summary	This course provides an introduction to the global and Indian aviation industry. It covers the evolution of air travel, key stakeholders, regulatory bodies, and different sectors within aviation. Students gain awareness of career opportunities and the foundational concepts necessary for advanced studies in aviation.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the history and evolution of the aviation industry	U	F	Written Test/ Quiz
CO2	Classify the different types of aviation and airline services	U	C	Assignments/ Group Discussion
CO3	Identify the key stakeholders in the aviation industry	R	F	MCQs/ Case Study
CO4	Describe the role of international and national regulatory bodies	U	C	Written Exam/ Presentation

CO5	Outline various aviation career paths and industry expectations	Ap	P	Viva/ Role Play
CO6	Demonstrate awareness of aviation terminology and communication practices	Ap	P	Activity-based Evaluation/ Participation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	HISTORY AND OVERVIEW OF AVIATION		12	15
	1	Introduction to the Aviation Industry: Definition, Scope, Importance	3	
	2	Historical Evolution of Global Aviation	2	
	3	Evolution and Growth of Indian Aviation	2	
	4	Civil Aviation Milestones in India	2	
	5	Role of Ministry of Civil Aviation (MoCA)	3	
II	TYPES AND SEGMENTS OF AVIATION		12	15
	6	Types of Aviation: Civil, Military, General	3	
	7	Scheduled and Non-Scheduled Services	2	
	8	Low-Cost vs. Full-Service Airlines	2	
	9	Passenger vs. Cargo Airlines	2	
	10	Charter Services and Regional Airlines	3	
III	STAKEHOLDERS AND REGULATORY BODIES		11	20
	11	Key Stakeholders: Airlines, Airports, Tour Operators, Aircraft Manufacturers	2	
	12	Directorate General of Civil Aviation (DGCA): Structure and Role	2	
	13	Airport Authority of India (AAI) and Bureau of Civil Aviation Security (BCAS)	2	
	14	International Civil Aviation Organization (ICAO)	2	
	15	International Air Transport Association (IATA)	3	
IV	COMMUNICATION, CAREERS, AND TRENDS		13	20
	16	Aviation Terminology and Communication Practices	2	

	17	Airline and Airport Operations: Check-in, Boarding, Baggage Handling	3	
	18	Customer Service and Soft Skills in Aviation	2	
	19	Career Options: Cabin Crew, Ground Staff, Cargo, ATC	2	
	20	Grooming and Personality Development in Aviation	2	
	21	Emerging Trends in the Aviation Industry	2	
	22	Overview of Aviation Training and Certifications (e.g., IATA)	2	
V	OPEN – ENDED MODULE			12
	1	<ul style="list-style-type: none"> • Timeline Chart: Evolution of Indian Aviation • Comparative Study: Low-Cost vs. Full-Service Airlines • Chart on Aviation Stakeholders • ICAO and IATA Country Code Quiz / Worksheet • Role Play: Airline Check-in and Boarding Process • Career Path Mapping • Aviation Grooming and Etiquette Practice 		

References:

1. Wells, Alexander T., and Seth Young. *Introduction to Aviation and Aerospace*. Cengage Learning.
2. Doganis, Rigas. *The Airline Business*. Routledge.
3. ICAO and IATA official websites
4. Government of India – Ministry of Civil Aviation publications
5. Relevant DGCA and BCAS publications

Mapping of CO's with: PSOs & POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	0	0	2	1	3	2	0	1	1	0
CO 2	3	2	2	1	0	1	1	3	2	1	1	1	0
CO 3	2	2	2	0	0	1	1	3	2	1	0	0	0
CO 4	2	3	2	2	0	1	2	2	3	1	1	2	1

CO 5	2	2	3	2	3	2	2	2	2	2	2	2	2
CO 6	1	2	2	2	2	3	2	1	2	2	2	1	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS1MN102	INTRODUCTION TO TOURISM INDUSTRY			
Type of Course	MINOR	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	<ul style="list-style-type: none"> • No prior knowledge of tourism required. • Basic understanding of general social and economic concepts helpful. • Interest in learning about travel, culture, and hospitality 				
Course Summary	This course covers the basics of tourism, its types, industry structure, and impacts. It also highlights government roles and includes practical activities to apply learning.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
C O1	Understand basic tourism concepts, terms, and components.	R	F	Written Exam/ Quiz
C O2	Identify different types and purposes of tourism.	U	C	Assignment/ MCQs
C O3	Describe the tourism industry structure and key roles.	Ap	P	Presentation / Case Studies
C O4	Analyze tourism's economic, social, and environmental impacts.	An	M	Report/ Practical Assessment
C O5	Recognize government and international roles in tourism.	E	C	Group Task/ Rubric-based Evaluation
C O6	Apply tourism knowledge through practical activities	Ap	P	Role Play/ Practical

				Writing
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Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Fundamentals of tourism		13	20
	1	Definition and Meaning of Tourism	2	

	2	Concept of Tourist, Excursionist, Visitor, Traveller (UNWTO definitions)	2	
	3	Characteristics of tourism as an industry	2	
	4	Basic components of tourism (4A's: Attraction, Accessibility, Accommodation, Amenities)	2	
	5	Tourism product: Characteristics and types	2	
	6	Difference between tourism, travel, recreation, and leisure	3	
II	Types and Purposes of Tourism		12	15
	7	Domestic and international tourism	2	
	8	Leisure and recreational tourism	2	
	9	Business and MICE tourism	2	
	10	Religious and heritage tourism	2	
	11	Medical and educational tourism	2	
	12	Adventure and eco-tourism	2	
III	Tourism Industry and Services		12	20
	13	Key sectors: Transport, accommodation, travel agencies	2	

	14	Role of tour operators and travel guides	2	
	15	Hospitality and tourism linkage	2	
	16	Government and private organizations in tourism	2	
	17	Popular tourist destinations in India (overview)	2	
	18	Use of technology in tourism (online booking, mobile apps, etc.)	2	
IV	Impacts of Tourism		8	15
	19	Economic impacts – Employment, income, foreign exchange	2	
	20	Environmental impacts – Pollution, conservation, carrying capacity	2	
●	21	Responsible and sustainable tourism	2	
	22	Current issues and challenges in tourism (e.g., over-tourism, post-COVID travel)	2	
	PRACTICAL COMPONENT		15	
● V		<ul style="list-style-type: none"> ● Hands-on activities such as field visit/virtual tour ● Brochure/poster making, map work, group presentation, ● An tourism-related assignments. 		

References:

- Bhatia, A.K. – Tourism Development.
- Goeldner & Ritchie – Tourism.
- UNWTO – www.unwto.org
- Ministry of Tourism, India – www.tourism.gov.in

Mapping of CO's with: PO & PSO's

	PSO 1	PSO 2	PSO 3	PSO 4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

IIND SEMESTER MINOR COURSES

Course Code & Title	THS2MN101	AIRPORT AND AIRLINE OPERATIONS			
Type of Course	MINOR	Semester	II	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Completion of Minor Paper 1: Introduction to Aviation Industry • Basic understanding of aviation terminology and procedures • Interest in operational aspects of airports and airlines 				
Course Summary	This course introduces the operational structure, functions, and interrelationships between airports and airlines. Students will explore terminal management, airside and landside operations, baggage systems, airline logistics, and safety/security protocols essential for the functioning of aviation hubs.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the functional areas of airport and airline operations	R	F	Written Exam/ Quiz
CO2	Explain the workflow of airport terminal and airside processes	U	C	Assignment/ MCQs
CO3	Identify and relate the roles of key personnel in airport/airline functions	Ap	P	Presentation/ Case Studies
CO4	Analyze safety and security procedures in airport and airline operations	An	M	Report/ Practical Assessment
CO5	Examine ground handling and passenger service protocols	E	C	Group Task/ Rubric-based Evaluation
CO6	Demonstrate understanding of baggage handling and ramp operations	Ap	P	Role Play/ Practical Writing

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	FUNDAMENTALS OF AIRPORT OPERATIONS		13	15
	1	Overview of Airport Operations: Structure, Stakeholders	2	
	2	Classification of Airports: International, Domestic,	2	

		Regional		
	3	Airport Zones: Airside, Landside, Terminal	2	
	4	Terminal Operations: Check-in, Security, Boarding	2	
	5	Airport Passenger Facilities and Amenities	3	
	6	Role of Airport Authorities (AAI, DGCA)	3	
II	CORE FUNCTIONS OF AIRLINE OPERATIONS		13	15
	7	Introduction to Airline Operations	3	
	8	Airline Departments: Ground, In-flight, Engineering	3	
	9	Flight Scheduling and Network Planning	2	
	10	Crew Management and Rostering	2	
	11	Reservation Systems and GDS	2	
	12	Low-cost vs Full-Service Carrier Operations	2	
III	GROUND HANDLING AND PASSENGER SERVICES		14	15
	13	Baggage Handling Systems	2	
	14	Ramp Services and Aircraft Turnaround	2	
	15	Cargo and Logistics Operations	2	
	16	Passenger Handling Procedures	2	
	17	Airport Security Systems	2	
	18	Emergency and Crisis Management at Airports	4	
IV	REGULATORY AND SAFETY FRAMEWORKS IN AVIATION		8	15
	19	Air Traffic Control and Communication Systems	2	
	20	Aviation Safety Management Systems (SMS)	2	
	21	Regulatory Bodies: ICAO, IATA and Local Agencies	2	
	22	Environmental and Sustainable Practices in Airport Operations	2	
V	PRACTICAL COMPONENT		12	
	1	<ul style="list-style-type: none"> • Department Role Play: A Day in Airline Operations • Simulation: Flight Schedule Planning 		

		<ul style="list-style-type: none"> • Passenger Handling Simulation • Case Study: Baggage Mishandling Scenario • Safety Management System (SMS) Poster Making • A session with an industry expert 		
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References:

1. Wells, A. T., & Young, S. B. (2011). *Airport Planning & Management*. McGraw Hill
2. Doganis, R. (2019). *Flying Off Course: Airline Economics and Marketing*. Routledge
3. Graham, A. (2018). *Managing Airports: An International Perspective*. Routledge
4. ICAO and IATA Training Manuals
5. Wells, A. T., & Young, S. B. (2011). *Airport Planning & Management*. McGraw Hill
6. Doganis, R. (2019). *Flying Off Course: Airline Economics and Marketing*. Routledge
7. Graham, A. (2018). *Managing Airports: An International Perspective*. Routledge
8. ICAO and IATA Training Manuals

Mapping of CO's with: PO & PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	2	1	0	1	1	3	3	1	2	1	0
CO 2	3	2	2	2	0	1	1	3	3	2	3	1	1
CO 3	2	3	2	2	1	1	2	2	3	2	2	2	1
CO 4	2	2	3	3	1	3	2	2	2	2	3	2	2
CO 5	2	3	3	3	2	2	2	2	3	3	3	3	2
CO 6	2	2	2	3	1	2	2	2	3	3	3	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes

- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS2MN102	INTRODUCTION TO HOSPITALITY INDUSTRY			
Type of Course	MINOR	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	<ul style="list-style-type: none"> · Basic communication skills in English · Interest in tourism, service, and customer interaction · No prior technical knowledge required — designed for beginners 				
Course Summary	This course provides a foundational understanding of the hospitality industry, its key sectors, hotel operations, and career opportunities. It includes both theoretical knowledge and practical exposure to essential hospitality functions..				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
C O1	Describe the structure, scope, and evolution of the hospitality industry.	R	F	Written Exam/ Quiz
C O2	Identify and classify different types of hospitality establishments.	U	C	Assignment/ MCQs
C O3	Explain the functions of various hotel departments and their interrelationships.	Ap	P	Presentation / Case Studies
C O4	Assess career opportunities and essential soft skills needed in the hospitality sector.	An	M	Report/ Practical Assessment
C O5	Demonstrate basic operational skills related to Front Office, Housekeeping, and F&B services through practical exercises.	E	C	Group Task/ Rubric-based Evaluation
C O6	Prepare reports and presentations based on field visits and industry interactions, showing applied understanding.	Ap	P	Role Play/ Practical Writing

Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Overview of the Hospitality Industry		13	20
	1	Meaning and definition of hospitality	2	

	2	Scope and significance of the hospitality industry	2	
	3	Historical development and global evolution	2	
	4	Growth and development of the hospitality industry in India	2	
	5	Major sectors: lodging, food & beverage, travel, recreation, and events	2	
	6	Relationship between hospitality and tourism industries	3	
II	Basics of hospitality		12	15
	7	Service & Guest Expectations – Basics of service and guest satisfaction	2	
	8	Industry Characteristics – Intangibility, perishability, variability, inseparability	2	
	9	Hospitality Organizations – Hotels, resorts, homestays, restaurants, clubs, cruises	2	
	10	Products & Services – Core, facilitating, supporting services	2	
	11	Guest Cycle – Pre-arrival to post-departure stages	2	
	12	Etiquette & Professionalism – Courtesy, grooming, behaviour	2	
III	Departments and Functions in a Hotel		12	20
	13	Major operational departments: Front Office, Housekeeping, Food Production, F&B Service	2	
	14	Supporting departments: Sales & Marketing, Human Resources, Finance, Maintenance	2	
	15	Organizational structure in small, medium, and large hotels	2	

	16	Roles and responsibilities of key personnel in each department	2	
	17	Interdepartmental coordination and communication	2	
	18	Importance of departmental efficiency in guest satisfaction	2	
IV	Career Opportunities and Soft Skills in Hospitality		8	15
	19	Career paths and job roles in various hospitality sectors	2	
	20	Essential soft skills: communication, grooming, etiquette, and teamwork	2	
	21	Professional ethics, customer service, and cultural sensitivity	2	
	22	Importance of internships, training, and skill development in career growth	2	
	PRACTICAL COMPONENT		15	
V		<ul style="list-style-type: none"> • Basic practical session: Front Office. • Basic practical session: Housekeeping • Basic practical session: F&B Service 		

References:

- John R. Walker – Introduction to Hospitality
- Jatashankar R. Tewari – Principles of Hotel Management
- Rocco Angelo & Andrew Vladimir – Hospitality Today: An Introduction

Mapping of CO's with: PO & PSO's

	PSO 1	PSO 2	PSO 3	PSO 4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

IIIRD SEMESTER MINOR COURSES

Course Code & Title	THS3MN201	AIR TICKETING AND FARE CALCULATION			
Type of Course	MINOR	Semester	III	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Familiarity with aviation codes and procedures • Interest in ticketing systems and airfare principles 				
Course Summary	This course provides theoretical insight into the principles and procedures of airline ticketing and fare calculations. It covers IATA codes, fare structures, basic fare construction rules, ticket types, and global indicators, helping students develop a strong foundation for advanced ticketing and reservation systems.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain IATA areas, codes, and global indicators	U	F	MCQs / Quiz
CO2	Classify fare types, ticket components, and seasonality rules	U	C	Assignment / Worksheet
CO3	Interpret basic fare sheets and airline pricing structures	Ap	C	Case Study
CO4	Outline principles of fare construction using IATA mileage rules	U	C	Test / Short Note
CO5	Describe reservation elements, ticketing procedures, and itinerary formats	U	P	Presentation / Viva
CO6	Apply theoretical knowledge to map air routes and codes	Ap	P	Chart Work / Role Play

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	IATA GEOGRAPHY AND AVIATION CODES		12	15
	1	IATA Traffic Conference Areas (TC1, TC2, TC3)	2	
	2	Airport and City Codes	2	
	3	Airline Designators	2	
	4	Global Indicators	2	
	5	Time Zones, Elapsed Time, and Time Conversion	2	

	6	IATA Subareas and Country Codes	2	
II	FARE TYPES AND FARE CONSTRUCTION ELEMENTS		10	15
	7	Types of Fares: OW, RT, CT, Circle Trip	2	
	8	Fare Basis Codes and Ticket Types	2	
	9	Seasonality, Class of Service, and Advance Purchase Rules	2	
	10	Surcharges, Taxes, and Fees	2	
	11	Fare Sheets and Airline Tariff Books	2	
III	FARE CALCULATION AND MILEAGE PRINCIPLES		12	15
	12	Concepts: NUC, ROE, IATA Rates	2	
	13	Extra Mileage Allowance (EMA), TPM, MPM	2	
	14	Currency Conversion	2	
	15	Rounding Rules	2	
	16	Fare Construction Examples (Simple Itineraries)	2	
	17	Use of IATA Fare Calculation Formula	2	
IV	TICKETING, ITINERARY & RESERVATION PROCEDURES		14	15
	18	Types of Tickets (Paper, E-ticket)	2	
	19	Booking Procedures & Passenger Name Record (PNR)	2	
	20	Itinerary Building: Domestic & International	4	
	21	Airline Reservation Systems (GDS overview)	2	
	22	Travel Documents Required for International Travel	2	
V	OPEN – ENDED MODULE		12	
	1	Practical Fare Calculations (Manual Method)		

References:

- IATA Training Manuals: UFTAA Foundation Course
- Airfare and Ticketing by Vandana Ahuja
- Travel Agency and Tour Operations by Jagmohan Negi
- www.iata.org
- Sample GDS Interface (Amadeus, Galileo) screenshots and manuals

Mapping of CO's with :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	0	0	1	1	3	2	1	1	1	0
CO 2	3	3	2	1	1	2	1	3	3	2	2	1	1
CO 3	2	3	2	1	1	2	2	3	3	2	2	2	1
CO 4	2	2	2	2	2	2	2	3	3	2	3	3	2
CO 5	2	2	3	2	2	3	3	3	3	3	3	2	2
CO 6	2	2	2	3	2	3	2	2	3	3	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar/Case Study	Practical/Role Play
CO 1	✓	✓	✓	
CO 2	✓	✓	✓	
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS3MN203	TOURISM RESOURCES			
Type of Course	MINOR	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	<ul style="list-style-type: none"> · Basic understanding of tourism and its components · General awareness of Indian geography and culture · Interest in travel, destinations, and heritage · Ability to observe and describe places and events 				
Course Summary	The course explores natural, cultural, and man-made tourism resources, their importance in tourism development, and the need for sustainable use, with a focus on both theory and practical application.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
C O1	Understand the basic concepts and classifications of tourism resources	R	F	Written Exam/ Quiz
C O2	Identify and describe major natural tourism resources in India and globally.	U	C	Assignment/ MCQs
C O3	Recognize and appreciate cultural and historical resources as key tourism attractions..	Ap	P	Presentation / Case Studies
C O4	Analyze the role of man-made and emerging tourism resources in modern tourism.	An	M	Report/ Practical Assessment
C O5	Apply sustainable principles in the management and promotion of tourism resources..	E	C	Group Task/ Rubric-based Evaluation
C O6	Demonstrate practical skills in identifying, mapping, and presenting tourism resources.	Ap	P	Role Play/ Practical Writing

Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Introduction to Tourism Resources		13	20
	1	Definition and scope of tourism	2	

	2	Classification of tourism resources – Natural, Cultural, Man-made, Event-based	2	
	3	Evolution of travel and tourism	2	
	4	Purpose of travel, visitor, traveller, excursionist	2	
	5	Types of tourism, element of tourism	2	
	6	Components of tourism	3	
II	Natural Tourism Resources		12	15
	7	Mountains and hill stations: tourism potential and examples in India	2	
	8	Rivers, lakes, and waterfalls as scenic and adventure resources	2	
	9	Beaches and islands – Coastal tourism in India	2	
	10	Forests and wildlife – National Parks, Sanctuaries, and Biosphere Reserves	2	
	11	Desert tourism – Thar Desert, Rann of Kutch	2	
	12	Climate and topography as tourism attractors	2	
III	Cultural and Historical Resources		12	20
	13	Historical monuments and heritage sites – forts, palaces, temples	2	
	14	Religious and spiritual tourism – Pilgrimage centers in India and the world	2	
	15	Art, music, dance, and crafts as cultural assets	2	

	16	Fairs and festivals as tourism products (e.g., Pushkar, Kumbh Mela)	2	
	17	Museums, archaeological sites, and cultural villages	2	
	18	UNESCO World Heritage Sites – criteria and notable Indian examples	2	
IV	Performing Arts as Tourism Resources		8	15
	19	Introduction to Performing Arts in Tourism	2	
	20	Dance Forms as Tourism Attractions	2	
	21	Music and Theatre in Tourism	2	
	22	Cultural Festivals and Events	2	
	PRACTICAL COMPONENT		15	
V		<ul style="list-style-type: none"> • Visit a nearby tourism site and submit a short report with observations. • Create a local tourism resource map showing key attractions. • Watch a cultural performance and write a brief review of its tourism value. • Give a group presentation on a tourism theme like heritage or eco-tourism 		

References:

- Bhatia, A.K. – *Tourism Development: Principles and Practices*, Sterling Publishers.
- Kaul, R.N. – *Dynamics of Tourism (Vol I–III)*, Sterling Publishers.
- Dixit, M. & Sheela, C. – *Tourism Products*, New Royal Book Co.
- Goeldner, C.R. & Ritchie, J.R.B. – *Tourism: Principles, Practices and Philosophies*, Wiley.

Mapping of CO's with: PO & PSO's

	PSO 1	PSO 2	PSO 3	PSO 4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

Course Code & Title	THS3MN202	AVIATION SAFETY, SECURITY, AND FIRST AID			
Type of Course	MINOR	Semester	III	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic knowledge of airport and airline operations • Interest in aviation safety standards and health care practices 				
Course Summary	This course explores the essential safety and security systems of aviation along with basic first aid principles relevant to airline and airport environments. Students will learn about safety protocols, security agencies, emergency handling, fire safety, CPR, and passenger health management during air travel.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall aviation safety terms and principles	R	F	Quiz / MCQ
CO2	Describe the role of regulatory bodies and security frameworks	U	C	Assignment / Test
CO3	Analyze emergency protocols and threat handling procedures	An	M	Case Study / Short Note
CO4	Explain procedures for managing medical situations in-flight	U	C	Class Test / Presentation
CO5	Demonstrate theoretical knowledge of basic first aid and CPR steps	Ap	P	Role Play / Oral Evaluation
CO6	Identify occupational and passenger risks in aviation environments	U	C	Group Activity / Report

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO AVIATION SAFETY		12	15
	1	Definition, Scope & Importance of Aviation Safety	2	
	2	Safety Management Systems (SMS) – Concepts & Components	2	
	3	Types of Aviation Hazards – Bird Strikes, Runway Incursions	2	
	4	Reporting Systems: Mandatory & Voluntary	2	
	5	Accident & Incident Investigation Procedures	2	

	6	Runway Safety and Markings	2	
II	AVIATION SECURITY FRAMEWORK		14	15
	7	International & National Security Regulations (ICAO, BCAS, TSA)	2	
	8	Airport Security Zones & Access Control	2	
	9	Passenger & Baggage Screening Procedures	2	
	10	Handling Security Threats: Bomb Threats, Hijacks, Unruly Passengers	2	
	11	Security Checks for Catering and Cargo Units	2	
	12	Behaviour Detection Techniques , Passenger Profiling	2	
III	EMERGENCY PROCEDURES AND EVACUATION		11	15
	14	In-flight & Ground Emergency Types, Crew Duties during Emergency	3	
	15	Evacuation Protocols, Aircraft Fire Safety Procedures	2	
	16	Use of Emergency Equipment (Life Jackets, Oxygen Masks)	2	
	17	Ditching Procedures and Life Raft Operations	2	
IV	FIRST AID AND HEALTH IN AVIATION		8	15
	18	Basics of First Aid – Cuts, Burns, Fractures	2	
	19	Cardiopulmonary Resuscitation (CPR) – Theory	2	
	20	In-flight Medical Emergencies – Handling Asthma, Epilepsy, Fainting	2	
	21	Passenger Health Issues – Jet Lag, DVT, Air Sickness	2	
	22	Hypoxia, Barotrauma & Motion Sickness in Flights		
V	OPEN – ENDED MODULE			
	1	Safety Chart: Safety Signs & Aircraft Zones / Group Discussion: Real-life Airline Incidents / CPR Steps Chart Work (Theoretical) / Role Play: Simulated Cabin Emergency		

References:

1. IATA Training Manual on Aviation Safety & Security
2. ICAO Safety Management Systems Documents
3. FAA & BCAS Guidelines
4. Red Cross – First Aid Handbook

5. Cabin Crew Training Manual – In-flight First Aid & Safety

Mapping of CO's with :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO7
CO 1	3	2	1	1	0	2	1	3	2	1	1	1	0	3
CO 2	2	3	2	2	1	2	1	2	3	2	2	2	1	2
CO 3	2	2	2	3	2	2	2	2	2	3	2	2	2	2
CO 4	2	2	2	2	2	2	2	2	3	3	2	2	2	2
CO 5	2	2	3	3	2	3	2	3	3	3	3	2	2	2
CO 6	2	2	2	2	2	3	2	2	2	3	3	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar / Poster	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS3MN204	Event Management and Food & Beverage Service			
Type of Course	MINOR	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	<ul style="list-style-type: none"> • Interest in planning, service, and hospitality • Basic communication and presentation skills • No prior experience required 				
Course Summary	This course introduces students to the fundamentals of event management and F&B service. It emphasizes planning, organizing, guest handling, service techniques, and practical exposure to basic event and catering setups.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the scope and types of events and food & beverage services	R	F	Written Exam/Quiz
CO2	Identify planning steps and coordination involved in organizing events and service delivery	U	C	Assignment/MCQs
CO3	Recognize key roles, equipment, and layouts in event and F&B operations	Ap	P	Presentation/Case Studies
CO4	Apply basic procedures in guest handling, service execution, and event operations	An	M	Report/Practical Assessment
CO5	Demonstrate hands-on skills in F&B service and basic event setup	E	C	Group Task/Rubric-based Evaluation
CO6	Exhibit professional grooming, communication, and teamwork skills in hospitality contexts	Ap	P	Role Play/Practical Writing

Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Fundamentals of Event Management		13	20
	1	Meaning and importance of event management	2	

	2	Types of events: social, corporate, cultural, educational	2	
	3	Roles and structure of event management teams	2	
	4	Event planning steps and checklist	2	
	5	Budgeting and cost estimation	2	
	6	Venue selection and layout considerations	3	
II	Fundamentals of Food & Beverage Service		12	15
	7	Scope and role of F&B service in hospitality	2	
	8	Types of F&B outlets and their classifications	2	
	9	Hierarchy and duties in the F&B department	2	
	10	Types of service: plate, buffet, silver, gueridon	2	
	11	Tableware, glassware, crockery, and cutlery	2	
	12	Interdepartmental coordination (kitchen, housekeeping, etc.)	2	
III	Event Execution and Guest Handling		12	20
	13	Scheduling and task delegation during events	2	
	14	Registration and reception management	2	
	15	Vendor and logistics coordination	2	
	16	Hosting and emceeing techniques	2	
	17	Guest complaint and crowd handling	2	

	18	Risk, safety, and emergency protocols in events	2	
IV	F&B Operations and Service Techniques		8	15
	19	Restaurant preparation: mise-en-place and mise-en-scène	2	
	20	Menu types and sequence of service	2	
V	21	Table setting and cover layout	2	
	22	Grooming, hygiene, and guest communication	2	
	PRACTICAL COMPONENT		15	
		<ul style="list-style-type: none"> • Mock event planning and layout preparation • Table setting and basic service drill • Role-play: greeting, serving, and hosting guests 		

References:

- Event Marketing and Management – **S. S. Gaur & Saggere V. Saggere**
- Food and Beverage Service: A Training Manual – **Sudhir Andrews**
- Food and Beverage Service – **Dennis Lillicrap & John Cousins**

Mapping of CO's with: PO & PSO's

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

IVTH SEMESTER MINOR COURSES

Course Code & Title	THS4MN201	CABIN CREW AND GROUND STAFF MANAGEMENT			
Type of Course	MINOR	Semester	IV	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of airline operations and customer service • Interest in aviation service roles and personality development 				
Course Summary	<p>This course provides an overview of airline cabin crew and ground staff functions, emphasizing skills required for safety, service, and operational efficiency. It covers crew duties, grooming, communication, and handling challenging passenger situations. The course also introduces students to check-in, boarding, baggage handling, and ramp services. It aims to develop professional behavior, practical knowledge, and communication excellence required in both cabin and ground roles.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify roles and responsibilities of cabin crew and ground staff	R	F	Quiz / MCQ
CO2	Describe standard procedures in boarding, inflight service, and check-in	U	C	Assignment / Test
CO3	Analyze handling of passenger problems, conflict resolution, and SOPs	An	M	Case Study / Scenario
CO4	Demonstrate airline grooming and communication etiquette	Ap	P	Role Play / Demonstration
CO5	Explain safety and emergency procedures followed by cabin crew	U	C	Presentation / Oral Evaluation
CO6	Evaluate airport ground handling processes and customer service	E	C	Group Activity / Field Visit Report

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO CABIN CREW ROLES & DUTIES		12	15
	1	Introduction to Aviation Customer Service & Airline Staff Hierarchy	3	

	2	Roles & Duties of Cabin Crew: Safety, Service, Communication	3	
	3	Pre-boarding Checks, Briefing, Safety Equipment Responsibility	2	
	4	Cabin Announcements, Passenger Briefing Techniques	2	
	5	Human Factors in Crew Operations – CRM, Fatigue, Grooming	2	
	6	Cabin Crew Skill Requirements: Poise, Communication, Conflict Readiness	2	
II	GROUND HANDLING OPERATIONS & AIRPORT PROCEDURES		12	15
	7	Ground Staff Roles: Check-in, Boarding, Baggage Handling	2	
	8	Documentation: Boarding Pass, Passport Checks, Travel Documents	2	
	9	Ramp Services and Airside Safety	2	
	10	Use of Technology – CUSS, SITA, Biometric Gates	3	
	11	Inter-department Coordination at Airport	3	
III	PASSENGER SERVICE & IN-FLIGHT MANAGEMENT		12	15
	12	Handling Special Passengers (VIPs, PRM, UMNR)	2	
	13	Conflict Management & De-escalation Onboard	2	
	14	Lost Baggage Protocol, Misconnection Handling	2	
	15	In-flight Service Etiquette and Service Sequence	3	
	16	Meal Handling, Galley Management, Inventory Check	3	
IV	SAFETY, GROOMING & COMMUNICATION PROTOCOLS		12	15
	17	Emergency Situations: Fire, Turbulence, Water Landings	3	
	18	Safety Equipment Use: Life Jacket, ELT, PBE, Oxygen Mask	3	
	19	Cabin Preparation for Emergency Landing, Ditching	2	
	20	Grooming Standards: Makeup, Uniform, Hygiene	2	
	21	Communication: Passenger Greeting, Problem Solving, SOP Speaking	2	
	22	Stress Management Techniques for Cabin and	2	

		Ground Staff		
V	OPEN – ENDED MODULE		12	
	1	Role Play: Cabin Announcement / Emergency Response / Group Activity: Check-in & Boarding Demo / Poster: Airport Staff Duties Flowchart / Debate: Cabin Crew vs Ground Staff Challenges		

References:

1. ICAO Safety Management Manual
2. FAA & BCAS Safety Guidelines
3. IATA Cabin Crew & First Aid Manual
4. Red Cross First Aid Handbook
5. Government of India: Bureau of Civil Aviation Security
6. Airline Operations Manuals (selected case studies)

Mapping of CO's with: PSOs & POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	1	0	2	1	3	2	1	1	1	0
CO 2	2	3	2	2	1	2	1	2	3	2	2	2	1
CO 3	2	2	2	3	2	2	2	2	2	3	2	2	2
CO 4	2	2	2	2	2	2	2	2	3	3	2	2	2
CO 5	2	2	3	3	2	3	2	3	3	3	3	2	2
CO 6	2	2	2	2	2	3	2	2	2	3	3	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS4MN202	HOUSEKEEPING AND FRONT OFFICE			
Type of Course	MINOR	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	<ul style="list-style-type: none"> · Basic communication skills · Interest in customer service and hotel operations · No prior hospitality experience required 				
Course Summary	This course offers a foundational understanding of the Front Office and Housekeeping operations in the hospitality industry. Students will learn departmental functions, procedures, roles, and responsibilities, along with essential guest service and room management skills, supported by practical training.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
C O1	Describe the roles and importance of Front Office and Housekeeping departments in hotel operations.	R	F	Written Exam/ Quiz
C O2	Identify the organizational structure and key functions of each department.	U	C	Assignment/ MCQs
C O3	Explain guest cycle, reservation procedures, and check-in/check-out processes.	Ap	P	Presentation / Case Studies
C O4	Understand room cleaning standards, linen management, and housekeeping procedures.	An	M	Report/ Practical Assessment
C O5	Demonstrate basic operational skills in Front Office and Housekeeping through practical exercises.	E	C	Group Task/ Rubric-based Evaluation
C O6	Develop teamwork, grooming, and customer service skills relevant to these departments.	Ap	P	Role Play/ Practical Writing

Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Introduction to Front Office and Housekeeping		13	20
	1	Role and importance of Front Office and Housekeeping in hotels	2	

	2	Key responsibilities of each department	2	
	3	Coordination between Front Office and Housekeeping	2	
	4	Organizational structure and job titles	2	
	5	Attributes of Front Office and Housekeeping staff	2	
	6	Interdepartmental communication and workflow	3	
II	Front Office Operations		12	15
	7	The guest cycle: Pre-arrival, Arrival, Stay, Departure, Post-departure	2	
	8	Reservation process: Types, sources, and procedures	2	
	9	Check-in and check-out procedures	2	
	10	Room assignment and key handling	2	
	11	Handling guest requests, complaints, and messages	2	
	12	Use of technology in Front Office operations	2	
III	Housekeeping Operations		12	20
	13	Types of rooms and room status terminology	2	
	14	Cleaning equipment, agents, and methods	2	
	15	Bed making and room cleaning procedures	2	

	16	Linen and laundry management	2	
	17	Public area cleaning and pest control	2	
	18	Safety and security in housekeeping	2	
IV	Guest Services and Professional Skills		8	15
	19	Effective guest communication and grooming standards	2	
	20	Telephone etiquette and front office manners	2	
	21	Time management and teamwork	2	
	22	Lost and found procedures and emergency handling	2	
	PRACTICAL COMPONENT		15	
V		<ul style="list-style-type: none"> • Practical sessions: Reservation, check-in/check-out role plays • Bed making, dusting, room cleaning demonstrations • Guest interaction simulations, grooming check, and departmental tour report 		

References:

- udhir Andrews – Front Office Management
- Malini Singh & Jaya B. George – Housekeeping Operations
- Raghubalan & Smritee Raghubalan – Hotel Housekeeping: Operations and Management

Mapping of CO's with: PO & PSO's

	PSO	PSO	PSO	PSO	PO1	PO2	PO3	PO4	PO5	PO6
--	------------	------------	------------	------------	------------	------------	------------	------------	------------	------------

	1	2	3	4						
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

VTH SEMESTER MINOR COURSES

Course Code & Title	THS5MN301	AVIATION MARKETING & BRANDING			
Type of Course	MINOR	Semester	V	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	--	60
Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of the aviation industry structure and key stakeholders (airlines, airports, regulatory bodies). • Familiarity with marketing fundamentals and the concept of the marketing mix. • Interest in brand strategies, customer service, and airline operations. 				
Course Summary	<p>This course introduces students to the principles and practices of marketing within the aviation industry, with a focus on airline and airport operations. It explores the application of the marketing mix, branding strategies, customer relationship management, and promotional tools in the dynamic aviation sector. Students will examine real-world airline branding case studies, learn how aviation companies attract and retain customers, and understand the growing impact of digital and social media marketing. The course prepares students to analyze and apply marketing techniques specific to aviation businesses and equips them with practical skills for careers in airline sales, aviation marketing, and customer engagement roles.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the fundamental concepts of marketing in the aviation industry	U	C	Written test, Quiz
CO2	Analyze the application of the marketing mix in airline and airport services	An	P	Assignment, Case Study
CO3	Evaluate branding strategies used by leading airlines and airports	E	C	Presentation, Group Discussion
CO4	Apply promotional techniques and CRM practices in aviation marketing	Ap	P	Project work, Role Play
CO5	Design a digital marketing plan tailored to aviation customers	Cr	M	Campaign Planning Exercise, Mini Project
CO6	Assess the impact of customer engagement and loyalty programs in aviation	E	C	Viva, Report Submission

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	INTRODUCTION TO AVIATION MARKETING		12	15
	1	Overview of aviation marketing – nature, scope, significance	3	
	2	Difference between product and service marketing in aviation	3	
	3	Customer behavior in aviation – leisure vs business travelers	2	
	4	Trends in global and Indian airline marketing	2	
	5	Competitive strategies in aviation	2	
II	AIRLINE MARKETING MIX (7Ps)		12	15
	6	Product: Service differentiation in airlines and airports	2	
	7	Pricing strategies and revenue management	2	
	8	Distribution channels – GDS, OTAs, direct booking platforms	2	
	9	Promotion techniques – advertising, sponsorships, PR	2	
	10	People, Process, and Physical evidence in aviation services	2	
	11	Role of Technology in Enhancing the Marketing Mix	2	
III	BRANDING STRATEGIES IN AVIATION		12	15
	12	Brand identity and positioning for airlines and airports	2	
	13	Case studies – Emirates, Indigo, Vistara, Singapore Airlines	2	
	14	Loyalty programs – frequent flyer benefits	2	
	15	Co-branding, brand alliances, and mergers	2	
	16	Service quality and brand perception in aviation	2	
	17	Sensory Branding and Passenger Experience Design	2	
IV	CRM & PROMOTIONAL STRATEGIES		12	15
	18	Introduction to aviation CRM	3	
	19	Customer segmentation and personalized service	3	

	20	Loyalty programs and passenger retention	2	
	21	Promotion channels: ATL, BTL, TTL in aviation	2	
	22	Crisis communication and service recovery strategies	2	
V	OPEN – ENDED MODULE		12	
	<ul style="list-style-type: none"> • Case Study: Annual Budgeting for a Hotel Facility / Group Activity: Break-even Calculation for Events / • Guest Speaker Session: Facility Manager/Procurement Officer 			

References:

1. Kotler, Philip & Keller, Kevin Lane – *Marketing Management* (15th Edition) – Pearson
2. Doganis, Rigas – *The Airline Business* – Routledge
3. Shaw, Stephen – *Airline Marketing and Management* (7th Edition) – Routledge
4. Kotler, Philip, Bowen, John T., & Makens, James C. – *Marketing for Hospitality and Tourism* – Pearson
5. Kerin, Hartley, & Rudelius – *Marketing: The Core* – McGraw Hill
6. CAPA - Centre for Aviation Reports – www.centreforaviation.com
7. IATA Publications & Airline Marketing Resources – www.iata.org
8. ICAO Training and Case Studies – *Marketing in Civil Aviation* – ICAO Docs

Mapping of CO's with: PSOs & POs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	1	0	1	2	0	3	2	1	0	1	1
CO 2	3	3	2	1	1	2	0	3	2	2	1	1	1
CO 3	2	3	3	1	2	3	1	3	3	3	1	2	2
CO 4	2	3	2	2	3	3	1	2	3	3	2	2	2
CO 5	2	2	3	3	3	3	2	2	3	3	3	2	3
CO 6	1	2	3	2	2	3	1	2	3	3	2	2	2

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Exam
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Course Code & Title	THS5MN302	ECO-TOURISM			
Type of Course	MINOR	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	--	0	60
Pre-requisites	Completion of Minor Paper 1: <ul style="list-style-type: none"> • Basic knowledge of tourism and hospitality concepts • Interest in nature, environment, and sustainability • Ability to participate in field visits and group activities • Familiarity with reading maps and interpreting case studies 				
Course Summary	An overview of eco-tourism focusing on sustainability, conservation, planning, and responsible travel through theory and field-based activities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the core concepts and principles of eco-tourism.	R	F	Written Exam/ Quiz
CO2	Identify key eco-tourism resources and destinations in India and globally.	U	C	Assignment/ MCQs
CO3	Analyze the environmental and social impacts of tourism activities.	Ap	P	Presentation/ Case Studies
CO4	Apply planning and management strategies for sustainable eco-tourism.	An	M	Report/ Practical Assessment
CO5	Evaluate real-world case studies and best practices in eco-tourism.	E	C	Group Task/ Rubric-based Evaluation
CO6	Promote responsible tourism through creative awareness tools and field-based learning.	Ap	P	Role Play/ Practical Writing

Detailed syllabus

Module	Unit	Content	Hours	Marks
I	Introduction to Eco-Tourism		13	20
	1	Definition, Principles and Objectives of Eco-Tourism	2	
	2	Evolution and Growth of Eco-Tourism in India and the World	2	
	3	Key Features: Conservation, Community Participation & Sustainability	2	
	4	Comparison with Conventional Tourism	2	
	5	Stakeholders in Eco-Tourism: Role of Government, NGOs and Local Communities	2	
	6	Benefits and Challenges of Eco-Tourism	3	
	II	Eco-Tourism Resources and Destinations		12
	7	Natural Resources: Forests, Wildlife Sanctuaries, National Parks, Wetlands	2	
	8	Biosphere Reserves and World Heritage Sites	2	
	9	Protected Areas and Sustainable Access	2	
	10	International Eco-Tourism Sites (e.g., Costa Rica, Amazon, African Safaris)	2	
	11	Popular Eco-Tourism Destinations in India (e.g., Kerala, Sikkim, Northeast)m	2	
	12	Role of Interpretation Centres and Nature Trails	2	
III	Eco-Tourism Planning and Management		12	20
	13	Sustainable Tourism Development and Carrying Capacity	2	
	14	Eco-Tourism Site Planning: Zoning, Trails, Infrastructure	2	
	15	Community-Based Eco-Tourism Models	2	

	16	Policy Frameworks and Guidelines for Eco-Tourism (MoEFCC, UNEP, UNWTO)	2	
	17	Role of Tour Operators and Eco-Certifications	2	
	18	Environmental Impact Assessment (EIA) in Eco-Tourism	2	
IV	Trends, Issues and Case Studies		8	15
	19	Emerging Trends in Eco-Tourism (Agro, Geo, Marine, Rural Eco-Tourism)	2	
	20	Challenges: Over-Tourism, Leakage, Habitat Loss, Cultural Erosion	2	
	21	Ethics and Responsible Tourism Practices	2	
	22	Eco-Tourism and Climate Change	2	
	PRACTICAL COMPONENT		15	
V	Field Visit to an eco-tourism site and report. Case Study on a successful eco-tourism destination. Eco-Trail Design project for a natural site. Awareness Poster/Video on responsible eco-tourism.			

References:

- Honey, M. – *Ecotourism and Sustainable Development: Who Owns Paradise?*
- Fennell, D. A. – *Ecotourism*
- Das, P. K. – *Ecotourism: Principles, Practices & Policies*
- UNWTO Reports – *Sustainable Tourism and Eco-Tourism Guidelines*

Mapping of CO's with: PO & PSO's

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	3	2	2	1	2	2
CO 2	3	2	3	2	3	2	2	2	2	2
CO 3	3	3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	3	2	3
CO 5	2	3	3	2	2	3	3	2	2	2
CO 6	3	3	3	2	3	3	3	2	2	3

Correlation levels:

Level	Correlation
3	Substantial/High
2	Moderate/Medium
1	Slightly/Low
0	Nil

Assessment Rubrics

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment / Group activities/Mock interview/MCQ
- Practical (Any one)
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	Practical	End Semester Exam
CO 1	✓	✓			✓
CO 2	✓	✓	✓		✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	✓	✓
CO 6			✓	✓	✓

22. MODEL QUESTION PAPERS

Format of the Question Papers – Type I (Foundation Courses)

I Semester B. Voc. Degree Examinations – October 2025

Course Code : THS1FS113

Course Title: *IT in Tourism & Hospitality Business*

(Credits: 3)

Maximum Time: 1:30 Hours

Maximum Marks: 50

Course Outcomes (COs)

Co #	Course Outcome Statement
CO1	Understand the importance and role of IT in tourism and hospitality operations
CO2	Identify and describe major IT applications used in tourism and hospitality businesses
CO3	Analyze the impact of digital platforms and e-tourism tools on the travel industry
CO4	Apply basic MS Office tools (Word, Excel, PowerPoint) for documentation and presentation tasks
CO5	Demonstrate the use of web-based tools, internet, and email for business communication
CO6	Develop a basic digital brochure or itinerary using IT tools for tourism promotion

Section A

[Answer all questions. Each question carries 2 marks] (Ceiling: 16 Marks)

1. Define Smart Tourism and its significance. [CO1]
2. Name two key components of IT used in hotels. [CO2]
3. What is the function of Online Travel Agencies (OTAs)? [CO3]
4. Mention any two uses of MS Excel in tourism operations. [CO4]
5. List any two features of mobile travel apps. [CO3]
6. What is the role of CRM software in hospitality? [CO2]
7. Name any two web-based tools useful for tourism businesses. [CO5]
8. What is the purpose of creating a digital brochure in tourism? [CO6]
9. State two advantages of using IT in event management. [CO2]
10. Define E-tourism and give an example. [CO3]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling:24 Marks)

11. Explain the scope and importance of IT in tourism and hospitality. [CO1]

12. Describe how online reservation systems are used in the travel and hospitality sector.
[CO2]
13. Analyze the role of social media and influencer marketing in tourism promotion.
[CO3]
14. Explain the functions of MS Word and PowerPoint in preparing tourism documents.
[CO4]
15. Illustrate how Google Workspace and email tools can improve communication in a travel agency. [CO5]

Section C

[Answer any One. Each question carries 10 marks]

16. Develop a concept for a digital tourism brochure using Canva or MS tools. Highlight features and advantages. [CO6]
17. Discuss in detail the emerging IT trends (like AI, IoT, AR/VR) in tourism and their potential impact. [CO3]

Format of the Question Papers – Type II (Major Courses)
I Semester B. Voc. Degree Examinations – October 2025
Course Code : THS1CJ101
Course Title: Travel & Tourism Operations
(Credits: 4)

Maximum Time: 2 Hours

Maximum Marks: 60

Course Outcomes (COs)

Co #	CO Statement
CO1	Explain key concepts, definitions, and terminologies in the field of tourism.
CO2	Describe the classification and importance of transport systems in tourism.
CO3	Identify and classify various tourism products and destinations.
CO4	Analyze different forms of tourism and their impacts on society and environment.
CO5	Develop basic skills in itinerary planning and documentation.
CO6	Use online travel platforms and digital tools for booking and travel planning.

Section A

[Answer all questions. Each question carries 2 marks] (Ceiling: 20 Marks)

1. Define the term 'tourism'. [CO1]
2. State any two purposes of travel. [CO1]
3. Mention any two components of tourism. [CO1]
4. What is the role of road transport in tourism? [CO2]
5. List two types of water transport. [CO2]
6. What do you understand by "green transport"? [CO2]
7. Define 'tourism product'. [CO3]
8. Give two examples of symbiotic tourism products. [CO3]
9. Name two popular tourism destinations in Kerala. [CO3]
10. Differentiate between domestic and international tourism. [CO4]
11. List two economic benefits of tourism. [CO4]
12. Mention two strategies to reduce negative environmental impacts of tourism. [CO4]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling: 30 Marks)

13. Explain the evolution of travel and tourism over the years. [CO1]
14. Describe the role and classification of rail transport in tourism. [CO2]

15. Identify and explain different types of tourism products with examples. [CO3]
16. Analyze the environmental and cultural impacts of tourism on destinations. [CO4]
17. Prepare a sample 3-day itinerary for a tour in Kerala. [CO5]
18. Explain the process of booking flights using an online travel platform. [CO6]

Section C

[Answer any One. Each question carries 10 marks]

19. Discuss the major forms of tourism and evaluate their socio-economic implications.
[CO4]
20. Create a tourism marketing plan highlighting how digital tools and platforms can be used to promote a destination. [CO6]

Format of the Question Papers – Type III (Minor Courses)
I Semester B. Voc. Degree Examinations – October 2025
Course Code : THS1MN101
Course Title: *Introduction to Aviation Industry*
(Credits: 4)

Maximum Time: 2 Hours

Maximum Marks: 70

Course Outcomes (COs)

Co #	CO Statement
CO1	Explain the history and evolution of the aviation industry
CO2	Classify the different types of aviation and airline services
CO3	Identify the key stakeholders in the aviation industry
CO4	Describe the role of international and national regulatory bodies
CO5	Outline various aviation career paths and industry expectations
CO6	Demonstrate awareness of aviation terminology and communication practices

Section A

[Answer all questions. Each question carries 3 marks] (Ceiling: 24 Marks)

1. Define aviation and explain its scope. [CO1]
2. What are the major milestones in Indian civil aviation? [CO1]
3. Differentiate between scheduled and non-scheduled airline services. [CO2]
4. Mention any two differences between low-cost and full-service airlines. [CO2]
5. Name four key stakeholders in the aviation industry. [CO3]
6. What is the role of DGCA in Indian aviation? [CO4]
7. What are the functions of the ICAO? [CO4]
8. List any three aviation careers and the basic qualifications required. [CO5]
9. Mention three soft skills required in the aviation industry. [CO5]
10. Expand the terms: ATC, IATA, AAI. [CO6]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling: 36 Marks)

11. Explain the historical evolution of global aviation with examples. [CO1]
12. Describe the main segments of civil aviation. [CO2]
13. Distinguish between passenger airlines and cargo airlines. [CO2]
14. Describe the role and structure of the Airport Authority of India (AAI). [CO4]

15. Discuss the importance of effective communication and terminology in aviation operations. [CO6]
16. Explain the duties of cabin crew and ground staff in airport operations. [CO5]
17. Describe grooming standards and etiquette expected in the aviation industry. [CO5]
18. Write a short note on the role of IATA in global air travel. [CO4]

Section C

[Answer any One. Each question carries 10 marks]

19. Explain the key international and national aviation regulatory bodies and their roles in ensuring safety and security. [CO4]
20. Design a career path map for a student aspiring to become a cabin crew member, highlighting key skills, training, and certifications needed. [CO5]

APPENDICES

I FORMAT OF THE INTERNSHIP/ APPRENTICESHIP REPORT

FORMAT OF THE INTERNSHIP/ APPRENTICESHIP REPORT

1. Title Page:

- Title of the report, Name of the organization, Name of the intern, Duration of the internship, Date of submission.

2. Certificate, Declaration and Acknowledgments:

- Internship / Apprenticeship completion certificate from the organization
- Include a declaration stating that the internship/ Apprenticeship report is original work and has not been submitted elsewhere.
- Express gratitude.

3. Table of Contents:

- Provide a list of sections and subsections with corresponding page numbers

4. Introduction:

- Introduce the organization where the internship/ Apprenticeship was conducted, including its background, mission, products/services, industry sector, and any other relevant information.
- State the objectives of the internship/ Apprenticeship report.

5. Description of the Organization:

- Provide a detailed overview of the organization, its history, organizational structure, core functions, target market, competitors, and industry trends.
- Describe the department or division where the internship/ Apprenticeship was undertaken and its role within the organization.

6. Internship / Apprenticeship Experience:

- Describe the tasks, projects, and responsibilities undertaken during the internship/ Apprenticeship.
- Discuss the skills, knowledge, and competencies acquired or enhanced through practical experience.
- Provide examples of significant achievements, challenges faced, and how they were overcome.

7. Learning Outcomes:

- Reflect on the key learning and insights gained from the internship/ Apprenticeship experience.
- Discuss how the internship/ Apprenticeship contributed to personal and professional development, including skill development, industry knowledge, and career aspirations.

8. Recommendations:

- Offer recommendations for the organization based on observations and experiences during the internship/ Apprenticeship.
- Suggest areas for improvement, future opportunities, or strategies to enhance organizational effectiveness.

9. Conclusion: Summarize the main findings and outcomes of the internship/ Apprenticeship experience

10. Appendices:

- 11. Include any references, sources, or materials cited in the internship report.

II. FORMAT OF INTERNSHIP DAILY REPORT

INTERNSHIP DAILY RECORD	
Intern Name:	
Department/Division:	
Supervisor/Mentor:	
Objective/Task for the Day:	
Work Activities:	
Challenges Faced:	
Learning and Insights:	
Feedback and Comments:	
Signature:	
Signature of Mentor	
Date	

III FORMAT OF INTERNSHIP WEEKLY REPORT

INTERNSHIP WEEKLY REPORT	
Name of the Intern:	
Register Number:	
Department:	
Company Name:	
DATE	ACTIVITIES/ WORK DONE
Signature of Supervisor	

IV FORMAT OF INTERNSHIP CERTIFICATE

Certificate of Internship Completion

This is to certify that [Intern's Name] has successfully completed the internship program at [Organization Name] from [Start Date] to [End Date].

During this period, [he/she] actively participated in [brief description of internship responsibilities and projects], demonstrating [list of skills developed] and achieving [mention any notable achievements].

[Signature]

[Name and Title of Signatory]

Signature and Name of Faculty in Charge Signature of HoD


Date

V - FORMAT OF OPTIONAL PROJECT REPORT

Sl.No	Content
1	Introduction 1.1 Background of the Study 1.2 Statement of the Problem 1.3 Relevance & Scope of the Study 1.4 Objectives of the Study
2	Review of Literature 2.1 An Overview of Earlier Studies 2.2 Uniqueness of Research Study
3	Methodology of the study 3.1 Research Approach and design 3.2 Sources of Data 3.3 Sampling Design – Reliability & Content Validity 3.4 Data Analysis Tools 3.5 Report Structure 3.6 Limitations of the Study
4	Data Analysis, Interpretation and Inference
5	Findings and Conclusion
6	Suggestions
7	Appendix Bibliography

VI FORMAT OF PRACTICAL RECORD WORK

FRONT SHEET

<h2 style="margin: 0;">Name of the College</h2>	
	
<p>DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT</p> <p>PRACTICAL RECORD (COURSE NAME WITH CODE)</p>	
<p><i>Name of the Student:</i>.....</p> <p><i>Class Number:</i>.....</p> <p><i>Register Number:</i>..... <i>Year:</i>.....</p>	
<p><i>Certified that this a bonafide Record of Practical Work of</i></p> <p><i>Sri/ Smt.</i>.....</p> <p><i>with Reg.No.</i>.....<i>in the year.</i>.....</p>	
<p><i>Date:</i>.....</p>	<p><i>Teacher in Charge</i></p>
<p><i>Submitted for the Practical Exam held in.</i>.....</p>	
<p><i>Date.</i>.....</p>	<p><i>Signature of Examiner</i></p>