

GEMS ARTS AND SCIENCE COLLEGE, RAMAPURAM
DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT

**PROGRAMME OUTCOMES (POs), PROGRAMME SPECIFIC
OUTCOMES (PSOs), and COURSE OUTCOMES (COs)**

PROGRAMME: TRAVEL AND TOURISM MANAGEMENT

PROGRAMME OUTCOMES (POS)

PO1 To provides ample idea about the basic concepts of tourism, its practices and organizations. To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

PO2 This course will provide knowledge about the Products and Resources in Tourism Industry.

PO3 To enable the student to understand the air transportation system and to learn about the structure and facilities of airports along with acquitting with the airport operations, and information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

PO4 To provide details about basic components of geography in relation with travel and tourism. To familiarize with IATA codes, time calculation and the major tourist attraction across the world, and to explore various aspects of value creation through hospitality industry

PROGRAMME SPECIFIC OUTCOMES (PSOS)

1. Getting an exposure to the fundamental concepts and theories in acquiring skills for different aspects of tourism.
2. Achieve critical sensibility towards social, economic and societal situation and to develop critical thinking ability
3. Exhibit oral and written communication skills in disseminating industrial knowledge.
4. Improve proficiency in applying various skills and enhance employability

At present, almost the entire curriculum is classroom centered. Since society is the wider laboratory in which practical and sociological knowledge is produced and refined, it is necessary to enliven the teaching of travel and tourism by making it oriented to existential and social reality. This can be done, wherever possible, by incorporating field-based learning, on the job

training and project work. Apart from field trips to institutions and events, the students should be made to prepare reports focusing on reality.

Broadly, three orientations can be delineated with reference to the teaching of Travel and Tourism:

- Social orientation (as in responsible citizenship education)
- Knowledge orientation (as in personality and skill development),
- Job orientation (as in vocational courses)

Keeping these orientations in mind, the Board of Studies emphasizes the following as objectives of Tourism education:

- [a] to equip the students to critically understand and interpret the current reality
- [b] To enhance the industrial sensitivity and sensibility of the students
- [c] To help students acquire skills that will be useful to them in their personal and Professional life.

It is of the view that assessment should support and encourage broad instructional goals such as basic knowledge of the discipline of Travel and Tourism including phenomenology, theories, techniques, concepts and general principles, encouragement of students’ attributes including 6 curiosity, creativity and reasoned skepticism and understanding the link of Travel and Tourism to other disciplines. With this in mind it aims to provide a firm foundation in every aspect of Travel and Tourism and to explain the modern trends in travel and Tourism.

COURSE OUTCOMES (COs)

SEMESTER I

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM1B01	Principles and Practices of Tourism	05	CO1 -Tourism: Concept and Definition, History of tourism -Factors influencing the growth of tourism- Multi-disciplinary aspect of tourism – Tourism classification: inbound and outbound tourism-international and domestic-intraregional and inter regional. Tourism: Benefits and Impacts.
			CO2 –Travel Motivation-(Physical, Cultural, Interpersonal and status and prestige), with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Wander lust and sun lust-Plog’s theory of tourism motivation- Maslow’s theory of motivation and tourism-

TTM1C01	Business Statistics and Information Technology, I	04	<p>Carieer opportunities in tourism industry – International travel requirements</p> <p>CO3-Discuss Tourism Demand and Measurement of Tourism Demand -Statistical trends of tourism in India and Kerala.</p> <p>CO4-Discuss tourism components, characteristics and role of government in tourism industry</p> <p>CO5-Explain Tourism organizations: Classification and purposes- (International, national, regional)</p> <p>CO1- Sets and set operation Venn Diagrams Elements of Coordinate system. Matrices, Fundamental ideas about matrices and their operational rules and Matrix multiplication Inversion of square matrices.</p> <p>CO2- Theory of equations: meaning, types of equations –simple linear and simultaneous equations eliminations and substitution method only. Quadratic equation factorization and formula method</p> <p>CO3- Progressions: Arithmetic progressions and Geometric progression</p> <p>CO4- Introduction to Computer: Components, Organization, Operating System Functions of OS, Types of OS, Intellectual Property Rights etc</p> <p>CO5- Microsoft Office- Word processing-creating, formatting and printing documents in MS Word, Mail merge. MS Excel for spread sheet applications- creating, formatting and printing worksheets-</p>
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SEMESTER II

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM2B02	Tourism Products	5	CO1- Tourism Resources -Classification of Tourism Resources- -types cultural tourism resources-types-Tourism Product: Tourism resources as tourism products. Nature and tourism: relationship-culture and tourism-relationship
			CO2- Leisure and business tourism - Mass tourism and Niche Tourism: Cultural Tourism-Historical tourism- Indigenous tourism- Film induced tourism- Literary tourism- Music tourism- Ethnic tourism- Pilgrimage Tourism-Culinary Tourism-Industrial Tourism-Adventure tourism -Sports tourism
			CO3- Alternative tourism-ecotourism- Geo tourism-Green tourism- Sustainable tourism- -responsible tourism concept-Rural tourism and village tourism- Health tourism - medical tourism-scope of medical tourism in India-packages- Spa tourism-Ayurveda tourism-Ayurveda tourism in Kerala -Backpacker tourism.
			CO4- Cruise tourism-Other water transport services in Tourism-houseboats and ferries-overview of houseboat tourism in Kerala.
			CO5- Road and rail tourism: Rail Tourism-High Speed trains- Luxury trains- luxury tourist trains-tourist trains in India
TTM2C02	Introduction to Accountancy and Business law I	4	CO1- Introduction Nature of Financial Accounting
			CO2- Final Accounts of Limited Liability Companies: Preparation of Profit and Loss Account, Balance Sheet in accordance with the

			<p>provisions of the existing Companies Act</p> <p>CO3- Departmental Accounts Accounting procedure – Allocation of expenses and incomes – Inter-departmental Transfers – Provision for unrealized profit</p> <p>CO4 -Branch Accounts Features, Distinction between Branch and Departmental Accounts.</p> <p>CO5-Accounting for Hotels and Restaurants, Trading Accounts- P&L Accounts and Balance sheet</p>
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SEMESTER III

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM3B03	Air transportation and Airport Operations	4	<p>CO1- Air Transportation: Types of Aviation- Aircrafts parts and types- International regulations</p> <p>CO2- History of air transportation, History of civil aviation in India – public and private sector airlines in India. ICAO-Role of AAI and DGCA. IATA , Air Corporation Act, 1953, Role of Aviation Sector in tourism.</p> <p>CO3- Airports: - Structure of a airport- - Certifications for airports- organization structure and personnel-</p> <p>CO4- Airport Operations</p> <p>CO5- Passenger handling-Passenger Handling, Air cargo operation, Airport Codes</p>
TTM3B04	Indian Tourism Resources	4	<p>CO1- Resources and Tourism (types-attractions)</p> <p>CO2- Cultural resources in India: India's rich heritage archaeological sites ancient monuments and diverse, monuments and architecture, Fairs and Festivals in India cultural and artistic heritage of India UNESCO World Heritage Sites of India: Cultural properties, Built Up Structures- Monuments- Forts, Palaces, Havelis, Cave, War Memorials.</p> <p>CO3- Bio geographical Tourism Resources- Wildlife Protection Act, 1972</p>

TTM3C03	Introduction to Accountancy and Business law II	4	<p>CO4- Major tourist attractions in India</p> <p>CO5- Kerala tourism- Natural resources in Kerala- galleriesdance forms- martial arts-major tourist destinations in Kerala.</p> <p>CO1-Business law and contract acts</p> <p>CO2- Special Contracts</p> <p>CO3- Sale of Goods Act, 1930 Contract for Sale of Goods</p> <p>CO4- The Negotiable Instruments Act,1881</p> <p>CO5- The Consumer Protection Act 1986</p> <p>CO6-The Information Technology Act 2000 and Offences and Penalties under IT Act 2000-RTI Act.</p>
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SEMESTER IV

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM4B05	Travel Geography	4	<p>CO1- Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes</p> <p>CO2- Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.</p> <p>CO3 Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal</p> <p>CO4- Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles</p>

			<p>CO5- Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands</p>
TTM4B06	Introduction to Hospitality Business	4	<p>CO1- Evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. Classification and categorization of hotels – star– types of hotels</p> <p>CO2- Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance</p> <p>CO3- Hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination,</p> <p>CO4- Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations- Hotel Tariff Plans-Types of Guest Rooms.</p> <p>CO5- Future trends in hospitality industry, functions and activities –FHRAI, AMHA, AH & LA</p>
TTM4C04	Business Statistics and Information Technology II	4	<p>CO1- Statistics Scope and Limitations</p> <p>CO2- Regression and correlation, Methods of measuring Trend and Seasonal variations Index number Un weighted indices, Consumers price and cost of living indices</p> <p>CO3- MIS and Networking – Management Information System, DBMS, Database Users, Database Languages, Database Models</p> <p>CO4- IT Systems used in Airlines</p> <p>CO5- ICT in Destination and Hospitality Management</p>

SEMESTER V

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM5B07	Travel Agency and Tour Operations Management	4	CO1- Travel Agency Operations
			CO2- Concept of Tour Operation
			CO3- Tour Marketing, Distribution System in tour operation Business
			CO4- Tour Management and Travel documents to handle
			CO5- Overseas Representatives and Tour Guiding.
TTM5B08	Accommodation Operation	4	CO1- Hotel Front Office – Functions, guest cycle activities, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.
			CO2- Housekeeping department, types of rooms and beds, types of keys – bed making procedure – room cleaning procedures.
			CO3- Food and Beverage department and its functions, responsibilities
			CO4- Hotel Marketing Department its functions
TTM5B09	Tourism Research Methodology	4	CO1- Explain the Fundamentals of Research and Research Theory
			CO2- Review of literature: Literature classification –purpose of review – sources of literature – planning the review work – note taking.
			CO3- Planning of Research: The planning

			process
			CO4- Method of collection of data
			CO5- Tools for data collection:
TTM5B10	Airline and Cargo Management	4	<p>CO1- Explain the types of airlines, its organization structures and marketing mix in airlines</p> <p>CO2- Airline functions- Airline fleet- airline schedules, contents in schedules- schedule planning and development-airline networks- - fleet assignment-aircraft routing- crew scheduling- crew pairing-cabin crew and cockpit crew-crew roster-crew bid line-passenger handling by airlines- flight operation stages and crew duties.</p> <p>CO3- Airline Terminology types of journeys</p> <p>CO4- Types of fare, Internal fare constructions based on IATA– Fare formula and basic steps using mileage system</p> <p>CO5- Types of cargo-Cargo transportation–scope of cargo business, structure of cargo industry, movement of cargo-types of rates- airway bill preparation- cargo loading methods- ULDs and other measures for loading.</p>
TTM5B11	Principles and Practices of Management	4	<p>CO1- Concept of Management – Functions and responsibilities of managers</p> <p>CO2- Strategies and Policies, decision making process.</p> <p>CO3- Organizing – Nature and purpose of organizingBasis of departmentation -span of management determinant</p> <p>CO4-Directing – Directing and problems in human relationship-motivation-communication and leadership- coordinating- Controlling – Concept and process of control, control of overall</p>

TTM5D01	<p style="text-align: center;">Tourism and Hospitality Management (Open Course)</p>	3	<p>Performance, human aspect of control.</p> <p>CO5- Staffing-process- HRM and Personnel Management</p> <p>CO1-Introduction to travel and tourism</p> <p>CO2- Development of means of transport: - Road Transport-Sea/Water transport,Cruise Industry-Rail transport-luxury trains of India-Air transport; India and international –Travel Documents</p> <p>CO3- Tourism Products and different types of tourism</p> <p>CO4- Accommodation Industry, Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism</p>
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SEMESTER VI

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
TTM6B12	<p style="text-align: center;">Marketing for Tourism and Hospitality</p>	4	<p>CO1- Introduction: Nature, scope and importance of marketing</p> <p>CO2-Explain the Product: -product mix – Branding – Creating Brand Equity packaging – labeling After sales services Product lifecycle New Product Development – Pricing Significance</p>

			<p>Factors affecting price of a product Pricing policies and strategies.</p> <p>CO3- Promotion: Nature and importance of promotion – Communication Process Types of promotion – advertising personal selling – public Relations sales promotion Promotion mix and factors affecting promotion mix decisions Communication planning and control.</p> <p>CO4-explain Marketing Channels and Value Networks</p> <p>CO5- Recent issues and developments in marketing</p>
TTM6B13	Tourism Planning and Policies	4	<p>CO1- Destination: the concept and definitions-Common Characteristics of Destinations-Significance of attractions for destinations-Evolution and growth of tourism in a Destination-TALC concept-Destination Image- Destination Marketing Organization (DMO).</p> <p>CO2- Benefits of Tourism</p> <p>CO3- Impacts of Tourism: Economic impacts- Opportunity-cost-inflation-migration of labour- Social consequences- Demonstration effect-anti social activities and tourism-Cultural Impacts- Commercialization-Commoditization- Environmental impacts-</p> <p>CO4- Sustainable Tourism: Sustainable tourism development- components- principles- Carrying capacity-EIA- Environmental auditing- Visitor management practices- Definition and concept of ecotourism-Principles</p> <p>CO5- Tourism Planning and policies</p>
TTM6B14	Emerging Concepts in Tourism	4	<p>CO1- Space tourism –lunar tourism-Backpacker tourism-characteristics-Dark tourism-definition-characteristics-major attractions. Unethical tourism practices- Sex tourism and Child Sex Tourism- Terrorism and Political Crises affect Tourism- Climate change-definition and effects in tourism- Growth of tourism and</p>

			<p>challenges- Cyber Tourism-voluntary tourism-social tourism-rural tourism dimensions.</p> <p>CO2- Health Tourism and different meditation treatments</p> <p>CO3- Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others– international alliance and foreign collaboration in tourism</p> <p>CO4- Responsible tourism, public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala</p>
TTM6B15	Event Management and MICE Tourism	3	<p>CO1- Business Tourism – Tourism – Definition and growth of tourism Major categories– Leisure & business tourism Business tourism Definition – difference between Leisure and business tourism</p> <p>CO2- MICE Tourism, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathimaidan, Delhi</p> <p>CO3- Event Management – Definition – Meaning and scope – Role of events in promotion of tourism-</p> <p>CO4- Process of Event Management – Planning and organizing events – Budgeting – Sponsorship –Subsidies – registration – Documentation – Public relation and evaluation</p> <p>CO5- Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions Case study of Kerala Travel mart.</p>
