

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)

PROGRAMME OUTCOMES

After the completion, Students will be able to accomplish the following outcomes :

- PO1 :Understand the theory and practice gap in the field of general management and
- PO2:Students will develop professional skills that will prepare them to perform effectively as employee and also as an entrepreneur.
- PO3: Students will understand ethical, legal, financial, marketing, human resources and social issues and responsibilities
- PO4: Able to solve real problems through effective teamwork, communication and critical thinking
- PO5: Able to adapt to the ever changing environment and will be receptive to new skills and new competencies.
- PO6: Students will be given assignments and seminars which will mould their leadership capabilities, professional ethics and subject insights.
- PO7: Able to effectively communicate both in written and oral business communication.

PROGRAMME SPECIFIC OUTCOMES

- POS1:one will be familiar with basic definitions and with the travel and tourism cluster,
- PSO2: To prepare students for managerial positions in Destination planning, Consultancies, Policymaking, Tour operations, Travel agencies, Small and Medium Enterprises (SME), Hospitality and Aviation.
- PSO3: After completing the program, the students should be able to work in, travel and tourism related organizations, at various capacities in government levels, Event and Entertainment industry, Hotels, Food & Beverage services etc.
- PSO4:The programme also bestows entrepreneurial skills among the students to start new businesses in the above areas.
- PSO5: To develop hospitality culture and behavior and to enhance student competencies.
- PSO6: To create an industry awareness.

SCHEME OF BTTM (BACHELOR OF TOURISM AND TRAVEL MANAGEMENT)

Course Code Title of Courses

SEMESTER –I

	Common Course English I
TTICRT01	Methodology for tourism
TTICRT02	Cultural Heritage of India
TTICRT03	Principles of Management
TTICRT04	Economics and Banking for Tourism

SEMESTER –II

	Common Course English II
TT2CRT05	Tourism Principles and Practices
TT2CRT06	Geography for Tourism
TT2CRT07	Accounting and Finance for Tourism
TT2CRT08	Tourism resources of Kerala

Semester-III

TT3CRT09	Tourism Products
TT3CRT10	Tourism policy and Planning
TT3CRT11	Transportation Management
TT3CRT12	Management Information System for Tourism
TT3CRT13	Strategic Tourism Management & Entrepreneurial Development

Semester-IV

TT4CRT14	Guiding Skills for Tourism
TT5CRT15	Travel Agency & Tour Operations
TTICRT16	Computerized Office Management for Tourism
TTICRT17	Basics of Business Communication
TTICRT18	Human Resource Management
TT4OJP01	Industrial training & Report

Semester-V

TT5CRT19	Indian Constitution & Civic Consciousness
TT5CRT20	E-Tourism
TT5CRT21	Airfares and Ticketing
TT5CRT22	Environmental Studies and Eco-Tourism
TT5OPT01	Public Relations & Tourism Journalism
TT5OPT02	Front Office Management
TT5OPT03	Introduction to Principles of Tourism

Semester-VI

TT6CRT23	Tourism Marketing
TT6CRT24	Principles of International Business for Tourism
TT6CRT25	Hospitality Management
TT6CRT26	Web Designing and Online Business for Tourism
TT6CRT27	MICE Tourism
TT6STP02	Study Tour/Case Study & Report
TT6PRP01	Project/Dissertation

SEMESTER I

TT1CRT01: METHODOLOGY FOR TOURISM

CO1: To enriches the students about various concepts used in tourism industry.

CO2: To understands the tourism phenomena and the distribution of the components of tourism.

CO3: To educates the pupil about the general problems of measurement.

CO4: To learns the concepts and importance of tourism in different sectors.

CO5: To learns about International & National Tourism Organizations.

TT1CRT02: CULTURAL HERITAGE OF INDIA

CO1: To know about different Cultural diversity of India.

CO2: To familiarize the culture set up in India and its contribution to Tourism.

- Understanding of various dynasties who ruled in India.

CO3: To learn about Muslim Invasions in India.

CO4: To familiarize with art, architecture and temples under Mughals, painting and music, Fairs and Festivals, cultural synthesis etc.

TT1CRT03: PRINCIPLES OF MANAGEMENT

CO1: To provide basic knowledge about the various concepts of management.

CO2: To learn about Planning Process, types, and steps.

CO3: To learn about different organizing process, Staffing, recruitment, Selection, training and span of management.

CO4: To learn about Directing process.

CO5: Understanding the process of controlling – Nature –Steps – Management by Exception

TT1CRT04: ECONOMICS AND BANKING FOR TOURISM

CO1: To know about the basics of economics

CO2: To analyse the economic impact of tourism and the economic changes in India.

CO3: To familiarize with cost analysis , cost Concept and Reduction

CO4: To familiarize with bank and banking activities

CO5: Understanding of modern Technologies used in banking

SEMESTER II

TT2CRT05 : TOURISM PRINCIPLES AND PRACTICES

- CO1:** To learn about the historic development of tourism industry in different periods
- CO2:** To learn about personal traits which affect travel and tourism.
- CO3:** To understand the dynamics of tourism businesses and its impacts.
- CO4:** To elucidate the application of tourism theories to the pragmatic developmental agenda in world.
- CO5:** To familiarize with present profile of Indian Tourism.
- To examine the role of organizations in promoting travel and tourism industry in India.

TT2CRT06: GEOGRAPHY FOR TOURISM

- CO1:** To learn about geographical nature of tourism
- CO2:** To understand about various geographical factors which promote the tourism.
- CO3:** To familiarize with geography of India including different natural attractions. physical features, topography and drainage, forest wealth etc
- CO4:** To understand about different technologies used in finding a destination in travel and tourism.

TT2CRT07: ACCOUNTING AND FINANCE FOR TOURISM

- CO1:** To know the basic concept of accountancy and finance and its relation to tourism.
- To know about the application of financial management in tourism industry
- CO2:** To integrate and use the concept of accounting and financial management in tourism.
- Understanding of classification of accounting and importance of accounting in tourism industry
- CO3:** To be able to prepare financial accounts of a business.
- CO4:** To be able to understand the key facts of financial management.

TT2CRT08: TOURISM RESOURCES OF KERALA

- CO1:** To learn about mythological origin of Kerala in different periods.
- CO2:** To study in brief important Tourist destinations in Kerala as well as the rich cultural heritage of the state.
- CO3:** To know about the geographical advantage of Kerala.
- CO4:** To know about Rituals, customs and Traditions of Kerala.
- CO5:** To learn about basic details of Kerala with Tourist attractions of each Districts

SEMESTER III

TT3CRT09: TOURISM PRODUCTS

CO1: To learn about Concept, types and characteristics of tourism products, elements of tourism products.

CO2: To familiarize different types of tourism resources of India.

CO3: To learn about religions and its impact in Tourism in India

CO4: Understanding of various performing arts and fairs and festivals in India.

CO5: Understanding of natural Tourist resources in India.

TT3CRT10: TOURISM POLICY AND PLANNING

CO1: To learn about policy making and planning in tourism.

CO2 :To understand about tourism Planning Process and its importance of planning, in International Level, National Level, Regional Level

CO3: Understanding of planning in economic, social and cultural, environmental Political sectors.

- To learn about the importance of Private Sector Investment in Tourism Industry (Travel Agency, Airlines, Hotels)

CO4: To know about Tourism & Five Year Plans(from 10th plan onwards) and introduction of Neethi ayog in India.

TT3CRT11: TRANSPORTATION MANAGEMENT

CO1: To learn about different means of transport and its development

CO2: Understanding of various surface Transportation system in India such as road and rail.

- Understanding of general information about Indian Railways with brief history.

CO3: To familiarize with Airport Layout.

- To examine role of air transportation in promoting tourism in India.

CO4: To understand about water Transportation with brief history.

- To examine role of water transport in promoting tourism in India.

CO5: To familiarize with the term logistics management and its Origin.

- Understanding of Importance and the need of Supply Chain in tourism.

TT3CRT12 MANAGEMENT INFORMATION SYSTEM FOR TOURISM

CO1: To introduce the students about management information system.

- To know about the scope of MIS in this era.

CO2: To learn the structure and classification of MIS

- To familiarize with financial marketing and human resource information system

CO3: To know about the elements of a system and other system concepts.

- To understand the term information, Types , kinds of system – Boundary.

CO4: To know about data base.

- Get an idea on how to manage the database system.

TT3CRT13: STRATEGIC TOURISM MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT

CO1: To know about who is a n Types of entrepreneur

- To know about the competencies required for a successful entrepreneur –

CO2: To learn about Small scale entrepreneur and its characteristics and relevance

To understand about the role of entrepreneurs in SSE and economic development .

CO3: Understanding of financial management issues in SSE

- To know how to manage asset and liabilities
- To introduce the concept of family enterprise – definition, issues and problems, strategies

CO4: To learn about the concept nature and characteristics of strategic decision

- To know about the benefits of strategic management

CO5: Understanding of strategic management process

To learn about BCCS model and SWOT analysis.

SEMESTERIV

TT4CRT14: GUIDING SKILLS FOR TOURISM

CO1: To acquire an in-depth knowledge about the profession of tour guiding and escorting.

- Students get an idea about how to organize a guiding business

CO2: Understanding of various skills required for a good guide.

- To learn about professional ethics in guiding industry.

CO3: To introduce the guest relationship management and how to manage a contingency situation while travel.

- To learn about personal discipline of guide and code of conduct.

CO4: To examine the basics of conducting tours.

TT4CRT15: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

CO1: To learn about history and development of travel agency and its functions.

- Understanding of basic requirement for setting up of, travel agency.

CO2: To differentiate between travel agency and tour operations

- To learn about various travel intermediaries in tourism.

CO3; To familiarize with organization structure of a travel agency

- To acquire knowledge about activities that takes place in travel agency.

CO4: Understanding of tour operation business and different activities

CO5: Understand the types and components of tour packages and itineraries.

- Prepare domestic and international tour itineraries.

TT4CRT16: COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM

CO1: To learn about basis of computer and its historical development.

- To learn about different computer generation

CO2: To know about word processing and its procedures.

CO3: To understand about spread sheet

- Understanding the work book window and its process.

CO4: Understanding of MS PowerPoint and its working principles.

TT4CRT17: BASICS OF BUSINESS COMMUNICATION

CO1: To learn about the various means of business Communication

- To familiarize with 7 C's of communication
- To learn about , business Etiquette, Technology of Business Communication

CO2: To improve the writing skill of the student.

- Students make written material regarding common subjects.
- To learn about the various method of written communication.

CO3: To learn about the different non-verbal communication and its etiquettes.

CO4: To learn about Social behavior and group behavior of a person working in tourism industry.

TT4CRT18: HUMAN RESOURCE MANAGEMENT

CO1: To understand basic concepts of human resource management;

- To know the human resource management practices and requirement of HRM in tourism

CO2: To learn the students about human resource planning

- To know about the process of HRP and requisites for successful HRP .

CO3: The students get knowledge about recruitment, selection, induction, and placement.

CO4: To learn the students about the procedures and practices for the r training and development process.

CO5: Understanding of various issues and challenges found in organizations related to labour aspects.

- To familiarize with different strategies used to manage it.

SEMESTER V

TT5CRT19: INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS

CO1: Student get an opportunity to know about the different aspects of Indian Constitution and its features.

- Enable the students to understand the various provision of Indian constitution.
- To impart civic consciousness among students.

CO2: To know about the Indian Administration system, Judiciary, Indian Parliament

- To familiarize with the significance of Indian President's Powers and functions

CO3: To understand the Indian Citizenship Act ,its provisions and it describe how to become a Indian citizen..

CO4: Under standing of fundamental Rights, Fundamental Duties, and Directive Principles of State Policy.

CO5: To learn about Constitutional Amendment and its Procedure and Important Amendments.

TT5CRT20: E – TOURISM

CO1: To familiarize with the concept world wide web.

- To learn about the legislation regarding for IT.

CO2: To give insights into E-business and its strategies.

- To learn how modern technology has revolutionized the travel and tourism industry.

CO3: To understand about search Engine, desktop, Laptop, Tablets, Mobile, Video, Social Media.

CO4: To know about the history and development of CRS.

- To learn about the use of internet as a tool for tourism promotion

TT5CRT21 : AIR FARES AND TICKETING

CO1: To understand about Airline Terminology and abbreviations used in airlines.

CO2: To study about Air Geography, Time calculation

CO3: To understands about the different types of passenger ticket.

CO4: Familiarization with Three letter city and airport code, airline designated code, minimum connecting time.

- Familiarization with Air tariff: currency regulation, NUC conversion factors, general rules.

- Familiarization with TIM: Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing special attention.

CO5: Introduction to fare construction in Airlines, Air fare-types, basic elements of airfare.

- To understand about fare construction formula and basic steps using mileage principles for One Way (OW), Return Trip (RT) and Circle trip journey (CT).

TT5CRT22: ENVIRONMENTAL STUDIES AND ECO TOURISM

CO1: To enrich the students on the basic concepts of eco systems and its types.

CO2: Identifying and analyzing the various causes and effects of environment pollution.

CO3: To familiarize the students on eco tourism ,its principles and various resources in India.

CO4: To identifying and analyzing the measures to mitigate the environmental issues.

CO5: To educate the students on various aspects of human rights its dimension in the society.

TT5OPT01: PUBLIC RELATIONS AND TOURISM JOURNALISM

CO1: Students get an in-depth knowledge about PR and PR Ethics

- To learn about how to do PR

CO2: To get knowledge about advertising

- To study about the importance of PR in Tourism Industry

CO3: To learn about the basics of Journalism and its different technical sectors.

- To find out the various Tourism press in India.
- To know the role of TV, Radio in journalism

CO4: To get a knowledge about web Journalism and its different aspects.

- To learn how to become a journalist and their qualities.

CO5: To learn about the qualities required as a reporter

- To familiarize with different terms related to journalism and its role in promoting tourism.

TT5OPT02: FRONT OFFICE MANAGEMENT

CO1: To know about the types of Hotels.

- To acquire knowledge about front office department

CO2: To learn about various operations that take place in front office department.

- To know about the technologies used in front office.

CO3: To familiarise with basic skill required to perform various function.

CO4: To study about organization chart.of different types of hotels.

CO5: To familiarise with various function performed by service personnels in a hotel.

- To learn about how to manage customer loyalty.
- To familiarise with Laws governing Food service Establishment.

TT5OPT03: AN INTRODUCTION TO PRINCIPLES OF TOURISM

CO1: To learn about the concept of tourism

To examine the origin and growth of tourism and development in India

To describe about the factors affecting growth of modern tourism

CO2: To know about the components of tourism and elements of tourism.

To learn about various travel industry network .

CO3: To familiarize with basic travel motivators

To acquire knowledge about Social, environmental, political, economic, Negative impacts of tourism

CO4: To learn about forms and types of tourism

To describe the term carrying capacity and factors affecting carrying capacity,

CO5: To familiarize with tourism Products of India (Major Cultural, Natural and Manmade), UNESCO World heritage sites in India.

SEMESTER VI

TT6CRT23: TOURISM MARKETING

CO1: Understanding of tourism Marketing and its evolution

CO2: To familiarize with the need of marketing research

CO3 To know about how to segment market segmentation on the basis of customer perception.

- To understand the concept of marketing mix -7 Ps of marketing

CO4: To in depth knowledge about product and its development cycle.

CO5: To describe the promotional strategies used for marketing

TT6CRT24: PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM

CO1: To know about foreign exchange and forex in India.

- Understanding of India's Balance of Payments Problems.

CO2: To learn about the rate of exchange ,determination of rate of exchange and Purchasing Power and Parity Theory

CO3: Understanding of Exchange Control

- To learn about floating and fluctuations in Rate of Exchange .
- To familiarise with important provisions of FEMA

CO4: To learn about the globalization of markets–

- To know about export import Procedures

CO5: To understand various international Financial Institutions world wide.

TT6CRT25: HOSPITALITY MANAGEMENT

CO5: Understanding of accommodation types and forms ,Hotel concept and classification.

CO2: To learn about categorization of hotel on the basis of facilities provided (star system) and approval

CO3: To know about the important departments of hotel and its operation .

CO4: To examine the process of guest entry in a hotel and management of customer handling process.

CO5: Understanding of leading multinational and public sector hotel chains in India.

TT6CRT26: WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM

CO1: To give an introduction to windows.

CO2: To learn about the history of internet

- To learn about different operating systems and software and hardware systems in computer.

CO3: To familiarise with computer Networks.

- To learn how to sent an information from one place to another.

CO4: To understand about HTML , Frames, Tables, list and links

- To familiarise with web page designing process.

TT6CRT27: MICE TOURISM

CO1: To familiarize with (MICE)

- Understanding of different types of events and characteristics of conferences / conventions

CO2: To find out economic and social significance of conventions

- To learn how to conduct a professional meeting in tourism industry.

CO3: To know about the convention/exhibition facilities required to conduct an event.

CO4: To learn about role, responsibilities of meeting planner/ convention manager

- To know about the skill required to conduct successful events.

CO5: Understanding of various travel Industry fairs and organizations .

TT6STP02: STUDY TOUR REPORT

Study Tour Report\Case study Report

Each student has to submit a Study Tour Report or a Case Study Report of any tourist destination in Kerala during the sixth semester for evaluation. The evaluation is for 100 marks and should be internal only. Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour.

TT6PRP01: PROJECT/DESSERTATION

All students are to do a project as a group consisting a maximum of five students. The projects are to be identified during the 5th semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the 6th semester and are to be produced before the examiners appointed by the University. External project evaluation and Viva/ Presentation are compulsory and will be conducted at the end of the programme during the sixth semester. 20 % of marks are awarded through internal assessment.

The project is treated as a separate course. The course will have a credit of 2 and is compulsory for completion of the programme.