

**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)  
DEGREE PROGRAMME**

**(Mahatma Gandhi University Regulations PGCSS2019 from 2019 – 20 Academic Year)**

**SEMESTER ONE**

<b>COURSE CODE</b>	<b>TITLE</b>
TR020101	Introduction to tourism administration and management
TR020102	Tourism products of India
TR020103	Entrepreneurship for Tourism Business
TR020104	Hospitality Operations and Management
TR020105	Communicative English for tourism and hospitality

**SEMESTER TWO**

<b>COURSE CODE</b>	<b>TITLE</b>
TR020201	World Tourism Geography
TR020202	Destination Planning and Development
TR020203	Travel agency and tour operations
TR020204	Organizational behavior and management process.
TR020205	Information technology and E- Tourism

**SEMESTER THREE**

<b>COURSE CODE</b>	<b>TITLE</b>
TR020301	Sustainable Tourism and Eco Tourism
TR020302	MICE and Event management
TR020303	Tourism marketing and Public relations
TR020304	Management Concepts and Basics of Accounting
TR020305	Research applications in Tourism.

**SEMESTER FOUR**

<b>COURSE CODE</b>	<b>TITLE</b>
TR020401	Human Resource Management for Tourism
	<b>Elective - Group A: Aviation</b>
TR840401	Aviation Management
TR840402	Cargo Management
TR840403	Airline Ticketing

### **Elective - Group B: Special Interest Tourism**

<b>TR850401</b>	<b>Heritage Tourism</b>
<b>TR850402</b>	<b>Health Tourism</b>
<b>TR850403</b>	<b>Leisure and Recreation Management</b>
<b>TR020402</b>	<b>Project work</b>
<b>TR020403</b>	<b>Evaluation of Study Tour and Internship Report along with Comprehensive VivaVoce.</b>

There are two elective groups with three courses each for the MTTM programme. The colleges can select any one elective group. All the three courses in the group have to be taken and each one has the same credit. The elective courses are offered in the fourth semester. The two groups as mentioned above are:

- Elective - Group A: Aviation
- Elective - Group B: Special Interest Tourism

### **PROGRAMME OUTCOMES**

*Upon completion of the programme , graduates will be able t :*

PO1: Analyze the various components of Tourism and to describe how they coincide each other.

PO2: Depicts the interrelationship between travel, tourism and hospitality industries.

PO3: Develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.

PO4: Mould career paths and equip students to face professional challenges.

PO5: Chalk out a research oriented approach.

PO6: Enhance the ability and skills to build long lasting business relationships.

PO7: Be able to target and position the tourism resources.

PO8: Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organization.

### **PROGRAMME SPECIFIC OUTCOMES**

*On completing Master of Tourism and Travel Management (MTTM), students will attain:*

PO1: Understand multi-form character of travel and tourism business.

PO2: Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.

PO3: Apply relevant technology for the production and management of tourism experiences.

PO4: Plan, lead, organize and control resources for effective and efficient tourism operations.

PO5: Create, apply, and evaluate marketing strategies for tourism destinations and organizations.

PO6: Practice empathy and respect for diversity and multicultural perspectives.

PO7: Apply principles of sustainability to the practice of tourism in the local and global context.

PO8: Propose and conduct a research project to inform tourism practice.

PO9: Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

PO10: Apply problem solving and critical analysis within diverse contexts.

PO11: Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

## **COURSE OUTCOMES OF MTTM PROGRAMME**

### **SEMESTER 1**

#### **TR020101: INTRODUCTION TO TOURISM ADMINISTRATION AND MANAGEMENT**

**CO1:** Familiarizing student with the fundamental concept, growth and development of tourism.

- To realize the potential of tourism industry in India and world.
- To understand the basic concepts of tourism.

**CO2:** To understand the various elements of Tourism.

- To understand the measurement of tourism and impact of tourism.
- To study the system, elements and motivational factors of tourism.

**CO3:** To familiarize with travel formalities and documents required for international travel.

**CO4:** To familiarize with the role and functions of important organizations of tourism

- Imparting knowledge to the students about the organizations in tourism industry.

**CO5:** Understand the importance of tourism legislation and its usage in the current scenario.

#### **TR020102: TOURISM PRODUCTS OF INDIA**

**CO1:** Educating students about the concept of tourism product.

- To understand the nature of different tourism products.
- To understand the geographical features of India and religions of India.

**CO2:** To familiarize the social and cultural set up in India and its contribution to tourism.

- Imparting knowledge about cultural tourism resources of India.

**CO3:** To acquire knowledge about archaeological sites in India such as monuments , Temples , Pilgrim Centres, Forts ,Palaces and Museums , Buddhist heritage sites etc

**CO4:** Familiarizing the important natural tourism products of India such as Hill stations, Beaches, etc.

- To identify and manage emerging tourist destinations and circuits

**CO5:** The module gives information of countries major wildlife sanctuaries, national parks, biosphere reserves, community reserves, Adventure and ecotourism destinations in India

#### **TR020103: ENTREPRENEURSHIP FOR TOURISM BUSINESS**

**CO1:** To familiarize the students with the concept of entrepreneur main functions.

- To identify the role of entrepreneur in economic level.

**CO2:** To identify the various aspects in entrepreneurship

- To learn about the role of women entrepreneur in tourism sector.

**CO3:** To learn about the concept of EDP.

- To understand the reason for starting an enterprises.
- To familiarize with special agencies for entrepreneurial development and training.

**CO4:** Understanding of forms of ownership and the problems faced by a new entrepreneur

- To understand the pre requisites to start enterprise, its registration, license and other requirements.

**CO5:** To learn about project and its classification

- Understanding of phases of project management, its format of feasibility report
- To identify the SWOT analysis of business
- To familiarize with subsidies and incentives offered to entrepreneurs.

#### **TR020104: HOSPITALITY OPERATIONS AND MANAGEMENT**

**CO1:** Understanding the classification of hospitality industry and its function.

- Educating students on the evolution of hospitality industry.

**CO2:** This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry.

- To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.

**CO3:** To impart a comprehensive idea about the operations of hotel, Resort and other catering outlets of a hotel.

**CO4:** To learn about the changing scenario of hotel industry in terms of technology.

- To examine the role of organizations and its functions in hotel industry.

#### **TR020105: COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY**

**CO1:** To enable students to have analytical, critical and communicative mind.

- To familiarize with different methods of communication.
- To identify the barriers of communication.

**CO2:** To analyze the listening comprehension.

- To identify the interpersonal problems in listening and feedback.

**CO3:** To learn about speaking skill through group Discussion and evaluation, Mock interview

- To learn about telephoning skills/ telephone etiquette.

- To learn about how to dealing with difficult people.

**CO4:** To identify the principles of communicative writing

- To understand about writing aspects.

## **SEMESTER 2**

### **TR020201 WORLD TOURISM GEOGRAPHY**

**CO1:** To gain basic knowledge about world tourism attraction.

- To study about the role and importance of geography in tourism development.
- To understand about the different aspects of geography.

**CO2:** To learn about natural based Geographical wonders of the world and UNESCO's natural heritage sites of the world.

- To understand its distribution in different continents, famed attractions in Asian continent.

**CO3:** To learn about global position system, global information system.

- To understand about satellite mapping of tourism resources.

**CO4:** To familiarize with maps & map Study and Globe.

- To study about various aspects of maps.
- To identify major tourist attractions and cities on maps.

**CO5:** To analyze case study on unique geographical attractions of South Asia.

### **TR020202: DESTINATION PLANNING AND DEVELOPMENT**

**CO1:** To acquaint students with different destination.

- To enable students to plan and develop destination.
- To learn about the concept of destination.

**CO2:** To study about tourism destination planning and other aspects.

- To know about planning approaches and indicators, design and innovations.

**CO3:** To know about tangible and intangible attributes of destination.

- To learn about how to measure destination image.

**CO4:** To learn about product development and packaging.

- To identify the culture and nature based development in destination.

**CO5:** To study about public and private policy, Partnership.

- To identify the role of urban civic body, town planning, urban development.

### **TR020203: TRAVEL AGENCY AND TOUR OPERATIONS**

**CO1:** To learn about the history and development of travel agencies.

- To understand the various activities of travel agency and tour operation business.
- To study the linkages of travel agency with related organizations.

**CO2:** To know about the functions of travel agency and tour operator.

- To learn about the tips and steps for itinerary planning, limitation and constraints

**CO3:** To identify itinerary preparation for inbound, outbound and domestic tours.

- To analyze the sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels

**CO4:** To understand with the concept of tour package and other aspects.

**CO5 :** To familiarize with Govt. rules for getting approval in this sector.

- To analyze the IATA rules and regulations for accreditation, documentation.
- To identify the entrepreneurial skill for travel, tourism and problems of entrepreneurship in travel trade.

#### **TR020204: ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS**

**CO1:** To learn with the concept of organization behavior.

- To understand the role of organizational behavior and its challenges & opportunities of organizational behavior in tourism industry.

**CO2:** To study about the organizational Development and Change.

- To identify the benefit of organizational development

**CO3:** To learn about personality, Attitudes & Values

- To study about Psycho analytical social theory, Trait theories of personality.
- To learn about factors influencing attitude nature and dimension.

**CO4:** To learn about perception and Managerial implications of perception.

To familiarize with different Learning approaches

**CO5:** To study about stress & stress management

- To learn about emotions and emotional intelligence
- To learn about need & importance of TQM in tourism industry.

#### **TR020205: INFORMATION TECHNOLOGY AND E - TOURISM**

**CO1:** To learn how the advances in information technology in tourism business.

- To understand the basics computer Basics .

**CO2:** To analyze the relationship between information technology and the Tourism Industry Components.

- To learn about online development of package tours.

**CO3:** To study about technology used in tourism and marketing.

- To learn about the several multimedia aspects.

**CO4:** To learn about electronic Commerce and E- Business in tourism.

- To understand the history Of Ecommerce.

**CO5:** To give an in-depth of role of media in tourism industry.

- To analyses a case study on Kerala tourism website.

## **SEMESTER 3**

### **TR020301: SUSTAINABLE TOURISM AND ECOTOURISM**

**CO1:** To study about the concept of ecology and other concepts in environment.

- To familiarize the students with the theoretical input as well as practical issues of sustainable tourism development.

**CO2:** To learn about ecotourism and ecotourism principles.

- To identify major Eco tourism resources of India.
- To study about Ecotourism Summit (Quebec Declaration 2002 and Oslo Convention 2008) Kyoto Protocol, Agenda 21

**CO3:** To know about the principles of sustainability, tools of sustainability.

- To learn about the approaches in sustainable tourism and its development

**CO4:** To learn about responsible Tourism, Community based and Pro-poor tourism (PPT) including community participation, eco-friendly Practices and Energy waste Management

**CO5:** To learn about Natural Hazards and Disasters and the Causes and results of hazards and disasters.

- To learn about how to manage disasters in destinations.

### **TR020302: MICE AND EVENT MANAGEMENT**

**CO1:** To provide basic knowledge about the concept of event management in tourism.

- To develop the skill needed to manage events related to tourism business.
- To give a brief introduction to business tourism.

**CO2:** To study about MICE Tourism.

- To learn about features, criteria's required for a mice destination.
- Understanding of major MICE destinations in the world & in India.
- To identify the major players in event business.

**CO3:** To learn about how to do a event management program.

- To familiarize with several aspects in event management.
- To learn about resources & logistics required for conducting events.

**CO4:** To study the relationship between events and tourism industry.

- To identify the relevance & applications of Information technology in events.

**CO5:** To learn about the relevance of travel marts in tourism industry with examples.

### **TR020303: TOURISM MARKETING AND PUBLIC RELATIONS**

**CO1:** To get the concept and components of marketing.

- To study about marketing Management Philosophies and uniqueness of Tourism Marketing.

**CO2:** To understand about how to manage Product in tourism business.

- To learn about the new product development processes.

**CO3:** To develop the right marketing mix for tourism.

- To learn about the market Targeting and market segmentation and positioning of product.

**CO4:** To understand about the pricing & promotion of tourism products

- To know the various distribution Channel in Travel and Tourism.
- To learn about various product promotion mix.

**CO5:** To analyze the relationship between Public Relations & Marketing

- To understand the major decisions in marketing PR and tools in marketing
- To familiarize with recent trends in public relations.

#### **TR020304 : MANAGEMENT CONCEPTS AND BASICS OF ACCOUNTING**

**CO1:** To equip the students' first-hand knowledge of principals of managements.

**CO2:** To study about financial Management concept.

- To learn the role of financial manager & his functions.

**CO3:** To learn the basics of accounting for a business.

- To study about various accounting principles.

**CO4:** To learn about how to record a transaction.

**CO5:** To know about how to prepare final accounts.

#### **TR020305: RESEARCH APPLICATIONS FOR TOURISM**

**CO1:** To learn about the role of tourism Research

- To know the various research methods for tourism.

**CO2:** This module examine how to do a research Process

- To familiarize with the qualities of a good research & researcher

**CO3:** To learn the terms and concepts data collection, types of data, methods and tools for data collection

- Familiarize with the terms - observation ,interview,questionnaire,schedule , Survey Research
- To learn the different Sampling and its techniques.

**CO4:** Understanding the use of qualitative and quantitative Research in Tourism.

**CO5:** Understanding the techniques of analyzing Data, Report writing, Different steps in Report writing,

- To learn the prerequisites for writing report
- To understand the application of SPSS (Statistical Package for Social Science).



## **SEMESTER IV**

### **TR020401: HUMAN RESOURCE MANAGEMENT FOR TOURISM**

**CO1:** To give in depth knowledge about growth and development of HRM and HRD

- To provide basic knowledge about the concepts of Human Resource Management.

**CO2:** Understanding of man power planning and its problems.

**CO3:** Educating the students with responsibilities of HR Department in an organization.

- To give a conceptual understanding of human resource practices in organizations.

**CO4:** To learn about training and Development process

- Special skills required for human resources working in Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines.
- To study the role and importance of Human Resources in Tourism Industry

**CO5:** To know about the trends and issues in HRM

- Major challenges faced by them in 21st century
- To learn about duties and responsibilities of HR manager.

### **TR840401: AVIATION MANAGEMENT**

**No. of credits: 3 (Elective Group A Aviation Course 1)**

**CO1:** To learn about the history of airline industry.

- To understand the structure and dynamics of airline industry
- To learn the role and function of different organizations in Civil Aviation.

**CO2:** This module give a brief introduction to types of Aircrafts and in flight services  
Passengers requiring special handling.

- To understand about Aviation Safety, Baggage Rules, Piece and Weight Concept, special facilities available.

**CO3:** Understanding of evolution of the Airport design and Structure

- To familiarize students on different formalities in airport for arrival and departure

**CO4:** To study various airline terminologies like airport-airline codes, IATA TC areas etc.

- To learn about Global Distribution Systems (GDS) and acquire skills in airline reservation system.
- To know about basics of flight principles such as Frequent Flyer Programme (FFP)
- To examine the future of airline marketing and airport marketing

### **TR840402: CARGO MANAGEMENT**

**CO1:** To learn about Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

- To know about Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges.

**CO2:** To introduce the term air cargo and Air Cargo Terminology

- To get knowledge about IATA Cargo agent and agency Operation and ABC Air cargo Guidebook Air Cargo Guides
- To learn about The Air Cargo Tariff and Rules (TACT Rules), TACT Tariff etc.

**CO3:** Understanding of documents in Air cargo; Airway Bill.

- To learn about the terms Cargo manifesto.
- Understanding of Small /Medium Transportation Programme (SMTP), Import General Manifest(IGM), Shipped On Board(SOB), LOC, Full Container Load cargo(FCL).

**CO5:** To know the procedure of Cargo Handling – its regulations

- Understanding of Some important Cargo companies
- To know the legislation regarding Export Insurance and Finance, Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation

### **TR840403: AIRLINE TICKETING**

**No. of credits: 3 (Elective Group A- Aviation Course 3)**

**CO1:** To familiarize with airline geography, IATA geographical areas , freedom of air ,city codes ,airport codes and airline codes .

- To examine the major international airlines in the world.

**CO2:** To learn about international and domestic airfare calculation and ticketing procedures.

- Understanding of different type of journey and class of services.

**CO3:** To give in-depth knowledge about special fare using mileage system ,excess Mileage Allowance – ,extra Mileage Surcharge etc.

**CO4:** Transitional Automated Ticketed format – fare calculation box – general limitations of international travel

**CO5:** Understanding of usage of CRS in air ticketing.

### **TR850401: HERITAGE TOURISM**

**CO1:** To provide basic concept about Heritage

- To examine the difference between culture, Heritage and civilization
- To provide knowledge about World Heritage day - purpose

**CO2:** To familiarize with World Heritage sites in India (updates)

- To understand the selection procedure of a heritage site.

**CO3:** To learn about the rule and regulations regarding heritage management in India.

**CO4:** To know about the heritage management schemes in India.

- Understanding of promotion and marketing strategies for heritage sites in India.
- To examine the term Heritage Interpretation and Interpretive Communication.

## **TR850402: HEALTH TOURISM**

**CO1:** To elucidate the origin and development of health tourism

- To understand about forms of health tourism-

**CO2:** To analyze the relation between Health, wellbeing and environment

- To examine the various tools used for wellness

**CO3:** This module gives a brief overview of Medical systems in India

**CO4:** SPA and Naturopathy: concepts, principles and benefits.

- A brief overview of Treatments in -Naturopathy: hydrotherapy, mud therapy, Massage therapy, diet therapy etc
- Understanding about SPA, its benefits and spa destinations.

**CO5:** This module examine the Medical Tourism, Major hospitals in India, latest trends in Medical Tourism, accreditation

## **TR850403: LEISURE AND RECREATION MANAGEMENT**

**No. of credits: 3 (Elective Group B Special Interest Tourism Course 3)**

**CO1:** To understand the dynamics of recreation products and their significance for tourism industry.

- Define the term Special interest tourism and its issues and considerations

**CO2:** This module gives an overview of Recreation Businesses.

**CO3:** To learn about Resorts, classification, history and its profile.

- Understanding of Concept of Amusement and Theme Parks; Classification; Mall Management.

**CO4:** To acquire knowledge about water ocean transport system that is responsible for promoting tourism.

- Importance of sports Tourism and major sports events of the World.

**CO5:** To understand about trends in the recreation industry and marketing of Recreation services & facilities.

## **TR020402: PROJECT WORK**

Project work shall be completed by each student individually under the supervision of a teacher in the concerned department. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor. There should be an internal assessment and external assessment for the project work.

## **TR020403: EVALUATION OF STUDY TOUR AND INTERNSHIP REPORT ALONG WITH COMPREHENSIVE VIVA VOCE**

### **Study tour / Destination study and field work report**

Students will have to submit a report of their study tour which will be evaluated externally at the end of the fourth semester. Students should undertake visits to important national or international tourist destinations during their programme for up to a maximum of fifteen days. The purpose is:

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage tours.

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.If a student(s) is not able to take part in the National/ International Tour because of genuine /unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study and field work report. In such cases, the onus will on the student(s) and mustmake sure that prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

### **Internship training report**

There shall be internship placements for not less than thirty days in a relevant industrial setting during the programme. Students can take up their internship either in airport or aviation sector, hospitality establishments (hotels or resorts), travel agency or tour operation firm and public sector destination management offices. This is a supervised internship within the tourism and hospitality industry. This allows students to undertake experiential learning by working with the sponsoring tourism or hospitality organization to critically examine a major aspect of their operation. The students shall submit a written report of their internship study during the fourth semester. The purpose is:

- To understand the professional setting and work culture of tourism related organization.
- To get a firsthand experience of the career opportunities in travel and tourism industry.
- To get on the job training and skill enhancement in travel and tourism sector.

### **Viva – Voce**

The Viva-Voce examination will be conducted on the basis of the Dissertation report, Practical Tourism and other theory papers taught.

