

# MAHATMA GANDHI UNIVERSITY



## PROGRAMME DETAILS, SCHEME, AND SYLLABUS

## BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (B.T.T.M)

*(2016-17 Admission onwards)*

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## **SCHEME AND SYLLABUS OF**

### **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**

#### **INTRODUCTION**

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today.

A degree programme in Tourism raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The Bachelor of Tourism and Travel Management (hereafter BTTM) programme of Mahatma Gandhi University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

#### **AIMS AND OBJECTIVES OF THE PROGRAMME**

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. Specific objectives of the programme include:

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Information Technology skills of the age.
4. To equip students with managerial skills and help in entrepreneurial development.
5. To develop hospitality culture and behavior and to enhance student competencies.

After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

## **COURSE DESIGN**

### **Regulations**

The scheme of Bachelor's degree programme in Tourism and Travel Management is modified in line with the choice based Credit and Semester system to be introduced by Mahatma Gandhi University from 2016-2017 admission onwards. These regulations shall be called "REGULATIONS FOR UNDER GRADUATE PROGRAMMES UNDER CHOICE BASED CREDIT SYSTEM 2016".

### **Title of the programme**

The programme shall be called BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM).

## **ELIGIBILITY CRITERIA FOR ADMISSION**

Any candidate who has passed plus two of the Higher Secondary Board of Kerala or that of any other university or Board of examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board of Kerala is eligible for admission. Eligibility for admission, norms for admission, reservation of seats for various Undergraduate programmes shall be according to the regulations / orders framed by the University from time to time.

## **DURATION OF THE PROGRAMME**

The duration of the BTTM programme of study is three academic years with six semesters. There shall be at least 90 working days inclusive of examinations and a minimum of 450 instructional hours in a semester. The duration of odd semesters shall be from June to October and that of even semesters from November to March. There shall be three days semester break after odd semesters and two months vacation during April and May in every academic year. A student may be permitted to complete the programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

## **ATTENDANCE**

Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the semester along with the next batch after obtaining readmission.

## **MEDIUM OF INSTRUCTION**

The medium of instruction shall be English.

## **EVALUATION**

### **Courses of Study**

Total number of Courses for the BTTM programme is divided in to the following:

- (a) Common Courses
- (b) Core Courses and

## (c) Generic Elective Course (GE)

Programme Duration	6 Semesters
Total Credits	120
Credits required from Common Course I	08
Credits required from Core courses	109
Credits required from Generic Elective course (GE)	03
Minimum attendance required	75%

There shall be two common courses on English, one each in the first and second semesters. There shall be one Generic Elective paper in the fifth semester with a choice of one out of three elective papers from any programme or from the Physical Education department. There shall be one Choice Based Programme Elective paper in the sixth semester with a choice of one out of three elective papers.

**Evaluation Assessment and grading system**

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade, grade point and % of marks are introduced in 7- point indirect grading system. The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

There shall be a maximum of 80 marks for external evaluation and maximum of 20 marks for internal evaluation. Both internal and external marks are to be mathematically rounded to the nearest integer.

**Theory papers**

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all papers (theory and practical) total marks of external examination is 80 and total marks of internal evaluation is 20. Marks distribution for external and internal

assessments and the components for internal evaluation with their marks are shown below.

For all theory papers:

- a) Marks of external examination: 80
- b) Marks of internal evaluation: 20

All the three components of the internal assessment are mandatory.

Components of theory Internal evaluation	Marks
Attendance	5
Assignment / Seminar / Viva	5
Test papers (1 or 2) 1 x 10 = 10; 2 x 5 = 10	10
Total	20

*Assignments, Seminars and Test Papers:*

- Assignments are to be done from 1<sup>st</sup> to 4<sup>th</sup> semesters. At least one assignment should be done in each semester for all papers.
- A student shall present seminar in the 5<sup>th</sup> semester and appear for viva voce in the 6<sup>th</sup> semester for all papers.
- At least one internal test paper is to be attended in each semester for each paper. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessment are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teachers who teach the paper.
- The internal evaluation report in the prescribed format shall reach the University before the 4<sup>th</sup> week of October and March in every academic year.

*Pattern of questions for external examination for theory courses:*

A question paper shall be a judicious mix of very short answer type, short answer type, short essay type / problem solving type and long essay type questions.

Type of Questions	Total No. of questions	No. of questions to be answered	Marks for each question	Total Marks
Short answer Type	12	9	2	18
Paragraph Answer Type	9	6	4	24
Short Essay / Problem solving Type	5	3	6	18
Long Essay Type	4	2	10	20
Total	30	20		80

**Practical Papers:**

The BTTM programme will have two Practical Papers named Tourism Practical – I and Industry Training Report and Tourism Practical – II and Study Tour Report. The practical papers are distributed during the second and third academic year. One hour per week will be assigned for practical work during third, fourth, fifth and sixth semesters during the programme.

Practical examinations shall be conducted by the University at the end of fourth and sixth semester. The course work of practical paper has been designed corresponding to the theory papers of the concerned semesters. Pattern of questions for external examination of practical papers will be decided by practical exam board chairman as per the guidelines of Board of Studies.

For all practical papers (conducted only at the end of even semesters):

- a) Marks of external examination: 80
- b) Marks of internal evaluation: 20

All the three components of the internal assessment are mandatory.



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Components of Practical - Internal evaluation	Marks
Attendance	5
Test paper	5
Record (for BTTM corresponding Training / Tour Report)	10
Total	20

### **Industrial Training Report and Study Tour Report:**

For successfully completing the BTTM programme each student has to submit Industrial Training Report and Study Tour Report at the end of the fourth and sixth semesters respectively.

#### *Industrial Training Report*

Students shall be required to undergo two to three weeks of practical training during the Fourth semester in any tourism related organization (Travel agency/ star hotels/ airport etc) duly approved by the head of the Institution / Department. They shall be required to submit a comprehensive training report at the end fourth semester. The report will have both internal and external valuation under Tourism Practical – 1.

#### *Study Tour Report*

Students are also necessary to participate in the national tour conducted by the Department with the prior approval of the Head of the Institution during the Fifth semester. The tour programme should be for a period of up to a maximum of two weeks covering important destinations. A tour report must be submitted at the end of the sixth semester. The report will have both internal and external valuation under Tourism Practical – 2.

The external evaluation of the reports will be conducted along with the Tourism Practical Examinations I and II at the end of the fourth and sixth semesters by external examiners appointed by the University.

**Project:**

All students are to do a project in the area of core course as a group consisting a maximum of five students. The projects are to be identified during the 2<sup>nd</sup> 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 6<sup>th</sup> 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.

For projects:

- a) Marks of external examination: 80
- b) Marks of internal evaluation: 20

Components of Projects – Evaluation external	Marks
Dissertation (External)	50
Viva voce (External)	30
Total	80

All the four components of the internal assessment are mandatory.

Components of project internal evaluation	Marks
Punctuality	5
Experimentation / Data collection	5
Knowledge	5
Report	5
Total	20

**Attendance Evaluation**

The marks awarded for attendance of each paper (theory and practical) will be given as per the table below:

% of attendance	Marks
90 and above	5
85 – 89	4
80 – 84	3
76 – 79	2
75	1

## GRADING

### *Grade and Grade Point*

Grades and grade points are given on a 10 point scale based on the percentage of total marks (Internal + External) as given in table (Decimals are to be rounded mathematically to the nearest whole number).

% Marks	Grade	GP
Equal to 95 and above	S Outstanding	10
Equal to 85 and less than 95	A+ Excellent	9
Equal to 75 and less than 85	A Very Good	8
Equal to 65 and less than 75	B+ Good	7
Equal to 55 and less than 65	B Above Average	6
Equal to 45 and less than 55	C Satisfactory	5
Equal to 40 and less than 45	D Pass	4
Below 40	F Failure	
	Ab Absent	

### *Credit point and Credit point average*

Credit point of a course is calculated using the formula  $CP = C \times GP$ , where C = Credit; GP = Grade Point. Grade Point Average (GPA) of a course / semester or programme etc. is calculated using the formula  $GPA = TCP/TC$ . Where TCP = Total Credit Point; TC = Total Credit. Grades for the different courses, semesters and overall programme are given based on the corresponding Credit Point Average (CPA) as shown below:

Grade Point Average (GPA)	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
4.0 to below 4.5	D Pass
Below 4.0	F Failure

A separate minimum of 30 % marks each for internal and external (for both theory and practical) and aggregate minimum of 40 % are required for a pass for each paper. For a pass in a programme, a separate minimum of Grade D is required for all the individual papers. If a candidate secures F grade for any one of the papers offered in a Semester / Programme, only F grade will be awarded for that Semester / Programme until he / she improves this to D grade or above within the permitted period.

## PROMOTION

### Promotion to Higher Semester

- Only a student who has the minimum required attendance (75%) or whose shortage of attendance has been condoned by the university and who has registered for the semester examination concerned will be eligible for promotion to the next higher semester. Students who fail to secure the minimum attendance or the condonation by the University will be given one more chance to repeat the semester along with subsequent batch of students after obtaining re-admission.
- A student who registers his / her name for the external exam for a semester will be eligible for promotion to the next semester.
- A student who has completed the entire curriculum requirement and possess the required minimum attendance during an academic year /semester and could not register for the semester examination are permitted to apply for Notional

Registration to the examinations concerned enabling them to get promoted to the next class.

- A student who has not secured minimum marks / credits in internal examinations can re – do the same registering along with the University examination or the same semester, subsequently.

### **Re- appearance by failed candidates**

- There will be no supplementary exams. For reappearance / improvement, the student can appear along with the next batch.
- Candidates who have failed in the semester examination can appear along with the next regular batch of students for their particular semester. A maximum of two chances will be given for each failed paper.

### **Grievance Redressal Mechanism**

In order to address the grievance of students regarding internal assessment marks, a three – level grievance redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

- Level 1 Department Level Monitoring Committee (DLMC): The Department cell chaired by the Head, Department coordinator, faculty advisor and teacher in charge as members.
- Level 2 College Level Monitoring Committee (CLMC): A committee with the Principal as Chairman, college coordinator, HOD of concerned Department and Department coordinator as members.
- Level 3 University Level Monitoring Committee (ULMC): A committee constituted by the Vice – Chancellor as Chairman, Pro – Vice – Chancellor, Convener – Syndicate, subcommittee on students discipline and welfare, Chairman – Board of Examinations as members and the Controller of Examination as Member Secretary.

**CONSOLIDATED SCHEME OF BTTM (BACHELOR OF TOURISM  
AND TRAVEL MANAGEMENT)**

**Pattern: Model III**

**Total credits: 120**

Semester	Course code	Title	Course category	Hours per week	Credit	Marks	
						Internal	External
<b>I</b>		Common Course English I	Common	5	4	20	80
	TT1CRT01	Fundamentals of Tourism	Core	5	3	20	80
	TT1CRT02	Cultural Heritage of India	Core	5	4	20	80
	TT1CRT03	Principles of Management	Core	5	4	20	80
	TT1CRT04	Indian Constitution and Civic Consciousness	Core	5	4	20	80
<b>II</b>		Common Course English II	Common	5	4	20	80
	TT2CRT05	Tourism Principles and Practices	Core	5	3	20	80
	TT2CRT06	Geography for Tourism	Core	5	4	20	80
	TT2CRT07	Accounting and Finance for Tourism	Core	5	4	20	80
	TT2CRT08	Tourism Resources of Kerala	Core	5	4	20	80
<b>III</b>	TT3CRT09	Tourism Products	Core	4	4	20	80
	TT3CRT10	Tourism Policy and Planning	Core	5	4	20	80
	TT3CRT11	Transportation Management	Core	5	4	20	80
	TT3CRT12	Management Information System for Tourism	Core	5	4	20	80
	TT3CRT13	Strategic Management and Entrepreneurial Development	Core	5	3	20	80
		Hours for practical of BT4P01		1	--	--	--
<b>IV</b>	TT4CRT14	Guiding and Negotiation Skills for Tourism	Core	4	3	20	80
	TT4CRT15	Travel Agency and Tour Operations	Core	5	4	20	80
	TT4CRT16	Web designing and Online Business for Tourism	Core	5	4	20	80
	TT4CRT17	Basics of Business Communication	Core	5	4	20	80
	TT4CRT18	E – Tourism	Core	5	4	20	80
	TT4OJP01	Tourism Practical I & Industrial Training Report	Practical	1	2	20	80
	TT5CRT19	Economics and Banking for Tourism Managers	Core	5	4	20	80
	TT5CRT20	Human Resource Management	Core	5	4	20	80

V	TT5CRT21	Airfares and Ticketing	Core	6	4	20	80
	TT5CRT22	MICE Tourism	Core	5	4	20	80
	TT5GET01	Public Relations and Tourism Journalism	Generic Elective	3	3	20	80
	TT5GET02	Front Office Management					
	TT5GET03	Computerized Office Management for Tourism					
		Hours for practical of BT6P02		1	--	--	--
VI	TT6CRT23	Tourism Marketing	Core	5	4	20	80
	TT6CRT24	Principles of International Business for Tourism	Core	5	4	20	80
	TT6CRT25	Hospitality Management	Core	6	4	20	80
	TT6CRT26	Environmental Studies and Ecotourism	Core	5	4	20	80
	TT6PET01	Tourism Law and Regulatory Framework	Programme elective	3	3	20	80
	TT6PET02	Tour Packaging and Itinerary Planning					
	TT6PET03	Natural Hazards and Disaster Management					
	TT6STP02	Tourism Practical II & Study Tour Report	Practical	1	2	20	80
	TT6PRP01	Project	Project		2	20	80

### Teaching faculty

The two Common Courses in English have to be taught by teachers with a master's degree in English along with other qualifications prescribed by the University. The core courses TT1CRT01, TT1CRT02, TT2CRT05, TT2CRT06, TT3CRT09, TT3CRT11, TT4CRT14, TT4CRT15, TT5CRT21, TT5CRT22, TT6CRT25 and TT6CRT26 and all practical papers, generic elective papers and choice based programme elective papers have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) / MMH qualification and other qualifications prescribed by the University. The interdisciplinary core courses like TT1CRT04, TT2CRT08, TT3CRT10, TT4CRT17, TT5CRT19, and TT6CRT24 have to be taught by Tourism teachers with the above qualifications; and in their absence can be taught by teachers with a master's degree in Economics along with other qualifications prescribed by the University. The papers TT1CRT03, TT2CRT07, TT3CRT13 and TT6CRT23 have to be taught by teachers MTTM / MTA / MTM / MBA (Tourism) / MMH / MBA / MCom along with other qualifications prescribed by the University. The papers TT3CRT12, TT4CRT16, TT4CRT18 and TT5CRT20 have to be taught by teachers with MCA / Msc. Computer Science / Msc. IT along with other qualifications prescribed by the University.

**DETAILED SYLLABUS OF BTTM PROGRAMME**  
**SEMESTER 1**  
**TT1CRT01 FUNDAMENTALS OF TOURISM**

**No. of credits – 3**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand the tourism phenomena and the distribution of the components of tourism.
2. To learn the concept and importance of tourism in different sectors.

**Module 1**

Meaning and concept of tourism – Tourism – excursion – leisure and recreation – tourist – visitor & traveler – History, evolution and development of tourism, Ancient period – concept of annual holiday – Industrial revolution – rail transport – paid holiday and mass tourism – effect of great war on transport system – advent of jet – High speed train, causes of rapid growth of tourism

**Module 2**

Significance of tourism – Social, environmental, political, economic – Forms and types of tourism, dimensions of international and domestic tourism – Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism

**Module 3**

Types of transportation – Railways, airways, water and road – Role of railway to promote tourism in India

**Module 4**

Tourism development and state intervention – Leisure development – National economic goals – political legislation, equity and social needs, social investment, regulation and government controls, regional development

**Module 5**

Measurement of Tourism – Need for measuring tourism – Importance of Tourist statistics – General problem of measurement – Types of Tourist statistics – Methods of measurement

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi (Vol. 1 & 2)
2. A.K Bhatia (2010) : International Tourism Management , Sterling, NewDelhi
3. A.K Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. P.N. Seth (2006) : Successful Tourism Development Vol.1 and 2, Sterling Publishers, New Delhi
6. Page, Stephen (2011) : Tourism Management, Routledge, London



**SEMESTER 1**  
**TT1CRT02 CULTURAL HERITAGE OF INDIA**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

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

**Module 1**

Culture, civilization and heritage: meaning, definition and feature of Indian culture, Unity in diversity, assimilation and toleration.

**Module 2**

Indian culture through ages – a brief explanation about Indus valley civilization, Aryans. Rulers – Alexander, The Mauryas and Ashoka, Sungas , Guptas, Vardhanas; Tamil Sangam – Chola, Chera, Chalukyas, Pandyas – art and architecture; Temples

**Module 3**

Muslim Invasions – The Mughals, Rajput and Marathas – art and architecture – painting and music – Persian and Hindi Literature – cultural synthesis

**Module 4**

Modern India – Social reform movements – India's struggle for independence 1857 – 1947 – major events only (The students are required to study only a brief knowledge of the above topics).

**References:**

1. Manoj Dixit & Charu Sheela (2010) :Tourism Products , NewRoyalBooks, Lucknow
2. Jacob, Robinet (2009): Indian Tourism Products; Abhijeet Publications, New Delhi
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi
4. I C Gupta – Tourism Products of India
5. A L Basham (2007) : The Wonder that was India , Surjeet Publication, New Delhi
6. S A A Rizvi (1987) : Wonder that was India – Vol 2, Sidgwick & Jackson, London

**SEMESTER 1**  
**TT1CRT03 PRINCIPLES OF MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand the various functional areas of management in tourism industry
2. To enable the student to analysis the management process in tourism organization

**Module 1**

Management – concept, nature – Development of management – Taylor’s scientific management – Fayol administrative management management functions – Roles and responsibilities of manager

**Module 2**

Planning – Nature, Process, types, and steps – steps in planning – mission – Objective – MBO – Procedure – Rule

**Module 3**

Organizing – Concept – Steps in organizing – span of management – authority & responsibilities – Delegation and decentralization – forms of organization structure – Line and staff structure – Staffing – recruitment – Selection – training

**Module 4**

Directing – Nature – Significance of motivation – Maslow’s need hierarchy theory – Herzberg’s motivation Hygiene theory – Communication Process – net work grape wine barriers of communication

**Module 5**

Controlling – Nature –Steps – Management by Exception

**References:**

1. L.M. Prasad (2007) : Principles and Practices of Management - Sultan Chand & Sons , New Delhi
2. S.K. Chakravarthy : Business Ethics-, IIM, Calcutta
3. Koontz O’Donnel : Management and Principles
4. Harold Koontz & Heinsz Weirich (2010) : Essential of Management , Tata MacGraw Hill , New Delhi
5. Beunet, Roger: Improving Training Effectiveness
6. Peter F. Drucker (2007) : Practice of Management , Elsevier, New york
7. Robbins, Stephens P (2010) : Organisational Behaviour, Pearson India, New Delhi

**SEMESTER 1**  
**TT1CRT04 INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

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

**Module 1**

Indian Administration – Legislature, Executives, Judiciary; Union Legislature – Functions of Parliament; Indian President – Procedure for the President Election

**Module 2**

Indian Constitution – Philosophy of Indian Constitution; Preamble of the Constitution – Sources and Out Standing Features of the Constitution

**Module 3**

Indian Citizenship Act; Fundamental Rights and Duties; Right to Information Act 2005

**Module 4**

Constitutional Amendment and its Procedure; Important Amendments

**References:**

1. D.D. Basic (2008): An Introduction to the constitution of India, New Delhi, Prentice, Isacc:
2. M.V. Pylee (1998) : An Introduction to the constitution of India, Vikas Publishing House, New Delhi
3. Jojo Mathew & Manish K. Gulam (2009 : Indian Polity & constitution, career classics, New Delhi
4. K.R. Acharya: Indian Govt & Politics
5. Brij Krishore Sharma (2005): Introduction of India, Prentice Hall: New Delhi

**SEMESTER 2**  
**TT1CRT05 TOURISM PRINCIPLES AND PRACTICES**

**No. of credits – 3**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To realize the potential of tourism industry in India
2. To understand various elements of tourism management
3. To evaluate the role of various organization of tourism

**Module 1**

Growth and development of tourism in India – Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India – Constitutional provision of Indian tourism – development of tourism organizations

**Module 2**

Tourist motivation – Factors – types – push and pull factors – Determinants of tourism – psychological, cultural, economic, personal and social; Barriers to travel

**Module 3**

Impact of tourism – Meaning, positive and negative – impacts of tourism – Social, cultural, economic and environmental

**Module 4**

International conventions – Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration (general details only)

**Module 5**

Promotion of Conference and convention tourism – Concept, nature, promotion of conference and convention tourism in India

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi (Vol. 1 & 2)
2. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall. London
3. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
4. Bhatia, A.K. (2010) : International Tourism Management, Sterling, New Delhi
5. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
6. Christopher.J. Hollway; Longman (2012) ; The Business of Tourism, Pearson , New York
7. Babu et al., Tourism Development: Sage publishers , New Delhi

**SEMESTER 2**  
**TT2CRT06 GEOGRAPHY FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand different geographical features of tourism.
2. To understand the process and linkage responsible for generation of tourism flows.

**Module 1**

Introduction to Geography – Definition, scope and contents of geography of tourism – Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

**Module 2**

Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development – Linkages

**Module 3**

Geography of India: - Physical features, topography and drainage, forest wealth, seasonality and destinations – seasons and climate seasonality in tourism.

**Module 4**

Maps; Types of maps – Scale; Topo sheets; Signs and symbols – construction of statistical diagrams; Use of GIS, GPS and Remote Sensing.

**References:**

1. Christopher P Cooper (1993); Geography of Travel and Tourism, Butterworth-Heinemann, London
2. B Boniflce and C Cooper (2005); World Wide Destinations, Elsevier
3. Williams S (1998); Tourism Geography, Routledge, London
4. L E Hudman & R H Jackson (2003) : Geography of Travel & Tourism , Thomson/Delmar Learning, New Delhi
5. Philip G Davidoff (1995); Geography of Tourism ,Prentice Hall, New York
6. Jacob, Robinet (2009): Indian Tourism Products; Abhijeet Publications, New Delhi
7. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, New Delhi

**SEMESTER 2**  
**TT2CRT07 ACCOUNTING AND FINANCE FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To know the basic concept of accountancy and its relation to tourism.
2. To be able to understand the key facts of financial management.
3. To integrate and use the concept of accounting and financial management in tourism.

**Module 1**

Finance – Introduction, meaning, nature, scope and functions of finance – Application of financial management in tourism industry

**Module 2**

Accounting – Meaning – definition – nature – scope – types of accounting functions – Classification of accounting – importance of accounting in tourism industry

**Module 3**

Principles of accounting – Accounting concepts – double entry system of accounting – journal – ledger – trial balance

**Module 4**

Preparation of final accounts without adjustment – Trading account – Profit and loss account – balance sheet of a sole trading concern

**References:**

1. Grewal, T.S (2000) ; Double Entry Book Keeping , Sultan Chand & Sons, New Delhi
2. R.LGupta (1983); Advanced Accounting ,Sultan Chand & Sons, New Delhi
3. Jain & Narang (2001); Advanced Accounting ,Kalyani Publishers
4. S.N Maheshwary (1995); Advanced Accounting , Vikas Publishing House Private, Limited, New Delhi
5. S.A. Siddiqui (2011); Comprehensive Accountancy,Laxmi Publications, New Delhi
6. N.D. Kapoor (1996); A Complete Course in Accounting Volume – I,Pitambar Publishing, New Delhi
7. R.C. Chawla and C. Juneja; Double-Entry Book-Keeping
8. T.S. Grewal (1978); Introduction to Accountancy, S Chand, New Delhi

**SEMESTER 2**  
**TT2CRT08 TOURISM RESOURCES OF KERALA**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To study in brief important Tourist destinations in Kerala as well as the rich cultural heritage of the state.

**Module 1**

Ancient trade and Cultural contacts – Impact of European missionary activities – political and cultural progress and changes in the native states; Historical Outline; Kerala renaissance; emergence of political struggle for responsible government.

**Module 2**

Neolithic and Megalithic sites of Kerala – Architecture of Kerala – Major museums and art galleries of Kerala – Major pilgrim centres of Kerala

**Module 3**

Rituals, Customs and Traditions of Kerala – Fairs and Festivals of Kerala; Boat races; Poorams; Temple, Church and Mosque Festivals – Traditional music of Kerala – Major art forms – Kerala Cuisine; Kerala handicrafts and souvenirs – Ayurvedic Tradition of Kerala

**Module 4**

Kerala's geographic location; Physical features of Kerala – Drainage: Rivers and Backwaters; Climate of Kerala; Importance of Monsoon

**Module 5**

Natural beauty of Kerala; Major Beaches, Hill Stations, Rivers, Lakes, Backwaters, Waterfalls; Wildlife Reserves and Bird Sanctuaries; Ecotourism resources

**References:**

1. Rajan Gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet (2000)- Kerala , Lonely Planet
3. A Sreedhara Menon (2008): Cultural Heritage of Kerala , D C Books, Kottayam
4. Robinet Jacob (2012): Health tourism and Ayurveda , Abhijeet Publications, New Delhi
5. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
6. Authentic Handbook of Kerala; IPRD Department, Government of Kerala

**SEMESTER 3**  
**TT3CRT09 TOURISM PRODUCTS**

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

**Objectives:**

1. To familiarize different types of tourism products in India.
2. To understand the cultural tourism resources in India.

**Module 1**

Concept, types and characteristics of tourism products, elements of tourism products – geographical elements, Peter's inventory of tourist attractions

**Module 2**

Tourism resources of India – Types, features, and diversities of India tourism Products

**Module 3**

Religious Tourism in India – Hindu, Buddhist, Jain, Sikh, Islam and Christian pilgrim centres

**Module 4**

Performing arts – dance forms of India, music and musical instruments, Handicrafts of India, fairs and festivals

**Module 5**

Natural Tourist resources – Important national parks and wild life sanctuaries – definition; examples from South India, Beaches and Islands, waterfalls; Desert tourism; Desert safaris and festivals

**References:**

1. Manoj Dixit & Charu Sheela (2010) ; Tourism Products ,NewRoyalBooks Lucknow
2. IC Gupta – Tourism Products of India
3. A L Basham (2007) : The Wonder that was India ,Surjeet Publication\_ , New Delhi
4. S A A Rizvi (1987) : Wonder that was India – Vol 2 ,Sidgwick & Jackson, London
5. Jacob, Robinet, Mahadevan P & Sindhu Joseph (2012); Tourism Products of India – a National Perspective, Abhijeet Publications, New Delhi.
6. Robinet Jacob (2012): Health tourism and Ayurveda , Abhijeet Publications, New Delhi



**SEMESTER 3**  
**TT3CRT10 TOURISM POLICY AND PLANNING**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To learn about policy making and planning in tourism

**Module 1**

Tourism policy – Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives – Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Kerala Tourism Policy – Tourism Policy – General Features – Kerala Tourism Policy 2012

**Module 2**

Tourism Planning – Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level

**Module 3**

Role of Public and Private Sector – Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector- Investment in Tourism Industry ( Travel Agency, Airlines, Hotels)

**Module 4**

Tourism & Five Year Plans; Tourism and sectoral allocation

**References:**

1. Rattandeeep Singh (2004) ; Hand Book of Environmental Guide Lines for Indian Tourism; ; Kanishka Publishers, New Delhi
2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi
3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi
4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication

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**SEMESTER 3**  
**TT3CRT11 TRANSPORTATION MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn about the various types of transportation networks
2. To understand the relationship between transportation and tourism

**Module 1**

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers

**Module 2**

Surface Transport: Road transport system in India – types of roads – Public transportation system; Rail Transport: General information about Indian Railways, Brief History –Classes of Journey – Types of trains & tracks – Railway Reservation modes – circle trip – Tatkal – i-ticket – e-ticket - luxury trains, hill trains, IRCTC - Eurail Pass, Indrail pass.

**Module 3**

Airport Layout –Airfield – Terminal Area – Flight support Area. Major Airlines and Airports in India - Airport facilities for passengers; Ground handling; Departure formalities – Arrival Formalities – Customs Channels

**Module 4**

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types.

**Module 5**

Logistics Management: Origin and Definition – Types of Logistics; Importance and the need of Supply Chain; Value Chain; Components of Supply Chain

**References:**

1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
2. Mohinder Chand; Travel Agency and Tour Operations: An Introductory Text, AnmolPublications, NewDelhi
3. Bhatia, A.K (2010)., International Tourism Management, Sterling, NewDelhi
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2),Sterling, NewDelhi
5. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi
6. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
7. Janat Shah, Supply Chain Management (2009): Text and Cases, 1st Edition, Pearson. New Delhi

**SEMESTER 3**  
**TT3CRT12 MANAGEMENT INFORMATION SYSTEMS FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To enable the students to work with different computation process and analysis.
2. To understand the need of MIS in tourism related industries.

**Module 1**

Introduction to management information system – Definition characteristics management information system nature and scope of MIS

**Module 2**

Structure and classification of MIS: Physical components – decision support system – executive information system – transaction processing system – office automation system – Business expert system – financial marketing and human resource information system

**Module 3**

Information and system concepts – Types of information – kinds of system – Boundary – Interface and black box – Elements of system

**Module 4**

Data base – Objectives of database – advantage and disadvantages of database – database management system

**Module 5**

Computer networks – LAN – WAN – MAN – video conferencing – advantages networking – use of internet in MIS

**References:**

1. Gordan Davis (2001); Management information system; Tata McGraw-Hill Education, New Delhi
2. James A.O. Brien (2013); Management information system; Tata McGraw-Hill Education, New Delhi
3. Jerome Kantre (1984); Management with information; Prentice-Hall, New Delhi
4. D.P. Goyal (2006); Management information systems: managerial perspectives; Macmillan, New Delhi

**SEMESTER 3**  
**TT3CRT13 STRATEGIC TOURISM MANAGEMENT AND**  
**ENTREPRENEURIAL DEVELOPMENT**

**No. of credits – 3**

**No. of contact hours – 90 hours / 5 hours per week**

**Objective:**

To develop the necessary input for inculcating new ideas for creating new ventures

**Module 1**

Entrepreneurship – Definition – Types of entrepreneur – competencies entrepreneur – Developing competencies

**Module 2**

Small scale entrepreneur – characteristics and relevance – Role of entrepreneurs in SSE and economic development – problem and support needs of SSE – Institutional set up for development of SSC

**Module 3**

Financial management issues in SSE – Managing asset and liabilities –Evaluating performance – Managing family enterprise – definition, issues and problems, strategies

**Module 4**

Strategy – concept – Nature and characteristics of strategic decision – level of strategy – benefits of strategic management

**Module 5**

Strategic management process – Analysis models – Bccs model – SWOT analysis – Types of strategies – stability – growth – retrenchment – combination

**References:**

1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
2. Sexton. D.L & Smilor. R.W (2007); The Art and Science of Entrepreneurship;Springer Science & Business Media
3. Drucker; All Books that are Entitled Strategic Management, Business;
4. Glueck & Robinson; Strategic Management;

**SEMESTER 4**  
**TT4CRT14 GUIDING AND NEGOTIATION SKILLS FOR TOURISM**

**No. of credits – 3**

**No. of contact hours – 72 hours / 4 hours per week**

**Objectives:**

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

**Module 1**

Introduction to Guiding and escorting- Meaning; concept and types of tour guide, duties and responsibilities of Guides and Escorts , various role of tour guide, the business of guiding, organizing a guiding business

**Module 2**

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

**Module 3**

Guest relationship management- Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct.

**Module 4**

Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting

**Module 5**

Professional development; Interpretative planning; training staff for interpretation; evaluation techniques; sources of professional assistance; negotiation skills-types of negotiating techniques; negotiating a business deal.

**References:**

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text ,Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale(1995); Business of Tour Operations,Longman Scientific & Technical, New Delhi
5. Pond K L(1993) ; The professional guide: Dynamics of tour guiding,

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**SEMESTER 4**  
**TT4CRT15 TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand the inner working mechanism of the travel agency.
2. To understand various skills necessary for tour operation business.

**Module 1**

Travel trade – History and development of travel agency, functions, travel agent, types, responsibilities – source of income of a travel agent- setting up of travel agency; Role of IATA and approval – approval from the government – Bill settlement Plan (BSP)

**Module 2**

Travel agency and tour operations – Difference between travel agent and tour operator – linkages and arrangements with hotel – travel agencies and airlines – tour escorts and guides

**Module 3**

Organization structure of a travel agency – Information counseling, ticketing, documentation, liaisoning, staffing, directing, planning, organizing, and controlling

**Module 4**

Tour operation – concept and nature of tour operation – functions – types of tour operations – type of tour operators

**Module 5**

Itinerary development – Meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary

**References:**

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text ,Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
5. Laurence Stevens(1990); Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
6. Jane Archer,(2006); Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
7. Betsy Fay ; Essentials of Tour Management –Prentice Hall; Mark Mancini: Conducting tours
8. Mark Mancini (1996); Conducting tours, Delmar Thomas, New York
9. H A Rogers and J A Slinn- Tourism Management of Facilities
10. Lickorish L J and Kershaw A G – The travel trade, practical press

**SEMESTER 4**  
**TT4CRT16 WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To learn the basics of web designing and its use in tourism

**Module 1**

Introduction to windows – Start menu –Folder, Documents, Desktop, Toolbar

**Module 2**

Internet – History, Basic requirements; Hardware, Software, Web browser, Internet explorer, Netscape Navigator, Feature – Email, Outlook Express, World Wide Web

**Module 3**

Computer Networks – Introduction, Uses, Types of network, Network Topologies – FTP, Transmission Media – Magnetic media, Twisted pair media, Base band and Broadband, Fibre optic Cable

**Module 4**

Introduction to HTML – HTML Tags – Forms, Frames, Tables; List – Links – Display in images; Web page designing

**References:**

1. Using Microsoft Windows 2000 Professional By Robert Cowart, Brian Knittel, Que Publishing
2. Computer Networks by Andrew S. Tanenbaum, Prentice Hall PTR, 2003
3. Data Communications and Networking by Behrouz A. Forouzan, McGraw-Hill Education, 2006
4. HTML: A Beginner's Guide, Fifth Edition By Wendy Willard, McGraw-Hill Education
5. Computer Fundamentals and Internet Basics By: Rohit Khurana, DK Publishers and Distributors, Delhi

**SEMESTER 4**  
**TT4CRT17 BASICS OF BUSINESS COMMUNICATION**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn the basics of communication needed for tourism industry
2. To understand the basics of business correspondence

**Module 1**

Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Mal-functions of communication, Business Etiquette, Technology of Business Communication

**Module 2**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing

**Module 3**

Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution;

**Module 4**

Social behavior: features and factors; Personality – traits and characteristics; Group behavior; leadership in a group; interpersonal relations

**References:**

1. Phillip, Louis (1975) ; Organizational Communication: The Effective Management,Grid, Incorporated
2. Raman, Meenakshi and Sharma, Sangeeta (2012); Technical Communication: Principles and Practice,OUP India, New Delhi
3. Ross, Robert D (1977); The Management of Public Relations ,Wiley, London
4. Stephenson, James (1937); Principles and Practice of Commercial Correspondence



**SEMESTER 4**  
**TT4CRT18 E – TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To study in detail the use of information technology in tourism organizations.
2. To learn how modern technology has revolutionized the travel and tourism industry.

**Module 1**

Internet, wireless technology, Digital convergence; Cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones

**Module 2**

Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV, Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport

**Module 3**

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Multiple Platforms: - Desktop, Laptop, Tablets, Mobile, Video, Social Media; Online Reputation Management: - Owned Media, Earned Media and Paid Media

**Module 4**

History and development of CRS, Introduction to GDS (Galileo / Amadeus) - Online ticketing: Travel portals and examples as case study, trends, Disintermediation, Internet as a tool for tourism promotion

**References:**

1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall , New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
4. Peter Norton (2004), Introduction to Computers,6e,(Indian Adapted Edition) , McGraw-Hill Education, New Delhi
5. Alexis & Mathews Leon (2009), Fundamentals of Information Technology, Vikas Publishing House Pvt Limited, New Delhi
6. George Beekman, Eugene Rathswohl (2003), Computer Confluence, Prentice Hall, New Delhi
7. Barbara Wilson (1996); Information Technology: The Basics, Thomson Learning
8. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

**SEMESTER 4**  
**TT4OJP01 TOURISM PRACTICAL – 1 AND INDUSTRY TRAINING**  
**REPORT**

**No. of credits – 2**

**No. of contact hours – 18 hours / 1 hour per week (during 3<sup>rd</sup> and 4<sup>th</sup> semesters; total 36 hours)**

**Travel Agency Management**

1. Filling up of Passport Application Form
2. Filling up of sample Visa Forms
3. Ticket booking using online travel sites

**Tour Operations**

1. Preparation of Tour Itinerary – Inbound and Outbound
2. Model costing of Tour Packages
3. Preparation of special interest tours to your region or Kerala
4. Sample Tour Brochure study and preparation
5. Voucher preparation and filling
6. Visit to a Travel / Tour Company

**Transportation Management**

1. Ticket booking for Indian Railways using IRCTC and bus services like Red bus
2. Study and simple costing of vehicle rates for package tours – cars, medium size vehicles and buses (in Kerala)

**Industrial Training Report**

Each student has to submit the Industrial Training Report during the Practical Examination for external evaluation.

The external to internal marks for the practical examination will be in the ratio 80:20. Out of eighty marks for the practical examination, thirty marks will be for Industrial Training report and fifty marks for questions. For practical examination, four questions have to be answered (two questions with ten marks and two questions with fifteen marks each).

**SEMESTER 5**  
**TT5CRT19 ECONOMICS AND BANKING FOR MANAGERS**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objective:**

To obtain basic idea relating to economics and banking

**Module 1**

Definition and Scope of Managerial Economics – Role in Decision Making Process – Economic Systems

**Module 2**

Demand – Types of Demand – Elasticity of Demand – Price and Income – Elasticities – Determinants

**Module 3**

Cost analysis – Cost Concept – Break Even Analysis – Cost Control and Reduction

**Module 4**

Functions of Commercial Banks- RBI- Credit Creation - Weapons of credit control – modern services of Banks – Teller system – credit cards etc – Different types of accounts

**Module 5**

Modern Technology in banking – Electronic Fund Transfer system – Cheque processing – MICR Cheques

**References:**

1. P.L. Mehta(2005); Managerial Economics: Analysis, Problems and Cases, Sultan Chand, New Delhi
2. Varshney and Maheshwari (1994); Managerial Economics , Sultan Chand, New Delhi
3. D. Salvatore (2014); Managerial Economics , Oxford University Press, New Delhi
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta (2011); Managerial Economics, Tata McGraw-Hill Education, New Delhi
6. Krishnan Kamra (2006); Economics of Tourism ,Kanishka Publishers, NewDelhi
7. Ashif Iqbal Fazil,S.Husain Ashraf; Tourism in India (planning & development)
8. Mario D’Soula; Tourism development and Management
9. Kuml Chattopadyay (1995); Economic Impact of Tourism Development , Kanishka Publishers, NewDelhi

**SEMESTER 5**  
**TT5CRT20 HUMAN RESOURCE MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn various managerial skills necessary for the success of tourism industry
2. To learn the students about the procedures and practices applied for the manpower training and placement

**Module 1**

Human resource management – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism

**Module 2**

Human resource planning – meaning and definition – information of HRP – process of HRP – requisites for successful HRP – barriers to HRP – job analysis – job design

**Module 3**

Recruitment – Recruitment process – selection – selection process – methods selection – induction – placement

**Module 4**

Training and Development – Nature and importance of training and development – HRD in tourism – techniques of training

**Module 5**

Performance Appraisal – appraisal process – job evaluation – job evaluation process – compensation influencing factors – components of remuneration – Absenteeism and Labour turn over – labour welfare – wage and salary Administration

**References:**

1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra
4. Human Resources Management; C.B. Gupta
5. Human Resources Development; Dr. P. C. Tripathi.
6. Railey M (2014), Human Resource Management, Butterworth Heinemann.London
7. M Boella, S Goss-Turner, Human Resource Management in the Hospitality Industry: An introductory guide, Butterworth-Heinemann.London

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**SEMESTER 5**  
**TT5CRT21 AIR FARES AND TICKETING**

**No. of credits – 4**

**No. of contact hours – 108 hours / 6 hours per week**

**Objectives:**

To study the international airfares, and to equip the students the mechanism of airfare ticketing exercise. *(All the fares and NUC's should be provided in the question paper itself).*

**Module 1**

Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT) – International sales indicators – Global indicators.

**Module 2**

Air Geography – IATA areas, sub areas, sub regions. Time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time.

**Module 3**

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

**Module 4**

Familiarization with OAG: 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.

**Module 5**

Introduction to fare construction: Air fare-types, basic elements of airfare. Fare construction formula and basic steps using mileage principles for One Way (OW), Return Trip (RT) and Circle trip journey (CT) with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), HIP check, Back Haul Minimum Check (BHC), and CTM check.

**References:**

1. Jagmohan Negi (2005), 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Study Kit for IATA/UFTAA  
Foundation Course: - Module – I – Introduction to tourism - Module – II – Travel Geography - Module – III – Air Transport - Module – IV Air Fares & Ticketing
4. Gupta S.K (2007): International Airfare & Ticketing Methods & Technique, Udh Publishers & Distributors (p) Limited, New Delhi

**SEMESTER 5**  
**TT5CRT22 MICE TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To enable the students to understand the essentials of Event management

**Module 1**

Introduction to conventions, exhibitions and meetings (MICE) – Definition of conference and the components of the conference market – Introduction to convention venues – characteristics of conferences / conventions

**Module 2**

The nature of conference markets – Demand for conference facilities – Economic and social significance of conventions – impact of conventions on local and national communities – Demographic trends and Geographical Distribution – introduction to professional meeting planning – management of conference at site

**Module 3**

Convention / exhibition facilities – Benefits of conventions facilities – Interrelated venues – Project planning development

**Module 4**

Meeting planner/ convention manager – Organizing and planning events – Major attributes of meeting planners, Types of meeting planners – Convention and visitor bureaus, Bureaus structure and funding

**Module 5**

Travel Industry Fairs – Participation Advantage – ITB – WTM – SMTV – FITUR – EIBTM- PATA Travel Mart

**References:**

1. Avrieh, Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.
2. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.
3. Diwakar Sharma (2009), Event Planning and Management, Deep & Deep Publications. New Delhi
4. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publishing House; Mumbai.

**SEMESTER 5**  
**TT5GET01 PUBLIC RELATIONS AND TOURISM JOURNALISM**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

To study about Public relations and Travel Journalism as a career option

**Module 1**

Principles of PR – PR Ethics – Mass Communication – Knowledge Organization – Communication skills – Image building – Goodwill, Feedback – Role of PR in Organization

**Module 2**

Advertising Photographer & publications – Conference – Conflict – PR in Tourism Industry

**Module 3**

Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media – Radio & TV Media

**Module 4**

Web Journalism – Suppliers of News – Editor – Languages and Styles – Theories of Mass Communication – News Agencies – Journalism as a Career and Profession

**Module 5**

Qualities required as a reporter – Photo Journalism – Design and Make-up – Picture Editing and Caption – Mass Media policies – Media representation in tourism

**References:**

1. Public Relation; Jeth Waney
2. Public Relation Hand Book
3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
5. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
7. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

**SEMESTER 5**  
**TT5GET02 FRONT OFFICE MANAGEMENT**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

To equip the students about the details of front office management as a career opportunity

**Module 1**

Introduction to Hotel Industry – Types of Hotels – Introduction to Front Office – Front office operations – Front office equipment – study of various systems

**Module 2**

Reservation – Registration – Technology – Method of Payment – Room Rate – Front Office Communication

**Module 3**

Check Out and Settlement – Night audit – Telephone Operation

**Module 4**

Principle and Function of Catering Management – Tools of Management – organization chart

**Module 5**

General Manager – duties and Responsibilities – Guest satisfaction and Review – Training and development –Laws governing Food service Establishment – Employee facilities and Benefits

**References:**

1. Sudhir Andrews (2007); Front Office Management & Operations, Tata McGraw-Hill Education, New Delhi
2. Rakesh Puri ; Front Office Operations & Management:
3. Jatashankar R. Tiwari (2009); Hotel Front Office Operations & Management, OUP India, New Delhi
4. Colin Dix, Chris Baird(2006); Front Office Operations, Pearson Education India, New Delhi
5. Gary K.Vallen, Jerome J.Vallen (2013); Check-In Check-Out Managing Hotel operations: Pearson, New Delhi
6. Sue Baker, Jeremy Huyton, Pam Bradley (2001); Principles of Hotel Front-Office Opeartions: Cengage Learning EMEA, New Delhi
7. Sushil Kumar Bhatnagar; Front Office Management:
8. Sudhir Andrews (2009); Hotel Front Office Training Manual, Tata McGraw-Hill Education, New Delhi



**SEMESTER 5**  
**TT5GET03 COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

To make the students learn the basics of computers and its use in office management

**Module 1**

Introduction to Computer – Classification of computer – Historical development of computer – Computer generation – Input Output devices – Memory units – Storage devices

**Module 2**

Word processing – M S Word – Creating, Modifying, Saving documents – Creating header and footer – Creating form letters for mail merge

**Module 3**

Spread sheet – MS Excel – Understanding the work book window – Entering tables – Values and formulas in to call – Formatting work sheet – Creating charts; Computerized accounting System

**Module 4**

VIMS PowerPoint – Introduction – Creating presentations – Formatting background, adding sounds – Slide show, Slide sorter – Setting animations – Slide Transition – Setting intervals

**References:**

1. Introduction to Computers - Leon, 1/e Alexis Leon & Mathews Leon, Vikas Publishing.
2. Introduction to Computers & MS Office by Sanjay Saxena, Vikas Publishing.
3. Computer Fundamentals (Sixth Edition), Pradeep K. Sinha, Priti Sinha, Published by BPB Publications, 2007
4. Ms-Office 2007 by Gini Courter & Annette Marquis BPB Publications
5. Special Edition Ms Excel 2007 by Patrick Blattner, Louie Utrich. Ken Cook & Timothy Dyck Prentice Hall India Pvt. Ltd.

**SEMESTER 6**  
**TT6CRT23 TOURISM MARKETING**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To equip the students the basics of marketing with special reference to tourism

**Module 1**

Tourism Marketing – concept – characteristics – philosophies of marketing management – customer relationship management

**Module 2**

Marketing research – need – process of marketing research

**Module 3**

Market segmentation – types of market segmentation – market planning objectives marketing mix – Ps of marketing

**Module 4**

Product – concept – new product development – Product life cycle – Product pricing – methods and strategies – Distribution strategies

**Module 5**

Promotion mix – Promotional budget – Promotional strategies – Marketing of Airline (Case study)

**References:**

1. Ravi Shankar (2002); Service Marketing, Excel Books India, New Delhi
2. Nimit Chaudhary – Service Marketing
3. Philip Kotler, Bowens and James Makens (2010); Marketing for Tourism and Hospitality, Pearson, New Delhi
4. Holloway and Robinson, Marketing for tourism, Longman publisher, London
5. SM Jha (2008); Tourism Marketing, Himalaya Publishing, Mumbai
6. Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
7. Keller & Kotler (2009); Marketing Management, Pearson Prentice Hall, New Delhi
8. Naresh Malhotra (2010); Marketing Research, Pearson Prentice Hall, New Delhi
9. Kotler, Philip and Armstrong Philip (1999), Principle of Marketing, Prentice-Hall India, New Delhi

**SEMESTER 6****TT6CRT24 PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM****No. of credits – 4****No. of contact hours – 90 hours / 5 hours per week****Objectives:**

To learn the basics of today's international business

**Module 1**

Meaning and definition of foreign exchange – Balance of Trade and Balance of Payment – India's Balance of Payments Problems

**Module 2**

The rate of exchange – determination of rate of exchange – Purchasing Power – Parity Theory

**Module 3**

Exchange Control – Multiple Exchange Rates – Fixed, Flexible and Floating – Fluctuations in Rate of Exchange – Causes – Objectives, Methods – Important provisions of FEMA

**Module 4**

Globalization of markets – production – Investment and Technology – Export Import Procedures

**Module 5**

International Financial Institutions – IMF – Special Drawing Rights – IBRD – ADB – IDA

**References:**

1. P. Subba Rao (2001), International Business, Himalaya Publishing House, New Delhi;
2. Prof. J.V. Prabhakara Rao; International Business;
3. Francis Cherunilam (2010); International Business, PHI Learning Pvt. Ltd, New Delhi
4. Sundaram and Black(1995); International Business Environment , Prentice-Hall, New Delhi
5. Bhalla and Raju; International Business Environment
6. P.G. Apte (2010); International Financial Management , Tata McGraw-Hill Education, New Delhi
7. Justin Paul (2011); International Business , PHI Learning Pvt. Ltd, New Delhi

**SEMESTER 6**  
**TT6CRT25 HOSPITALITY MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 108 hours / 6 hours per week**

**Objectives:**

1. To enable the students to understand the essentials hospitality management
2. To understand different public relation techniques used for the promotion of hospitality business

**Module1**

Introduction to hospitality industry – Accommodation types and forms – Hotel concept and classification

**Module 2**

Categorization – Categorization of hotels on the basis of facilities provided (star system) and approval

**Module 3**

Important departments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co- ordination with other departments

**Module 4**

Guest cycle – Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc.

**Module 5**

Role and input in multinationals in hotel sector – Leading multinational and public sector hotel chains in India

**References:**

1. RK Malhotra ; Fundamentals of Hotel Management and Operations, Anmol Pub, New Delhi
2. Mohammed Zulfiker ; Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi
3. Dennis. L. Foster ; VIP and Introduction to Hospitality, Mc Graw Hill
4. M. L. Ksavana and R. M. Brooks ; Front Office procedures , Educational Institute. A.H.M.A
5. Sudhir Andrews ; Hotel front Office Management, Tata Mc.Graw Hill, New Delhi
7. Puspinder. S. Gill ; Dynamics of Tourism –Vol.4 – Tourism and Hotel Management Anmol Pub, New Delhi
8. Jag Mohan Negi ; Hotels for Tourism Development, Metropolitan Pub, NewDelhi
9. John R Walker ; Introduction to Hospitality Management , Pearson Education India
10. S Medlik & H Ingram: The business of Hotels , Butterworth Heinemann, New Delhi

**SEMESTER 6**  
**TT6CRT26 ENVIRONMENTAL STUDIES AND ECOTOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives**

1. To enable the students to understand new trends in travel and tourism industry.
2. To understand different managerial technique adopted for sustainable eco tourism development

**Module 1**

Meaning and definition – ecology and relevance for the tourism sector, tourism and environment linkage – Biosphere – Pollution

**Module 2**

Eco- Tourism – concept and definition – the eco- tourist character – eco-tourism products – Trends – Eco- Tourism development – definition and their relevance for tourism – common property resources and their management of tourism – strategies of eco- tourism development

**Module 3**

Planning for sustainable development – Area Protection – industry regulation – visitor management techniques – environment impact assessment (EIA) – carrying capacity – types

**Module 4**

Sustainability – principles of sustainability – tourism ecological sustainability, economic sustainability, socio cultural sustainability, psychological sustainability

**Module5**

Eco- Tourism and India – Eco – tourism and World Tourism Organization – present scenario, national committee on tourism and ecological aspects of tourism

**References:**

1. Cunningham (2007); Environmental Science, McGraw-Hill Higher Education, New Delhi
2. A. K. De & A. K. De; Environmental Studies, New Age International, New Delhi
3. C. S. Rao (2007); Environmental Pollution Control Engineering, New Age International, New Delhi
4. N.K. Uberoi (2009); Environmental Management, Excel Books, New Delhi
5. Sithamparanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
6. J Tyler & Miller (2014); Living in the environment, Cengage Learning, New Delhi
7. DL Manjunath (2007); Environmental Studies, Pearson Education New Delhi
8. Richard Wellford (2014); Corporate Environment Management, Routledge

**SEMESTER 6**  
**TT6PET01 TOURISM LAW AND REGULATORY FRAME WORK**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

To give the students a general awareness about laws relating to tourism

**Module 1**

Consumer Protection Act; Definition – Consumer, Control & State Councils; Redressal Agencies, State commission, National Commission – Procedure, Jurisdiction, Appeal, composition; Finality of orders – Limitation period – Administrative control, Dismissal of Complaints, Penalties

**Module 2**

Pollution Control Act – Definition – air, water, sound pollution – Pollution control measures

**Module 3**

Foreigners Act 1942 – Foreign Exchange Regulation Act 1973 – Passport Act 1967 – Wild Life Protection Act 1972 – Forest Act 1980

**Module 4**

Ancient Monument and Archeological Site and Remains Act 1972 – Tourism Conservation and Preservation Act 1998 – Kerala Registration of Tourism and Trade Act-1991

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi
2. B. K. Goswami ; A tend book of Indian Tourism
3. Pearce D.G and Butler (1999); Contemporary Issues in Tourism Development, Psychology Press, New Delhi
4. L. R. Potti – A Text Book of Indian Tourism
5. Govt.of India- Planning Website.
6. [www.keralatourism.org](http://www.keralatourism.org)

**SEMESTER 6**  
**TT6PET02 TOUR PACKAGING AND ITINERARY PLANNING**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

To make the students proficient in tour packages and itinerary planning

**Module 1**

Tour package-origin and growth, components of a tour package Types of tour packages, tour operation industry in India and global level, Role and contribution and its future prospects. Linkages of tour operation business with principal suppliers and other agencies; Incentives and concessions

**Module 2**

Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors, Designing and printing of tour brochure; Tour costing and pricing and Tour promotion; Laisoning and negotiation

**Module 3**

Itinerary preparation- meaning, types, Do's and Don'ts of itinerary preparation; Limitations and constraints; Tour costing and pricing-cost concept, types of costs; Tour cost sheet; Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry; factors to be considered while preparing an itinerary

**Module 4**

Developing tour packages for business travelers; Cultural destinations; Pilgrimage destinations; Tour packages for hill resort, adventure sports, deserts and beach resorts; Special interest tours; Study of outbound tour packages offered by major tour operators of India- Cox and Kings, American Express, Thomas Cook and Kuoni Travels

**References:**

1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
2. Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
3. Foster, D.L.(2010) ; The Business of Travel Agency Operations and Administration, McGrawHill, Singapore.
4. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
5. Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
6. Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
7. Syratt G.(1995) , manual of Travel Agency practice, Butterworth, London

**SEMESTER 6**  
**TT6PET03 NATURAL HAZARDS AND DISASTER MANAGEMENT**

**No. of credits – 3**

**No. of contact hours – 54 hours / 3 hours per week**

**Objectives:**

1. To study about the various natural hazards and disasters.
2. To learn how to mitigate hazards and disasters and its management.

**Module 1**

Environmental Hazards, Environmental Disasters and Environmental Stress; Meaning- Different types and classes of environmental hazards and disasters; difference between hazards and disasters; cause and reasons

**Module 2**

Planetary: Endogenous and Exogenous - Volcanic Eruption–Earthquakes- Landslides, Infrequent events - Cyclones – Lightning – Hailstorms; Cumulative or atmospheric- Floods – Droughts – Cold waves – Heat waves; Extra Planetary; Man induced; Physical - Soil Erosion; Chemical - Release of toxic chemicals, nuclear explosion; Biological - Population Explosion etc; recent case studies of hazards and disasters related to tourism

**Module 3**

Pre-disaster stage – Preparedness; Pre-disaster stage – mitigation; Emergency stage; immediate relief – Assessment surveys; Post Disaster stage – Rehabilitation

**Module 4**

Provision of immediate relief measures to disaster affected people; Prediction of hazards and disasters-measures of adjustment to natural hazards; Disaster Mitigation Institutions; Contingency management preparedness – Community involvement – Role of Media

**References:**

1. R.B Singh(Ed); Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed); Disaster Management, University's Press, India:
3. R.B Singh; Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender; Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta; Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi
6. R.K Bhandani; An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. Goel S.L.; Encyclopedia of Disaster Management (Set in 3 volumes)
8. Social Work; Management of Disaster
9. Govt. of India resources on Disaster Management – [www.nidm.gov.in](http://www.nidm.gov.in)



**SEMESTER 6**  
**TT6STP02 TOURISM PRACTICAL – 2 AND STUDY TOUR REPORT**

**No. of credits – 2**

**No. of contact hours – 18 hours / 1 hour per week (during 5<sup>th</sup> and 6<sup>th</sup> semesters; total 36 hours)**

**Airfares and Ticketing Management**

1. Understanding IATA Traffic Areas
2. Identifying destinations – City / Airport codes; Airline Codes
3. Fare calculation and exercises on ticketing - OW, RT, CT
4. Basic introduction to Ticketing Software – Amadeus and Galileo, Travel portals

**Hospitality Management**

1. Case study of important Hotel properties: Taj, Oberoi & ITDC
2. Practical aspects of Bed making
3. Service etiquettes
4. Menu Card preparation
5. Visit to Hotels / Resorts

**Study Tour Report**

Each student has to submit the Study Tour Report during the Practical Examination for external evaluation. 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.

The external to internal marks for the practical examination will be in the ratio 80:20. Out of eighty marks for the practical examination, thirty marks will be for Study Tour report and fifty marks for questions. For practical examination, four questions have to be answered (two questions with ten marks and two questions with fifteen marks each).

**SEMESTER 6**  
**TT6PRP01 PROJECT**

**No. of credits: 2**

All students are to do a project as a group consisting a maximum of five students. The projects are to be identified during the 2<sup>nd</sup> 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 6<sup>th</sup> 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.

**MODEL QUESTION PAPERS**  
**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT1CRT01 FUNDAMENTALS OF TOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. When was IATA formed?
2. Who is the father of mass organized travel?
3. Write any two elements of tourism.
4. Name two tourist trains of India.
5. What is GIT and FIT?
6. Which is the first eco-tourism centre in Kerala?
7. Which day is celebrated as World Tourism Day?
8. Name the largest Island in the world.
9. What are the different components of tourism?
10. What is the expansion of UNWTO?
11. When was the tourist traffic branch set up?
12. Which was the summer capital of the British India?

(9x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What do you understand by International tourism and domestic tourism?
14. What is the meaning of sports tourism?
15. Define religious tourism.
16. What are the various geographical components of tourism?
17. What is the difference between a tourist and a visitor?
18. Define packaged tour.
19. Describe the concept of paid holidays?
20. Briefly explain various impacts of tourism.
21. What do you mean by tourism statistics?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What role did Industrial Revolution play in boosting the development of tourism industry?

23. Write a short note on the different forms of tourism found in India.
24. Explain the evolution and development of Tourism.
25. Explain the relevance of Peter's Inventory in identifying tourism resources.
26. Describe the role played by Grand tour and Silk route in the proliferation of tourism.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What are basic travel motivators? Explain.
28. What are the various elements that affect tourism growth and development?
29. What are major government controls on tourism in India?
30. State the role of inland waterways and backwaters in the promotion of Kerala Tourism.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT1CRT02 CULTURAL HERITAGE OF INDIA**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Harappan civilization belongs to which age?
2. Who wrote Arthashastra?
3. Who was the Founder of Jainism?
4. Expand ASI.
5. Who visited India during the period of Harsha Vardhana?
6. Who was the Founder of Sikhism?
7. Who was the founder of Sur dynasty?
8. Who built Taj Mahal?
9. In which year did English East India Company establish their factory at Surat?
10. In which year Akbar started Mansabdari system?
11. Who wrote Indica?
12. Which period is considered as the Golden age in Tamil literature?

(9x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define culture.
14. What is heritage tourism?
15. What is civilization?
16. What are the main causes for the decline of Indus Valley civilization?
17. Write a note on Bhakti movement?
18. What do you mean by Sufism?
19. What is Mansabdari system?
20. Describe Gandhara Art.
21. Write a note on Persian and Hindi literature.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Briefly explain the social life of Indus Valley people.
23. Write a short note on Gupta Empire.

24. Write a short note on Historical Monuments of India.
25. Give a brief note about the History of Taj Mahal.
26. Briefly explain the impacts of Muslim Invasion.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the administrative system of Rajputs and their contributions.
28. Describe the features of Indus Valley civilization.
29. Briefly explain the importance of cultural centres in promoting tourism.
30. Write an essay on Judicial Administration of Mauryan Empire.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT1CRT03 PRINCIPLES OF MANAGEMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Who is the father of scientific management?
2. Expand MBO.
3. What constitutes top management?
4. What is the basis of control?
5. In which level of management policy decisions are taken?
6. What do you mean by unity of command?
7. Who proposed hygiene motivation theory?
8. Who introduced the concept of MBO?
9. Expand POSDCORB.
10. Which is the simplest and oldest form of organization?
11. Who proposed principles of management?
12. What is the process of stimulating a candidate to apply for a particular job?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define motivation.
14. What is scientific management?
15. Define management.
16. How are policies formed?
17. What do you understand by mission and vision?
18. What is unity of direction?
19. What is meant by planning premises?
20. What is meant by the term authority?
21. Explain grapevine communication.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the levels of management.
23. Explain the source of recruitment.

24. Discuss Maslow's need hierarchy theory of motivation.
25. Briefly explain planning process.
26. "Management is both art and science" Comment.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What is meant by line and staff organization?
28. Explain the training and learning methods.
29. Discuss in detail selection process.
30. Explain Fayol's management principles

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT1CRT04 INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. In which year did the constitution come into being?
2. Who was the chairman of the drafting committee of the constitution?
3. Which article in constitution is known as mini constitution?
4. Which Right was omitted from the constitution by 44<sup>th</sup> Amendment?
5. By which amendment fundamental duties are added to the constitution?
6. In which year right to Information act was introduced?
7. How many articles did the Indian constitution originally consist of?
8. Who convened the joint meeting of the parliament?
9. Who are the chairman of Rajya Sabha and Lok Sabha?
10. Single citizenship is taken from the constitution of which country?
11. From which constitution the idea of preamble is borrowed?
12. Fundamental Right is borrowed from which constitution?

(9x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Explain Right to constitutional remedies.
14. What are the sources of Indian constitution?
15. Explain Independent Judiciary.
16. Explain 42<sup>nd</sup> Amendment of the constitution.
17. Explain 73<sup>rd</sup> and 74<sup>th</sup> Amendment.
18. Define legislature, executives and Judiciary.
19. What do you mean by Loss of citizenship?
20. Explain six Freedoms.
21. Write a note on constitutional amendments and its procedure.

(6 x 4= 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the procedure for presidential election.
23. Write a short essay on citizenship.

24. What is Right to information?
25. Explain preamble of the constitution.
26. Discuss the functions of parliament.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Discuss in detail Fundamental Rights and Duties.
28. Elucidate the outstanding features of the constitution.
29. What is the procedure for constitutional amendment?
30. Discuss in detail on secularism.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT2CRT05 TOURISM PRINCIPLES AND PRACTICES**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Who invented money?
  2. Who was the first Chinese Buddhist pilgrim to India?
  3. Expand PATA.
  4. When was ITDC formed?
  5. Who were the first pleasure travelers?
  6. When was Sergeant Committee appointed?
  7. Give any one advantage of holding International and National conferences.
  8. Name any two lifestyle and lifecycle factors.
  9. Give an example of pull and push factor.
  10. When did Vasco – da- Gama reach India?
  11. Who established first rail service in India and when?
  12. Which century is considered as the golden age for grand tour?
- (9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What are the barriers of travel?
  14. What do you mean by lifestyle and lifecycle factors?
  15. What is Chicago Convention?
  16. What are the main functions of Department of tourism?
  17. Define push and pull factors. Give example for each.
  18. Expand and define IATA.
  19. What is Grand Tour?
  20. Expand UFTAA. What is its role?
  21. Write a note on conference and convention tourism.
- (6 x 4= 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What is Manila Declaration? Explain.
23. Briefly explain travel in Industrial Age.

24. What are Travel Motivators? What are the different types of Travel Motivators?
25. What are the various determinants of Tourism?
26. Briefly explain the development of Tourism in Independent India.  
(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What is TAAI? Mention the aims and objectives of TAAI.
28. Explain the travel and travelers in Ancient India.
29. What is meant by International organizations? Which are the various International Tourism Organizations?
30. What do you mean by ICPB? Explain.  
(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT2CRT06 GEOGRAPHY FOR TOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Which branch of Science deals with study of earth and its features?
2. Which division of geography examines natural environment?
3. Name the boundaries of India.
4. Name any two tributaries of Indus.
5. Which is the other name of Ganga?
6. Which city is situated on the bank of river Hoogly?
7. Write any three factors that control climate.
8. Mention the major islands of Lakshadweep.
9. Name any two beaches in Goa.
10. Which are the prominent peaks of India?
11. Where is Eravikulam National Park is situated?
12. Which is the natural home of plants and animals?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define Geography.
14. What do you mean by the term latitude and longitude?
15. What is Map scale?
16. Differentiate between weather and climate.
17. What are the geographical factors of Tourism?
18. Define the term ecotourism.
19. What do you mean by pollution?
20. Name some of the animal species of India. How many of these are endangered?
21. Write a short note on how seasons affect tourism.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Differentiate between Eastern Ghats and Western Ghats?

23. What is a biosphere reserve? Name some of the biosphere reserves of India recognized by UNESCO.
24. What is a mangrove? What is its use? Give the names of any five mangroves of India?
25. Briefly explain various classifications of forests?
26. Write a short note on human activities that affects Geography?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What are the major geographic regions of India?
28. How seasonality helps in Tourism promotions?
29. Write an essay on Himalayan Tourism.
30. Describe a product in the context of Tourism industry? What are the features of a tourism product?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION**

**TT2CRT07 ACCOUNTING AND FINANCE FOR TOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Who is known as father of double entry system?
2. Define a debtor.
3. What is the rule of real account?
4. Which concept of accounting deals with separate legal existing?
5. What is the journal entry of withdrawing goods for personal use?
6. Define ploughing back of profits.
7. Give an example for fictitious asset.
8. Which book is used to recording all cash transitions?
9. Give the name of the statement which balance the debit and credit.
10. Which transaction is known as exchange of goods for other goods?
11. Define the original form of accounting.
12. What is the basic principle of accounting?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Distinguish between capital and revenue expenditure.
14. What is meant by permanent working capital?
15. Cash book is both a journal and a ledger. Why?
16. What are double entry principles of accounting?
17. Explain the meaning of money measurement concept.
18. Which book is used to record business transactions? Explain its importance.
19. Which statement is prepared to show financial position? Explain.
20. What is called the amount withdrawn by the proprietor for his personal use? Explain.
21. Explain what do you mean by trading account.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the goals of financial management.
23. What are final accounts? Why are those prepared?

24. Which accounting standard (AS) deals with depreciation accounting? Describe in detail.

25. Problem 1

26. Problem 2

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What is a trial balance? How does it differ from A Balance sheet?

28. Briefly explain the sub division of journal and state the purpose of each?

29. Problem 1

30. Problem 2

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT2CRT08 TOURISM RESOURCES OF KERALA**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is the importance of Thenmala?
2. Discuss the role of monsoon in the promotion of tourism in Kerala.
3. Make a brief note on backwater tourism in Kerala.
4. Which are the major hill stations of Kerala?
5. What is the importance of Edakkal Caves?
6. Write a note on Dutch Palace.
7. What about the significance of Bekal Fort?
8. Write a note on Kerala Folklore Academy.
9. Explain briefly about the Neolithic sites and remains found in Kerala.
10. What are 'Tharavadus'? What is their tourism significance?
11. Name the important beaches of Kerala.
12. Which are the major waterfalls in Kerala?

(9x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Discuss the relevance of museums in tourism? Mention major museums in Kerala.
14. Write a note on martial art forms of Kerala.
15. Explain the importance of Kerala's mural paintings.
16. Which are the major Snake Boat Races of Kerala?
17. Write a note on the major 'poorams' of Kerala and its significance.
18. Which are the major types of treatment in Ayurveda?
19. Briefly discuss the linguistic tradition of Kerala.
20. Which are the major handicrafts of Kerala.
21. Write a note on the major ecotourism resources of Kerala.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Write in your own words how cultural contacts between the ancient people in Kerala and the foreigners helped in developing a good guest host relationship.

23. Has tourism resulted in negative impacts to Kerala's heritage sites? Support your answer with examples.
24. Explain how the achievements made on the social front has helped in the development of tourism in Kerala.
25. Write a note on the freedom movement in Kerala.
26. Discuss briefly on the responsible government in Cochin and Travancore.
- (3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Discuss the major performing art forms of Kerala giving examples from classical, folk, ritual and martial arts.
28. Describe the importance of Kerala's Ayurveda in the promotion of tourism.
29. Explain major pilgrim centers of Kerala.
30. Write in your own words the importance of Kerala's traditional cuisine.
- (2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT3CRT09 TOURISM PRODUCTS**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Where is the Dilwara Jain Temple Located?
2. The Konark Temple in Orissa is dedicated to which god?
3. What is meant by Bay Island?
4. Which state has two Capitals?
5. Where is the famous Kanha Wild life sanctuary located?
6. In which year was the Nagorhole National Park established?
7. Write a note on any one Museum in India.
8. Name two Buddhist centers in India.
9. When was Project Tiger launched in India?
10. What is the unique feature of a tourism product?
11. Name any two tourist places of North India?
12. Write about any two sects of Buddhism.

(9x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What is meant by sustainable tourism development?
14. What do you understand by the term products?
15. Differentiate between National Park and Sanctuary?
16. What is pilgrimage?
17. Define culture tourism.
18. Distinguish between Fairs and Festivals.
19. Write short notes on Kite Festival.
20. List out any three churches of Goa.
21. Write a note on the tourism potential of beaches and islands of India.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Write a note on Desert tourism of India.

23. Give an account of different schools of Indian music and popular musical instruments.
24. Write short essay on Snake Boat races in Kerala.
25. Yoga is playing an important role in attracting foreigners to India. Comment on this statement.
26. Discuss the issues and consideration in tourism product design and development.  
(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Describe the cultural heritage of Handicraft and Festivals in Kerala.
28. What is Adventure Tourism? Write briefly about popular Adventure tourism spots in India?
29. Give an account of popular religious centers of India?
30. Describe the concept of characteristics of services?  
(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT3CRT10 TOURISM POLICY AND PLANNING**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. The year of National action plan
2. The year of NCT
3. The year of First Kerala tourism policy
4. Expand NCT.
5. Expand NAP.
6. Expand ITDC.
7. When was the first five year plan started?
8. When did tourism get the status of an Industry?
9. NAP is an outcome of which five year plan?
10. Who was the first planning commission chairman?
11. What is the average duration of foreign tourist stay in Kerala?
12. Name a tourist train in India.

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define policy.
14. What are the objectives of the first tourism policy?
15. What are the basic stages in planning?
16. What is meant by local planning?
17. Give a note on infra-structure development in tourism.
18. What are special tourism areas? In which five year plan was it introduced?
19. What are the initiatives of Kerala tourism policy 2012?
20. What are the recommendations of NCT regarding hospitality Industry?
21. What is the role of private sector in tourism investment?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Discuss the role of government in planning.
23. What do you understand by national planning?

24. What are the objectives of National action plan?
25. Give reasons for the failure of first tourism policy.
26. What type of socio cultural benefits can tourism bring?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What is meant by planning process? List the stages necessary for tourism planning of a country.
28. Write a blueprint on the new policy objectives of India Tourism.
29. Expand in details about the NCT recommendations.
30. Discuss the salient features of the new Tourism Policy of Kerala.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT3CRT11 TRANSPORTATION MANAGEMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is meant by tatkal?
2. Define entry point.
3. What is baggage clearance?
4. Expand ATC.
5. Which are the major types of roads in India?
6. Discuss rent a cab scheme.
7. Mention luxury trains of India.
8. Write a note on the mountain trains of India.
9. Distinguish between Eurail pass and Indrail pass.
10. Differentiate between emigration and immigration.
11. Explain what is meant by Green Channel and Red Channel.
12. What are the major types of water transport?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Describe cargo management.
14. What tourist permits are required in India?
15. How will you categorize up market and low budget tourists?
16. Why do you think airports need privatization?
17. How has railways impacted tourism in India?
18. Comment on your views on BOT toll roads in India.
19. India has vast potential for water based tourism. Comment.
20. Describe in your own words the role of transport in tourism.
21. Explain Leiper's framework.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Write in detail on rent-a-car scheme.
23. Explain the role played by aircrafts in the development of tourism.

24. What is the role of IRCTC in Indian tourism?  
25. Justify the impact of Mass Rapid Transit systems in India in urban transport development?  
26. What is your opinion on roads being developed with private partnership?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Describe in detail the layout of an airport.  
28. Explain about the origin and development of railways in India.  
29. Discuss the role of transport in tourism.  
30. Explain the process of cargo and logistics management.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT3CRT12 MANAGEMENT INFORMATION SYSTEMS FOR TOURISM**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Which subsystem of MIS supports decision making process?
2. Which report is used for presenting exceptional matters to the managers?
3. Which data entry process is used for recording transactions on the basis of documents?
4. What is the expansion of SQL?
5. Who supervises the database administration function?
6. Which subsystem of MIS provides information to the top level executives for taking decisions?
7. What is processed data otherwise called?
8. What is set of interrelated components?
9. Which term is used to describe the uncertainty level of information?
10. Which language is used for data processing and updating?
11. Which information is related to functions or divisions or small areas of responsibility?
12. Which is the third layer in the structure of MIS?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define MIS.
14. What do you mean by DSS?
15. Explain the pyramid structure of MIS.
16. Define EDP.
17. What are the steps involved in transaction processing?
18. Explain characteristics of systems.
19. What is entropy?
20. Explain the difference between open system and closed system.
21. Write a note on the use of internet in MIS.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Describe the characteristics of MIS.
23. Explain the dimensions of information.
24. Explain the terms i) LAN ii) WAN iii) MAN
25. What are the advantages of database?
26. Define i) Interface ii) Black box iii) Boundary

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What are the various tools used in OAS?
28. Define MIS and explain its characteristics.
29. What is meant by information? Explain various types of information.
30. Define system and explain different types of systems.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT3CRT13 STRATEGIC MANAGEMENT AND ENTREPRENEURIAL  
DEVELOPMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is the first step in strategic management process?
2. Expand SIDO.
3. Expand SWOT.
4. In BCG matrix, cash cow indicates which position?
5. Which diversification strategy indicates growth related to industry?
6. Define entrepreneur.
7. Expand NABARD.
8. Expand EDI.
9. Write any one growth strategy.
10. What is strategic planning?
11. Write any stabilization strategy.
12. Which is a banker's bank?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What is meant by 'body of knowledge'?
14. Define skill.
15. What is entrepreneurship?
16. What is strategic management?
17. What is family business?
18. Explain conglomerate diversification strategy.
19. What is a merger.
20. Write any four entrepreneurial competencies.
21. Explain the major types of strategies.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the characteristics of small scale entrepreneur.

23. Explain SWOT model.
24. Explain retrenchment strategy
25. Explain vertical integration and Horizontal integration strategy
26. Explain the issues in family entrepreneurship.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain BCG model.
28. Explain management process.
29. Discuss different Growth strategies
30. Explain the Role of entrepreneurship in SSE and economic development.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT4CRT14 GUIDING AND NEGOTIATION SKILLS FOR TOURISM**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Write any three sources of income of tour operators?
2. What is the color of diplomatic Visa?
3. Name the countries included in Schengen Visa?
4. Which are the main sections in a brochure?
5. Name the different types of itineraries.
6. Who authorizes A - Class tourist guide?
7. Expand RT and CT.
8. What do you mean by the term itinerary?
9. Expand GIT.
10. Name the international travel requirements.
11. Name the trust bond formal by initial impressions.
12. What do you mean by the term itinerary?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Why do we call a tourist guide as an unofficial- ambassador?
14. Mention different principles one must follow as suppliers of a tour package?
15. What are the types of tour operations?
16. What is a brochure? What are the contents required for a city tour brochure? Illustrate with an example.
17. Write a short note on the importance of personal grooming and standard of dress required for a guide.
18. Explain different sources of income of a tourist guide.
19. What are the various sources of professional assistance required for an adventure tour?
20. Write a short note on different types of cruises and activities conducted aboard a cruise.
21. Write a brief note on guiding techniques.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What are the types of tour operations?
23. Design a tour itinerary, a brochure to market a one day heritage tour. Describe the guiding measures required with suitable example.
24. What qualities are necessary for a good tourist guide?
25. Discuss on the level of knowledge required by a tourist guide while guiding a group on a tour to a monument?
26. Explain briefly the important phases involved in inbound tour operations.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Briefly explain the preparation and procedures required for taking a group of 20 foreign students for a visit to the historical monuments of Kerala?
28. What are the various skills required for guiding tourists?
29. Explain briefly with suitable examples the professional development and training required for a tourist guide.
30. In the event of a theft and crises, what measures are to be taken by a guide?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT4CRT15 TRAVEL AGENCY AND TOUR OPERATIONS**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is the full form of DFA?
2. When did the first travel agency start?
3. Name any two CRS used in travel agency.
4. What do you mean by CHTR?
5. What is PSF?
6. Which is the costliest class in International Flight?
7. What are the different types of Financial Services available for tourists?
8. Name any two types of automation as applied to travel agency business.
9. What do you mean by Queue?
10. Expand FAA.
11. What do you mean by TWOV?
12. Which insurance covers medical needs of the tourist?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. How does an inbound tour operator differ from outbound tour operator?
14. What do you mean by the term ticketing?
15. Write a brief note on CRS.
16. Define travel agency Management.
17. What do you mean by the term Tour order?
18. What is an Escorted Tour?
19. What is PTA?
20. How GITs differ from FITs?
21. Define itinerary. What is its importance?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What are the Duties and Responsibilities of a tourist guide?
23. Explain different types of package tours

24. Describe the procedure of costing a tour with a suitable example.
25. Describe the various types of travel agents?
26. Discuss on travel agency reference manuals?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. State the procedure for obtaining IATA approval for a travel agency?
28. Discuss in detail the future challenges of travel agency business.
29. Define travel agency. Explain the functions of a travel agency.
30. What is the role of travel agencies in promoting tourism and its organizational set up?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT4CRT16 WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is the full form of ARPA Net?
2. Which protocol is used to transfer files between computers?
3. What is a set of rules that governs the way computers store information?
4. What is homepage?
5. What is GUI?
6. What is a hyperlink?
7. What is the full form of ISO/OSI?
8. What is booting?
9. What is container element?
10. Which are the heading tags in HTML?
11. What is the use of marquee?
12. Which are the two types of internet access?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define WWW.
14. What is magnetic media?
15. Define HTML.
16. What is computer network?
17. What are the uses of network?
18. Define FTP.
19. Explain the definition tag.
20. Give HTML code to display “welcome to HTML”.
21. Write a note on transmission media.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What is Internet explorer?
23. Explain types of network.

24. Write syntax of HTML.
25. Explain tables.
26. Define list.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain HTML Tags.
28. Explain Network topologies.
29. Write a program to display time table using < table> tag.
30. Describe the types of E-Mail.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT4CRT17 BASICS OF BUSINESS COMMUNICATION**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Define communication.
2. What is press release?
3. Who is an Entrepreneur?
4. What is Group behavior?
5. Which are the seven 'C's of communication?
6. Write a note on the barriers of communication.
7. Define what you understand by conflict management.
8. Which are the major types of letters?
9. Explain the importance of Group Discussion in recruitment and selection.
10. Describe the role and characteristics of entrepreneurs.
11. What is the role of social networking in today's communication?
12. What is the importance of body language in communication?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Discuss the importance of personality traits and characteristics.
14. Write a note on interpersonal relations.
15. Describe the importance of rural enterprises in India.
16. Write a note on the role of effective listening in communication.
17. Explain the importance of group behavior.
18. Do you think India needs women entrepreneurship? How will it shape our economy?
19. Prepare a model agenda for a meeting.
20. Write a model business letter to a General Manager of a hotel stating your requirements for an event you are planning at the hotel.
21. Discuss in brief social behavior and group behavior.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. "Communication is intentional as well as unintentional."-Discuss.

23. What are the stages of interpersonal communication?
24. Write short notes on agenda and minutes.
25. How has E-mail revolutionized modern communication?
26. What is effective communication?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Describe the major forms and processes of business communication.
28. Prepare a detailed agenda for the Board meeting of your event management company underlining the strategies for the next one year.
29. You have been invited to deliver a speech on the marketing initiatives of Kerala Tourism. Prepare the outline of a speech for ten minutes.
30. Explain the role of modern means of mass communication and media.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT4CRT18 E - TOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Define cybercrime.
2. What are smart cards?
3. What is a blog?
4. Define disintermediation.
5. Explain what is meant by SEO, SEM and SMO.
6. Define Owned, Earned and Paid Media.
7. What do you mean by Travel Portal?
8. What is Wireless Technology?
9. Explain Digital Convergence.
10. Describe the process of online airport check in.
11. Explain Biometric security system.
12. What is the process of changing the PNR elements?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Describe cyber security.
14. What is online banking system?
15. Write the case study of a website.
16. Write the case study of a blog.
17. Explain the role of online marketing in tourism.
18. How has mobile banking helped in tour operations?
19. Mention the role of prevention of cyber crime.
20. Explain the role of social networking in tourism.
21. What do you mean by biometric passport?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What do you understand by online marketing?
23. Explain how CRS can be used as a marketing tool.

24. If you are a tour operator, what social networking strategies will you implement for promotion of tours?
25. Explain the role of social media in building good relationship for a new travel product.
26. Describe various online distribution channels that you can utilize for marketing your Kerala Tour Package.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Describe the concept of CRS and GDS.
28. Explain the role of Information Technology in tourism.
29. Describe the process of modern banking and the use of smart cards.
30. Explain the digital security in tourism.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT5CRT19 ECONOMICS AND BANKING FOR TOURISM MANAGERS**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Who is the present governor of RBI?
2. Which Bank introduced credit card for the first time in India?
3. What term was used for cost incurred in the past?
4. How is cost incurred in producing an additional unit of output referred to?
5. What is the full form of MICR?
6. Which is the biggest public sector Bank in India?
7. What is bank account opened by non-resident Indians termed as?
8. Which Bank is called the Bank of Banks in India?
9. What is the system followed by RBI with regard to note Issue?
10. What is the major source from which a bank receives a major portion of its funds?
11. What do you call the capacity of the banker to convert his assets into cash on demand?
12. What is the most important principle to be observed in determining the lending policy?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What is price elasticity?
14. What is income elasticity?
15. What is Debit Card?
16. What is Decision making?
17. Define demand.
18. Define Historical Cost.
19. What is Break-even point?
20. Define Cost?
21. Write a note on electronic fund transfer system.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Discuss the scope of managerial Economics.
23. Discuss various degrees of price elasticity.
24. Briefly explain the functions of Commercial Banks.
25. Explain any Five Cost Concepts.
26. Define and differentiate between Cost Control and Cost Reduction.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the problems associated with capital budgeting.
28. What is Law of Demand? What are the reasons behind law of Demand?
29. Examine payback period method. What are its advantages and disadvantages?
30. Examine various degrees of price Elasticity with the help of suitable diagrams.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT5CRT20 HUMAN RESORUCE MANAGEMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is the only resource which is able to produce an output greater than its inputs?
2. What is the name of the written statement that disunites the main features of the jobs as well as the qualifications which the job incumbent must possess?
3. What is the name of the development which maintains the record of the facts regarding job and job holders?
4. What would you call the process of logically choosing individuals who possess the measuring skills, abilities and personality to successfully fill specific jobs in organizations?
5. What should be the basic and fundamental principle of selection?
6. What is the name of the interview which puts the candidate in an embarrassing and frustrating situation?
7. What is the last step involved in the procurement function of human resource department?
8. What should be the principle of placement?
9. Who developed the method of Brainstorming?
10. Name the process of collecting all facts relating to the nature of a specific job through scientific observation and study?
11. What would you call the process of systematic evaluation by the supervisor of an individual worker's performance?
12. Who fixes or which authority fixes minimum wages in a country?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What are the objectives of employee training?
14. Examine the needs of induction.
15. Define job enrichment.
16. Define personal appraisal.
17. Distinguish between recruitment and selection.
18. What is HR planning?

19. What is campus recruitment?
20. What is a polygraph test?
21. Write a note on the major techniques of training.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Define job description and explain its features.
23. What are the major external sources of recruitment?
24. What do you understand by placement? Describe its significance?
25. Define selection. Examine the process of selection.
26. What are the components of an employee induction programme?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Discuss the importance of performance appraisal in HRM.
28. State the advantages and disadvantages of recruiting candidates through internet recruitment and campus recruitment.
29. Discuss in detail the process of performance appraisal.
30. What do you mean by training? Distinguish between training development and education?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT5CRT21 AIRFARES AND TICKETING**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Which currency is used in Paris?
2. What is the three letter code for Port of Spain?
3. The Coral Sea is associated with which continent?
4. When World Trade Organization came into existence?
5. What is the three letter code of the airport of Ministri Pistarini in Buenos Aires?
6. Which country's currency code is MAD?
7. Where is Mediterranean Sea?
8. In which country the city Paramaribo is situated?
9. Which documents are checked at the boundary gut?
10. Mention any two computer reservation systems?
11. What is the Airline Code of British Airways?
12. How much weight system is allowed for First Class passengers?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define Itinerary.
14. Differentiate between Adult and Child.
15. Define Baggage.
16. What is PSF? Who charges the PSF?
17. What is Return trip?
18. What are the excess baggage rules for domestic flights?
19. What is GSA?
20. What is overbooking?
21. Differentiate between EMA and EMS.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Which are the classes of travel in international flights? Explain each class briefly.

23. What is the significance of the PNR in a CRS? What type of data can be seen /viewed on the screen of the computer using the PNR?
24. Define a passport and mention various types of passport.
25. Time calculation I.
26. Time calculation II.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What are the rules regarding excess baggage for international and domestic flights?
28. Explain in detail the reservation systems used by airlines.
29. Fare calculation I.
30. Fare calculation II.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT5CRT22 MICE TOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Which is the State in India with the longest coastline?
2. Which place is known as the Cradle of Buddhism?
3. Where is the headquarters of UNO located?
4. Name the 1<sup>st</sup> Lady Space Tourist.
5. When was ITDC set up?
6. Where would you find the railway museum in India?
7. Khajuraho Dance Festival is held in which state?
8. Which Government took initiative recently to introduce solar tourism?
9. Name the tourism products recently introduced by Kerala.
10. Name a famous fair in India.
11. Name a famous heritage hotel.
12. Expand VISA.

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define Conferences and Conventions.
14. Differentiate between fairs and festivals.
15. Elaborate on the necessity for project planning.
16. What is MICE tourism?
17. Mention the function of Convention Manager.
18. What is the essence of Conference and Convention centers?
19. Name a few Conference and Convention centers in India.
20. Explain about visitor bureaus.
21. Write a note on travel marts and travel industry fairs.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the characteristic of a conference or convention centre.
23. Briefly explain the geographical significance of conference and convention centers.

24. Explain the role of Exhibition in promotion of tourism.
25. Write a note on ITB and PATA travel marts.
26. Explain the relevance of Trade fairs in promotion of tourism activity.  
(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. You are expected by your chief to organize the KTM at Kochi. You are the event manager. Detail out your project plan.
28. Chart out in detail, a package tour for one client on a business meeting to any destination of your choice.
29. Discuss the importance of Trade fairs and Exhibitions to the Indian economy and promotion of culture.
30. Discuss how India can position itself as a major MICE destination.  
(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION**

**TT5GET01 PUBLIC RELATIONS AND TOURISM JOURNALISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Expand RNI.
2. Expand CADD.
3. Name the first Newspaper in Malayalam.
4. Who is the Father of Indian Modern Journalism?
5. Name the author of 'God of Small things'.
6. When was Right to information act passed?
7. What was the old name of 'Deepika'?
8. How are Death news known?
9. Who is the presiding deity of Konark Temple located in Orissa?
10. When was first Indian Railway opened?
11. Where would you find the railway museum?
12. What is the total number of zones in Indian Railway?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What do you mean by tourism Journalism?
14. Define the term Journalism.
15. What do you mean by mouse journal?
16. What do you mean by house journal?
17. Explain the role of Journalism in Tourism Activity.
18. Distinguish between public opinion and publicity.
19. What do you mean by grapevine communication?
20. Explain the role of social media in journalism.
21. Briefly mention about picture editing and caption in journalism.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What are qualities required for a reporter?
23. Discuss the opinion of public towards PR.

24. Explain the importance of communication.
25. Relate the relevance of community development with PR.
26. What do you mean by Man communication?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Write the role of media in covering the recent trends in Tourism.
28. Write in detail about 'sancharam'.
29. How will you handle a press conference?
30. News is both a product and a view. Discuss.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT5GET02 FRONT OFFICE MANAGEMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What do you call a guest's request to the hotel to void a reservation previously made?
2. Name a hotel chain.
3. Name a restaurant chain.
4. Name the C.E.O. of Hilton group.
5. What is the name of a meal served after breakfast but before lunch and taking the place of both?
6. Name a room on the beach or by pool separate from the main house and sometimes furnished as a sleeping room.
7. Expand AP.
8. Expand MAP.
9. Name a reservation that fails to arrive
10. What is the technical name for 100 per cent occupancy of guest rooms or when all guest rooms are sold?
11. Name a broad term that includes the physical front desk as well as the duties and functions involved in the sales and services of guest room.
12. Expand BP.

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define Reservation.
14. Define foreign currency.
15. What do you mean by Credit Cards?
16. Who is a Night Auditor?
17. List out any 10 different front office terms.
18. What are the two major functions of an Assistant front office Manager?
19. What are the bases of charging room rates?
20. Write down few responsibilities of GM.
21. Briefly mention the importance of guest satisfaction.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Draw a specimen of guest registration card. Why do you register the details of a guest?
23. Explain various modes of payments used in settling hotel bills.
24. Write note on various food plans.
25. Write down the function of Catering management.
26. Write down in detail about guest room management.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. List out the reason why the food law came into existence. Explain its details.
28. “Communication is playing a vital role in Front office”. Discuss
29. Elaborate on Guest Cycle.
30. What are the duties of GM?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT5GET03 COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is a programme?
2. Which is the first computer?
3. Who is the father of computer?
4. Which function is used to add the numbers in a table?
5. What is the use of 'sort' option?
6. What is a cell?
7. Write different options available for changing case in word.
8. What is the extension of MS Excel?
9. What is a macro?
10. What is the slide master view?
11. Which option is used to view slides in different sizes?
12. Which view displays all your slides in thumb nail form?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What is a floppy disk?
14. How can you save a document with password?
15. What are headers and footers?
16. What is MS Excel?
17. What is formula? How can you enter a formula?
18. What is a power point?
19. How can you create charts?
20. How can you create a presentation?
21. What is mail merge?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain Input Output device.
23. Explain components of document window.

24. What is spread sheet? Explain spread sheet terms.
25. Explain Slides.
26. Explain Animation.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the classification of computers.
28. Describe the process of mail merge.
29. Explain slide transition.
30. Describe in detail the computer generations.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT6CRT23 TOURISM MARKETING**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. State the only revenue producing marketing mix element.
2. Which is the stage in PLC that causes slow sales growth?
3. Write the elements in promotion mix.
4. Write the characteristics of tourism marketing.
5. State any one characteristic of tourism marketing.
6. What is need?
7. State the elements in marketing mix.
8. Which is the paid form of non personal presentation in promotion mix?
9. What do you mean by price skimming strategy?
10. Which concept considers the consumer need and society's well being?
11. What is distribution channel?
12. What is promotion?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Explain selling concept.
14. Explain product mix.
15. Explain the marketing penetration strategy.
16. Explain product concept.
17. Explain advertising.
18. What is geographic segmentation?
19. What is CRM?
20. Explain societal marketing concept.
21. Write a note on promotional strategies of an airline.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What are the characteristics of tourism marketing?
23. Explain the P's in marketing.

24. Explain product life cycle.
25. What are distribution strategies?
26. Explain any five pricing methods.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the philosophy of marketing.
28. Explain the process of new product development.
29. Explain market segmentation.
30. Explain market research process.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN**  
**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT6CRT24 PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Who propounded the PPP theory?
2. In which year the EXIM Bank was set up?
3. What is the name of the two institutions commonly known as “Brettonwood Twins”?
4. What would you call one’s ability to produce cash to settle transactions?
5. What is the full form of the ECAFE established under the auspices of U.N.?
6. What is the other name for SDRS?
7. In which year did India develop its currency for the first time?
8. A new method was introduced in 1974 for valuing SDRS. The result was the introduction of a new concept. What is it?
9. In which year did nationalization of the 14 major Banks in India take place?
10. In which year India introduced Dual Exchange Rate system?
11. What is it called when exchange control authority enters the foreign exchange market to buy or sell currencies?
12. Which system replaced Dual Exchange Rate system in India?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Define Foreign exchange market.
14. What are multiple exchange rates?
15. What is SDRS?
16. What do you mean by “Snake in the Tunnel”?
17. Write any two functions of IMF.
18. Define flexible exchange rates.
19. What is “Basket of currencies”?
20. Write any two provisions of FEMA.
21. Write a short note on international financial institutions.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Distinguish between Balance of Trade and Balance of payments.
23. What are the main objectives and failures of IMF?
24. Explain the main provisions of FEMA.
25. How is exchange rate determined under PPP theory?
26. Explain reasons for the fluctuations in exchange rates.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Examine the functions of IBRD.
28. What is exchange control? Briefly explain the different methods of exchange control?
29. What is meant by rate of exchange? Explain the causes of fluctuations in the exchange rates?
30. Explain the fluctuations of FBRD.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION  
TT6CRT25 HOSPITALITY MANAGEMENT**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Identify the place where a traveler can receive food and shelter and should pay for it.
2. Which hotels are referred as commercial hotels?
3. Identify the hotel with room tariff and all the three meals.
4. Which Plan consists of room tariff and all the three meals?
5. Which hotel is situated on the surface of the water?
6. Identify the mirror of a hotel.
7. Which bedding type is of 39 inches width and 75 inches length?
8. Expand the abbreviation of FHRAI.
9. Which hotel is considered as the first class hotel?
10. Which is the parent company of centaur group?
11. From where did the concept of motels originate?
12. Which is the media that is used for transmitting the message?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What are tons?
14. What are the various types of meal plans?
15. What is place hotel?
16. Define public relation.
17. What are tourist holiday villages?
18. What is a lobby?
19. What is Iran chaise?
20. Define Hospitality.
21. Write a brief note on role of multinational companies in hotel industry.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What are the qualities needed for a front office staff?
23. Briefly explain, the facilities that is provided by the four star hotel?

24. What are the new trends in accommodation?
25. What role do computers play in the hospitality industry?
26. Explain the functions of the front office department?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Briefly explain Indian Accommodation types?
28. Briefly explain the Hotel chains in India?
29. Define star systems. Explain the various star systems?
30. Define Hotel. Explain the classification of Hotels.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION**

**TT6CRT26 ENVIRONMENTAL STUDIES AND ECOTOURISM**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Which year is considered as international Eco- tourism year?
2. Where was Rio - Earth summit held?
3. Who published ecotourism principles and guidelines?
4. Mention any successful ecotourism destination.
5. Name the first planned ecotourism destination in India.
6. Expand MAB.
7. Which branch of ecology deals with the study of a particular species?
8. Who organized the Stockholm conferences?
9. Who introduced the concept of evolution of species?
10. Expand the term SWOT.
11. In which state is Thar Desert situated?
12. How many Biosphere reserves are there in India?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. Which is the national committee on tourism?
14. What is meant by economic sustainability?
15. Write a short note on Eco lodge.
16. Define Ecotourism.
17. What is IUCN? Mention its functions?
18. What is Demonstration Effect?
19. What are the different kinds of pollution caused by tourism development?
20. Mention the different types of visitors.
21. Which are the major principles of sustainability?

(6 x 4= 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. Explain the role of NGOs in the promotion of ecotourism.
23. How nature tourism differs from ecotourism?

24. Write a short note on Ecotourism destinations in India.
25. Explain the impact of ecotourism on local community.
26. Briefly explain the tools of sustainable tourism.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the negative environmental impacts of ecotourism.
28. Briefly analyze the impact of tourism development on the environment in Kerala.
29. Explain the role of corporate Agencies in the protection of environment with suitable examples.
30. Discuss briefly the issues in environment management and the different steps to be taken for conservation.

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION**

**TT6PET01 TOURISM LAW AND REGULATORY FRAMEWORK**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What do you know about Wild life protection Act?
2. Write a note on endangered resources.
3. In which year was Forest Act and Pollution Act constituted?
4. Define Consumer.
5. What is a Complaint?
6. What do you mean by National park and sanctuary?
7. When is World Environment Day?
8. Which day is celebrated as World Heritage Day?
9. When is National tourism day observed?
10. How many protected areas are there in Kerala?
11. What is heritage?
12. Define citizen.

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What are the different types of pollution?
14. What are the functions of central water laboratory?
15. Mention two acts which are related to preservation of heritage.
16. What is forex?
17. Explain the registration of foreigners act?
18. Write briefly the regulation of holding foreign exchange.
19. What are the ways and means of controlling pollution?
20. Write a note on water conservation act of 1974.
21. Briefly explain the major points of Pollution control act.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. What is the legal procedure for declaring an area as National Park and Wild life sanctuary?

23. Describe the importance of the ancient monument and Archaeological Sites and Remains act in preservations of archaeological heritage?

24. What is a passport? What are the different types of passports?

25. Who can file a complaint under consumer protection act?

26. What is the aim of forest (conservation) act?

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain the recent trends in liability for pollution. Discuss the legal measures and the steps for pollution control in backwater tourism of Kerala.

28. What are the basic rights of a consumer as per consumer protection act? Describe in detail, the redressal mechanism under CPA.

29. What do you understand by physical protection? What measures of protection are enlisted in Wildlife protection act of 1972 for National parks?

30. What is the aim of forest (conservation) act?

(2 x 10 = 20 marks)

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**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
EXAMINATION**

**TT6PET02 TOUR PACKAGING AND ITINERARY PLANNING**

**Time: 3 hours**

**Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. Define SIT.
2. What is an itinerary?
3. What are the sources of income for a tour operations company?
4. Define intermediary. Explain their importance in tourism.
5. What are the components of a package tour?
6. Differentiate between inclusive and non inclusive tour.
7. What are the components needed for pricing a tour?
8. Define FIT and GIT.
9. Explain the golden rules of guiding.
10. What qualities are required for a professional escort?
11. Describe adventure tours.
12. How will you define escorted, non escorted and hosted tours?

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. What do you understand by comparison sites? Give examples.
14. Which are the major reference tools used by travel agencies?
15. How has information technology revolutionized travel agency business?
16. Write a note on cruise tours.
17. Do you think inter sell agencies has affected the conventional travel agency business?
18. You have started a new travel agency. Explain the accreditations and approvals required for your travel agency.
19. Write a profile study of Cox and Kings.
20. Write a case analysis of Thomas Cook.
21. What are the limitations and constraints of itinerary preparation?

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. You have set up a new tour operation company. What accreditations would you require?
23. Make a model voucher to be given to a customer mentioning the services that would be provided.
24. Prepare an itinerary for one week covering the major destinations of Kerala. The entry point is Kochi and the exit point is Thiruvananthapuram.
25. Prepare a ten day itinerary to the 'Holy Land' for a family from Kerala.
26. You are a travel agent approached by a customer for a Hajj package. Explain to him the documentation that would be needed.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. Explain in detail various types of tour packages.
28. Write in detail the steps involved in tour operations.
29. Describe the functions and duties of a tour manager.
30. Mention the history of tour operations.

(2 x 10 = 20 marks)

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**  
**EXAMINATION**  
**TT6PET03 NATURAL HAZARDS AND DISASTER MANAGEMENT**  
**Time: 3 hours** **Max: 80 marks**

*Section A*

*Very Short Answer Questions: Answer any nine questions in one or two sentences each.*

1. What is a cyclone?
2. What causes earthquakes?
3. Define Tsunami.
4. What is the impact of drought?
5. Differentiate between hazard and disaster.
6. Differentiate between exogenous and endogenous hazards.
7. Define rehabilitation.
8. Write a note on mitigation.
9. Describe various techniques used to predict hazards.
10. Describe contingency management.
11. What are the major natural disasters that affect Kerala annually?
12. Briefly explain the functions of National Disaster Management Authority.

(9 x 2 = 18 marks)

*Section B*

*Short Answer Questions: Answer any six questions in not more than 50 words each.*

13. State the importance of Disaster education.
14. What is the role of community involvement in managing disasters?
15. How will you assess the present disaster management facilities in India?
16. Write in your own words how disasters affect tourism.
17. “The root cause of many natural disasters is human intervention” Substantiate this statement
18. You are a disaster management officer in a coastal taluk. What preventive measures will you take ahead of a cyclone forecast?
19. Suppose you are an active NGO involved in disaster mitigation. How will you react during a flood affecting a village?
20. Write in your own words the role of media in disaster management.
21. Write a note on providing immediate relief measures to disaster affected areas.

(6 x 4 = 24 marks)

*Section C*

*Short essay / problems: Answer any three questions in not more than 200 words each.*

22. How can safety and security be ensured in destinations?
23. Write a note on the constitution of disaster management in state and centre.
24. Describe the role of National Institute of Disaster Management.
25. Explain the major natural hazards and disasters that have occurred in India recently.
26. Discuss in detail how can one get prepared for disaster management.

(3 x 6 = 18 marks)

*Section D*

*Long essay: Answer any two questions in not more than 500 words each.*

27. What are the causes of natural hazards and disasters?
28. Describe in detail the classification of natural hazards and disasters.
29. Write a note on the various stages of disaster management.
30. Discuss the role of disaster management institutions in India.

(2 x 10 = 20 marks)

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