

**ST PETERS COLLEGE KOLENCHERY ERNAKULAM**

**DEPARTMENT OF TOURISM STUDIES (SF)**

- PROGRAMME - MTTM( MASTER OF TOURISM AND TRAVEL MANAGEMENT) (PGCSS REGULAR)
- COURSE CODE - ( MTA 01 TO MTA 25 )
- MTTM PROGRAMME STRUCTURE ( ADMISSIONS FROM 2012 2013 ACADEMIC YEAR ONWARDS)MAHATMA GANDHI UNIVERSITY KOTTAYAM KERALA

**Program:** MTTM programme outcomes - P02, P04, P06, P08, P09

PSO 1	Identify the relationship ,products and networks that constitutes the tourism and hospitality industry.
PSO 2	Interpret tourism as a service sector business opportunity involving transport and accommodation.
PSO 3	Apply relevant managerial , marketing and technological skills for the production and management of tourism experiences.
PSO 4	Demonstrate commitment to socio - cultural and environmental ethical practices of tourism

## PROGRAMME - STRUCTURE

### SEMESTER ONE

Course No	Name of Course	Credit	Total Credits/Semester
MTA 01	Introduction To Tourism Administration & Management	4	19
MTA 02	Tourism Products Of India	3	
MTA 03	Hospitality Operations And Management	3	
MTA 04	Research Applications In Tourism	4	
MTA 05	Communicative English For Tourism And Hospitality	4	
MTA 06	Project Internship In Hotel/Resort And Viva Voce	1	

### SEMESTER TWO

Course No	Name of Course	Credit	Total Credits/Semester
MTA 07	Heritage Tourism	4	20
MTA 08	World Tourism Geography	4	
MTA 09	Human Resource Management For Tourism	3	
MTA 10	Travel Agency And Tour Operation Business	4	
MTA 11	Information Technology For Tourism	4	
MTA 12	Project Internship In Travel Agency/Tour Operation Company And Viva Voce	1	

### SEMESTER THREE

Course No	Name of Course	Credit	Total Credits/Semester
MTA 13	Eco Tourism And Environment Management	3	19
MTA 14	Organizational Behaviour And Management Process	4	
MTA 15	Tourism Marketing And Public Relation	4	
MTA 16	Accounting And Finance For Tourism	4	
MTA 17	French	3	
MTA 18	Project :- Study Tour And Viva Voce	1	

### SEMESTER FOUR

Course No	Name of Course	Credit	Total Credits/Semester
MTA 19	Event Management	3	22
MTA 20	Customer Relationship And Service Management	3	
MTA 21	Entrepreneurship For Tourism And Hospitality Business	3	
MTA 22	Destination Planning And Development	4	
MTA 23	Airfares And Ticketing (Elective)	3	
MTA 24	Cargo Management (Elective)	3	
MTA 25	Project Report And Viva	1	

## **COURSE OUTCOME**

**Name of Course: MTA 01- INTRODUCTION TO TOURISM ADMINISTRATION & MANAGEMENT**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the concept & practices of tourism industry.
<b>CO2</b>	Identify the key components & elements of tourism.
<b>CO3</b>	Discuss the role & relevance of organizations in tourism sector.
<b>CO4</b>	State international conventions & policies in connection with tourism.
<b>CO5</b>	Explain the need & scope of Documentation Areas for facilitating tourism.
<b>CO6</b>	Discuss the trends & tendencies in global tourism scenario.

**Mention Name of Course: MTA 02 TOURISM PRODUCT OF INDIA**

**Credits given: 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the basic concept and meaning of tourism products in India
<b>CO2</b>	Understand about fair/festivals and cultural tourism product of India
<b>CO3</b>	Identify the different architectural style and manmade resource in India
<b>CO4</b>	Identify and manage emerging tourist destinations and tourism circuit developed by government in India
<b>CO5</b>	Understand natural resource, preservation and adventure activities in India
<b>CO6</b>	Understand the languages ,religion, history and physical features of India

**Mention Name of Course: MTA 03 HOSPITALITY OPERATION AND MANAGEMENT**

**Credits given: 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	understand the basic concept and meaning of hospitality industry
<b>CO2</b>	Explain the various accommodation sectors in India
<b>CO3</b>	Identify various function, duties and responsibility of various department in hotels
<b>CO4</b>	Understand about the Service Sector and apply the 7 P's of Service Marketing
<b>CO5</b>	Identify catering industry and role of catering in different industry
<b>CO6</b>	Discuss the future trends and role of association of India

**Mention Name of Course: MTA 04 - RESEARCH METHODOLOGY FOR TOURISM**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the role of research as a mean to more effective decision making
<b>CO2</b>	Understand the ethics to be followed in tourism research and how to design research.
<b>CO3</b>	Discuss the fundamental concepts and various techniques of research.
<b>CO4</b>	Describe the types of research and evaluation of research in recreation.
<b>CO5</b>	Analyze the methods of data collection and communicating research result.
<b>CO6</b>	Discuss the future of tourism research.

**Name of Course: MTA 05 - COMMUNICATIVE ENGLISH FOR TOURISM & HOSPITALITY.**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the Communication process & its barriers.
<b>CO2</b>	Describe Active Listening & Effective Reading.
<b>CO3</b>	Define professional speaking and the formalities associated with it.
<b>CO4</b>	Design business writing and concerned principles
<b>CO5</b>	Analyze Functional Grammar & Business Vocabulary.
<b>CO6</b>	Enhance analytical, critical and communicative milds.

**Name of Course: MTA 07- HERITAGE TOURISM.**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the fundamentals of Heritage.
<b>CO2</b>	Discuss UNESCO World Heritage List and associated formalities.
<b>CO3</b>	Select Heritage Tourism Destinations of South India.
<b>CO4</b>	Explain Legal affairs of Heritage Management in India.
<b>CO5</b>	Identify Heritage Conservation Issues & Options.
<b>CO6</b>	Discuss recent trends in Heritage tourism (Indian context).

**Mention Name of Course: MTA 08 WORLD TOURISM GEOGRAPHY**

**Credits : 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the concept of geography
<b>CO2</b>	Discuss the natural sites under UNESCO
<b>CO3</b>	Explain the role of technologies used to identify tourism destination
<b>CO4</b>	Discuss the role of maps and fundamental concept of maps
<b>CO5</b>	Understand the imaginary lines passes through out the earth
<b>CO6</b>	Familiarize with natural wonders in the world

**Mention Name of Course: MTA 09 - HUMAN RESOURCE MANAGEMENT FOR TOURISM**

**Credits : 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the basic knowledge about the concepts of human resource management.
<b>CO2</b>	Explain the methods of employee selection applicable to tourism and hospitality industry.
<b>CO3</b>	Understand the different types of training applicable to human resource in tourism.
<b>CO4</b>	Describe the role and skills needed for human resources working in tourism field.
<b>CO5</b>	Analyze the importance of human resource in tourism industry.
<b>CO6</b>	Discuss service labour relations and welfare management.

**Mention Name of Course: MTA 10 TRAVEL AGENCY AND TOUR OPERATION  
BUSINESS**

**Credits : 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand travel agency and tour operation business
<b>CO2</b>	Understand various activities happen in travel industry
<b>CO3</b>	Explain the function of travel industry and various types of itinerary preparation
<b>CO4</b>	Familiarize with terminology used in travel industry
<b>CO5</b>	Discuss about the plat form in industry and rules and regulation of

	IATA ,GOT,MOT .
<b>CO6</b>	Understand the cost planning or pricing structure of tour packages

**Name of Course: MTA 11 - INFORMATION TECHNOLOGY FOR TOURISM**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the role and relevance of IT in tourism industry.
<b>CO2</b>	Identify innovative technologies and their applications in tourism sector .
<b>CO3</b>	Describe CRS in the field of transportation and accommodation .
<b>CO4</b>	Discuss role of media ,wed sites and internet in promoting tourism .

<b>CO5</b>	Explain ICT in destination management system .
<b>CO6</b>	Analyze E-Tourism business in global context .

**Name of Course: MTA 13- ECO TOURISM & ENVIRONMENT MANAGEMENT.**

**Credits given: 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the concept of Sustainable Tourism Development.
<b>CO2</b>	Determine the role of Ecotourism and Ecofriendly Practices.
<b>CO3</b>	Discuss Ecotourism Planning,Design & Development.
<b>CO4</b>	Analyze Ecotourism Products & resources.

<b>CO5</b>	Define Ecology,Pollution and Energy Waste Management.
<b>CO6</b>	Explain the scope of ResponsibleTourism in Kerala.

**Name of Course: MTA 14 - ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS**

**Credits : 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the basic knowledge about the concepts of organizational behaviour.
<b>CO2</b>	Understand the personality and human behaviour of tourism professionals.
<b>CO3</b>	Analyze the managerial implication of perception and learning approaches.

<b>CO4</b>	Discuss attitude and ethics to be followed by tourism employees.
<b>CO5</b>	Understand conflict management and strategies for managing conflict.
<b>CO6</b>	Determine the causes and effects of stress and managing stress.

**Name of Course: MTA 15 TOURISM MARKETING AND PUBLIC RELATION**

**Credits : 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Define market, marketing, and market management
<b>CO2</b>	Discuss the fundamental of marketing concept theories

<b>CO3</b>	Describe the market based on segmentation, targeting and positioning
<b>CO4</b>	Define strategies for developing new product and service that are consistent with evolving marketing need
<b>CO5</b>	Identify the role of advertising ,sales promotion ,public relation and personal selling in marketing mgmt
<b>CO6</b>	Develop Pricing strategies and how to price new offerings.

**Name of Course: MTA 16- ACCOUNTING AND FINANCE FOR TOURISM**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the concepts of business and forms of ownership.
<b>CO2</b>	Describe the accounting concepts and principles.

<b>CO3</b>	Calculation of trading account , profit and loss account and balance sheet.
<b>CO4</b>	Discuss the functions and features of online commerce options.
<b>CO5</b>	Understand the features of tally and software configuration.
<b>CO6</b>	Discuss the features of consignment and important terms in consignment.

**Name of Course: MTA 17-FRENCH**

**Credits given: 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the basic of French as a foreign language
<b>CO2</b>	Enhance attitude towards communication through French language

<b>CO3</b>	Identify expression related to areas of most immediate relevance to tourism
<b>CO4</b>	Describe aspects of personal background, area of utmost need.
<b>CO5</b>	Discuss recipe of French cuisines and festivals
<b>CO6</b>	Understand the basic grammar and usages in French language

**Name of Course: MTA – 19 EVENT MANAGEMENT.**

**Credits given: 3**

<b>CO No.</b>	<b>CO Statement</b>
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<b>CO1</b>	Understand the nature & scope of Business Travel & Tourism.
<b>CO2</b>	Identify major MICE Tourism Destinations (Global Context).
<b>CO3</b>	Define Event & Event Management ;Conference & Convention Centers.
<b>CO4</b>	Discuss labour , resources & practices for conducting events.
<b>CO5</b>	Identify applications of IT in Events.
<b>CO6</b>	Discuss Event as atourism product.

**Mention Name of Course: MTA 20 - CUSTOMER RELATIONSHIP AND SERVICE MANAGEMENT**

**Credit given :3**

<b>CO No.</b>	<b>CO Statement</b>
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<b>CO1</b>	Describe the role of relationship marketing in tourism business.
<b>CO2</b>	Understand new product management in relationship management perspective.
<b>CO3</b>	Explain the role of communication in building relationship.
<b>CO4</b>	Understand the characteristics of services and its classification.
<b>CO5</b>	Discuss the types and causes of services quality gaps.
<b>CO6</b>	Understand customer profitability analysis and design issues.

**Mention Name of Course: MTA 21- ENTREPRENEURSHIP FOR TOURISM AND HOSPITALITY BUSINESS**

**Credits :3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand entrepreneur and his role in economic development.
<b>CO2</b>	Discuss about women entrepreneur and problems faced by women entrepreneurs.
<b>CO3</b>	Determine the importance of training and special agencies for entrepreneurial training and development.
<b>CO4</b>	Understand the pre requisites to start enterprise and types of license and others.
<b>CO5</b>	Identify the subsidies and incentives offered to entrepreneurs.
<b>CO6</b>	Understand project and phases of project management.

**Name of Course: MTA 22- DESTINATION PLANNING & DEVELOPMENT.**

**Credits given: 4**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Define Destination and the scope of destination development for tourism.
<b>CO2</b>	Discuss Destination planning for Sustainable Tourism Development.
<b>CO3</b>	Analyze Destination Image factor & the process involved.
<b>CO4</b>	Explain product development & packaging.
<b>CO5</b>	Describe Planning & policy matters concerning destination development.
<b>CO6</b>	Discuss Tangible & Intangible attributes of a destination.

**Mention Name of Course: MTA 23 AIRFARS AND TICKETING**

**Credits : 3**

<b>CO No.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the different traffic conference area
<b>CO2</b>	Define DST ,time difference ,total transportation time ,GMT ,IDL
<b>CO3</b>	Explain different types of journey
<b>CO4</b>	Calculate different types of checks, mileage allowance, surcharges used in ticketing
<b>CO5</b>	Discuss about different types of special fares used in journey
<b>CO6</b>	Calculate minimum stay and maximum stay used ocean crossing



