

**CMS COLLEGE KOTTAYAM (AUTONOMOUS)**  
**UNDERGRADUATE VOCATIONAL**  
**PROGRAMMES (HONOURS) SYLLABUS**  
**CMS-B.VOC. (Honours)**

**(2025 Admission Onwards)**



**Faculty: Management Sciences**

**BoS: Travel, Tourism and Logistics Management**

**Subject: Tourism and Travel Management**

**CMS COLLEGE KOTTAYAM (AUTONOMOUS)**

**CMS College Road**

**Kottayam – 686001, Kerala, India.**

# Syllabus Index

Name of the Minor: **Tourism and Travel Management**

## Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25112101	Essentials of Tourism	MPC	4	5	3	2	0
CMSTT25112102	Leisure Tourism	MPC	4	5	3	2	0

## Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25122105	Tourism Resource Management	MPC	4	4	4	0	0
CMSTT25122106	Business Tourism	MPC	4	4	4	0	0

## Semester 3

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25132209	Health and Wellness Tourism	MPC	4	5	3	2	0
CMSTT25132210	Adventure Tourism	MPC	4	5	3	2	0

## Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25142213	Culture and Heritage Tourism	MPC	4	5	3	2	0
CMSTT25142214	International Tourism	MPC	4	5	3	2	0

## Semester 5

Course Code	Title of the Course	Type of the Course	Credit	Hours /Week	Hour Distribution /week		
					L	P	O
CMSTT25152317	Front Office Management	MPC	4	4	4	0	0
CMSTT25152318	Human Resource Development for Tourism	MPC	4	4	4	0	0

## Semester 6

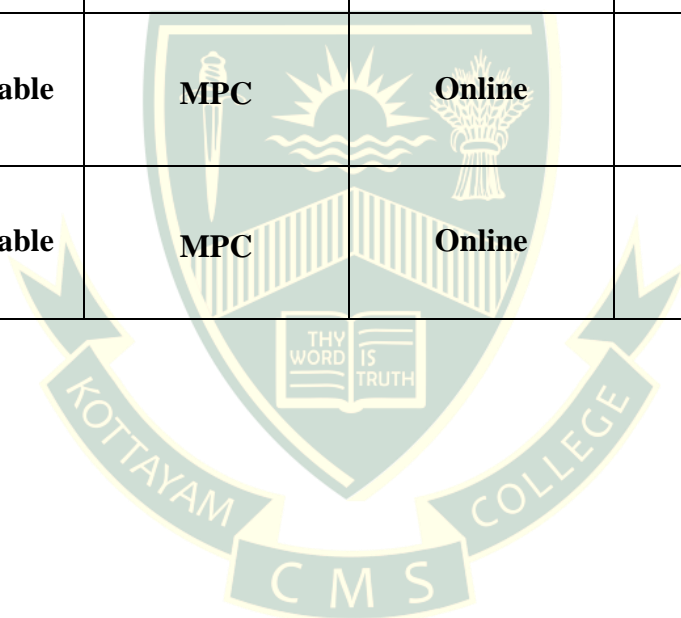
Course Code	Title of the Course	Type of the Course	Credit	Hours /Week	Hour Distribution /week		
					L	P	O
CMSTT25162321	Tour Guiding	MPC	4	4	4	0	0
CMSTT25162322	Entrepreneurship Development in Tourism	MPC	4	4	4	0	0

**L - Lecture, P - Practicum, O - On-the-Job Training**

## Semester 7 & 8

### B.Voc. Honours

Course Code	Type of the Course	Methodology	Credits
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4

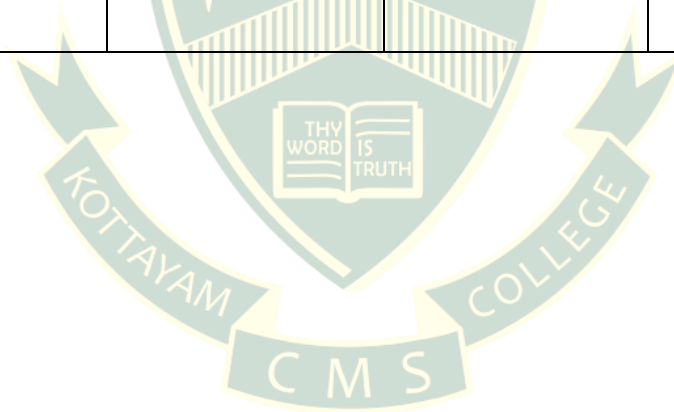


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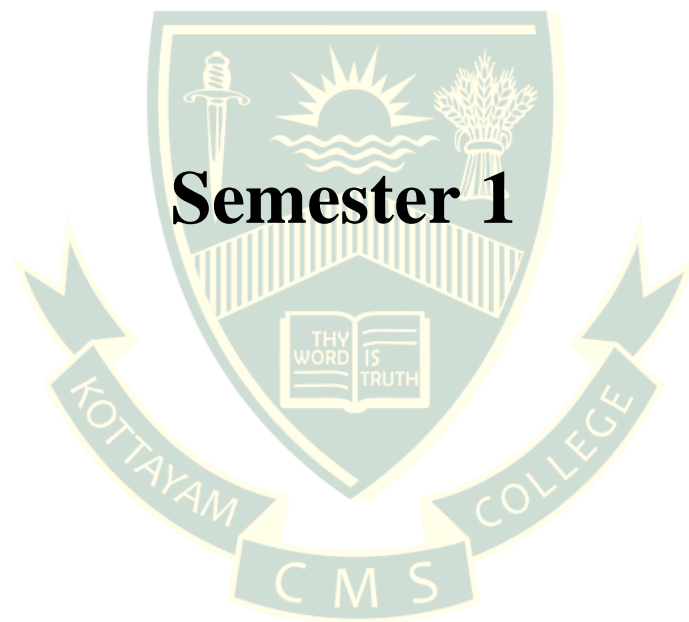
## Semester 7 & 8

### B.Voc. Honours with Research

Course Code	Type of the Course	Methodology	Credits
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4



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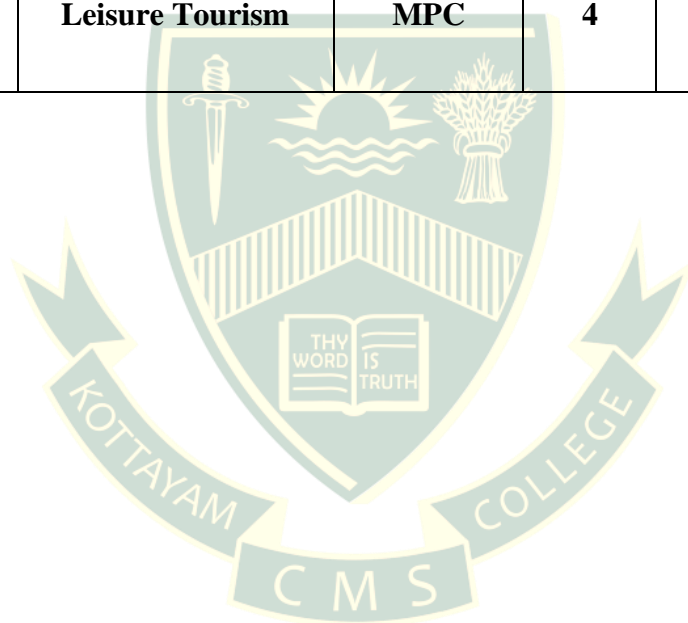


**Semester 1**

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## Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25112101	Essentials of Tourism	MPC	4	5	3	2	0
CMSTT25112102	Leisure Tourism	MPC	4	5	3	2	0



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## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Essentials of Tourism</b>				
<b>Type of Course</b>	<b>MPC</b>				
<b>Course Code</b>	<b>CMSTT25112101</b>				
<b>Course Level</b>	<b>100-199</b>				
<b>Course Summary</b>	<p>This course offers a comprehensive understanding of tourism, covering its definitions, concepts, components, and elements, along with the distinctions between travelers, visitors, tourists, excursionists, and transit visitors. It traces the historical development of tourism from early travel to the Renaissance, the birth of modern mass tourism, and the evolution of transport, communication, and accommodation systems. Learners explore travel motivations, including the meaning, types, and processes of motivation. Key theories such as Maslow's Hierarchy of Needs, Expectancy Theory, Dann's Push and Pull Theory, Cohen's Tourist Types, Gray's Travel Motivation Theory, McIntosh Categorization, and Plog's Psychographic Model are discussed. The course also introduces various types and forms of tourism, methods for measuring tourism, and examines its economic, environmental, and socio-cultural impacts. It covers important tourism theories like Leiper's Geospatial Model, Butler's Tourism Area Life Cycle (TALC), Doxey's Irridex, Mill-Morrison, and Mathieson &amp; Wall models. A key focus is on the growth and development of tourism in India, including the role of the Sargent Committee, Tourist Information Offices, the Ministry and Department of Tourism, and major government tourism schemes. The practicum involves a case study on a Kerala destination, analyzing tourism's economic, socio-cultural, and environmental impacts, and suggesting sustainable tourism practices for balanced development.</p>				
<b>Semester</b>	<b>1</b>	<b>Credits</b>			<b>4</b>
<b>Course Details</b>	<b>Learning</b>	Lecture	Practicum	OJT	Others
					<b>Total Hours</b>

	<b>Approach</b>	3	1	0	0	<b>75</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

<b>CO No:</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PO No:</b>
	Upon the successful completion of the course, the student will be able to		
1	Define and explain the key concepts, elements, and classifications of tourism, including distinctions among tourist categories and components of the tourism system.	U	1,3,10
2	Understand the historical evolution of tourism from ancient times to the birth of modern mass tourism, highlighting the role of the Renaissance, industrial revolution, and technological advancements.	U	1, 2, 3,10
3	Familiarize with major travel motivation theories (e.g., Maslow, Dann's Push and Pull, Plog's Psychographic Model) to interpret tourist behavior and segmentation.	U	1, 2, 3, 10
4	Understand the socio-cultural, economic, and environmental impacts of tourism, and Representation, examine key theoretical models such as Leiper's Model and Butler's TALC.	U	1, 3, 6, 7, 10
5	Discuss the growth and institutional development of tourism in India, including policy evolution, the role of government bodies, and major tourism schemes.	U	1, 4, 6, 9,10
6	Analyze the economic, socio-cultural, and environmental impacts of tourism on a selected destination in Kerala and develop skills in preparing a report and delivering an effective presentation with suggestions for sustainable tourism practices.	E	1, 2, 6, 7, 10
<b><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></b>			

**COURSE CONTENT**  
**Content for Classroom transaction (Units)**

Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Nature, Concept and Development of tourism</b>		
	1.1	Definition, Concepts, Components and Elements of Tourism	1	<b>10</b>
	1.2	Definition and Concepts of Tourism, Excursion, Leisure and Recreation	1	
	1.3	Distinction between travelers, visitor, tourists, excursionists and transit visitors	1	
	1.4	Major Components and Elements of Tourism.	1	
	1.5	Historical Development of Tourism, Early and Medieval Period of Travel	2	
	1.6	Renaissance and its Effects on Tourism	2	
	1.7	Birth of Modern Mass Tourism.	2	
	1.8	Development of Modern Transport, Communication and Accommodation Systems	2	
<b>2</b>		<b>Travel Motivations</b>		
	2.1	Motivation: Meaning and Types of Motivation	3	<b>10</b>
	2.2	Motivation process and Travel Motivation	3	
	2.3	Application of Motivation Theory to Tourism	3	
	2.4	Maslow's Need Hierarchy Theory of Motivation, Expectancy Theory, Dann's Theory of Push and Pull Factors	3	
	2.5	Cohen's types of Tourist Theory, Gray's Travel Motivation Theory	3	
	2.6	McIntosh Categorization of Travel Motivation, Plog's Psychographic Model	3	
<b>3</b>		<b>Tourism and its Theories</b>		
	3.1	Types and Forms of Tourism	4	

	3.2	Measurement of Tourism and its need	4	<b>10</b>
	3.3	Impacts of Tourism-Economic, Environmental and Socio Cultural	4	
	3.4	Different Tourism Theories: Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index.	4	
<b>4</b>		<b>Growth and development of Tourism in India and Community involvement in Tourism</b>		<b>15</b>
	4.1	Development of Tourism in India	5	
	4.2	Sargent Committee, Tourist Information Offices	5	
	4.3	Formation of Ministry of Tourism, Setting up of Department of Tourism	5	
	4.4	Developments over the years and present position, Major Tourism schemes of Govt. of India	5	
	4.5	Contemporary trends in tourism: Impacts of climate change, Post pandemic travel	5	
<b>Practicum</b>				
		Conduct a case study on the impacts of tourism at a selected destination in Kerala, focusing on economic, socio-cultural, and environmental effects, both positive and negative, and suggest sustainable tourism practices for that destination.	6	<b>30</b>
<b>5</b>		<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>
	Lecture, Tutorial, Presentations, Case study, Discussions.

Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Quality of Analysis/ Problem Solving	15
		Presentation /Viva	
	B	End Semester Examination (ESE)	
	Theory	Duration	Marks
1.5 hrs		50	
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

#### REFERENCES:

1. Goeldner, C. R., & Ritchie, J. R. B. (2019). *Tourism: Principles, practices, philosophies* (13th ed.). Wiley.
2. Page, S. J. (2019). *Tourism management* (6th ed.). Routledge.
3. Cooper, C., & Hall, C. M. (2019). *Contemporary tourism: An international approach* (3rd ed.). Good fellow Publishers.
4. Kotler, P., Bowen, J. T., & Makens, J. C. (2017). *Marketing for hospitality and tourism* (7th ed.). Pearson Education.
5. Tribe, J. (2019). *The economics of recreation, leisure and tourism* (6th ed.). Routledge.



## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Leisure Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course code</b>	<b>CMSTT25112102</b>					
<b>Course Level</b>	<b>100-199</b>					
<b>Course Summary</b>	<p>This course offers an in-depth introduction to the concept and evolution of leisure and recreation tourism, exploring its various forms such as cultural, eco, and adventure tourism. Students will examine the key stakeholders involved in the industry and assess the economic, social, and environmental impacts of leisure tourism. The course also focuses on leisure attractions and event tourism, covering their types, management strategies, and real-world case studies. Emphasis is placed on enhancing the visitor experience, including understanding visitor expectations, satisfaction, and the role of technology in improving engagement and service quality. A core component of the course is the exploration of sustainable tourism practices, introducing students to responsible travel principles, sustainable development strategies, and the role of government and policy in promoting long-term tourism viability. A practicum involving field observation at a leisure tourism destination allows students to connect theory with real-world visitor experience and destination management practices.</p>					
<b>Semester</b>	<b>1</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	<b>75</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Define and explain the concepts of leisure and recreation tourism	U	1,3,10
2	Understand the impacts and management of leisure attractions and events	U	1,2,6,7
3	Identify visitor experience and management practices	K	1,2,4,10
4	Recognize sustainable tourism practices in leisure and recreation tourism	U	1,6,7,10
5	Evaluate visitor experiences at a selected leisure destination in Kerala/India by assessing service quality, tourist satisfaction, and destination appeal, and present findings effectively.	C	1,2,4,6,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

### COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		<b>Introduction to Leisure Tourism</b>		<b>10</b>
	1.1	Definition and evolution of leisure and recreation tourism	1	
	1.2	Types of leisure and recreation tourism (e.g. cultural, adventure, eco-tourism)	1	
	1.3	Key stakeholders and their roles (e.g. tour operators, attractions, local authorities)	1	
	1.4	Impacts of leisure and recreation tourism (e.g. economic, social, environmental)	1	

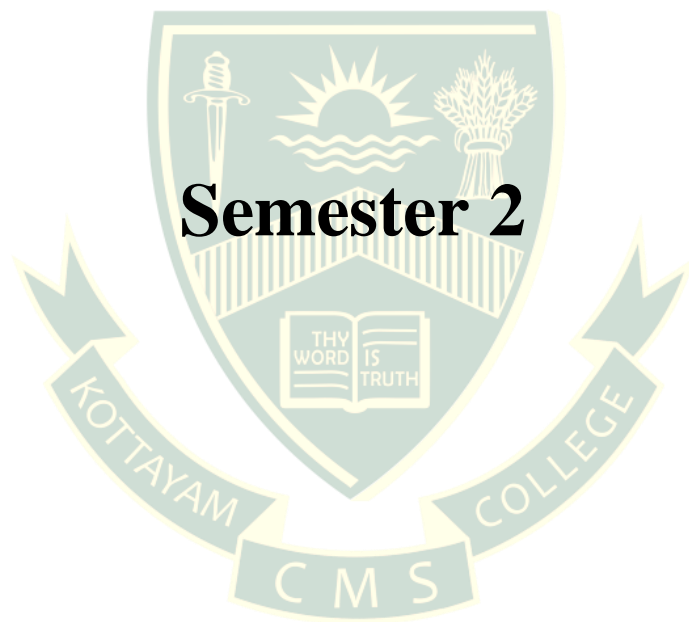
<b>2</b>		<b>Attractions and Events in Leisure and Recreation Tourism</b>		
	2.1	Types of leisure attractions (e.g. natural, cultural, built)	2	<b>10</b>
	2.2	Event tourism (e.g. festivals, conferences, sporting events)	2	
	2.3	Attraction and event management (e.g. marketing, operations, logistics)	2	
	2.4	Case studies of successful attractions and events	2	
<b>3</b>		<b>Visitor Management and Experience in Leisure and Recreation Tourism</b>		
	3.1	Visitor experience (e.g. expectations, satisfaction, loyalty)	3	<b>10</b>
	3.2	Factors influencing the visitor experience (e.g. service quality, amenities, interpretation)	3	
	3.3	Visitor management principles and practices	3	
	3.4	Technology and visitor experience (e.g. mobile apps, virtual reality)	3	
<b>4</b>		<b>Sustainable Tourism Practices in Leisure and Recreation Tourism</b>		
	4.1	Definition and principles of sustainable tourism	4	<b>15</b>
	4.2	The concept and importance of sustainable tourism	4	
	4.3	Strategies for sustainable tourism development and management (e.g. ecotourism, responsible travel)	4	
	4.4	Role of government in tourism	4	
<b>Practicum</b>				
	Conduct a case study on visitor experience at a selected leisure destination in Kerala or India, focusing on factors such as accessibility, amenities, service quality, attractions, customer satisfaction, and overall visitor perceptions, and provide suggestions to improve the visitor experience.		5	<b>30</b>
<b>5</b>	<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practical session, field visit etc. as</i>			

	<i>specified by the teacher concerned</i> <b>This content will be evaluated internally</b>
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<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations, Case study, Discussions.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	<b>Practicum</b>	Quality of Analysis/ Problem Solving	15
		Presentation /Viva	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
	<b>Theory</b>	<b>Duration</b>	<b>Marks</b>
1.5 hrs		50	
<b>Practicum</b>	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

**REFERENCES:**

1. Page, S. J., & Connell, J. (2020). *Tourism: A Modern Synthesis*. Routledge.
2. Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviour in Tourism*. Butterworth-Heinemann.
3. Hall, C. M. (2019). *Tourism Planning: Policies, Processes, and Relationships*. Pearson Education.
4. Sharpley, R. (2018). *Tourism, Tourists and Society*. Routledge.
5. Tribe, J. (2015). *The Economics of Recreation, Leisure and Tourism*. Routledge.

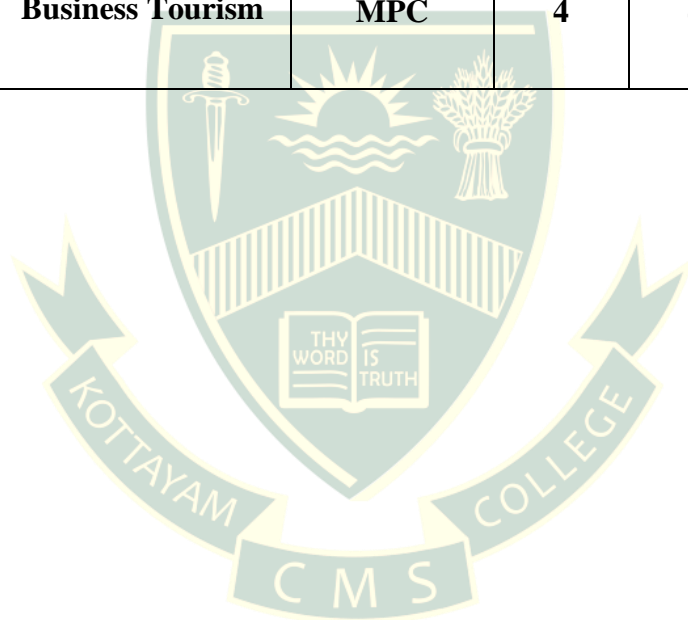


**Semester 2**

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## Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours /Week	Hour Distribution /week		
					L	P	O
CMSTT25122105	Tourism Resource Management	MPC	4	4	4	0	0
CMSTT25122106	Business Tourism	MPC	4	4	4	0	0



ESTD:1817



## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Tourism Resource Management</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25122105</b>					
<b>Course Level</b>	<b>100-199</b>					
<b>Course Summary</b>	<p>This course offers a comprehensive overview of the key components that constitute the foundation of the tourism industry. It explores the concept, classification, and characteristics of tourism resources—natural, cultural, and man-made—with a particular emphasis on India's rich and diverse heritage. Students will gain insights into various types of tourism products, including their geographical, cultural, and natural elements, and understand how these products are packaged and promoted to cater to a wide range of tourist interests. The course also examines socio-cultural assets such as performing and non-performing arts, religious traditions, festivals, and handicrafts that enhance the tourist experience and contribute to heritage tourism. In addition, the curriculum introduces the growing segment of Special Interest Tourism (SIT), covering themes like film tourism, dark tourism, gastronomy, and wellness. A practical component focuses on eco-tourism development in Kerala, allowing students to apply theoretical knowledge to real-world scenarios through a detailed destination analysis. By the end of this course, students will be equipped with the knowledge to identify, evaluate, and effectively utilize tourism resources and products in planning and promoting sustainable and culturally enriched tourism experiences.</p>					
<b>Semester</b>	<b>2</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Identify and describe various types of tourism resources and products in India including natural, cultural, and man-made resources.	U	1,3,10
2	Describe the components and characteristics of Indian tourism products and their role in promoting tourism.	U	1,3,6,10
3	Examine the socio-cultural heritage of India including festivals, arts, religions, and architectural diversity and their influence on tourism.	An	1,6,7,10
4	Discover recent trends and types in Special Interest Tourism (SIT) and assess their significance in India's tourism sector.	E	1,2,3,10
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Tourism Resources</b>		
	1.1	Tourism resources–Concept of Tourism Resources, Definition, features of resources tourism resource potential of India	1	<b>15</b>
	1.2	Types of Resources: Natural Resources-National park- Wildlife sanctuary - biosphere reserve -	1	
	1.3	Natural Resources: Hill stations-islands-beaches-caves and deserts, Cultural resources - monuments, performing arts, customs,	1	
	1.4	Manmade resources, Commercial attractions-	1	

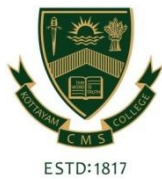
		gaming- amusement parks - shopping mall		
<b>2</b>		<b>Tourism Products</b>		<b>15</b>
	2.1	Concept, Definition, Characteristics of tourism products	2	
	2.2	Types of tourism products, Elements-geographical elements, cultural elements, natural elements,	2	
	2.3	Diversity in Indian Tourism Product.	2	
<b>3</b>		<b>Socio cultural Products and Development of Heritage Tourism</b>		<b>15</b>
	3.1	Performing arts and Non-Performing arts of India	3	
	3.2	Fairs and festivals	3	
	3.3	Handicrafts and artefacts,	3	
	3.4	Major religions and religious philosophies in India	3	
	3.5	Art and architecture of India,	3	
	3.6	UNESCO world heritage sites in India	3	
<b>4</b>		<b>Special Interest Tourism</b>		<b>15</b>
	4.1	Basic concept, Definition, Emerging trends in Special Interest Tourism.	4	
	4.2	Origin and evolution of Special Interest Tourism, Factors responsible for the growth of Special Interest Tourism, Types of Special Interest Tourism	4	
	4.3	Gastronomy Tourism, Niche Tourism, Film Tourism, Dark Tourism, Spa and Wellness, Shopping, Wedding Tourism	4	
	4.4	Tourism activities with special reference to mountains, Deserts, National parks and Wildlife sanctuaries	4	

<b>5</b>	<p><b>Teacher Specific Content</b></p> <p><i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i></p> <p><b>This content will be evaluated internally</b></p>
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<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
<b>Theory</b>	<b>Duration</b>	<b>Marks</b>	
	2 hrs	70	

**REFERENCES:**

1. Jacob, R., Joseph, S., & Philip, A. (2007). Indian tourism products. Abhijeet Publications.
2. Dixit, M., & Charu Sheela. (2008). Tourism products. New Delhi: New Royal Book Company.
3. Sajnani, M. (2001). Encyclopaedia of tourism resources in India. Gyan Publishing House.
4. Rittichainuwat, B. N. (2018). Special interest tourism. Cambridge Scholars Publishing.
5. Sharma, J. K. (2007). Tourism product and services: Development strategy and management options. Kanishka Publishers, Distributors.



## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Business Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course code</b>	<b>CMSTT25122106</b>					
<b>Course Level</b>	<b>100-199</b>					
<b>Course Summary</b>	<p>This course provides an overview of business tourism, including its definition, types (Meetings, Incentives, Conferences, and Exhibitions—MICE), history, and evolution. It highlights key sectors such as hotels, event management companies, and destination management organizations, along with the benefits and challenges of business tourism. The course covers event management in business tourism, focusing on the event planning process, including concept development, feasibility, budgeting, design, logistics, marketing, promotion, sponsorship, and execution involving venue management, catering, and risk management. It explores MICE tourism products, business tourism destinations, and their infrastructure, while analyzing the economic and social impacts of business tourism. Strategies for sustainable business tourism development are also discussed. Learners are introduced to emerging trends such as virtual and hybrid events, the role of digital marketing, and the impact of technology like event management software. The course includes case studies of successful business tourism destinations and events, providing practical insights into this dynamic sector.</p>					
<b>Semester</b>	<b>2</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>
<b>Pre-requisites, if any</b>						

## COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Define and explain the concept, types, evolution, and key sectors of business tourism along with its benefits and challenges.	U	1
2	Describe knowledge of the event planning process, event design, marketing, and execution in the context of business tourism	U	2
3	Express the economic and social impacts of business tourism and strategies for sustainable development.	An	4
4	Recognize the emerging trends and technologies in business tourism	An	6,7
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
<b>1</b>	<b>Introduction to Business Tourism</b>			
	1.1	Definition and types of business tourism (meetings, incentives, conferences, exhibitions)	1	<b>15</b>
	1.2	History and evolution of business tourism	1	
	1.3	Key sectors: hotels, event management companies, destination management organizations	1	
	1.4	Benefits and challenges of business tourism	1	
<b>2</b>	<b>Event Management in Business Tourism</b>			
	2.1	Event planning process: concept, feasibility, and budgeting	2	

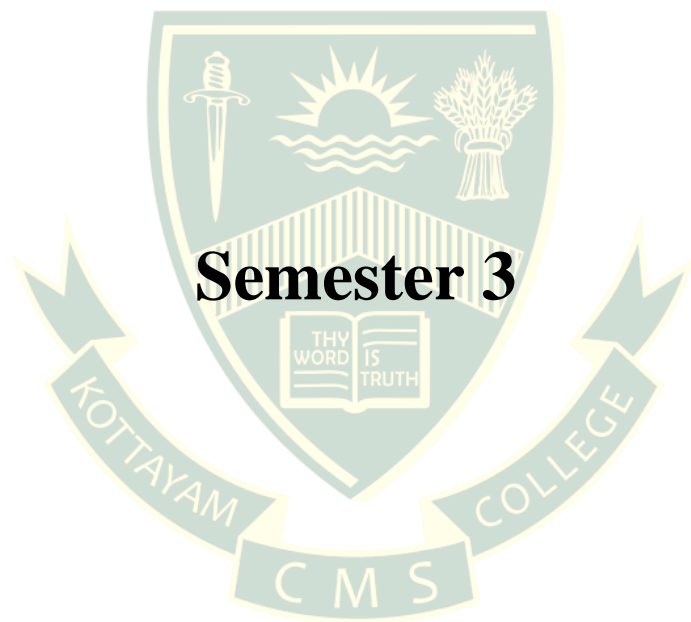
	2.2	Event design: theme, décor, entertainment, and logistics	2	<b>15</b>
	2.3	Event marketing: promotion, sponsorship, and publicity	2	
	2.4	Event execution: venue management, catering, and risk management	2	
<b>3</b>	<b>Business Tourism Development and Sustainability</b>			<b>15</b>
	3.1	MICE tourism products (meetings, incentives, conferences, and exhibitions)	3	
	3.2	Business tourism destinations (venues, infrastructure, and services)	3	
	3.3	Economic and social impacts of business tourism: G20 India, etc	3	
	3.4	Strategies for sustainable business tourism development	3	
<b>4</b>	<b>Emerging Trends and Technologies in Business Tourism</b>			<b>15</b>
	4.1	Emerging trends in business tourism (virtual events, hybrid events, etc.)	4	
	4.2	Role of digital marketing in business tourism promotion	4	
	4.3	Impact of technology on business tourism (event management software, etc.)	4	
	4.4	Case studies of successful business tourism destinations and events (Kerala Travel Mart)	4	
<b>5</b>	<p style="text-align: center;"><b>Teacher Specific Content</b>  <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>  <b>This content will be evaluated internally</b></p>			

<b>Teaching and</b>	<b>Classroom Procedure (Mode of transaction)</b>
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<b>Learning Approach</b>	Lecture, Tutorial, Presentations.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
	<b>Theory</b>	<b>Duration</b>	<b>Marks</b>
2 hrs		70	

#### REFERENCES:

1. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2012). Events Management. Routledge.
2. Getz, D. (2012). Event Studies: Theory, Research and Policy for Planned Events. Routledge.
3. Silvers, J. R. (2012). Professional Event Coordination. Wiley.
4. Raj, R., & Musgrave, J. (2009). Event Management and Sustainability. CABI.
5. Goldblatt, J. (2014). Special Events: A New Generation and the Next Frontier. Wiley.
6. Dwyer, L., & Mistilis, N. (2015). International Business Events: Contribution to Destination Competitiveness. CABI.

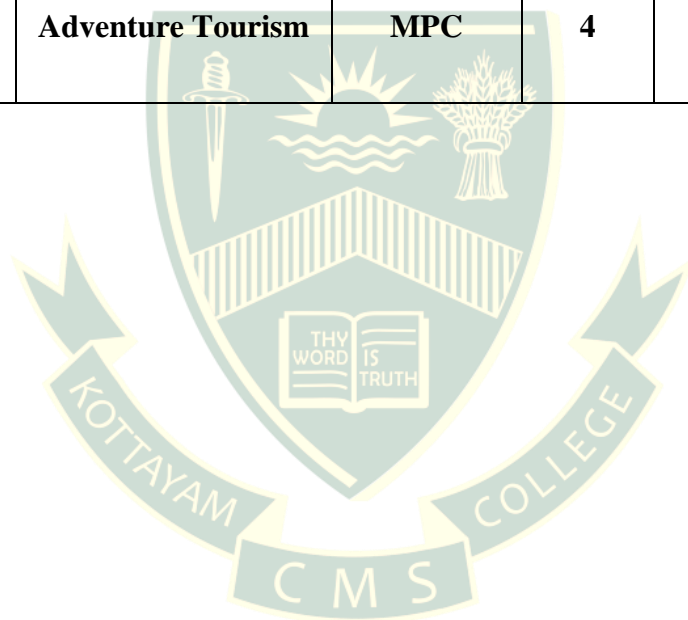


**Semester 3**

ESTD:1817

## Semester 3


Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25132209	Health and Wellness Tourism	MPC	4	5	3	2	0
CMSTT25132210	Adventure Tourism	MPC	4	5	3	2	0



ESTD:1817



## CMS College Kottayam (Autonomous)

		<h2 style="margin: 0;">CMS College Kottayam (Autonomous)</h2>				
<b>Course Name</b>	<b>Health and Wellness Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25132209</b>					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	<p>This course offers a detailed understanding of the history and evolution of health and wellness tourism, along with modern definitions. It explores the connection between leisure, lifestyle, health tourism, and wellness tourism. Learners study the typology of wellness tourism, including primary and secondary wellness tourism, destination spa tourism, thermal and mineral springs tourism, cruise wellness tourism, Ayurvedic tourism, and wellness tourism for specialized groups, including adventure-based wellness. The course introduces various naturopathy treatments like hydrotherapy, mud therapy, massage, and diet therapy, along with spa therapies and major natural spa destinations. It also covers the origin, development, and forms of yoga and meditation as key wellness practices. A significant focus is placed on medical tourism, exploring its concept, evolution, types, benefits, and challenges, with special emphasis on India's role and potential in this sector. The practicum involves visiting a yoga center, naturopathy clinic, or wellness spa to observe operations and guest services, followed by a report and presentation summarizing the experience and insights gained.</p>					
<b>Semester</b>	<b>3</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	<b>75</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the history and basic concepts of health and wellness tourism.	U	1,3,10
2	Identify and describe different types of wellness tourism like Spas, Ayurveda, and Adventure tours.	U	1,3,6,10
3	Describe naturopathy treatments, and the role of yoga and meditation in tourism.	U	1,3,7,10
4	Describe the concept and benefits of medical tourism, especially in the Indian context.	U	1,2,6,10
5	Observe and evaluate the operations and service practices of a wellness center or spa, and effectively document and communicate findings.	E	1,2,4,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		<b>History and Development of Health and Wellness Tourism</b>		<b>10</b>
	1.1	Historical Overview of Health and Wellness Tourism	1	
	1.2	Contemporary Definitions	1	
	1.3	Leisure, Lifestyle and Tourism	1	
	1.4	Health Tourism	1	
	1.5	Wellness Tourism	1	
2		<b>Typology of Wellness tourism</b>		<b>10</b>
	2.1	Primary and secondary wellness tourism,	2	

		Destination Spa Tourism		
	2.2	Thermal and Mineral Springs Tourism, Cruise and Wellness Tourism, Ayurvedic Tourism	2	
	2.3	Health and Wellness Tourism for Specialized Groups	2	
	2.4	Adventure and Outdoor Wellness Tourism	2	
<b>3</b>		<b>Naturopathy, Spa</b>		
	3.1	Treatments in Naturopathy: Hydrotherapy, Mud Therapy, Massage therapy and Diet Therapy	3	<b>10</b>
	3.2	Spa: Mineral springs, Thermal springs	3	
	3.3	Important natural spa destinations	3	
	3.4	Yoga and Meditation: Origin and Development and forms of yoga and meditation	3	
<b>4</b>		<b>Medical Tourism</b>		
	4.1	Medical tourism: - concept, typology evolution of Medical Tourism.	4	<b>15</b>
	4.2	Benefits of medical tourism,	4	
	4.3	Indian medical tourism, potentials and problems, Opportunities and challenges	4	
<b>Practicum</b>				
		Visit a Yoga/Naturopathy centre or a wellness spa to observe its operations, services, and guest experiences. Prepare a structured report based on your observations and present your findings.	5	<b>30</b>
<b>5</b>		<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations, Case study, Discussions.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	<b>Practicum</b>	Participation/Involvement	15
		Presentation /Viva	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
		<b>Duration</b>	<b>Marks</b>
<b>Theory</b>	1.5 hrs	50	
<b>Practicum</b>	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

#### REFERENCES:

1. Rajesh Singh, 1st Edition, 2011 "Medical Tourism" Sonali publications
2. David Reisman, 1st Edition, 2010 "Health Tourism: Social welfare through international trade Edward Elgar Publication Limited.
3. R.L. Parekh, 1st Edition, 2009 "Medical Tourism" Alpha Publications
4. Raj (2006) Medical Tourism in India, Arise Pub, New Delhi
5. Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni Sonali (2008).



## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Adventure Tourism</b>
<b>Type of Course</b>	<b>MPC</b>
<b>Course Code</b>	<b>CMSTT25132210</b>
<b>Course Level</b>	<b>200-299</b>
<b>Course Summary</b>	<p>This course provides a comprehensive understanding of adventure tourism, covering its definition, meaning, and scope, with a particular focus on its growth and opportunities in India and Kerala. It explores the emerging trends in the sector and highlights various job opportunities created by the increasing demand for adventure activities. The course delves into different categories of adventure tourism, including air-based, water-based, and land-based activities. Air-based adventure tourism involves experiences like paragliding, skydiving, and hot air ballooning, discussing its nature, popular destinations in India, essential tools, equipment, and the minimum safety standards required. Water-based adventure tourism covers activities such as rafting, scuba diving, snorkeling, and kayaking, examining their scope, key destinations, safety requirements, and operational equipment. Land-based adventure tourism focuses on trekking, mountaineering, rock climbing, camping, and desert safaris, along with the relevant tools, standards, and destinations that support these activities. The course emphasizes the importance of safety practices and operational procedures in ensuring quality adventure experiences. As part of the practicum, students visit an</p>

	adventure tourism destination to observe its operations, understand safety measures, equipment handling, and guest management, and then prepare a detailed report based on their field experience to demonstrate their understanding of the industry.					
<b>Semester</b>	<b>3</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the concept, scope, and emerging trends of adventure tourism in India and Kerala, including potential career opportunities.	U	1,3,10
2	Describe the types, operational procedures, safety standards, and equipment associated with air-based adventure tourism activities in India.	U	1,2,10
3	Identify the characteristics, destinations, tools, and safety measures related to water-based adventure tourism.	U	1,2,10
4	Demonstrate knowledge of land-based adventure tourism by explaining its scope, operational procedures, required equipment, and safety guidelines.	U	1,2,4,5,10
5	Analyze the operational aspects, safety practices, and visitor management techniques at an adventure tourism destination and prepare a structured field report.	An	1,2,3,4,5,6,10
<p><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></p>			

**COURSE CONTENT**  
**Content for Classroom transaction (Units)**

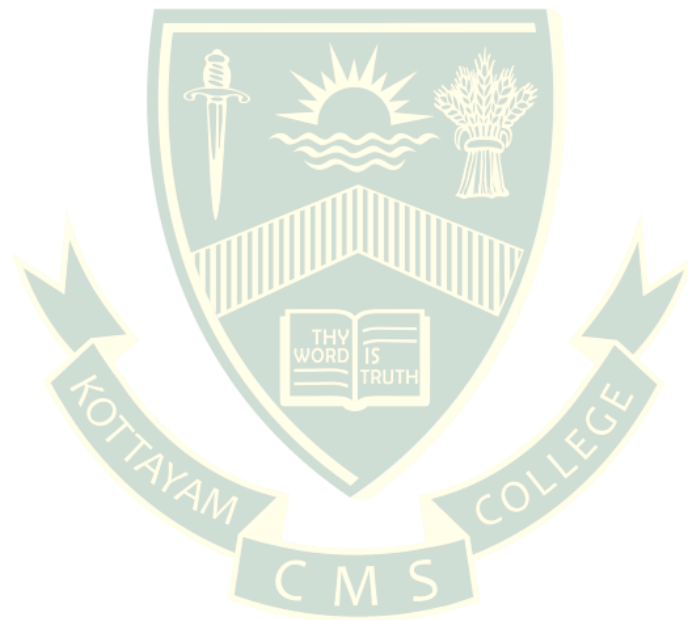
<b>Module</b>	<b>Units</b>	<b>Course Description</b>	<b>CO No:</b>	<b>Hours</b>
<b>1</b>		<b>Adventure Tourism: Introduction</b>		<b>10</b>
	1.1	Adventure Tourism: Definition and meaning	1	
	1.2	Scope of adventure tourism in India	1	
	1.3	Scope of adventure tourism in Kerala	1	
	1.4	Emerging trends and job opportunities in Adventure Tourism	1	
<b>2</b>		<b>Air based Adventure Tourism</b>		<b>10</b>
	2.1	Air based adventure tourism : Definition, Scope, Nature of Air Based adventure tourism	2	
	2.2	Popular tourism destinations for air based adventure tourism in India, Basic minimum standards for air based adventure Tourism related activities	2	
	2.3	Tools and equipment used in air based adventure tourism.	2	
<b>3</b>		<b>Water based Adventure Tourism</b>		<b>10</b>
	3.1	Definition, Scope and nature of Water Based adventure tourism, Popular tourist Destinations for water based adventure tourism in India	3	
	3.2	Basic minimum standards for water Based adventure tourism related activities, Tools and equipment used in water based Adventure tourism	3	
<b>4</b>		<b>Land based Adventure Tourism</b>		<b>15</b>
	4.1	Definition, Scope and nature of land-based adventure tourism	4	
	4.2	Popular tourist destinations for land based adventure tourism in India, Basic minimum	4	

		standards for land based Adventure tourism related activities		
	4.3	Tools and equipment used in land based adventure Tourism	4	
<b>Practicum</b>				
		Visit an adventure tourism destination to observe its activities, safety practices, and operational aspects, and prepare a structured report based on the field experience.	5	<b>30</b>
<b>5</b>	<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>			

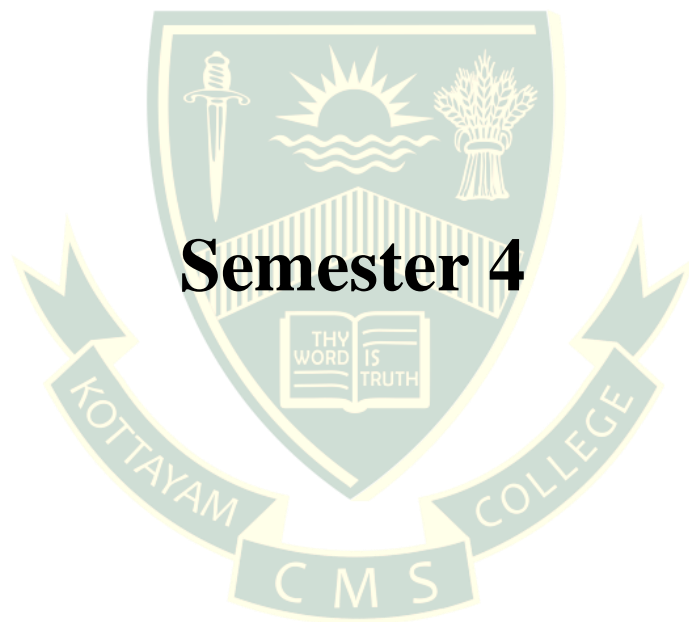
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations, Case study, Discussions.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	<b>Practicum</b>	Participation/Involvement	15
		Presentation /Viva	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
		<b>Duration</b>	<b>Marks</b>
<b>Theory</b>	1.5 hrs	50	
<b>Practicum</b>	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

## REFERENCES:

1. Negi, J (2001),Adventure Tourism and Sports, Kanishka Publishers, Delhi
2. Crowther,G(1990)India-ATravelSurvivalKit,LonelyPlanetPublication
3. Wright,G,(1991)Hill Stations of India ,Penguin Books, New Delhi
4. Dixit,M,(2002)Tourism Products, New Royal Book Co. Lucknow
5. Douglas,NEd.(2001)SpecialInterestTourism,JohnWiley&Sons,Australia
6. Singh,S(2008) LonelyPlanet India



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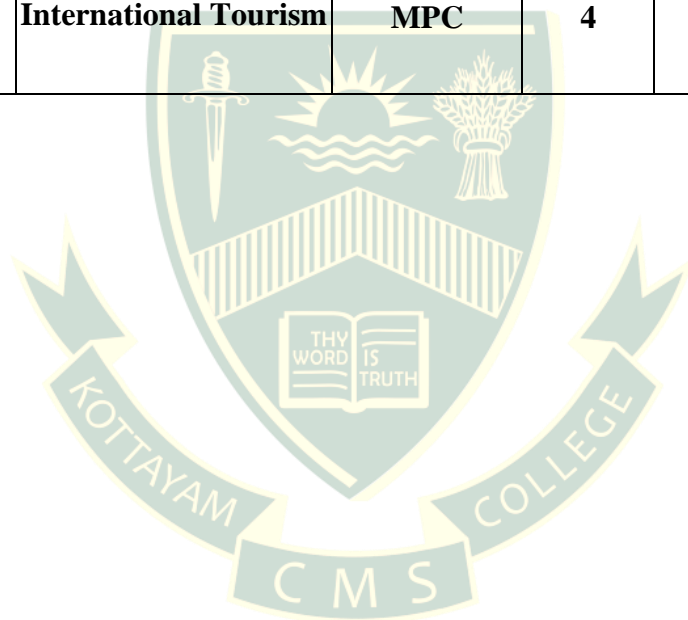


# Semester 4

ESTD:1817

## Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25142213	Culture and Heritage Tourism	MPC	4	5	3	2	0
CMSTT25142214	International Tourism	MPC	4	5	3	2	0



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## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Culture and Heritage Tourism</b>
<b>Type of Course</b>	<b>MPC</b>
<b>Course Code</b>	<b>CMSTT25142213</b>
<b>Course Level</b>	<b>200-299</b>
<b>Course Summary</b>	<p>This course provides a comprehensive understanding of heritage tourism, focusing on its definition, significance, historical evolution, and the relationship between heritage and tourism. It explores different types of heritage tourism, including cultural, natural, and intangible heritage, while examining the role of major global heritage organizations such as UNESCO, ICOMOS, WMF, ICCROM, and ASI in heritage preservation. The course emphasizes the principles of cultural preservation and sustainable tourism practices at heritage sites, addressing the challenges of balancing conservation with visitor experiences. It discusses world heritage sites and their preservation strategies, along with visitor management techniques, interpretation methods, the concept of carrying capacity, and the challenges of accessible tourism. Learners also explore how climate change impacts heritage conservation and look at global heritage tourism events.</p> <p>The course provides insights into architectural heritage from both global and Indian perspectives, covering architectural styles such as Hindu temple architecture, Indo-Islamic architecture, and colonial architecture. It highlights iconic global heritage sites like Machu Picchu, Petra, the Great Wall of China, the Pyramids of Giza, and the Colosseum, as well as key Indian heritage tourism destinations such as the Taj Mahal, Hampi, Khajuraho, Ajmer, and the Ajanta and Ellora caves. As part of the practicum, students visit a cultural or heritage site to study its historical, architectural, and cultural significance and prepare a structured report based on their observations and field experience.</p>

<b>Semester</b>	<b>4</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	<b>75</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

<b>CO No:</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PO No:</b>
	Upon the successful completion of the course, the student will be able to		
1	Define and explain the significance of heritage tourism, its historical evolution, and the relationship between heritage and tourism.	U	1, 4
2	Apply principles of cultural preservation and sustainable tourism practices in managing heritage sites, including visitor management techniques and interpretation strategies.	A	2, 6, 7
3	Conduct cultural impact assessments and understand the challenges of balancing conservation and visitor experience, including the impact of climate change on heritage conservation.	An	2, 6, 7, 8
4	Analyze iconic global heritage sites and Indian heritage tourism landscapes, including their architectural styles, historical significance, and preservation strategies.	An	1, 3
5	Apply theoretical knowledge to assess the cultural, historical, and tourism value of a heritage site through field observation and effectively present findings in a structured report.	C	1,2,4,6, 10
<b>*Remember (K), Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

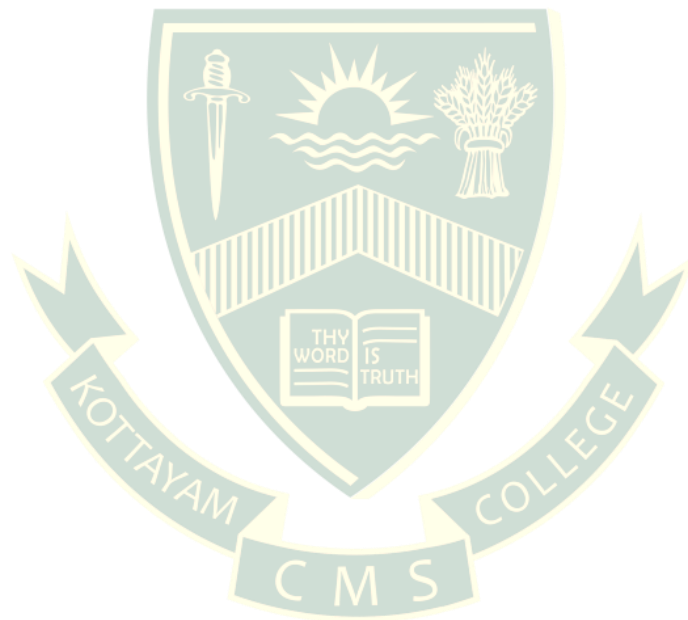
Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Introduction to Heritage Tourism</b>		
	1.1	Definition and significance of heritage tourism	1	<b>10</b>
	1.2	Historical evolution and development- Relationship between heritage and tourism	1	
	1.3	Types of heritage tourism (cultural, natural, intangible)	1	
	1.4	Major global heritage organizations (UNESCO, ICOMOS, WMF, ICCROM, ASI)	1	
<b>2</b>		<b>Cultural Preservation and Sustainable Tourism</b>		
	2.1	Principles of cultural preservation, Digital preservation	2	<b>10</b>
	2.2	Sustainable tourism practices in heritage site	2	
	2.3	Challenges in balancing conservation and visitor experience	2	
	2.4	World Heritage Sites and their preservation strategies	2	
<b>3</b>		<b>Visitor Management at Heritage Sites</b>		
	3.1	Techniques for managing tourist flows , Interpretation and use of carrying capacity	3	<b>10</b>
	3.2	Accessible tourism and its challenges, Innovative approaches to enhancing visitor experience	3	
	3.3	Climate change and heritage conservation	3	
	3.4	Global Heritage Tourism Events	3	
<b>4</b>		<b>Global and Indian Perspectives in Architectural Heritage</b>		
	4.1	Architectural Styles adopted over the ages :- Hindu temple Architecture, Indo- Islamic Architecture, Colonial Architecture	4	

	4.2	Iconic global heritage sites (Machu Picchu, Petra, Great wall of China, Pyramids of Giza, Colosseum)	4	<b>15</b>
	4.3	Indian heritage tourism landscapes (Taj Mahal, Hampi, Khajuraho, Ajmer, Ajanta and Ellora caves)	4	
<b>Practicum</b>				
		Visit a cultural or heritage site to observe its historical, architectural, and cultural significance, and prepare a structured report based on the field experience.	5	<b>30</b>
<b>5</b>	<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>			

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations, Case study, Discussions.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	<b>Practicum</b>	Participation/Involvement	15
		Presentation /Viva	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
		<b>Duration</b>	<b>Marks</b>
<b>Theory</b>	1.5 hrs	50	
<b>Practicum</b>	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

## REFERENCES:


1. "Heritage Tourism: Concepts, Issues and Policy" by Dallen J. Timothy and Stephen W. Boyd.
2. "Indian Heritage and Culture" by Dr. P.N. Chopra, Dr. B.N. Puri, and Dr. M.N. Das
3. "Sustainable Cultural Tourism: Small-Scale Solutions" by Susan M. Guyette
4. "Managing Tourism at World Heritage Sites: A Practicum Manual for World Heritage Site Managers" by Arthur Pedersen
5. "Tourism and Archaeological Heritage Management at Petra: Driver to Development or Destruction?" by Douglas C. Comer and Michael J. Smith



ESTD:1817



## CMS College Kottayam (Autonomous)

		<b>CMS College Kottayam (Autonomous)</b>				
<b>Course Name</b>	<b>International Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course code</b>	<b>CMSTT25142214</b>					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	<p>This course offers a comprehensive introduction to the global tourism industry, beginning with the definition, history, and key components of tourism. It explores the structure of the tourism industry, including the roles of tour operators, travel agencies, accommodations, and transportation providers. Students will gain an understanding of various types of tourism and the wide-ranging economic, social, environmental, and cultural impacts it creates. A significant portion of the course focuses on international tourism, covering its evolution, types (inbound and outbound), trends in tourist arrivals and receipts, and the factors influencing its growth.</p> <p>The course also provides an overview of the global tourism landscape, introducing key international organizations such as the UNWTO and IATA, and examining the influence of multinational companies in accommodation, transportation, and tour operations. Students will explore major global tourism destinations across Asia, Europe, the Americas, Africa, and the Middle East, gaining familiarity with iconic attractions and regional tourism patterns. The course concludes with a practicum, where students research and deliver a presentation on a selected international tourist destination, allowing them to apply their learning in a real-world context.</p>					
<b>Semester</b>	<b>4</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	<b>75</b>
<b>Pre-requisites, if any</b>						

## COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Describe the definition, types, and components of tourism, as well as the structure of the tourism industry.	U	2
2	Define and explain the fundamental concepts of International tourism	U	5, 9
3	Understand international tourism trends, global tourism industry organizations, and multinational companies operating in the tourism sector.	U	6, 7
4	Recognize and describe major tourist attractions and destinations in different regions, including Asia-Pacific, Europe, the Americas, Africa, and the Middle East.	A	4
5	Develop a presentation based on international tourist attractions and destinations.	C	10
<p><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></p>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

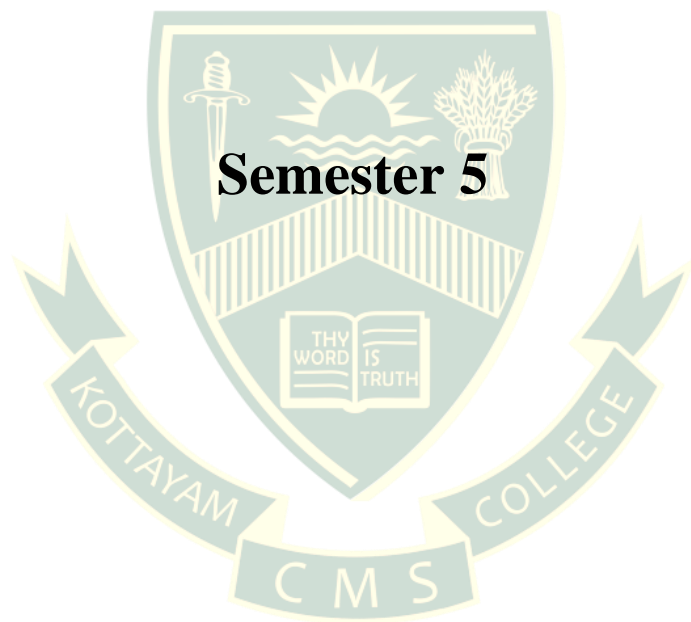
Module	Units	Course Description	CO No:	Hours
1		<b>Introduction to Tourism</b>		<b>10</b>
	1.1	Tourism: Definition, history, and components of tourism	1	
	1.2	Tourism Industry Structure: Tour operators, travel agencies, accommodations, transportation	1	
	1.3	Types of Tourism	1	
	1.4	Tourism Impacts: Economic, social, environmental, and cultural impacts of tourism	1	

<b>2</b>		<b>International Tourism</b>		
	2.1	International Tourism : Meaning , Definition, history and concepts	2	<b>10</b>
	2.2	Types of International tourism – inbound and outbound tourism	2	
	2.3	Tourist arrivals and Tourism receipts	2	
	2.4	Factors affecting growth of inbound and outbound tourism	2	
<b>3</b>		<b>Global Tourism Industry</b>		
	3.1	Overview of the global tourism industry	3	<b>10</b>
	3.2	Global tourism organizations: World Tourism Organization (UNWTO), International Air Transport Association (IATA), and others	3	
	3.3	Multinational Companies in accommodation, transportation, attractions, and tour operations sectors	3	
	3.4	Tourism trends: growth drivers, challenges, and future prospects	3	
<b>4</b>		<b>Global Tourism Destinations</b>		
	4.1	Asia: Major destinations and attractions	4	<b>15</b>
	4.2	Europe : Major destinations and attractions	4	
	4.3	The Americas: Major destinations and attractions	4	
	4.4	Africa and the Middle East: Major destinations and attractions.	4	
<b>Practicum</b>				
		Prepare and present a case study on a selected international tourist destination, highlighting its key attractions, visitor trends, and significance in global tourism.	5	<b>30</b>
<b>5</b>		<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>		
	Lecture, Tutorial, Presentations, Case study, Discussions.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	<b>Practicum</b>	Quality of Analysis/ Problem Solving	15
		Presentation /Viva	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
		<b>Duration</b>	<b>Marks</b>
<b>Theory</b>	1.5 hrs	50	
<b>Practicum</b>	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

#### REFERENCES:

1. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies. Wiley.
2. Hall, C. M., & Page, S. J. (2014). The Geography of Tourism and Recreation: Environment, Place and Space. Routledge.
3. Sharpley, R. (2018). Tourism, Tourists and Society. Routledge.
4. Cooper, C. (2019). Essentials of Tourism. Pearson.
5. Weaver, D., & Lawton, L. (2017). Tourism Management. Wiley.
6. Buhalis, D., & Costa, C. (2018). Tourism Management Dynamics: Trends, Management and Tools. Routledge.

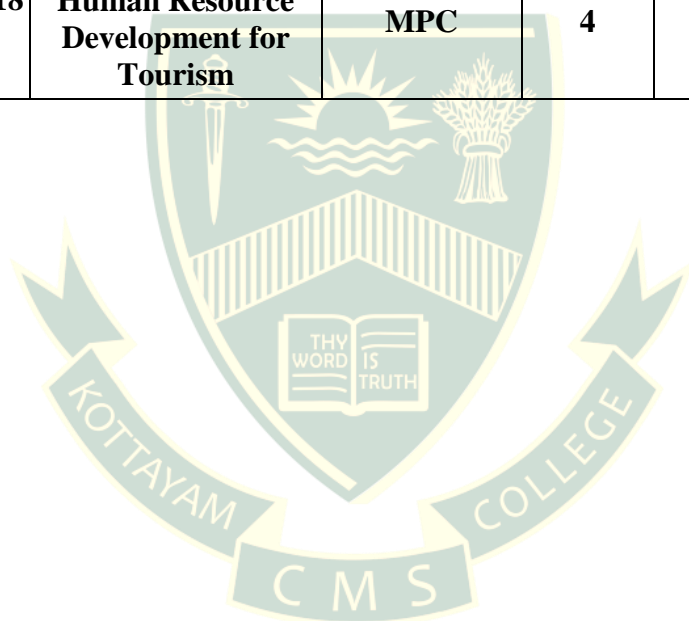


**Semester 5**

ESTD:1817

## Semester 5


Course Code	Title of the Course	Type of the Course	Credit	Hours /Week	Hour Distribution /week		
					L	P	O
CMSTT25152317	Front Office Management	MPC	4	4	4	0	0
CMSTT25152318	Human Resource Development for Tourism	MPC	4	4	4	0	0



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## CMS College Kottayam (Autonomous)

 ESTD:1817	<b>CMS College Kottayam (Autonomous)</b>					
<b>Course Name</b>	<b>Front Office Management</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25152317</b>					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	<p>This course provides an in-depth understanding of the front office department in the hotel industry, its role, functions, and operations. It begins with the organizational structure of hotels, focusing on the front office and its standard layout and functional sections, along with the types of front office equipment, ranging from non-automated to fully automated systems. The course explains the roles, duties, and responsibilities of front office staff, including the reservation manager, reception manager, guest service manager, and night audit manager, while highlighting the essential qualities and competencies required for front office professionals. A detailed study of the reservation process covers its definition, importance, modes, sources, tools, and systems, including manual, semi-automated (Whitney), computerized, CRS, and GDS, along with different types of reservations. The course also introduces the guest cycle, from pre-arrival to post-departure, with emphasis on guest registration procedures, including pre-registration, registration cards, payment methods, room assignment, key issuance, and handling special requests. Learners also study standard operating procedures (SOPs) for managing situations like VIP arrivals, luggage handling, walk-ins, room changes, and guest check-ins, preparing them for efficient front office operations in the hospitality industry.</p>					
<b>Semester</b>	<b>5</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>

<b>Pre-requisites, if any</b>	
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### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Describe the structure, layout, and key equipment of the front office department	U	1,3,10
2	Explain the roles, responsibilities, and required competencies of front office staff and managers.	U	1,5,10
3	Analyze different reservation methods, systems, and their importance in the guest cycle.	An	1,2,4,10
4	Demonstrate guest registration procedures including room assignment, key issuance, and payment methods.	A	2,4,10
5	Apply standard operating procedures for VIP arrivals, guest check-in, room changes, and special requests.	A	2,4,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Front office department- Introduction</b>		<b>15</b>
	1.1	Organizational structure of hotel with special reference to front office department	1	
	1.2	Standard layout of front office department and its Functional sections	1	
	1.3	Front office equipment (non-automated, semi-automated, fully automated)	1	
<b>2</b>		<b>Role of Front office</b>		

	2.1	Front office staffs -Duties and Responsibilities	2	<b>15</b>
	2.2	Duties of Reservation manager, Reception Manager, Guest service manager, Night audit manager	2	
	2.3	Qualities and competencies of FO staffs	2	
<b>3</b>		<b>Reservations in Hotels</b>		<b>15</b>
	3.1	Definition & importance of reservation	3	
	3.2	Modes and sources of reservation, tools and process of reservation	3	
	3.3	System of reservation (manual- card & hotel diary, semi-automated-Whitney, computerized, fully automated- CRS & GDS) Types of Reservation (on different basis)	3	
	3.4	Guest Cycle	3	
<b>4</b>		<b>Guest Registration</b>		<b>15</b>
	4.1	Pre-registration procedures, Registration card	4	
	4.2	Creating registration Report	4	
	4.3	Payment methods, Assigning Rooms, Issuing room key	4	
	4.4	Handling special requests	5	
	4.5	Standard Operating Procedures: VIP arrival, handling guest luggage, for walk-in, room change, Guest check in	5	
<b>5</b>	<p align="center"><b>Teacher Specific Content</b>  <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>  <b>This content will be evaluated internally</b></p>			

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>
	Lecture, Tutorial, Presentations.

Assessment Types	MODE OF ASSESSMENT		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
<b>Theory</b>	<b>Duration</b>	<b>Marks</b>	
	2 hrs	70	

**REFERENCES:**

1. J.Vallen; Check in Check out
2. S Andrews; Hotel front Office Training Manual
3. S Baker, P. Bradley, J. Huyton; Principles of Hotel Front Office Operations
4. B Braham; Hotel FrontOffice
5. M Kasavana, C Steadmon; Managing Front Office Operation

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## CMS College Kottayam (Autonomous)

<b>Course Name</b>	<b>Human Resource Development For Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25152318</b>					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	<p>This course provides a comprehensive understanding of Human Resource Management (HRM) with a specific focus on the tourism industry. It introduces the meaning, significance, functions, and policies of HRM, and examines the organizational structure and strategic role of human resource practices in tourism-related enterprises. Students will gain insights into the evolution of HR practices in India and the role of HR managers in managing people within tourism organizations. The course covers Human Resource Planning (HRP), including job analysis, recruitment, selection, induction, and placement, with an emphasis on how these processes function in travel and tourism companies. It also explores the principles and practices of training and development, career planning, and succession planning relevant to tourism personnel. In addition, the course delves into performance appraisal methods, wage and salary administration, and grievance redressal mechanisms. A special focus is given to employee empowerment and how effective HR practices contribute to organizational success and employee satisfaction in the tourism sector.</p>					
<b>Semester</b>	<b>5</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the concepts, functions, and significance of HRM, including its evolution and strategic role in tourism.	U	1,3,6,10
2	Apply the process of Human Resource Planning (HRP) and conduct job analysis, recruitment, and selection in the tourism sector.	A	1,2,3,10
3	Distinguish between training and development, and assess the needs for career and succession planning in tourism organizations.	An	1,2,5,10
4	Demonstrate knowledge of performance appraisal methods, and analyze wage and salary administration principles and Grievance Redressal Mechanisms.	An	1,2,6,7,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Human Resource Management</b>		
	1.1	Meaning of HRM, Significance, Functions, Policies	1	<b>15</b>
	1.2	Organization structure and strategy in Tourism	1	
	1.3	Role of HR Manager , Evolution of HR Practices in India	1	
	1.4	Major travel and tourism organizations and companies in India	1	

<b>2</b>		<b>Human Resource Planning (HRP)</b>		
	2.1	HRP : Meaning, Objectives , Process of HRP	2	<b>15</b>
	2.2	Job Analysis ,Job description and Job specification	2	
	2.3	Recruitment and Selection process.	2	
	2.4	Induction and placement	2	
<b>3</b>		<b>Training and Development</b>		
	3.1	Training and Development –Meaning, Importance, Difference between training and development	3	<b>15</b>
	3.2	Training and Development : Types, Methods	3	
	3.3	Career Planning and Career Development in Tourism	3	
	3.4	Succession Planning	3	
<b>4</b>		<b>Performance Appraisal</b>		
	4.1	Process, Methods of Performance Appraisal in Tourism	4	<b>15</b>
	4.2	Wage and Salary administration	4	
	4.3	Grievance Redressal Mechanisms for Employees in Tourism industry	4	
	4.4	Employee Empowerment	4	
<b>5</b>	<p style="text-align: center;"><b>Teacher Specific Content</b>  <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>  <b>This content will be evaluated internally</b></p>			

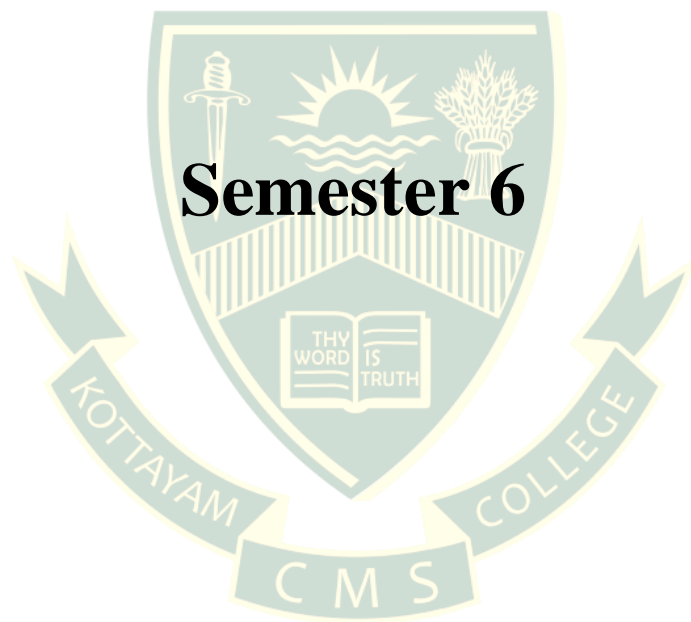
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>
	Lecture, Tutorial, Presentations.

<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
	<b>Theory</b>	<b>Duration</b>	<b>Marks</b>
2 hrs		70	

#### REFERENCES:

1. Baum, T. (2018). Human resource management in tourism: A changing paradigm. Emerald Publishing.
2. Kusluvan, S. (2018). Managing employee attitudes and behaviors in the tourism industry. Nova Science Publishers.
3. Nickson, D. (2017). Human resource management for the hospitality and tourism industries. Routledge.
4. Riley, M. (2017). Human resource management in the hospitality and tourism industry. Goodfellow Publishers.
5. Singh, S., & Kaur, G. (2020). Human resource management practices in tourism and hospitality. Apple Academic Press.

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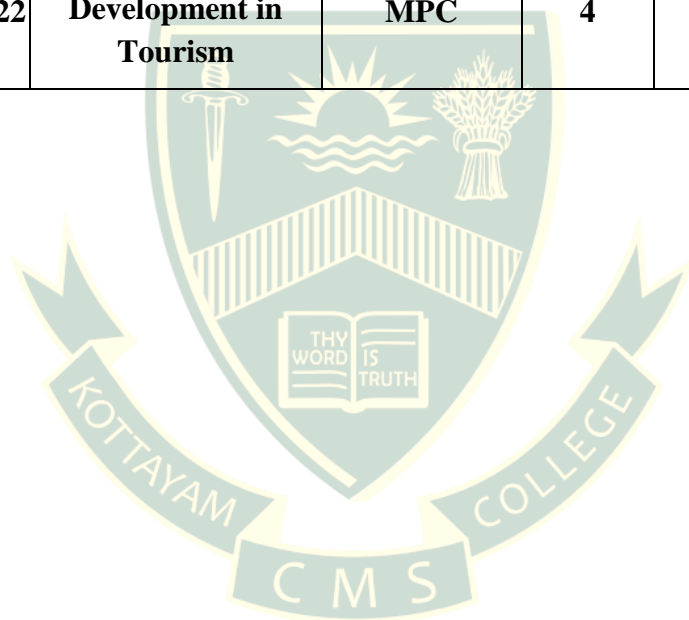


**Semester 6**

ESTD:1817

## Semester 6


Course Code	Title of the Course	Type of the Course	Credit	Hours /Week	Hour Distribution /week		
					L	P	O
CMSTT25162321	Tour Guiding	MPC	4	4	4	0	0
CMSTT25162322	Entrepreneurship Development in Tourism	MPC	4	4	4	0	0



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## CMS College Kottayam (Autonomous)

		<h2 style="margin: 0;">CMS College Kottayam (Autonomous)</h2>				
<b>Course Name</b>	<b>Tour Guiding</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25162321</b>					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	<p>This course offers a comprehensive introduction to the field of tour guiding, emphasizing the roles, responsibilities, and professional standards expected of a tour guide. Students will explore the classification and business aspects of guiding, along with the essential personal and professional qualities that define an effective guide. The course focuses on developing key guiding techniques such as leadership, social interaction, and public speaking skills, tailored to diverse audience needs and situations. Learners will also study the importance of personality traits, service behaviour, and interpretive skills across various themes like history, art, and nature. Practicum aspects of tour operations are covered, including pre-tour planning, working with different types of tourists, and accommodating special needs. The course further equips students to manage emergencies and build productive relationships with stakeholders such as fellow guides and tour operators. By the end of the course, students will be prepared to deliver safe, engaging, and meaningful tour experiences across various contexts.</p>					
<b>Semester</b>	<b>6</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Identify tour guides, and explain their roles, responsibilities, and the fundamentals of managing a guiding business	U	1,3,6,10
2	Demonstrate effective guiding techniques, including leadership, communication, and social skills for diverse tourist groups.	A	4,5,7,10
3	Analyze the essential personality traits, professional behavior, and interpretive skills required of a successful tour guide.	An	1,4,8,10
4	Apply planning and operational skills to conduct tours, addressing the needs of various traveller types, including those with special needs.	A	2,3,6,7,10
5	Handle emergencies and collaborate with stakeholders such as fellow guides, transport operators, and service providers to ensure smooth tour operations.	A	2,4,6,9,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

### COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		<b>Tour Guiding</b>		<b>15</b>
	1.1	The Tour Guide- Meaning and classification.	1	
	1.2	Qualities of an ideal tour guide	1	
	1.3	Various role of tour guide, the business of guiding	1	

	1.4	Organizing a guiding business	1	
<b>2</b>		<b>The Guiding Techniques</b>		
	2.1	Leadership and Social skills	2	<b>15</b>
	2.2	Presentation and Speaking Skills	2	
	2.3	Cartographic Skills	2	
	2.4	Audio-Visual Skills	2	
<b>3</b>		<b>The Guide's Personality</b>		
	3.1	The guide's personality, moments of truth, the seven sins of guide, the service cycle.	3	<b>15</b>
	3.2	Working with different age groups, working under difficult circumstances.	2	
	3.3	The role of guide and interpreter: Interpreting different themes- nature, history, art, architecture and incidental interpretations	3	
		<b>Conducting tours</b>		
<b>4</b>	4.1	Conducting tours: Pre tour planning, modes of transportation, types of tours, traveller with special needs	4	<b>15</b>
	4.2	Guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.	5	
	4.3	Dealing with Emergencies: Accidents, Law and order, Theft, Loss of documents, First Aid	5	
<b>5</b>	<p style="text-align: center;"><b>Teacher Specific Content</b>  <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>  <b>This content will be evaluated internally</b></p>			

<b>Teaching and</b>	<b>Classroom Procedure (Mode of transaction)</b>
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<b>Learning Approach</b>	Lecture, Tutorial, Presentations.		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Role play	
		Written Test	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
	<b>Theory</b>	<b>Duration</b>	<b>Marks</b>
2 hrs		70	


**REFERENCES:**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

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## CMS College Kottayam (Autonomous)

		<h2 style="margin: 0;">CMS College Kottayam (Autonomous)</h2>				
<b>Course Name</b>	<b>Entrepreneurship Development in Tourism</b>					
<b>Type of Course</b>	<b>MPC</b>					
<b>Course Code</b>	<b>CMSTT25162322</b>					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	<p>This course offers an in-depth understanding of entrepreneurship with a specific focus on opportunities in the tourism and travel industry. It introduces the concepts of entrepreneurship and the characteristics, motivations, and roles of entrepreneurs, while highlighting the scope for entrepreneurial ventures in tourism. Students will explore different ownership structures and organizational frameworks relevant to small-scale enterprises in tourism, including family-run businesses. The course covers key managerial aspects such as financial management, human resources, strategies for business growth, and sustaining operations. Emphasis is placed on the entrepreneurial process—from identifying market opportunities and assessing competition to preparing business plans and feasibility reports. Students will also learn about funding options, entrepreneurial marketing, and performance assessment. Special focus is given to tourism-related sectors like accommodation, providing learners with practical insights into risk, return, and innovation in tourism entrepreneurship.</p>					
<b>Semester</b>	<b>6</b>	<b>Credits</b>			<b>4</b>	
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	<b>60</b>
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Define and explain key concepts, theories, and environmental factors related to entrepreneurship	U	1,2,3,6,10
2	Understand and develop entrepreneurial skills and traits	U	1,5,6,10
3	Develop a comprehensive business plan, assess market competition, and explore funding options for small-scale enterprises in the tourism industry.	A	2,3,4,10
4	Assess the performance of entrepreneurial ventures in the tourism industry, identify areas for improvement, and develop strategies for growth and stability.	An	1,2,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
<b>1</b>		<b>Entrepreneur &amp; Entrepreneurship:</b>		<b>15</b>
	1.1	Definition and Meaning of Entrepreneurship and Entrepreneur	1	
	1.2	Characteristics and Traits of Entrepreneur	1	
	1.3	Entrepreneurial motivations, Role of Entrepreneur	1	
	1.4	Entrepreneurship opportunities in tourism	1	
<b>2</b>		<b>Ownership structure and organizational framework</b>		
	2.1	Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business	2	

	2.2	Managing family enterprises in Tourism industry.	2	<b>15</b>
	2.3	Financial Management Issues and H R Issues	2	
	2.4	Strategies for Growth & Stability	2	
<b>3</b>		<b>Managerial process in Small Scale Enterprise</b>		<b>15</b>
	3.1	Market Assessment, Analysing Competitive Situation	3	
	3.2	Opportunity Identification	3	
	3.3	Business Plan	3	
	3.4	Feasibility Report	3	
	3.5	Funding options.	3	
	3.6	Entrepreneurial Marketing	3	
<b>4</b>		<b>Entrepreneurial Opportunities in Tourism Accommodation</b>		<b>15</b>
	4.1	Entrepreneurial opportunities in Tourism Industry : An overview	4	
	4.2	Entrepreneurial opportunities in Accommodation sector-	4	
	4.3	Nature, Scope, Risk and Return aspects of the opportunity in tourism Industry.	4	
	4.4	Entrepreneurial performance assessment.	4	
<b>5</b>	<b>Teacher Specific Content</b> <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> <b>This content will be evaluated internally</b>			

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>
	Lecture, Tutorial, Presentations.
	<b>MODE OF ASSESSMENT</b>

<b>Assessment Types</b>	<b>A</b>	<b>Continuous Comprehensive Assessment (CCA)</b>	
	<b>Theory</b>	<b>Components</b>	<b>Marks</b>
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	<b>B</b>	<b>End Semester Examination (ESE)</b>	
	<b>Theory</b>	<b>Duration</b>	<b>Marks</b>
2 hrs		70	

#### REFERENCES:

1. Anjan, R. Managing New Ventures, Concepts and Cases in Entrepreneurship, New Delhi, PHILearning Private limited.
2. Bhide A, The Origin and Evolution of New Businesses, New York, Oxford University Press.
3. Brandt, S. C. (1997). Entrepreneurship: The 10 Commandments for Building a Growth Company. New Delhi: McMillan Business Books.
4. Manjunath, N. (2008). Entrepreneurship & Management. Bangalore: Sanguine Technical Publishers.
5. Khanka S S- Entrepreneurial Development- S Chand and Sons
6. Desai, Vasant- Small Scale Business and Entrepreneurship- Himalaya Publications
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