

guidance of a faculty advisor. The students shall take continuous guidance from their respective faculty advisors during the internship period. At the end of training, the students shall submit an internship approved by the faculty advisor within 15 days from the date of the completion of training followed by individual presentations. The Dissertation must be submitted in triplicate within 15 days of the completion of training and notify the date of submission of the Dissertation. The Dissertation must include a certificate of original work carried out by the student duly signed by the candidate, faculty advisor and the Head of the Department.

The Summer Project Report and Viva-Voce' Examination will be evaluated by one external examiner and one internal examiner (respective faculty guide). Summer internship Report will be valued for a weightage of 100 marks (40 internal and 60 external) The summer project marks obtained by the students will be recorded in the marks statement issued to them in the third semester (along with the third semester marks).

### ***Project Report***

There will be a Project work with dissertation and Comprehensive Viva-voce as a Core Course in the last semester. All students have to select a research topic based on destinations, industry or any Travel and Tourism related areas under the supervision of faculty advisor/supervisor. A Project Report/Dissertation should be submitted before the end semester examinations of fourth semester in the prescribed structure and format signed by the student, faculty advisor and HOD before the last date given by the Head of the Department. There shall be an Internal and External evaluation of Project report followed by viva voce examinations (50 marks Internal and 100 marks external).

## **CO-CURRICULUR ACTIVITIES SUGGESTED**

- ✦ Institute-Industry Interface program (2-3 days annually)
- ✦ World Tourism Day Celebrations (27<sup>th</sup> September)
- ✦ National Tourism Day (25<sup>th</sup> January)
- ✦ Celebration of Festivals
- ✦ Invited Lecture Series – Each Semester
- ✦ Placement Orientation Sessions

## Programme: MBA Tourism & Travel Management

**MBT5007**

### **ADVENTURE TOURISM MANAGEMENT**

Course Code	MBT5007	Semester	III/IV
Course Title	Adventure Tourism Management		
Credits	3	Type	Elective

#### **Course Description**

This course is designed to enhance knowledge in adventure tourism activities and to make students equipped with the necessary skills required to plan, manage and execute adventure activities.

#### **Course Outcome**

By the end of the course, students are expected to be able to:

- CO1: Understand the basics of adventure tourism
- CO2: Overview of the popular adventure tourism products in India
- CO3: Familiar with popular adventure tourism destinations and activities in India
- CO4: Analysing the nature of Adventure tourists and gaining knowledge about package preparation and employability in tourism.

#### **Course Structure**

The following is a detailed syllabus of Adventure Tourism Management:

##### **Module I: Adventure Tourism**

Adventure in Water (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.), Adventure on land (trekking, hiking, mountain biking, camping, bird watching, wildlife photography, skiing, mountaineering, desert safaris, car rallies, rock climbing, etc.) and air (paragliding, hot air ballooning, hand gliding and micro light flying, bungee jumping, etc.

##### **Module II: Adventure Tourism Products**

Adventure tourism and landscape- island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies - Designing, development, issues - considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities.

##### **Module III: Tools and Equipment Used Adventure Tourism**

Facilities offered in India - Tourism organizations and training institutes in India - Marketing and promotional strategies- Challenges of adventure tourism.

##### **Module IV: Adventure tourists**

Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation - Impacts of adventure tourism (environmental, socio-cultural and economic)-Adventure tourism destinations in India - Selected case studies.

#### **Testing & Evaluation:**

<b>Internal Assessment (40 Marks)</b>	<b>External Assessment (60 Marks)</b>
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment