

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA**

**Minutes of the meeting of Board of Studies Meeting Held on 08 November, 2018  
in the Conference Hall of Gangotri Building.**

The following members were present in the meeting

1. **Dr. R. Kannan**, Professor, Centre for Tourism & Hotel Management, Madurai Kamaraj University, Madurai(**Member**)
2. **Dr. B. Rajendran**, Principal, KITTS, Thiruvananthapuram (**Member**)
3. **Dr. Vinod. C. Sugathan**, Head of the Department, S.N. College, Varkala(**Member**)
4. **Sri. Shaji Madhavan**, Director, Food Craft Institute, Thiruvananthapuram (**Special Invitee**)
5. **Sri. Raghu Dasan**, Additional Director, Dept. of Tourism, Govt. of Kerala(**Special Invitee**)
6. **Dr. Sibi.P.S** (Academic Coordinator, Department of Tourism Studies, Central University of Kerala(**Chairperson**))

The meeting of PG Board of Studies in Tourism Studies began with formal welcome to all the members to the first meeting of BOS extended by Dr. Sibi.P.S, Academic Coordinator and the chairperson of BOS.

The Chairman presented an overview about the department and placed the agenda for the deliberations of the members

**AGENDA ITEM 1: Review of the present syllabus and suggesting the amendments required.**

The current course curriculum prepared by the consultative committee was mailed to the members early for review and the suggestions. The Chairman presented the draft syllabus with necessary modifications required in the current syllabus. There were a detailed discussion and the board suggested few changes which are listed in the Annexure 1. Revised syllabus by incorporating the changes proposed by the members was presented in front of the board in the afternoon and the board approved it.

**AGENDA ITEM 2 : Approval of the Panel of Board of Examiners.** The members prepared the panel of examiners for MBA Travel and Tourism Management. Considering the number of Professors and Associate professors in Tourism discipline is comparatively less, few Assistant professors who are coordinators of PG departments were also suggested in the list (Annexure 2)

**AGENDA ITEM 3: Question paper pattern**

The members discussed the question paper pattern for the End Semester examinations of MBA (TTM) and approved it. (Annexure 3)

After deciding on these agenda, the meeting ended with vote of thanks to all the members by the Chair person.

  
Dr. R. Kannan (Member)

  
Dr. B. Rajendran (Member)

  
Dr. Vinod. C. Sugathan (Member)

  
Sri. Raghu Dasan (Special Invitee)

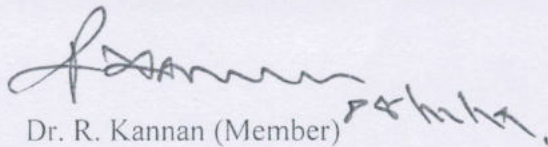
  
Sri. Shaji Madhavan (Member)

  
Dr. Sibi.P.S (Chairperson)

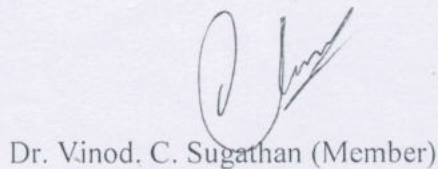
Annexure I

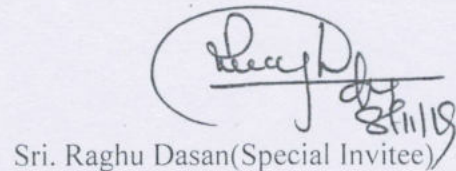
The changes proposed by the members of Board of Studies of MBA (Tourism and Travel Management) of Central University of Kerala

1. To change 'Business Communication & Soft Skills' and 'Personality Devt & Life skill' as core practical papers with only Continuous Evaluation.
2. To introduce credits for practical papers Destination visit I (credit 2), Destination visit II (credit 3), Destination visit III (credit 4)
3. To move few courses to other semesters, to add few courses and to merge two courses
4. To introduce MOOC courses with credits replacing Viva-voce examinations
5. Suggested a list of Audit courses and Open Elective courses
6. Four Elective streams were proposed for Third and fourth semester with four courses

  
Dr. R. Kannan (Member)

  
Dr. B. Rajendran (Member)

  
Dr. Vinod. C. Sugathan (Member)

  
Sri. Raghu Dasan (Special Invitee)

  
Sri. Shaji Madhavan (Member)

  
Dr. Sibi.P.S (Chairperson)

Annexure II

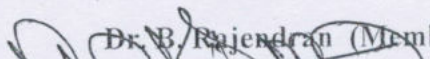
**CENTRAL UNIVERSITY OF KERALA  
SCHOOL OF BUSINESS STUDIES  
DEPARTMENT OF TOURISM STUDIES**

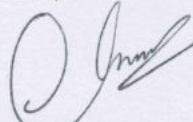
**Panel of Members - Board of Examinations  
(MBA- Tourism and Travel Management)**

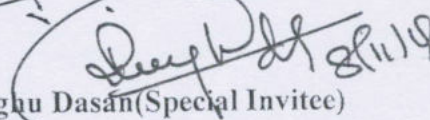
Sl. No.	Name of the Panel Member	Designation
1	Prof. Sampada Kumar Swain	Professor & Head, Department of Tourism, Pondicherry University, Pondicherry
2	Prof. Bheemanagouda	Professor, Department of Commerce, Sri Krishnadevaraya University, J Vinayaka Nagara, Cantonment, Bellary, Karnataka
3	Prof. Y. Venkata Rao	Professor, Department of Tourism, Pondicherry University, Kalapet, R V Nagar, Pondicherry
4	Prof. R. Kannan	Professor, Center for Tourism and Hotel Management, Madurai Kamaraj University, Madurai
5	Dr. Robinet Jacob	Director, School of Tourism Studies, Priyadarshini Hills, MG University, Kottayam, Kerala
6	Dr. B. Rajendran	Principal, KITTS, Thiruvananthapuram
7	Dr. B George	Associate Professor & Head, Department of Tourism, MKU College, Madurai
8	Dr. Dileep M R	Head, Department of Tourism, Pazhassiraja College, Pulpally, Wayanad
9	Dr. Jitendra Mohan Mishra	Associate Professor & Head, Dept. of Tourism, Indira Gandhi National Tribal University, Amarkantak, MP
10	Dr. Binoy T A	Co-ordinator, Department of Tourism Administration, Kuvempu University, Shankaraghatta, Shimoga
11	Dr. Shyju P J	Head, Department of Tourism Studies, Banarus Hindu University, Varanasi
12	Dr. Joby Thomas	Associate Professor, Department of Tourism, Christ University, Bangalore
13	Dr. Sindhu Joseph	Head, Department of Tourism, Govinda Pai Government College, Manjeshwaram, Kasaragod
14	Dr. Joseph P D	Head, Department of Tourism Administration, Mangalore University, Mangalore
15	Dr. Dileep	Head, Department of Tourism, Government college, Kondotty
16	Dr. Bindu V T	Head, Department of Tourism

		Avinashlingam University for Women, Coimbatore, Tamilnadu-641 043
17	Mr. Shelji Mathew	Associate Professor Department of Tourism Pazhassi Raja College, Pulpally Wayanad
18	Dr. Bindi Varghese	Associate Professor Department of Tourism Studies Christ University, Bangalore
19	Dr. Rajasekhar	Professor Department of Studies in Commerce University of Mysore, Manasagangothri, Mysore-577006
20	Dr. S. Riyasudheen	Associate Professor, Department of Management Studies, Pondicherry University, Puducherry
21	Dr. T.N. Sreedhara	Professor, Department of Management studies, Mangalore University
22	Dr. K. Chandrasekhar	Professor and Director ,IMK, University of Kerala, Karyavattam campus, Thiruvananthapuram
23	Dr. Santhoshkumar	Associate Professor, MG college, university of Kerala
24	Dr. Deva Balane	Associate Professor, Department of Tourism Tagore Arts college, Pondicherry
25	Dr. Vinod C Sugathan	Head, Research Department of Economics, S.N College, Sivagiri, Varkala, Thiruvananthapuram

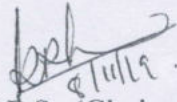
  
Dr. R. Kannan (Member)

  
Dr. B. Rajendran (Member)

  
Dr. Vinod. C. Sugathan (Member)

  
Sri. Raghu Dasan (Special Invitee)

  
Sri. Shaji Madhavan (Member)

  
Dr. Sibi.P.S (Chairperson)

Annexure III  
**CENTRAL UNIVERSITY OF KERALA**  
**SCHOOL OF BUSINESS MANAGEMENT**  
**DEPARTMENT OF TOURISM STUDIES**

**Question paper pattern for**  
**MBA(Tourism and Travel Management semester- end examinations**

Section A

Answer all questions.

10 X 2 = 20 Marks

1 to 10 Questions

Section B

Answer all questions.

5 x 6 = 30 Marks

11 A) or B)

12 A) or B)

13 A) or B)

14 A) or B)

15 A) or B)

Section C

Case Study

1 x 10 =10 Marks

16 (Read the case and in light of given description and answer the questions given below)

**Questions:**

1.

2.

3.



Dr. R. Kannan (Member)



Dr. B. Rajendran (Member)



Dr. Vinod. C. Sugathan (Member)



Sri. Raghu Das (Special Invitee)



Dr. Sibi.P.S (Chaiperson)



## Programme: MBA Tourism & Travel Management

### MBT5102 TOURISM PRINCIPLES AND PRACTICES

Course Code	MBT5102	Semester	I
Course Title	Tourism Principles and Practices		
Credits	3	Type	Core

#### Course Description

This course imparts knowledge on basic concepts of tourism and related sectors and develops skills associated with it.

#### Course Outcome

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

- CO1: Understand the basic concepts and statistical trends in the tourism industry.
- CO2: Enable the students to understand the sub-sectors of tourism like transportation and accommodation
- CO3: Elucidate the application of tourism theories to the pragmatic developmental agenda.
- CO4: Understand the dynamics of tourism businesses and develop the essential skills applicable to the industry.
- CO5: Familiarize the students with International Organizations involved in travel and tourism.

#### Course Structure

The following is a detailed syllabus of Tourism Principles and Practices

##### Module I: Introduction to Travel and Tourism

Traveller /Visitor/Tourist/Excursionist – Definitions and Differences- Travel through the ages- Mass Tourism and emergence of Alternative forms of tourism- Nature, Scope & Characteristics of Tourism-Typologies of tourism - Different approaches to tourism- Need for Measurement of Tourism-Types of tourist statistics-Methods of measurement – Statistical trends in tourism -Travel Motivations and Deterrents to Travel-Current Trends in Domestic and Global Tourism.

##### Module II: Tourism Industry

Basic components of tourism(5 A's)- Elements of tourism-Structure and functions of tourism industry-Basic Components of Tourism- Various forms of Transport, accommodation, Entertainment, Food and beverage, shopping and allied industries- Principals and intermediaries in tourism-Horizontal and Vertical Integration in Tourism Business-Infrastructure & Superstructure.

##### Module III: Different Tourism Systems and theories

Leiper's Geo-Spatial Model- Mathieson & Wall's Travel Buying Behaviour Model- Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Index Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.

##### Module IV: Tourism Impacts

Economic, Social, Cultural, and Environmental- Positive & Negative Impacts of Tourism- Factors Affecting Future of Tourism Business - Carrying capacity- EIA- Environmental auditing- Visitor management practices- Tourism and sustainable development- Community based tourism-Responsible tourism case studies.

##### Module V: Role and functions of Important Tourism Organizations

UNWTO, IATA, ICAO, , WTTC, IHA, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministry of Tourism, Culture & Railways and Director General of Civil Aviation, Government of India.



## Programme: MBA Tourism & Travel Management

### Testing & Evaluation:

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

### References

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- Thomas, R. (2013). *Small Firms in Tourism*. United Kingdom: Routledge.
- Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.
- M.R. Dileep, (2018). *Tourism-Concept, Theory and Practice*, IK International, New Delhi.