

**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.



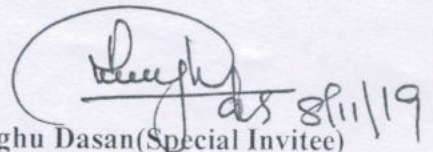
Dr. R. Kannan (Member)



Dr. B. Rajendran (Member)



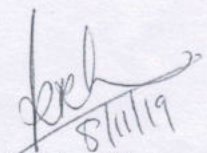
Dr. Vinod. C. Sugathan (Member)



Sri. Raghu Dasan (Special Invitee)



Sri. Shaji Madhavan (Member)

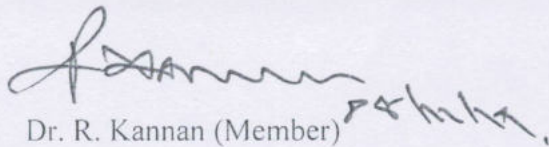


Dr. Sibi.P.S (Chairperson)

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

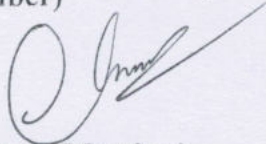
**CENTRAL UNIVERSITY OF KERALA  
SCHOOL OF BUSINESS STUDIES  
DEPARTMENT OF TOURISM STUDIES**

**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,<br>Department of Commerce, Sri Krishnadevaraya University,<br>J Vinayaka Nagara, Cantonment, Bellary, Karnataka |
| 3       | Prof. Y. Venkata Rao      | Professor, Department of Tourism, Pondicherry University,<br>Kalapet, R V Nagar, Pondicherry                               |
| 4       | Prof. R. Kannan           | Professor, Center for Tourism and Hotel Management,<br>Madurai Kamaraj University, Madurai                                 |
| 5       | Dr. Robinet Jacob         | Director, School of Tourism Studies, Priyadarshini Hills,<br>MG University, Kottayam, Kerala                               |
| 6       | Dr. B. Rajendran          | Principal, KITTS, Thiruvananthapuram   |
| 7       | Dr. B George              | Associate Professor & Head, Department of Tourism, MKU<br>College, Madurai   |
| 8       | Dr. Dileep M R            | Head, Department of Tourism, Pazhassiraja College,<br>Pulpally, Wayanad  |
| 9       | Dr. Jitendra Mohan Mishra | Associate Professor & Head, Dept. of Tourism, Indira<br>Gandhi National Tribal University, Amarkantak, MP                  |
| 10      | Dr. Binoy T A             | Co-ordinator, Department of Tourism Administration,<br>Kuvempu University, Shankaraghatta, Shimoga                         |
| 11      | Dr. Shyju P J             | Head, Department of Tourism Studies, Banarus Hindu<br>University, Varanasi   |
| 12      | Dr. Joby Thomas           | Associate Professor, Department of Tourism, Christ<br>University, Bangalore  |
| 13      | Dr. Sindhu Joseph         | Head, Department of Tourism, Govinda Pai Government<br>College, Manjeshwaram, Kasaragod                                    |
| 14      | Dr. Joseph P D            | Head, Department of Tourism Administration, Mangalore<br>University, Mangalore   |
| 15      | Dr. Dileep                | Head, Department of Tourism, Government college,<br>Kondotty   |
| 16      | Dr. Bindu V T             | Head, Department of Tourism  |

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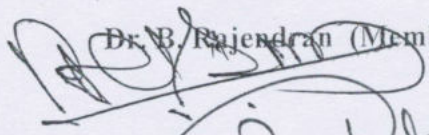
  
Dr. R. Kannan (Member)

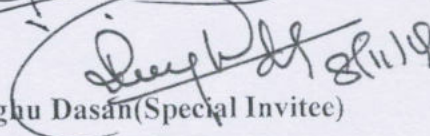



Dr. Vinod. C. Sugathan (Member)



Sri. Shaji Madhavan (Member)

  
Dr. B. Rajendran (Member)

  
Sri. Raghu Dasan (Special Invitee)

  
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

### MBT5202 TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

|              |  |          |      |
|--------------|--|----------|------|
| Course Code  | MBT5202                                      | Semester | II   |
| Course Title | Travel Agency and Tour Operations Management |          |      |
| Credits      | 3  | Type     | Core |

#### Course Description

The course imparts the knowledge and skills required to get employment in Travel Agency, Tour Operations businesses and allied services.

#### Course Outcome

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

- CO1: Understand the basic concepts and types of Tour Operators.
- CO2: Familiarize students to the establishment and management of Travel Agency.
- CO3: Demonstrate the various types of itinerary and processes for creating one.
- CO4: Gain skills required to get employed as Tour managers, Travel Consultants, Reservation Manager and related positions.
- CO5: Understand the objectives, activities and functions of international and national tourism organisations.

#### Course Structure

The following is a detailed syllabus of Travel Agency and Tour Operations Management.

##### Module I: Travel Trade

Historical Perspectives - Emergence of Thomas Cook, Cox and Kings and American Express Company - Types of Tours - Types of Tour Operators - Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency - Wholesale and Retail Travel Agency Business - Linkages and Integration with the Principal Service Providers - Changing Scenario of Travel Trade.

##### Module II: Travel Agency and Tour Operation Business

Functions of Travel Agency - Setting up of a Full fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Significance of Travel Agency Business - Travel Insurance, Forex, Cargo & MICE – Documentation.

##### Module III: Itinerary Planning & Development

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

##### Module IV: Tour Packaging & Costing

Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Case of India's Tour Package - Case of Outbound Tour Package- Concept of Costing - Types of Costs - Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price - Pricing Strategies.

##### Module V: International organisations in Tourism Development

Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.



## Programme: MBA Tourism & Travel Management

### Testing & Evaluation

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

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- Bhatia, A.K. (2013), The Business of Travel Agency and Tour Operations Management. Sterling Publishers (P) Ltd.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
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- Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi-02.
- Dileep, M.R. (2019), Tourism, Transport and Travel Management, Routledge Publication.