

**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.

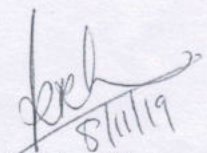

Dr. R. Kannan (Member)


Dr. B. Rajendran (Member)


Dr. Vinod. C. Sugathan (Member)


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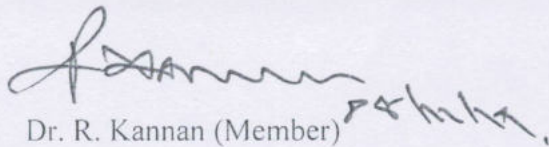

Sri. Shaji Madhavan (Member)


Dr. Sibi.P.S (Chairperson)

Annexure I

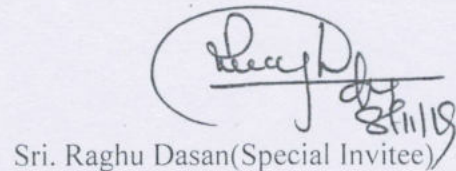
The changes proposed by the members of Board of Studies of MBA (Tourism and Travel Management) of Central University of Kerala

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)


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Sri. Shaji Madhavan (Member)


Dr. Sibi.P.S (Chairperson)

Annexure II

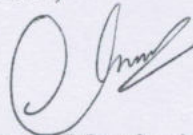
**CENTRAL UNIVERSITY OF KERALA
SCHOOL OF BUSINESS STUDIES
DEPARTMENT OF TOURISM STUDIES**

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

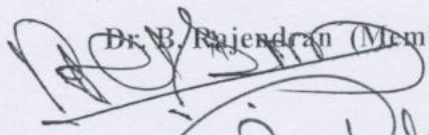
Sl. No.	Name of the Panel Member	Designation
1	Prof. Sampada Kumar Swain	Professor & Head, Department of Tourism, Pondicherry University, Pondicherry
2	Prof. Bheemanagouda	Professor, Department of Commerce, Sri Krishnadevaraya University, J Vinayaka Nagara, Cantonment, Bellary, Karnataka
3	Prof. Y. Venkata 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

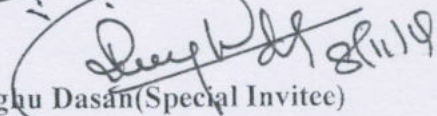
		Avinashlingam University for Women, Coimbatore, Tamilnadu-641 043
17	Mr. Shelji Mathew	Associate Professor Department of Tourism Pazhassi Raja College, Pulpally Wayanad
18	Dr. Bindi Varghese	Associate Professor Department of Tourism Studies Christ University, Bangalore
19	Dr. Rajasekhar	Professor Department 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

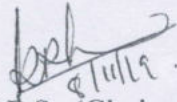

Dr. R. Kannan (Member)


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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

MBT5301 TOURISM MARKETING

Course Code	MBT5301	Semester	III
Course Title	Tourism Marketing		
Credits	3	Type	Core

Course Description

The course is designed to imbibe marketing and business skills in the travel, tourism, and hospitality industry, thereby providing a platform for exploring contemporary marketing practices.

Course Outcome

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

- CO1: Gain Knowledge about the marketing concept of tourism
- CO2: Understand marketing techniques used in the tourism industry
- CO3: Familiarise with the contemporary marketing practices
- CO4: Develop an understanding of the marketing mix concept
- CO5: Develop the organizational skills need to succeed in tourism marketing.

Course Structure

The following is a detailed syllabus of Tourism Marketing.

Module I: Evolution of Marketing

Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

Module II: Understanding the Market and the Consumer

Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Module III: Marketing Mix

The 4 P's and 6 P's of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

Module IV: Marketing of Tourism & Related Activities

Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Marketing Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and products.

Module V: Developing Marketing Skills for Tourism

Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends.

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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- Stanton W. J. (1999), Fundamentals of Marketing, McGraw Hill, New York.
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