

**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)

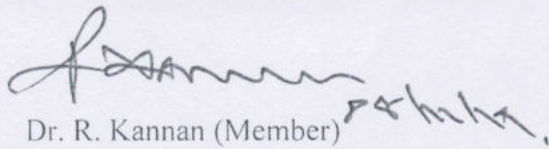


Dr. Sibi.P.S (Chairperson)

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 Dvt & 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

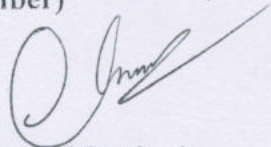
**CENTRAL UNIVERSITY OF KERALA  
SCHOOL OF BUSINESS STUDIES  
DEPARTMENT OF TOURISM STUDIES**

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

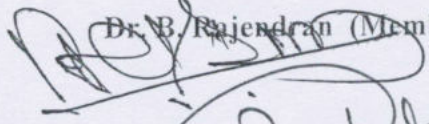
Sl. No.	Name of the Panel Member	Designation
1	Prof. Sampada Kumar Swain	Professor & Head, Department of Tourism, Pondicherry University, Pondicherry
2	Prof. Bheemanagouda	Professor, Department of Commerce, Sri Krishnadevaraya University, J Vinayaka Nagara, Cantonment, Bellary, Karnataka
3	Prof. Y. Venkata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

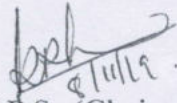
  
Dr. R. Kannan (Member)

  
Dr. 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.

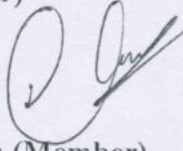
3.



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

**MBT5302**

## **DESTINATION PLANNING AND DEVELOPMENT**

Course Code	MBT5302	Semester	III
Course Title	Destination Planning and Development		
Credits	3	Type	Core

### **Course Description**

This is a skill-based course that will assist in becoming a destination planning expert.

### **Course Outcome**

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

- CO1: Learn about the basic concept of Destination and the linkage between tourism
- CO2: Familiarise students about destination planning, its levels, and other related aspects
- CO3: Understand attributes of destination and basic concept and theories of destination image formation
- CO4: Allow students to get analytical and problem-solving skills for destination planning & development
- CO5: Familiarise with the idea of PPP and various institutional support for destination development

### **Course Structure**

The following is a detailed syllabus of Destination Planning and Development:

#### **Module I: Destination Development**

Meaning, Types, and Characteristics of Tourism Destination -Destinations and Products- goals for development; Tourism and linkage between destination and development- Destination Management Systems-Destination Planning Guidelines - Destination Selection Process - Values of Tourism.

#### **Module II: Destination Planning Process and Analysis**

National and Regional Tourism Planning and Development – Assessment of Tourism Potential- Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Environmental Impact Assessment - Demand and Supply Match - Design and Innovations.

#### **Module III: Destination Image Development**

Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image – Product Development and Packaging - Destination Branding and Web -Case Study of Incredible India and God's Own Country

#### **Module IV: Destination Promotion and Publicity**

Six 'A's Framework for Tourism Destinations –Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

#### **Module V: Institutional Support**

Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination -Destination Mapping (Practical Assignment).



## 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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- Butler, R.W. (2006), *the Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
- Claire, H.T. & Jones, E.E. (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
- Singh, S., Timothy, D.J. & Dowling, R.S. (2003), *Tourism in Destination Communities*, CABI Publishing.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.