



**DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT**

Program: Bachelor of travel and tourism management

Program outcome	<p>PO1: To provide ample idea about the basic concepts of tourism, its practices and organizations. To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.</p> <p>PO2: This course will provide knowledge about the Products and Resources in Tourism Industry.</p> <p>PO3: To enable the student to understand the air transportation system and to learn about the structure and facilities of airports along with acquitting with the airport operations, and information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.</p> <p>PO4: To provide details about basic components of geography in relation with travel and tourism. To familiarize with IATA codes, time calculation and the major tourist attraction across the world, and to explore various aspects of value creation through hospitality industry</p>
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| Specific outcome | <ol style="list-style-type: none"><li>1. Getting an exposure to the fundamental concepts and theories in acquiring skills for different aspects of tourism.</li><li>2. Achieve critical sensibility towards social, economic and societal situation and to develop critical thinking ability</li><li>3. Exhibit oral and written communication skills in disseminating industrial knowledge.</li><li>4. Improve proficiency in applying various skills and enhance employability</li></ol> |
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**Course outcome**

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| TTM1B01 Principles and practices of tourism. | <ol style="list-style-type: none"><li>1. To understand the basics of tourism and its terms.</li><li>2. To understand the topologies of tourism.</li><li>3. To find out different reason for the development of travel and why people travel</li></ol> |
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| TTM1C01 Business statistics and information technology 1 | <ol style="list-style-type: none"><li>1. To familiarize with basic of business management</li><li>2. To understand the basic technology aspects in development of business.</li><li>3. To acquire basic skills in mathematics.</li></ol> |
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TTM2B02 Tourism products	<ol style="list-style-type: none"> <li>1. To briefly understand different tourism products.</li> <li>2. To identify the resources which can be turned into tourism products.</li> <li>3. To familiarize with emerging type of tourism products.</li> </ol>
TTM2C02 introduction to accountancy and business law 1	<ol style="list-style-type: none"> <li>1. To familiarize with concept of accounting.</li> <li>2. To understand importance of accounting in business world.</li> <li>3. To understand role of accounting in tourism.</li> </ol>
TTM3B03 Air transportation and airport operation	<ol style="list-style-type: none"> <li>1. To understand the basic concept of airline and airport.</li> <li>2. To understand how an airport works.</li> <li>3. To identify job opportunities available in the sector and ways to attain those jobs.</li> </ol>
TTM3B04 Indian tourism resources	<ol style="list-style-type: none"> <li>1. To gain information about different types of tourism attraction in India</li> <li>2. To understand how geography of tourism helps India in terms of tourism.</li> <li>3. Identify opportunities in tourism sector with available resources in India.</li> </ol>
TTM3C03 Introduction to accountancy and business law 2	<ol style="list-style-type: none"> <li>1. To familiarize with basic law that govern business.</li> <li>2. To identify the emerging legal issues regarding tourism related industry</li> </ol>
TTM4B05 Travel geography	<ol style="list-style-type: none"> <li>1. To understand relation between tourism and geography.</li> <li>2. To find out IATA and how it operates.</li> <li>3. To identify major tourism attraction in the world</li> </ol>
TTM4B06 introduction to hospitality and business.	<ol style="list-style-type: none"> <li>1. To understand the opportunities available in hospitality sector.</li> <li>2. to find about different type of accommodation operation.</li> <li>3. To know more about the job available in the accommodation industry.</li> </ol>
TTM4C04 Business statistics and information technology 2	<ol style="list-style-type: none"> <li>1. To familiarize with basic of business management</li> <li>2. To understand the basic technology aspects in development of business.</li> <li>3. To acquire basic skill in mathematics</li> </ol>
TTM5B07 Travel agency and tour operation management	<ol style="list-style-type: none"> <li>1. To provide knowledge about travel agency and tour operation business.</li> <li>2. Understand skill needed to travel agency business</li> <li>3. To identify job and entrepreneurship opportunity available in the travel trade section.</li> </ol>
TTM5B08 Accommodation operation	<ol style="list-style-type: none"> <li>1. To understand the skill needed for accommodation operation industry.</li> <li>2. To understand different sections and department of accommodation operation industry.</li> <li>3. To recognize various rules and duties in the industry</li> </ol>

TTM5B09 Tourism research methodology	<ol style="list-style-type: none"> <li>1. To understand methods of research.</li> <li>2. To understand what is actually is research and what is its use.</li> <li>3. To learn report writing in the field of travel and tourism industry.</li> </ol>
TTM5B10 Airline and cargo management.	<ol style="list-style-type: none"> <li>1. To understand structure and dynamics of airline industry.</li> <li>2. To learn about international airfare and regulation.</li> <li>3. To know the opportunities in cargo sector and what is cargo actually is.</li> </ol>
TTM5B11 Principles and practices of management	<ol style="list-style-type: none"> <li>1. To understand principles and application of different management theories.</li> <li>2. To find out how theories can be applied in the tourism establishment.</li> </ol>
TTM5D01: Tourism and Hospitality Management	<ol style="list-style-type: none"> <li>1. To understand the basics of tourism.</li> <li>2. To explore the job opportunity available in the tourism sector.</li> <li>3. To understand the entrepreneurship opportunity available in the tourism.</li> </ol>
TTM6B12: Marketing for Tourism and Hospitality	<ol style="list-style-type: none"> <li>1. To understand the basic of marketing.</li> <li>2. To learn different marketing strategy.</li> <li>3. To understand how to apply these strategies into tourism organization development.</li> </ol>
TTM6B13: Tourism Planning and Policies	<ol style="list-style-type: none"> <li>1. To understand how a tourism project can be planned and execute</li> <li>2. To enhance knowledge about how a tourism project impact in nature, economic and social context.</li> <li>3. To coin out what are the challenges in developing entrepreneurship in tourism.</li> </ol>
TTM6B14: Emerging Concepts in Tourism	<ol style="list-style-type: none"> <li>1. To find out new generation tourism products available in the market</li> <li>2. To understand how new innovative ideas can be developed in tourism sector</li> <li>3. To learn about emerging tourism destination in India.</li> </ol>
TTM6 B17: medical and wellness tourism	<ol style="list-style-type: none"> <li>1. To understand the thriving sector of medical and wellness tourism.</li> <li>2. To find out scope and importance of medical tourism in Kerala economy.</li> </ol>