

BA-TOURISM AND TRAVEL MANAGEMENT
PROGRAM OUTCOMES (POs & PSOs) 2021-2024

Program Outcomes (POs)

On successful completion of B.A. Tourism and Travel Management program

- P01 Ability to develop understanding and analyzing skills
- P02 Develops thought process thinking
- P03 Exposed to the modern technology
- P04 Develops interpersonal communication
- P05 Inculcates teamwork and networking culture
- P06 Developing ethical understanding in all learning and deliverables
- P07 Thrive towards sustainability
- P08 Recognize about employment opportunities
- P09 Comprehend the necessity of being proactive to society
- P010 Understand the need of continuous learning
- P011 Socially responsible
- P012 Entrepreneurial excellence

Program Specific Outcomes (PSOs)

After the successful completion of B.A. Tourism and Travel Management program, the students are expected to

- PS01 Analyze, understand, and innovate the deliverables of tourism sector
- PS02 Create competitive edge to destinations through managerial skills
- PS03 Acquire entrepreneurial skill sets
- PS04 Possess vibrant interpersonal qualities
- PS05 Possess learning acumen

COURSE OBJECTIVES CUM COURSE OUTCOME (COs & COs)

INTRODUCTION TO TOURISM

Course Code -21UTT01

Course: Core Course -I

No. of credits: 05

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamental concept of tourism.
2. understand nature and types of tourism.
3. Infer the root cause for motivation of travel.
4. gain the knowledge about various international travel and tourism organizations.
5. Measure the impact of tourism on socio, economic and culture

Course Outcomes

- Find the basic concept of tourism industry
- Understand the historical background of travel and tourism through the years
- Identify the various motivational concept of tourism industry.
- Distinguish the difference between domestic and internal tourism
- Evaluate the socio economic, cultural, and environmental impact of tourism industry.
- Imagine the scope of the tourism industry

TOURISM PRINCIPLES, POLICIES AND PRACTICES

Course Code -21UTT02

Course: Cor Course -II

No. of credits: 04

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamental principles of tourism.
2. understand the holistic outlooks of tourism.
3. gain the knowledge about international perspectives of tourism.
4. explore the various organizational role for promotion of tourism.
5. examine the tourism polices, principles and practices

Course Outcomes

- Define the elements, classification, and historical development of tourism
- Illustrate the structure and components of tourism
- Identify the importance of tourism impacts
- Examine the various tourism organizations
- Assess the various national tourism police and planning
- Elaborate the concept of sustainable tourism development

GLOBAL TOURISM GEOGRAPHY

Course Code -21UTTFA1

Course: FAC-I

No. of credits: 06

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. know the inter-relationship between geography and tourism.
2. familiar with global tourism destinations
3. make tour plan and itineraries of various countries and time zones.
4. understand the international dateline, various time zones and GMT time variations.
5. evaluate various mode of transportation system and their uses for the tourism growth

Course Outcomes

- Define the physiography of the globe and India.
- Infer better understating of Time zone and GMT Time calculations
- Experiment with map reading methods and techniques.
- Distinguish between Global Indicators and Major Air Routes.
- Compare the various mode of transport system that exists
- Predict the future transport systems.

TOURISM PRODUCTS IN INDIA

Course Code -21UTT03

Course: Core Course-III

No. of credits: 05

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. study the global geography for better understanding of the continents
2. understand world famous tourism attractions
3. Infer the continents wise tourism attractions
4. Distinguish between salient features natural and manmade tourism attractions
5. Measure tourist flow and its impacts on the global environment

Course Outcomes

- Find the basic of global continents
- Understand the global land mass for tourism development
- Identify the various tourism attractions across the globe
- Distinguish the difference between various natural and man-made attractions
- Evaluate tourism growth and development of the world
- Imagine outcome of the tourism industry for global development

WORLD TOURISM DESTINATIONS

Course Code -21UTT04

Course: Core Course-IV

No. of credits: 04

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. study the global geography for better understanding of the continents
2. understand world famous tourism attractions
3. Infer the continents wise tourism attractions
4. Distinguish between salient features natural and manmade tourism attractions
5. Measure tourist flow and its impacts on the global environment

Course Outcomes

- Find the basic of global continents
- Understand the global land mass for tourism development
- Identify the various tourism attractions across the globe
- Distinguish the difference between various natural and man-made attractions
- Evaluate tourism growth and development of the world
- Imagine outcome of the tourism industry for global development

PRINCIPLES OF MANAGEMENT

Course Code -21UTTFA2

Course: FAC-II

No. of credits: 03

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. study the concepts of Management.
2. learn about the different types of management processes and techniques.
3. inculcate the application of management concept with respect to tourism business.
4. know the function of management.
5. Examine the present scenario of the global business

Course Outcomes

- List out the basics understanding of management concept
- Illustrate the various process of management
- Make use of the management concept in to tourism business
- Distinguish with management and administration
- Explain about the contemporary business practices
- Elaborate the Covid-19 impacts on the global and domestic business

ORGANISATIONAL BEHAVIOUR FOR TOURISM ODUCTION TO TOURISM

Course Code -21UTTFA3

Course: Allied -III

No. of credits: 05

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamentals of Organizational Behaviour
2. learn about the need and importance of motivation
3. familiarize with job the concept of satisfaction
4. examine the concept of group dynamics
5. know the importance of leadership skill and communication importance

Course Outcomes

- Spell out the basic concept and significance of OB
- Illustrate about perception, motivation process.
- Identify between group and team
- Analyse the group dynamics and organizational conflict
- Interpret the need and importance of the leadership
- Bild overall knowledge about organizational function

TRAVEL AGENCY & TOUR OPERATIONS

Course Code -21UTT05

Course: Core Course-V

No. of credits: 06

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamental concept of tourism.
2. understand nature and types of tourism.
3. Infer the root cause for motivation of travel.
4. gain the knowledge about various international travel and tourism organizations.
5. Measure the impact of tourism on socio, economic and culture

Course Outcomes

- Define origin, genesis, and development of travel companies
- Explain bout travel agency and tour operation business in a theoretical manner
- Apply cognitive skills for preparation of itineraries and tour plans
- List out various types of tour packaging and costing
- Assess the role and objectives travel trade organizations in connection with promotion of tourism
- Discuss the employment opportunities provided by travel agency business.

PRINCIPAL OF AIRLINES AND AIRPORT MANAGEMENT

Course Code -21UTT06

Course: Core Course

No. of credits: 05

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamental concept of tourism.
2. understand nature and types of tourism.
3. Infer the root cause for motivation of travel.
4. gain the knowledge about various international travel and tourism organizations.
5. Measure the impact of tourism on socio, economic and culture

Course Outcomes

- How the aviation industry originated and developed
- Explain the role of Airline and Airport formalities
- Understand the various air transport terminologies
- Distinguish between dos and don'ts in the travel formalities
- Estimate the classes of services, In-flight services, and parts of the flights.
- Elaborate the overall experience about the Airline and Airport procedures

MARKETING MANAGEMENT

Course Code -21UTTSA1

Course: SAC-I

No. of credits: 03

No. of instructional hours: 5 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. study the fundamental concept of tourism marketing.
2. learn the importance of marketing process and marketing segmentation
3. know the interrelationship between marketing and tourism
4. examine the concept of pricing
5. understand the concept of distribution channels

Course Outcomes

- Tell the basic concept of marketing
- Classify the marketing segmentation and marketing mix
- Experiment with the linkage between marketing and tourism
- Examine the approaches for developing pricing strategies
- Evaluate the effectiveness of a marketing campaign for tourism
- Elaborate contemporary trends in marketing

ECOLOGY, ENVIRONMENT AND TOURISM

Course Code -21UTT07

Course: Core Course-VII

No. of credits: 04

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. obtain the basic concept of ecology and environment attain familiarity about the type's alternative tourism
2. know about the need and importance of special interest tourism
3. familiarize with issues and challenges of ecotourism
4. assess the impact of ecotourism on environment
5. gain knowledge on role and functions of various international and national organization.

Course Outcomes

- Analysing foundational knowledge on Ecology and Environment
- Understanding the special interest tourism/ Alternative tourism
- Getting an understating of environmental issues and impacts of ecotourism
- Gain adequate knowledge about the role of various ecotourism development agencies
- Explain the various ecotourism developing agencies
- Build awareness importance of ecology, environment, and tourism

TOURISM POTENTIALITIES IN PUDUKKOTTAI DISTRICT

Course Code -21UTT08

Course: Core Course-VIII

No. of credits: 03

No. of instructional hours: 3 per week (Total 45 hrs.)

Max. Marks: 100

Course Objectives

1. know about the Geography of Pudukkottai
2. trace the Historical Background of Pudukkottai
3. Survey about Megalithic Sites of Pudukkottai.
4. learn about the Historical Centers of Pudukkottai
5. study about the Fine Arts of Pudukkottai.

Course Outcomes

- Find the historical background of Pudukkottai District
- Understand the tourism attractions in Pudukkottai District
- Identify the natural and man-made attractions tourism attractions in Pudukkottai District
- Distinguish the difference between various religious festivals and its importance
- Evaluate the celebrations of various fairs and festivals
- Imagine Pudukkottai has to be considered as a one of the Heritage destinations in the Tamilnadu state.

HOSPITALITY MANAGEMENT

Course Code -21UTTSA2

Course: SAC-II

No. of credits: 03

No. of instructional hours: 5 per week (Total 45 hrs.)

Max. Marks: 100

Course Objectives

1. understand the fundamentals concept of hospitality industry
2. assess various departmental functions of the hotel industry
3. gain the knowledge about the role and functions of the front office department
4. familiarize with the various functions of the food and beverage, service department
5. Know the role and responsibility of the production department

Course Outcomes

- Spell out the basics of hospitality industry
- Infer the role of housekeeping department
- Identify the role and responsibility of the house keeping department
- Distinguish between food and beverage department and service department
- Evaluate the role of the production department in a star hotel
- Elaborate various department's contribution in a star hotel

HUMAN RESOURCE MANAGEMENT

Course Code -21UTTSA3

Course: SAC-III

No. of credits: 04

No. of instructional hours: 3 per week (Total 45 hrs.)

Max. Marks: 100

Course Objectives

1. gain the conceptual importance of HRM
2. obtain knowledge about manpower planning and performance management system
3. acquire the basic, understand of employee employer relation.
4. attain the handling various industrial issues with the help of HRM practices
5. Know the interrelationship between HRM and industrial relation

Course Outcomes

- Define the scope and functions of the HRM
- Explain the role and functions of the HRM planning
- Make use of performance appraisal in connection with manpower planning
- List out various administrative procedures
- Compare with HRM and industrial relations
- Adopt modern HRM practices

E-TOURISM

Course Code -21USB1

Course: SEC-I

No. of credits: 02

No. of instructional hours: 2 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. know about the interrelationship between tourism and information technology
2. learn the basic concept of CRS and GDS contribution to tourism
3. Familiarize with channels of distribution
4. understand the e-marketing techniques
5. acquire the customer handling techniques

Course Outcome

- Define the fundamental concept of E-Tourism.
- Interpret the need and importance of CRS and GDS present day tourism
- Make use of the business process through the e-commerce
- Assess the problem-solving skills in connection with e-marketing
- Measure the e-tourism best practices and customer retention
- Discuss about required skills for developing e-concept for tourism development

RESEARCH METHODOLOGY

Course Code -21UTT09

Course: Core Course-IX

No. of credits: 05

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. gain the basic idea of research methodology
2. know the various types of research methodology
3. gain the conceptual background of quantitative and qualitative research
4. understand need and importance of SPSS in data analysis
5. familiarize with use of qualitative techniques and data analysis and presentation

Course Outcome

- What is about research and why it's used in the academics
- Explain the importance of collection of review literature for the research
- Apply skills for data collection and data analysis with the support of SPSS.
- Distinguish between qualitative and quantitative
- Measure the need and importance of report writing, preparation skills
- Adopt the latest research methods and techniques with the help of software's

CULTURAL TOURISM IN INDIA

Course Code -21UTT10

Course: Core Course-X

No. of credits: 05

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. understand the geography, landscape and cultural perspectives of India
2. learn the difference types of natural and man-made tourism attractions
3. trace out the important various pilgrim centers and their importance
4. Know the various Indian forms of fairs and festivals
5. Familiarize with the India's emerging tourism attractions

Course Outcomes

- Find the physical feature of India geographical system
- Demonstrate knowledge about the man-made tourism attractions in India
- Apply your mind to know about various pilgrimage centres in India
- Classify with various emerging novel tourism destination and activities
- Explain the need and importance of Pilgrimage centres, Art, Architectures, Music, dance and painting of India
- Combine the holistic idea of cultural tourism IN India

COMMUNICATIVE SKILLS FOR TOURISM

Course Code -21UTT11

Course: Core Course-XI

No. of credits: 04

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. understand the basics of communication
2. acquire the listing skills for tourism business
3. learn the need and importance reading skills for tourism industry
4. gain the knowledge about treating and greeting practices
5. acquire the modern social medias and its importance

Course Outcomes

- Tell about need and importance of effective communication skills for tourism business
- Outline written and oral communication skills
- Make use of importance of public speaking skills for the tourism business
- Analyse the significance of the personality grooming skills in the contemporary business
- Explain the business communication techniques
- Adapt personality grooming tricks for personality development

TOURISM IN TAMILNADU

Course Code -21UTT11

Course: Core Course

No. of credits: 04

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. study the tourism potentials of Tamilnadu
2. understand the significance of tourist centers of Tamilnadu
3. learn the functions of TTDC
4. familiarize with impact of tourism
5. acquire the importance of UNESCO World Heritage Sites

Course Outcome

- List out the tourism potentiality of the Tamilnadu
- Explain the important tourism hotspots in Tamilnadu
- Experiment with goal and objectives of tourism promotion and development in Tamilnadu.
- Analyse the impact of tourism in state economy
- Importance of UNESCO World Heritage centers in Tamilnadu
- Bild an image of Tamilnadu as a tourism image of the India

HOTEL OPERATIONS

Course Code -21UTTME1

Course: MBE-I

No. of credits: 04

No. of instructional hours: 4 per week (Total 60 hrs.)

Max. Marks: 100

Course Objectives

1. understand the fundamental knowledge about various duties of the hotel departments.
2. know the hotel layout, hierarchy, and responsibilities of the beach hotel staff
3. observe the duty and responsibly of the housekeeping department
4. learn the functions of the production department in a hotel
5. familiarize with role of the service department

Course Outcome

- Spell out the origin and genesis of hotel operations in detail
- Illustrate the important of the hotel operations
- Build knowledge with the role and functions of the Housekeeping Department
- Compare with the interrelationship between Production department and other Departments
- Compare the interrelationship between Production department and other Departments
- Adapt the holistic knowledge about hotel operations

COMPUTER CONCEPT AND AUTOMATION

Course Code -21UTTSEC2

Course: SBC-II

No. of credits: 02

No. of instructional hours: 2 per week (Total 30 hrs.)

Max. Marks: 100

Course Objectives

1. understand the fundamentals of computer
2. know the basic functioning of system
3. observe the need and importance of the computers in our day today life
4. learn the functions of business computers for the improving of the e-business activities
5. familiarize with role of MS- Office in everyone life

Course Outcomes

- Spell out the origin system
- Illustrate the important computers in the contemporary life
- Build knowledge with the role and functions of OS and its usages in the business
- Explain the usage of the network computers
- Compare the interrelationship between internet and network
- Adapt the holistic knowledge about business computers and its usages

TRAVEL FORMALITIES

No. of credits: 02

Course: NME-I

No. of instructional hours: 2 per week (Total 30 hrs.)

Max. Marks: 100

Course Objectives

1. understand the fundamental concept of tourism industry
2. gain the knowledge about Passport, Visa, and Travel formalities
3. know the itinerary preparation methods and techniques
4. familiarize with various travel documents
5. Grasp the knowledge about online travel formalities

Course Outcomes

- Spell out the basics of travel and tourism
- Classify various functions of the travel agencies
- Make use of various mode of transportations for tourism activities
- Examine various types of documents required for travel purposes
- Estimate and measure various types of tour planning and costing methods
- Design overall travel plan

DESTINATION DEVELOPMENT AND MANAGEMENT

Course Code: 21UTT13

No. of credits: 05

Course: Core Course-XIII

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. understand the importance of the destination management
2. learn about the inter-relationship between marketing and destination image
3. familiarize about destination image
4. know the destination promotion and development
5. acquire knowledge about promotion and publicity of the destinations

Course Outcomes

- Define the basic knowledge about destination
- Classify the core ideas of DMS
- Develop the Destination Image
- List out the core principles of DDS
- Evaluate the destination promotion and publicity
- Formulate the holistic positive images on the destinations

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 21UTT14

No. of credits: 05

Course: Core Course-XIV

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. obtain the customer behavior, customer satisfaction
2. understanding process of the market segmentation techniques
3. acquire datamining and customer loyalty management
4. know the basic concept service quality management and customer handling techniques
5. familiarize the concept of e- CRM

Course Outcomes

- What are the salient features of the CRM in present context of the business?
- Explain the main concept of big data
- Enunciate the core principles of big data of the customer
- Identify various customer loyalty programmes
- Agree the need and importance of the e-CRM in the day today contest
- Adopt the evaluation of the e-CRM and its importance

DISSERTATION/ INTERNSHIP TRAINING/ TOUR REPORT

Course Code: 21UTT15

No. of credits: 05

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. familiarizes with concepts, tools and techniques of the research methodology in the field of tourism and allied areas.
2. acquire the spirit of team work activity while doing a group Dissertation/ Internship Training/ Tour Report as a Group Activity in their Sixth semester.
3. understand data collection techniques
4. know the basic functions of SPSS and its usages
5. ability to do data collection, data analysis and data interpretation

Course Outcomes

- Define the basic concept of research
- Classify the types of research and its importance
- Apply the theoretical knowledge in to the group project
- List out the need and importance of Internship training and tour report writing
- Evaluate need and importance of data collection, data analysis, data interpretation for the report writing etc...
- Formulate a complete project

TOURISM ENTREPRENEURSHIP

Course Code: 21UTTME2

No. of credits: 04

No. of instructional hours: 5 per week (Total 75 hrs.)

Max. Marks: 100

Course Objectives

1. trace the origin, growth, and development of Entrepreneurship
2. gain the various motivational techniques for Entrepreneurial Development
3. know about process of tourism entrepreneurial development
4. understand various institutional support for the development entrepreneurship development
5. Examine issues and challenges of the entrepreneurship development

Course Outcomes

- Tell about the fundamental concept of Entrepreneurship Development
- Explain the intention of motivations to start up a venture
- Analyse major institutions supports and their role in the development of the new business venture
- Examine the process, classification, and support of the financial institution to start-up a new tourism venture
- Measure the various kind of issues and challenges of the Entrepreneurship development.
- Invent scope and opportunity to start new ventures in the present scenario

BUSINESS ECONOMICS FOR TOURISM

Course Code: 21UTTME3

No. of credits: 05

No. of instructional hours: 6 per week (Total 90 hrs.)

Max. Marks: 100

Course Objectives

1. obtain the fundamental concept of economics and its importance
2. understand the need and importance of economics in the tourism industry
3. acquire knowledge about GDP and its importance in the tourism industry
4. know tourism forecasting methods
5. familiarize of the tourism contribution to GDP

Course Outcomes

- Define fundamental concept of economics
- Explain the importance of the demand and supply theory
- Build importance of tourism on the socio economics condition the country
- Discover the core principles of forecasting techniques and GDP calculation methods.
- Defined the contribution of tourism on GDP
- Construct the interrelationship between tourism and economic growth

AIRPORT FORMALITIES

Course Code: 21UTTNME2

No. of credits: 02

No. of instructional hours: 2 per week (Total 30 hrs.)

Max. Marks: 100

Course Objectives

1. know the basic air travel formalities
2. gain the knowledge about various air lines and classes of services.
3. familiarizes the baggage and various rules in the airport.
4. obtain the travel insurance and other health related issues while in the air travel
5. visualize passenger related air travel Procedures

Course Outcomes

- Define the basic concept of research
- Classify the types of research and its importance
- Apply the theoretical knowledge in to the group project
- List out the need and importance of Internship training and tour report writing
- Evaluate need and importance of data collection, data analysis, data interpretation for the report writing etc...
- Formulate a complete project