

**Sacred Heart College (Autonomous)**

**Department of Commerce Self Finance**

**B. COM TRAVEL AND TOURISM (S/F)**

**Course plan**

**Academic Year: 2014 - 2015**

**Semester III**

### Course Structure

Course Code	Title Of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
U3CCENG3	Language-English	3	3	54
U3RCOM7	Marketing Management	5	4	90
U3RCOM8	Financial Accounting	5	4	90
U3COCOM3	E-Commerce and General Informatics	4	4	72
U3RCOM9	Business Management	3	2	54
U3OPCTT1	Fundamentals of Tourism	5	3	90

### COURSE PLAN

PROGRAMME	UG COMMON COURSE 3	SEMESTER	3
COURSE CODE AND TITLE	U3CCENG03: INDIA RETOLD: READINGS ON INDIAN POLITY, SECULARISM AND SUSTAINABILITY	CREDIT	4
HOURS/WEEK	3	HOURS/SEM	54

### COURSE OBJECTIVES

- To understand the mechanics of English language and elucidate the meaning of Indian Polity, Secularism and Sustainability
- To comprehend the cultural moorings of a globalized society through the fundamental reading of literary texts
- To interpret the secular and pluralistic traditions of Imperial India
- To Create awareness about the evolution of a sustainable environment in a globalized world
- To evaluate the evolving condition of a politically acclaimed world, concerning ecological and anthropological conditions.
- To respond to the problematic scenarios concerning politics, environment and ideology through literary devices in the form of research papers.

SESSION	TOPIC	LEARNING RESOURCES
<b>MODULE I</b>		
1	On the Constitution of India	PPT/Lecture
2	On the Constitution of India	PPT/Lecture
3	On the Constitution of India	Lecture
4	A Dialogue on Democracy	PPT/Lecture
5	A Dialogue on Democracy	PPT/Lecture
6	A Dialogue on Democracy	Lecture
7	The Choice Before Us	PPT/Lecture
8	The Choice Before Us	PPT/Lecture
9	The Choice Before Us	Lecture
10	Signs of Change	PPT/Lecture
11	Signs of Change	PPT/Lecture
12	Signs of Change	Lecture
13	Heaven of Freedom	PPT/Lecture
14	Heaven of Freedom	PPT/Lecture
15	Heaven of Freedom	Lecture
16	Brother Abdul Rahman	PPT/Lecture
17	Brother Abdul Rahman	Lecture
18	Revision	
	CIA – I	
	<b>MODULE II</b>	
30	Can You Make Out Lecture	
31	Roots	PPT/Lecture
32	Roots	Lecture
33	Roots	Lecture
34	Roots	Lecture
35	Presentation	Lecture
36	Revision	
<b>MODULE III</b>		
37	Deep Ecology	PPT/Lecture
38	Deep Ecology	Lecture
39	Deep Ecology	Lecture
40	A Different Kind of Perspective	PPT/Lecture
41	A Different Kind of Perspective	Lecture
42	A Different Kind of Perspective	Lecture
43	Earth's Carrying Capacity	PPT/Lecture
44	Earth's Carrying Capacity	Lecture
45	Earth's Carrying Capacity	Lecture
46	What the Elements have taught me?	PPT/Lecture
47	What the Elements have taught me?	Lecture
48	What the Elements have taught me?	Lecture
49	What the Elements have taught me?	Lecture

50	In the Flood	PPT/Lecture
51	In the Flood	Lecture
52	In the Flood	Lecture
53	In the Flood	Lecture
54	Revision	

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	Presentations
2	Role Plays

#### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	Group Discussions
2	Performances

#### **References**

**India Retold: Readings on Indian Polity, Secularism and Sustainability**

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	U3RCOM7: MARKETING MANAGEMENT	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90

### COURSE OBJECTIVES

- To help students to understand the concept of marketing and its applications.
- To make the students aware of modern methods and techniques of marketing.

SESSION	TOPIC	LEARNING RESOURCES
<b>MODULE 1</b>		
1	Introduction to marketing	PPT/Lecture
2	Evolution of marketing, concepts of marketing	PPT/Lecture
3	Definition ,needs, wants and demand of marketing.	PPT/Lecture
4	Features, importance ,scope and limitations of marketing.	PPT/Lecture
5	Marketing process, market – definitions	PPT/Lecture
6	Levels of market, features of market	PPT/Lecture
7	Types of market	PPT/Lecture
8	Difference between market and marketing , difference between selling and marketing	PPT/Lecture
9	Marketing Mix – definition, features	PPT/Lecture
10	Elements of marketing mix, factors influencing marketing mix.	PPT/Lecture
<b>MODULE II</b>		
11	Introduction	
12-14	Market segmentation – definition, features, importance	PPT/Lecture
15-17	Market segmentation- benefits, limitations and process	PPT/Lecture
18-19	Prerequisites and bases for effective segmentation	PPT/Lecture

20-21	Target market, target marketing and market targeting.-difference between all, process, types	PPT/Lecture
22-23	Consumer behaviour - definition, features, benefits.	PPT/Lecture
24-26	Consumer behaviour-factors influencing, types.	PPT/Lecture
27-29	Revision	
30	Viva /Test	
CIA- I		
<b>MODULE III</b>		
31	Introduction to module -3	PPT/Lecture
32-33	Marketing of products-	Disc ussion and PPT
34-36	-Product-Meaning	Disc ussion and PPT
37-38	-Product development	PPT/Lecture
39-41	Product mix	PPT/Lecture
42	PLC	PPT/Lecture
43-45	Product line, product life cycle – advantages, limitations.	PPT/Lecture
46-48	Branding – objectives, need and importance, types.	PPT/Lecture
49	Trademark –need and importance, product standardization	PPT/Lecture
50	Labeling – functions, types.	Disc ussion and PPT
51	-Pricing of products	Disc ussion and PPT
52	-Factors influencing pricing	Disc ussion and PPT
53	-Pricing policies	Disc ussion and PPT
54	Pricing strategies	Disc ussion and PPT
55	-Types of pricing.	Disc ussion and PPT
<b>MODULE IV</b>		
56	Introduction to module -4	PPT/Lecture
57-58	Physical Distribution – definitions, features	PPT/Lecture
59	Importance of Physical distribution	PPT/Lecture
60-61	Logistics – Definition - Features	PPT/Lecture
62	Elements of Logistics/ Logistics Mix	PPT/Lecture
63	Process of Logistics	PPT/Lecture

64-65	Introduction to Supply chain Management – Definition - Features	PPT/Lecture
66-67	Channels of Distribution – Introduction – Importance	PPT/Lecture
68	Types of Channels	PPT/Lecture
69	Functions of various intermediaries in the distribution channels	PPT/Lecture
70	Factors affecting the choice of channel of distribution	PPT/Lecture
	CIA	
	– II	
<b>MODULE V</b>		
71	Introduction to module	PPT/Lecture
72-73	Emerging trends in marketing	PPT/Lecture
74	Modern marketing	PPT/Lecture
75	Direct marketing--	PPT/Lecture
76	EMarketing-	PPT/Lecture
77	Tele marketing	PPT/Lecture
78	Viral marketing	PPT/Lecture
79	-Relationship marketing-	PPT/Lecture
80	Social marketing	PPT/Lecture
81	Demarketing	PPT/Lecture
82	-Remarketing	PPT/Lecture
83	Synchro marketing-	PPT/Lecture
84	Service marketing	PPT/Lecture
85-90	Revision	

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	Prepare a report on the Marketing Mix selected by a particular firm and their effectiveness
2	How does Marketing Utility help a firm in their success?

#### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
<b>1</b>	To develop a product or service of their own and that product have to be marketed in the class, covering the elements of marketing mix.



## References

- Kotler Philip and Koshy Abraham: Principles of Marketing, Revised edition, Pearson publication.
- Kotler Philip, Keller Lane [Keven](#), Fifteenth Edition, Pearson publication.

## Web resource references:

- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	U3RCOM8, FINANCIAL ACCOUNTING	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90

### COURSE OBJECTIVES

To familiarize the students with the accounting principles and practices of various types of business other than companies.

SESSIONS	TOPIC	LEARNING RESOURCES
<b>MODULE I</b>		
1-2	Accounting-definition-objectives-function	Discussion/PPT
3-5	GAAP	Discussion/PPT
6-7	Trial balance	Discussion/Practical problems
8	Trading and profit and loss account	Discussion/Practical problems
9-10	Balancesheet	Discussion/Practical problems
11-17	Preparation of final accounts with adjustments	Problem solving
18-20	Rectification of entries-classification of errors	Discussion/Practical problems
<b>MODULE II</b>		
21-22	Accounts of incomplete records-Features of single entry	Lecturing/PPT
23-24	Distinguish between single entry and double entry-Defects of double entry	Lecturing/PPT
25-27	-Profit determination under single entry	Problem solving
28-32	Capital comparison method	Problem solving
33-35	Conversion method	Problem solving
36-37	Steps for the conversion of single entry in to double entry	Problem solving
38-40	Preparation of Trading and profit and loss account under conversion method	Problem solving
<b>CIA I</b>		
<b>MODULE III</b>		
41-42	Royalty accounts-introduction-accounting procedure	Lecturing/PPT

43	accounting procedures with simple examples	Problem solving
44-46	Illustrations	Problem solving
47-48	Accounting procedures with simple examples	Problem solving
49-51	Illustrations	Problem solving
52-53	Adjustments in the event of strike and lock out	Problem solving
54-55	copy right royalty-illustrations	Problem solving
<b>MODULE IV</b>		
56-57	Branch accounts-objectives-features and types	Lecturing/PPT
58-59	Debtors system-Journal entries	Lecturing/PPT
60-65	adjustments of invoice price	Problem solving
66-71	stock and debtors system-journal entries	Problem solving
72-75	incorporation of branch trial balance	Problem solving
<b>MODULE V</b>		
76-78	Accounting for consignment-meaning-important terms	Lecturing/PPT
79-81	Accounting procedures with examples	Lecturing/PPT
82-87	Valuation of stock	Problem solving
88-90	Invoice price/ normal and abnormal loss	Problem solving
<b>CIA II</b>		

	Topic of Assignment	Nature of assignment
1	GAAP and Accounting standards	Descriptive
2	Practical problems	Problem Solving

## **BASIC REFERENCES**

- Jain S P and Narang K L , Advnced Accountancy
- Maheswari S N and Maheswari S K Advanced Accounting
- Dr. S Mshukla and Dr. S P Gupta, Advanced Accounting
- NaseemAhammed, Financial Accounting
- K G C Nair, Financial Accounting

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	U3COCOM3 E-COMMERCE AND GENERAL INFORMATICS	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72

### COURSE OBJECTIVES

The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media.

SESSION	TOPIC	LEARNING RESOURCES
<b>MODULE I</b>		
1	Overview of Electronic Commerce	PPT
2, 3	Introduction to E-commerce	PPT/Lecture
4, 5	Concepts, features and functions	PPT/Lecture
6,7	Operation of e-commerce	Discussion
8, 9	Infrastructure for E-commerce	PPT/Lecture
9, 10	Application of E-Commerce in Direct Marketing and Selling	PPT/Lecture
11, 12	Value Chain Integration, Supply chain management	Discussion
13	Corporate Purchasing,	PPT/Lecture
	Financial and Information Services	
<b>MODULE II</b>		
14,15,16	E-Commerce Models and Strategies	PPT/Lecture
17,18	B2B, B2C, C2C C2B	Lecture
19, 20	Business Models for E-Commerce	Lecture
21, 22	Brokerage Model, Aggregator Model, Info-mediary model	Practical
23,24	Electronic Data Interchange	Lecture
25,26	Value chain model, Manufacturer model	Lecture
	Community Model, Value chain model, Manufacturer model, Advertising Model	Discussion
22,23	Mobile Commerce and Web Commerce	PPT/Lecture
24, 25, 26	Introduction to ERP-	PPT/Lecture
27, 28	Components- Meaning, purpose, advantages and disadvantages of transacting online	PPT/Lecture

<b>MODULE III</b>		
30, 31	Electronic Payment Systems	PPT/Lecture
32, 33, 34	Overview of Electronic Payment Systems	PPT/Lecture
35, 36, 37	Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security)	PPT/Lecture
38	Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs)	Lecture
39, 40, 41, 42	Electronic Banking,	Lecture
43, 44, 45, 46	Electronic Fund Transfers	PPT/Lecture
47, 48, 49	Electronic Fund Transfers	Practical
50	Revision	Discussion
<b>MODULE IV</b>		
51, 52	E-Commerce Security-Introduction to Security Passwords	PPT/Lecture
53,54	Viruses, and Firewalls	PPT/Lecture
55	Encryption (PGP, HTTPS, and SSL)	PPT/Lecture
56	digital signature digital certificate, the e-commerce security environment	PPT/Lecture
57	threats in the E-commerce environment	PPT/Lecture
58	security intrusions and breaches attacking methods, sniffing	Discussion
59	cyber-vandalism	PPT/Lecture
60	technology solutions	PPT/Lecture
<b>MODULE V</b>		
61,62	Setting up of E-Commerce Business	PPT/Lecture
62, 63	Web development Promotion of the web sites	PPT/Lecture
63, 64	Trust building, Loyalty building	Discussion
65, 66	Online transactions Management and Control	PPT/Lecture
67, 68	Marketing and branding	PPT/Lecture
69, 70	Product delivery Settlement	Discussion
71-72	Revision	PPT/Lecture
CIA - II		

### INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	Recently developed ecommerce models
2	Developing a website of your own

### GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	Product delivery Settlement
2	Electronic Payment Systems

### References

- E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani Nag, TMH
- E-Commerce: Schneider, Thomson Publication
- Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd
- E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI
- Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.
- Lesikar, R.V. & Flatley, M.E. Basic Business Communication Skills for Empowering
- Internet Generation. Tata, McGraw Hill Publishing Company Ltd, New Delhi.
- Web Commerce Technology handbook: Daniel Minoli and Emma Minoli

### Web resource references:

- <https://en.wikipedia.org/wiki/>

### COURSE PLAN

PROGRAMME	BCOM. TT (S/F)	SEMESTER	3
COURSE CODE AND TITLE	U3RCOM9 E-COMMERCE AND GENERAL INFORMATICS	CREDIT	2
HOURS/WEEK	3	HOURS/SEM	54

### COURSE OBJECTIVES

To familiarize the students with the concepts and principles of Management

Session No	Topic	Comments/Notes
<b>MODULE 1</b>		
1.	MANAGEMENT Introduction	PPT
2.	characteristics	PPT/Lecture
3.	Management Functions (POSD CORB)	PPT/Lecture
4.	Management Functions (POSD CORB)	PPT/Lecture
5.	Management as a Science	PPT/Lecture
6.	Management as, Art	Lecture
7.	Management as profession	Lecture
8.	Fayol's Management Principles	Lecture
9.	CSR- IMPORTANCE	PPT/Lecture
10.	Management as administration	PPT/Lecture
11.	Comparison of Fayol and Taylor	PPT/Lecture
12.	Emergence of Japan as an industrial giant	discussion
<b>MODULE 2</b>		
13.	PLANNING – Introduction	PPT/Lecture
14.	Nature – Importance	CSR
15.	Steps in Planning	Lecture

16.	Planning Premises	Lecture
17.	Types of Plan	Lecture
18.	Types of Plan	PPT/Lecture
19.	Strategic Planning	PPT/Lecture
20.	MBO	PPT/Lecture
<b>MODULE 3</b>		
21.	Organising - Nature	PPT
22.	purpose of organisation,	PPT/Lecture
23.	Principles of organisation -	PPT/Lecture
24.	Types of organization	PPT/Lecture
25.	Organisation Chart	PPT/Lecture
26.	Organisation manual-	Lecture
27.	Departmentation, Committees	Lecture
28.	Deligation of Authority	Lecture
29.	Responsibility and accountability	PPT/Lecture
30.	Centralisation Vs decentralisation of authority	PPT/Lecture
31.	importance of staffing	PPT/Lecture
32.	Nature of staffing	PPT
33.	Process of selection	PPT/Lecture
34.	Process of recruitment	PPT/Lecture
<b>MODULE 4</b>		
35.	Discussion – Directing and its nature	PPT



36.	Motivation and nature of motivation	PPT/Lecture
37.	Importance of motivation	PPT/Lecture
38.	Discussion-Theories of motivation	PPT/Lecture
39.	Maslow's need hierarchy theory – propositions and criticisms	PPT/Lecture
40.	Frederick Herzberg's two factor theory	Lecture
41.	Douglas McGregor's Human resource approach ,Clayton Paul Alderfer's ERG theory	Lecture
42.	Leadership and its styles	Lecture
43.	Managerial Grid by Blake and Mounon-Likert s Four level model	PPT/Lecture
44.	Coordination its meaning and importance	PPT/Lecture
<b>MODULE 5</b>		
45.	Controlling	PPT
46.	meaning	PPT/Lecture
47.	Steps in controlling	PPT/Lecture
48.	Essentials of a good control system	PPT/Lecture
49.	Management by control	PPT/Lecture
50.	Methods of establishing control	PPT/Lecture
51.	MBE –Advantages and disadvantages	PPT/Lecture
52.	REVISION	
53.	REVISION	
54.	REVISION	

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	CSR – Report of any firm

### **GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
<b>1</b>	Detailing selection process

### **References**

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management

### COURSE PLAN

PROGRAMME	BCOM. TT (S/F)	SEMESTER	3
COURSE CODE AND TITLE	U3OPCTT1 :FUNDAMENTALS OF TOURISM	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	90

#### OBJECTIVE-

To provide the basic knowledge of tourism as a growing industrial branch of the Indian Economy

Session No	Topic	Method
1	The nature and scope of tourism,	<b>Discussion &amp; Presentation</b>
2	Meaning and definition of tourism	<b>Lecture</b>
3	The characteristics of tourism	<b>Lecture</b>
4	Describing excursion- leisure and recreation	<b>Lecture</b>
5	Describing tourist – visitor- traveler	<b>Lecture</b>
6	Domestic Tourism and international tourism	<b>Lecture</b>
7	Significance of tourism	<b>Lecture &amp; Discussion</b>
8	-Do-	<b>Discussion</b>
9	Different components of tourism	<b>Lecture</b>
10	6 A's of tourism	<b>Power point presentation</b>
11	The history of tourism	<b>Power point presentation</b>
12	-Do-	<b>Power point presentation</b>
13	The history of Indian tourism.	<b>Power point presentation</b>
14	Growth of the Indian tourism.	<b>Lecture</b>

15	-Do-	
16	Various types of tourism.	<b>Power point presentations</b>
17	The main features of each type of tourism (Kerala/India)	Lecture
18	Pilgrimage Tourism- cultural-folklore Tourism	<b>Power point presentations</b>
19	Farm tourism and eco-tourism	<b>Power point presentations</b>
20	community-based tourism, Adventure tourism	<b>Power point presentations</b>
21	Rural tourism and cuisines, Handicrafts industry in Kerala	<b>Power point presentations</b>
22	Health tourism- Different types of medical tourism, Ayurveda tourism in Kerala	<b>Power point presentations</b>
23	Monsoon Tourism and its importance in Kerala	<b>Power point presentations</b>
22	The impact of each type of tourism (Kerala/India) on the destinations.	<b>Power point presentations</b>
23	domestic and international tourism - responsible tourism	<b>Power point presentations</b>
24	Responsible tourism, Sports tourism	<b>Power point presentations</b>
25	<b>Quiz</b> on various types of tourism in India & Kerala	
26	<b>Revision</b>	
27	<b>Revision</b>	
28	<b>Revision</b>	
29	<b>IAT I, Mid-course Evaluation</b>	
30	Tourism products - meaning and concept	<b>Lecture &amp; discussion</b>
31	- characteristics of tourism products	<b>Lecture &amp; discussion</b>

32	-Do-	<b>Lecture &amp; discussion</b>
33	Components of tourism products	<b>Lecture</b>
34	Different types of tourism products- art and architecture-	<b>Power point presentations</b>
35	architectural wonders- in India & Kerala	<b>Power point presentations</b>
36	-Do-	
37	archaeological sites in India & Kerala	<b>Power point presentations</b>
38	Forts, palaces and museums in India &Kerala	<b>Power point presentations</b>
39	-Do-	
40	Monuments in India & Kerala	<b>Lecture</b>
41	traditions and festivals in India & Kerala	<b>Lecture</b>
42	Nature-based tourism	<b>Lecture</b>
43	Tourism products of India	<b>Power point presentations</b>
44	wild-life sanctuaries in India & Kerala	<b>Power point presentations</b>
45	National parks in India & Kerala	<b>Power point presentations</b>
46	Hill-resorts in India & Kerala	<b>Power point presentations</b>
47	Desert safari in India & Kerala	<b>Power point presentations</b>
48	Indian beaches	Power point presentations
49	Backwaters in India	Power point presentations
50	Indian folklores and Indian folk dance forms	Power point presentations
51	Culture, customs and costumes of India and Kerala	Power point presentations

52	<b>Quiz</b> on tourism products of India & Kerala	
53	The nature and characteristics of Tourism products, the various Tourism products of Kerala and India Group Assignment:	Power point presentations
54	<b>-Do-</b>	
55	<b>The importance of tourism planning</b>	Lecture
56	<b>The planning process</b>	Lecture
57	Objective- setting	Lecture & Discussion
58	Selection and classification of tourism spots	Lecture & Discussion
59	Carrying capacity management	Lecture
60	Determinants of carrying capacity level	Lecture & Discussion
61	Development of basic amenities	Lecture & Discussion
65	Evaluation of tourism project	Lecture & Discussion
63	Development of tourism master plan	Lecture & Discussion
64	Implementation of tourism master plan.	Lecture
65	The planning process adopted for tourism development	Power point presentation
66	<b>-do-</b>	
67	<b>Experience Sharing</b> – Tourism Planning by external Resource Person  (OPTIONS: Dr. Jayasankhar, Vijayakumar,)	Talk and discussion
68	Adversities of tourism	Lecture
69	Issues of tourism	Lecture
70	Environmental positive and negative impacts of tourism	Lecture

71	Ecological positive and negative impacts of tourism	Lecture
72	Socio-cultural positive and negative impacts of tourism	Lecture
73	positive and negative impacts of tourism	Lecture
74	diverse habitat- conservation of ecology	Lecture
75	Management of adversities of tourism.	Lecture & discussion
76	The positive and negative impacts of tourism.	Lecture
77	-do-	
78	Alternative tourism- concept and nature -	Lecture & discussion
79	Features and trends of alternative tourism	Lecture & discussion
80	Space tourism and social tourism	Lecture & discussion
81	Special interest tourism, Geological lodging	Lecture & discussion
82	The different sustainable tourism initiatives or alternative tourism forms.	Lecture & discussion
83	Government agency for intervening the issue of adversity.	Lecture
84	Policy of tourism and development-	
85	<b>Lecture:</b> The important laws in India for protection of tourism resources.	
86	<b>wild-life Protection Act 1972</b>	
87	<b>Air (Prevention and Control of Pollution) Act 1981</b>	
88	Water (Prevention and Control of Pollution) Act 1974 and Environmental (Protection) Act 1986	
89	Revision	

90	IAT II	
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### ASSIGNMENTS

	Assignment	Remarks
1	Collect the newspaper articles related to tourism and should paste on the assignment book	Individual Printed report,
2	Individual presentation on different tourism destinations cum Quiz.	Group
3	Organizational Study from the angle of Administration, involving visit, interaction and observation – Study Tour	Group
4	Organize Travel 'o' scope on Sept 27 <sup>th</sup> in connection with World Tourism day	Group
5	Conducting a Seminar and talk with resource persons in tourism industry.	
6	<b>Assignment on different tourism products of Kerala</b>	Group
7	<b>Visit to different destinations in Kerala</b>	Group

### REFERENCES

- Suddhendu Narayan Misra, Sapan Kumar Sadual, "Tourism Management", Excel Books publishers.
- Shashi Prabha Sharma(2004)" Tourism Education –Principles, Theories and Practices", New Delhi, Kanishka Publishers,
- Bishwanath Ghosh(2000),"Tourism and Travel Management", New Delhi, Vikas Publishing House PVT Ltd,
- Sunil K.Kabia(2005),"Tourism and the Developing Countries ",New Delhi, Mohit Publication

### Suggested Journals:

- Tourism Management
- Annals Of Tourism Research

### VISITS

Visit to any tourist destination and preparation of report.