

DON BOSCO COLLEGE, SULTHAN BATHERY

Affiliated to University of Calicut

(A NAAC accredited & ISO 9001:2015 Certified Institution)

Department Name: Travel & Tourism Management

Program Outcomes – UG Travel & Tourism Management

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Travel Management skills of the age.
4. To develop hospitality culture and behavior and to enhance student competencies.
5. To develop entrepreneurial skills among students.

Programme Specific Outcome (PSOs)

PSO1. Getting an exposure to the fundamental concepts and theories in acquiring skills for different aspects of tourism.

PSO2. Understand the behaviour of Indian and world Tourism

PSO3. Promote students to become professionals in the field of Tourism

PSO4. Improve proficiency in applying various skills and enhance employability

COURSE OUTCOMES

Semester 1

TTM1B01: Principles and Practices of Tourism

| | | |
|-----|---|------------|
| CO1 | To understand the concept of tourism | Understand |
| CO2 | To Analyze the new areas of Tourism. | Understand |
| CO3 | To examine the various aspects and organizations related to Tourism | Understand |
| CO4 | Develop idea about principles and practices of Tourism | Understand |
| CO5 | To identify career opportunities in Tourism | Understand |

Semester II

TTM2B02: Tourism Products

| | | |
|-----|--|------------|
| CO1 | To familiarize different types of tourism products in India. | Understand |
| CO2 | To understand the cultural tourism resources in India. | Understand |
| CO3 | To provide knowledge about the Products and Resources in Tourism Industry | Understand |
| CO4 | To understand the nature of different tourism products | Understand |
| CO5 | To familiarize the social and cultural set up in India and its contribution to tourism | Understand |

Semester III

TTM3B04: Indian Tourism Resources

Course Outcomes:

On completing the course, the students will be able to gain knowledge in the Travel agency business and will get awareness about travel industry.

| | | |
|-----|---|-------------|
| CO1 | To familiarize the students with the basic understanding of tourism resources. | Knowledge |
| CO2 | To understand the various typologies of tourism resources | Understand |
| CO3 | To acquire knowledge about archaeological sites in India such as monuments , Temples , Pilgrim Centres, Forts ,Palaces and Museums , Buddhist heritage sites , Familiarizing the important natural tourism products of India such as Hill stations, Beaches etc | Application |
| CO4 | Familiarize the social and cultural set up in India and its contribution to tourism | Analysis |
| CO5 | Imparting knowledge about cultural tourism resources of India | Synthesis |

Semester III

TTM3B03: Air transportation and Airport Operations

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to the Aviation business which helps to possess a career in Aviation Industry.

| | | |
|-----|---|------------|
| CO1 | To understand the air transportation system | Understand |
|-----|---|------------|

| | | |
|-----|--|------------|
| CO2 | To learn about the structure and facilities of an Airport. | Understand |
| CO3 | To examine the various activities in the Airport. | Apply |
| CO4 | Develop various skills in the Airline industry like passenger handling. | Apply |
| CO5 | Facilitate the most effective action to take in investment to secure their life with the airport operations. | Apply |

Semester IV

TTM4B05: Travel Geography

Course Outcomes:

This course intends to provide a basic understanding about World's Geography. On Completing the course the students can gain knowledge about the important tourism destinations in the world.

| | | |
|-----|---|------------|
| CO1 | To understand the geography of the world | Understand |
| CO2 | Demonstrate an understanding of various countries in the world. | Understand |
| CO3 | To examine tourism potentials in the world. | Apply |
| CO4 | Develop skills for flying time calculation. | Apply |
| CO5 | Identify the need for familiarizing Map study and Map marking | Apply |

Semester IV

TTM4B06: Introduction to Hospitality Business

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to the hospitality business which helps to possess a career in Hospitality Industry.

| | | |
|-----|--|------------|
| CO1 | To understand the concept and model of hospitality business | Understand |
| CO2 | To Analyze the process in the hospitality industry. | Understand |
| CO3 | To examine the various activities in the hospitality industry. | Apply |
| CO4 | Develop various skills in the hospitality industry like guest handling. | Apply |
| CO5 | Facilitate the most effective action to take in investment to secure their life and personal belongings. | Apply |

Semester V

TTM5B07: TRAVEL MANAGEMENT

Course Outcomes:

On completing the course, the students will be able to gain knowledge in the Travel agency business and will get awareness about travel industry.

| | | |
|-----|--|-------------|
| CO1 | Define different modes of transportation. | Knowledge |
| CO2 | Explain the importance of Various Travel organizations and foreign exchange market | Understand |
| CO3 | Identify the importance of E payment System | Application |
| CO4 | Evaluate the uses and application of information technology and various travel related softwares | Analysis |
| CO5 | Compile various travel documents required for international travel. | Synthesis |

Semester V

BTVB10 AIR FARES & TICKETING

Course Outcomes:

On completing the course, the students will be able to gain an understanding of the concepts, related to airfares which help to increase the knowledge about air ticketing.

| | | |
|-----|---|-------------|
| CO1 | Define the mechanism of airfare and ticketing. | Knowledge |
| CO2 | Explain different types of airfares. | Understand |
| CO3 | Prepare air tickets using CRS | Application |
| CO4 | Evaluate the uses and application of information technology in the field of airline industry. | Analysis |
| CO5 | Compile the regulations and formalities of air travel. | Synthesis |

Semester V

BTVB09 - BUSINESS RESEARCH METHODS

Course Objective:

To know more about Business research methods

Help to learn report writing stages

This course is designed to enable students for acquiring basic knowledge in business research methods and to develop basic skill in them to conduct survey researches and case studies

Course Outcomes:

On completing the course, the students will be able to gain an understanding of the concepts, related to business research which helps to increase the knowledge about research.

| | | |
|-----|---|-------------|
| CO1 | List and define various types of research. | Knowledge |
| CO2 | Explain various data collection methods | Understand |
| CO3 | Develop research design. | Application |
| CO4 | Analyse and interpret the data. | Analysis |
| CO5 | Conclude the research topic and create the final project report | Synthesis |

Semester V

TTM5B08 HOTEL OPERATIONS

Course Outcomes:

On completing the course the students will be able to gain various hotel operations and to enhance the skills of various departments in Hotel.

| | | |
|-----|---|------------|
| CO1 | To understand the Hotel operations | Understand |
| CO2 | To Analyze the role of staffs in the industry. | Understand |
| CO3 | To examine the various activities and duties of | Apply |

| | | |
|-----|---|-------|
| | departments | |
| CO4 | Develop various skills of staffs in different department. | Apply |
| CO5 | Facilitate the most effective action to take in guest satisfaction. | Apply |

Semester V

TTM5B11 HUMAN RESOURCES MANAGEMENT

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to the HRM which helps to possess a career in Tourism HRM field.

| | | |
|-----|---|------------|
| CO1 | To understand the concept of HRM | Understand |
| CO2 | To Analyze the role of HRM in the industry. | Understand |
| CO3 | To examine the various activities of HRM department | Apply |
| CO4 | Develop various skills of HR personnel's. | Apply |
| CO5 | Facilitate the most effective action to take in investment to secure their life in HR department. | Apply |

Semester VI

BTVIB12 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT

Course Outcomes:

- On completing the course the students will be able to gain oral and written communication skills in disseminating industrial knowledge.
- Improve proficiency in tour operation business and enhance employability.

| | | |
|-----|---|------------|
| CO1 | To understand the travel agency business | Understand |
| CO2 | Demonstrate an understanding about itinerary preparation. | Understand |
| CO3 | To examine the role and relevance of tour operation. | Apply |
| CO4 | Develop skills for marketing tour Packages. | Apply |
| CO5 | Identify the need for tour guides | Apply |

Semester VI

TTM6B15 ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

On completing the course the students will be able to gain entrepreneurial skills and to get confident to start a new business.

| | | |
|-----|--|------------|
| CO1 | To understand the concept and model of entrepreneurial skills. | Understand |
| CO2 | To Analyze the process in the industry. | Understand |
| CO3 | To examine the various activities in the EDP. | Apply |
| CO4 | Develop various skills to start a new business. | Apply |
| CO5 | Facilitate the most effective action to take in investment to secure their life and personal belongings. | Apply |

Semester VI

TTM6B13 PRINCIPLES OF MARKETING

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to the marketing which helps to possess a career in Tourism marketing field.

| | | |
|-----|--|------------|
| CO1 | To understand the concept and model of marketing business | Understand |
| CO2 | To Analyze the process in the marketing industry. | Understand |
| CO3 | To examine the various activities in the marketing field. | Apply |
| CO4 | Develop various skills to market different tourism products. | Apply |
| CO5 | Facilitate the most effective action to take in investment to secure their life and personal belongings. | Apply |

Semester VI

BTVIB14 INNOVATIVE PRACTICES IN TOURISM

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to new trends in Tourism which helps to possess a career in Travel and Tourism field.

| | | |
|-----|--|------------|
| CO1 | To understand the concept of MICE tourism | Understand |
| CO2 | To Analyze the new areas of Tourism. | Understand |
| CO3 | To examine the various laws related to Tourism | Understand |
| CO4 | Develop idea about innovative practices in Tourism | Understand |
| CO5 | To identify the need of innovations in Tourism | Understand |

