

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN June - November 2024

Department : HISTORY (B.A. TOURISM AND TRAVEL MANAGEMENT)
Name/s of the Faculty : Ms. Devi Priya S.
Course Title : Introduction to Tourism
Course Code : 23TT/MC/TO14
Shift : II

COURSE OUTCOMES (COs)

| Cos | Description | CL |
|------------|---|-----------|
| CO1 | To understand the definitions of tourism | K1, K2 |
| CO2 | To discuss the evolution of travel and tourism to the present day. | K3 |
| CO3 | To equip students with fundamental knowledge of the basic concepts of tourism | K4 |
| CO4 | To aid students comprehending the significance of various segments of tourism industry. | K4 |
| CO5 | To discuss the functioning of tourism administration. | K5, K6 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--|----------|---|-----------------|----------------|-------|--|--------------------------------------|
| Jun 24 – 26, 2024 (Day Order 4 - 6) | 1 | Introduction 1.1 Definitions: Tourism, Tourist, Traveller, International and Domestic Tourist, Excursionist, Transit visitor, Incentive Travel, Day tripper, Stay over, Tour, Package Tours, Grand tour, Itinerary | K1-4 | 10 | CO1-5 | Lecture & PowerPoint Preparation | Recaps, Quizzes and review Questions |
| Jun 27 – July 4, 2024 (Day Order 1 - 6) | 1 | 1.2 History, Evolution and Development of Tourism: World, India: Ancient, Medieval and Modern | K1-6 | 10 | CO1-5 | Lecture & PowerPoint Preparation | Recap, questions & discussions |
| July 5 – 12, 2024 (Day Order 1 - 6) | 1 | 1.3 Basic Travel motivators – Basic components of Tourism – Elements of Tourism Third Component: Assignment on Travel History of Historical Travellers (10 marks) | K1-5 | 10 | CO1-5 | Lecture & PowerPoint preparation | Quizzes and review Questions |
| July 15 – 23, 2024 (Day Order 1 - 6) | 2 | Tourism Paradigms 2.1 Types of Tourism | K1-4 | 15 | CO1-5 | Lecture & PowerPoint Preparation | Recap, questions & discussions |
| July 24 – 31, 2024 (Day Order 1 - 6) | 2 | 2.2 Travel Circuits: Golden triangle, Desert circuit, Buddhist Circuit | K1-5 | 15 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Quizzes and review Questions |

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| Aug 1 – 5, 2024 (Day Order 1 - 3) | 2 | 2.3 Special Interest Tourism Third Component: Assignment and Presentation on Types of Tourism with Examples of Popular Destinations (10 marks) | K1-5 | 15 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Discussion, Quizzes and review Questions |
| Aug 6 – 10, 2024 | C.A. Test – I | | | | | | |
| Aug 12 – 14, 2024 (Day Order 4-6) | 3 | Leisure and Recreation 3.1 India: UNESCO Heritage sites- Statistics | K1-4 | 15 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Recap, questions & discussions |
| Aug 16 – 23, 2024 (Day Order 1-6) | 3 | 3.2 Indian railways – Special trains | K1-4 | 15 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Recap, questions & discussions |
| Aug 27 – Sep 3, 2024 (Day Order 1-6) | 3 | 3.3 Holiday Sea Cruises Third Component: Assignment and Presentation on Important Cruises and its Travel Routes (15 marks) | K1-4 | 15 | CO1-5 | Lecture & PowerPoint Preparation | Discussion, Quizzes and review Questions |
| Sep 4 – 11, 2024 (Day Order 1-6) | 4 | Unit 4 Tourism Administration in India 4.1 Ministry of Tourism – ITDC – TTDC | K1-5 | 15 | CO1-5 | Lecture & PowerPoint Preparation | Recap, questions & discussions |

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| Sep 12 - 20, 2024 (Day Order 1-6) | 4 | 4.2 Tourist Information centers – NTOs | K1-5 | 15 | CO1-5 | Lecture & PowerPoint Preparation | Discussion, Quizzes and review Questions |
| Sep 23 - 26, 2024 (Day Order 1-4) | 4 | 4.3 India: State Tourism Development Corporations | K1-6 | 15 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Quizzes and review Questions |
| Sep 27 – Oct 3, 2024 | C.A. Test - II | | | | | | |
| Oct 4 – 5, 2024 (Day 5 & 6) | 5 | 5.1 Fashion tourism, Dark tourism, Space tourism, Virtual tourism, Pop culture tourism | K1-5 | 10 | CO1-5 | Videos, Lecture & PowerPoint Preparation Recap, questions & discussions | Recap, questions & discussions |
| Oct 7 - 15, 2024 (Day Order 1 to 6) | 5 | 5.2 Heritage hotels – Rajasthan, Gujarat, Kerala Third Component: Powerpoint Presentation on Important Heritage Hotels in India (15 marks) | K1-5 | 10 | CO1-5 | Videos, Lecture & PowerPoint Preparation | Recap, questions & discussions |
| Oct 16 - 22, 2024 (Day Order 1 to 6) | 5 | 5.3 Incredible India - Brand ambassadors for Tourism promotion | K1-5 | 10 | CO1-5 | Lecture & PowerPoint Preparation | Recap, questions & discussions |
| Oct 23 - 24, 2024 (Day Order 1 to 2) | REVISION | | | | | | |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**COURSE PLAN June - November 2024**

Department : History (BA Tourism and Travel Management)
Name/s of the Faculty : Ivan Nancy A
Course Title : Travel Agency and Tour Operators' Management
Course Code : 23TT/MC/TA13
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|--|-----------|
| CO1 | To understand the evolution and growth of travel business | K1, K2 |
| CO2 | To classify the structure of the travel agencies and travel associations | K3, K4 |
| CO3 | To explain travel formalities and operations | K4 |
| CO4 | To analyse the financial management in Tour operations | K5 |
| CO5 | To assess tour operations in accordance with travel legislations | K6 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--|-----------------|--|-------------------------|-----------------------|------------|--------------------------------------|---|
| Jun 24 – 26, 2024 (Day Order 4 - 6) | I | Introduction 1.1 Meaning and Definition of a Travel Agency and Tour Operators - Travel Agency | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Lectures | Recaps and Review questions |
| Jun 27 – July 4, 2024 (Day Order 1 - 6) | I | 1.2 Development of travel agency business - National and International Travel Agencies - Cox & Kings, SITA, TCI and Thomas Cook. | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | Lectures and Videos | Quizzes and review of old question papers |

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| July 5 – 12, 2024 (Day Order 1 - 6) | I | 1.3 Difference between travel agency and tour operator. Third Component Assignment on Domestic Travel agencies (10 Marks) | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | Lectures, PPT and Case study | Group discussion |
| July 15 – 23, 2024 (Day Order 1 - 6) | II | Organisational Structure 2.1 Growth and structure of the travel agency - Types of Travel Agencies – Wholesaler Retailer Corporate | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | Lectures, PPT and Videos | Quizzes, review of old question papers |
| July 24 – 31, 2024 (Day Order 1 - 6) | II | 2.2 Tour Operators - Distinction between Wholesale Travel Agency and Tour Operator Types of tour operations. | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | Case Study and Lectures | Recaps and Review questions |
| Aug 1 – 5, 2024 (Day Order 1 - 3) | II | 2.3 ITDC-TTDC-TAAI-IATA WTO Third Component Group project on Tourism organizations (10 marks) | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Jigsaw method | Quiz |
| Aug 6 – 10, 2024 | C.A. Test – I | | | | | | |
| Aug 12 – 14, 2024 (Day Order 4-6) | III | Travel Formalities and Functions of a Travel Agent 3.1 Travel formalities – Passport – Visa - Health certificates - Taxes - customs, Currency - Travel insurance - Baggage and airport information. | K1-K4 K1-K6 K1-K5 | 12 | CO1-5 | Lectures, PPT and Videos | Case study |

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| Aug 16 – 23, 2024 (Day Order 1-6) | III | 3.2 Functions of a travel agency-TIM – Travel information and counselling to the tourists - Approval by Department of Tourism - Incentives - Fiscal and Non-fiscal incentives | K1-K4 K1-K6 K1-K5 | 12 | CO1-5 | PPT, Role Play and Lectures | Recaps and Review questions |
| Aug 27 – Sep 3, 2024 (Day Order 1-6) | III | 3.3 Itinerary preparation-reservation-ticketing - Tour packages - handling clients International Travel Counters Third Component Itinerary Preparation (10 marks) | K1-K4 K1-K6 K1-K5 | 12 | CO1-5 | Lectures, PPT and Videos | Group Discussion |
| Sep 4 – 11, 2024 (Day Order 1-6) | IV | Planning and Costing 4.1 Source of Income - Commission - Service Charges | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Lectures | Quiz |
| Sep 12 - 20, 2024 (Day Order 1-6) | IV | 4.2 Planning and Costing - Budgeting - Human Resource Planning | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT, Case study and Lectures | Group Discussions and Recaps |
| Sep 23 - 26, 2024 (Day Order 1-4) | IV | 4.3 Post tour Management - Year ending accounts-balancing accounts statement Third Component: Objective Test- Unit 1 to 4 (20 marks) | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | Lectures, PPT and Videos | Group Discussion |
| Sep 27 – Oct 3, 2024 | C.A. Test – II | | | | | | |
| Oct 4 – 5, 2024 (Day 5 & 6) | V | Functions of a Tour Operator 5.1 Market research and | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Lectures | Recaps |

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| | | tour package formulation, assembling - processing and disseminating | | | | | |
| Oct 7 - 15, 2024 (Day Order 1 to 6) | V | 5.2 Liaison with principal - types of tour operations | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Lectures | Group Discussions and Recaps |
| Oct 16 - 22, 2024 (Day Order 1 to 6) | V | 5.3 Travel Legislations - Foreign Exchange Regulation Act 1973- Passport At 1967 Ethical and Legal responsibilities of Travel agencies - Business ethics | K1-K4 K1-K6 K1-K5 | 10 | CO1-5 | PPT and Lectures | Review Questions |
| Oct 23 - 24, 2024 (Day Order 1 to 2) | REVISION | | | | | | |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department : History
Name/s of the Faculty : Dr. M. Priyadharshini
Course Title : Map Study for Tourism
Course Code : 23TT/AC/MS15
Shift : II

COURSE OUTCOMES (COs)

| COs | Description | CL |
|------------|--|-----------|
| CO1 | To understand the functions of tourist maps | K1, K2 |
| CO2 | To interpret and appreciate the toposheet, Map and Atlas | K3 |
| CO3 | To calculate the time difference between countries due to variations in time zones | K4 |
| CO4 | To analyse the significance of nature-based attractions to promote ecotourism | K4 |
| CO5 | To prepare tourist maps based on tour itineraries using open-source software | K5, K6 |

| Week | Unit No. | Content | Cognitive Level | Teaching Hours | COs | Teaching Learning Methodology | Assessment Methods |
|--|-----------------|--|------------------------|-----------------------|------------|---|--|
| Jun 24 – 26, 2024 (Day Order 4 - 6) | 1 | Introduction to Maps 1.1 History of map-making, introduction to cartography and map elements. 1.2 Conventional signs and symbols, latitude, and longitude coordinate system. | K1-K4 K1-K6 | 5 | CO1-5 | Lecture, Video & Power point presentation | Assignment on Conventional Signs & Symbols |
| Jun 27 – July 4, 2024 (Day Order 1 - 6) | 1 | 1.3 Understanding and reading maps. | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Map Reading |
| July 5 – 12, 2024 (Day Order 1 - 6) | 2 | Physical and Political features of India and Transportation System 2.1 Physiographic regions of India | K1-K4 | 5 | CO1-5 | Lecture, Video & Power point presentation | Map Work |
| July 15 – 23, 2024 (Day Order 1 - 6) | 2 | 2.2 States and Union territories 2.3 Transportation System – three central concepts | K1-K5 K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and Map Work |
| July 24 – 31, 2024 (Day Order 1 - 6) | 3 | World Time zones and elapsed travel time | K1-K4 | 5 | CO1-5 | Lecture, Video & Power point presentation | Preparing World Time Zone Maps |
| Aug 1 – 5, 2024 (Day Order 1 - 3) | 3 | 3.1 GMT, World Time zones and international date line, DST | K1-K4 | 5 | CO1-5 | Lecture, Video & Power point presentation | Preparing World Time Zone Maps |

| Aug 6 – 10, 2024 | C.A. Test - I | | | | | | |
|---|---------------|--|----------------|---|-------|---|---|
| Aug 12 – 14, 2024 (Day Order 4-6) | 3 | Third Component Presentation 3.2 International time calculation exercise 3.3 Preparing travel itinerary based on time zones | K1-K4 K1-K4 | 5 | CO1-5 | Lecture, Video & Power point presentation | Sums: Time difference Calculation Marks: 25 |
| Aug 16 – 23, 2024 (Day Order 1-6) | 4 | Innovation in Map Making (Theory and Practical) 4.1 Technology in tourist map-making, introduction to GIS and Remote sensing | K1-K4 | 5 | CO1-5 | Lecture, Video & Power point presentation | To download Maps available in Govt. portal |
| Aug 27 – Sep 3, 2024 (Day Order 1-6) | 4 | 4.2 Introduction to QGIS, google earth pro, Google my maps. | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Chart Work |
| Sep 4 – 11, 2024 (Day Order 1-6) | 5 | Third Component Presentation 4.3 Preparing tourist maps using open-source software | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Preparing Maps using Google Mymaps Marks: 25 |
| Sep 12 - 20, 2024 (Day Order 1-6) | 5 | Eco-tourism attractions (Theory and Practical) 5.1 Eco-tourism and places of natural beauty in each state/union territory | K1-K6 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and discussion |

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| Sep 23 - 26, 2024 (Day Order 1-4) | 5 | Eco-tourism attractions (Theory and Practical) 5.1 Eco-tourism and places of natural beauty in each state/union territory | K1-K6 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and discussion |
| Sep 27 – Oct 3, 2024 | C.A. Test - II | | | | | | |
| Oct 4 – 5, 2024 (Day 5 & 6) | 5 | 5.2 Preparing maps of India showing major tourist circuits | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and discussion |
| Oct 7 - 15, 2024 (Day Order 1 to 6) | 5 | 5.2 Preparing maps of India showing major tourist circuits | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and discussion |
| Oct 16 - 22, 2024 (Day Order 1 to 6) | 5 | 5.3 UNESCO World Heritage Sites in India | K1-K5 | 5 | CO1-5 | Lecture, Video & Power point presentation | Quiz and discussion |
| Oct 23 - 24, 2024 (Day Order 1 to 2) | REVISION | | | | | | |