

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : Department of History (B.A Tourism and Travel Management)
Name/s of the Faculty : Dr. Senkathir Selvi P
Course Title : EMERGING TRENDS IN TOURISM
Course Code : 22TT/MC/ET54
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit 1 Introduction to Tourism 1.1 Definition of tourism- Basic components of Tourism – Elements of Tourism	Lecture & PowerPoint presentation	Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.	Recap, questions & discussions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Types of Tourism – Motivators for Travel Third Component: Written Assignment on Motivators for Travel - 10 marks	Lecture & PowerPoint presentation	Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.	Recap, questions & discussions
July 5 – 12, 2024 (Day Order 1 - 6)	1.3 Tourism as an Industry – Scope of the tourism industry	Lecture & PowerPoint presentation	Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.	Recap, questions & discussions

<p>July 15 – 23, 2024 (Day Order 1 - 6)</p>	<p>Unit 2 Significance of Tourism 2.1 Factors influencing the growth of Tourism</p>	<p>Lecture & PowerPoint presentation</p>	<p>A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>
<p>July 24 – 31, 2024 (Day Order 1 - 6)</p>	<p>2.2 Economic significance of Tourism</p>	<p>Lecture & PowerPoint presentation</p>	<p>A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>
<p>Aug 1 – 5, 2024 (Day Order 1 - 3)</p>	<p>2.3 Social significance of Tourism Third Component: Individual presentation on Significance of Tourism - 10 marks</p>	<p>Lecture & PowerPoint presentation</p>	<p>A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>
<p>Aug 6 – 10, 2024</p>	<p>C.A. Test – I</p>			

<p>Aug 12 – 14, 2024 (Day Order 4-6)</p>	<p>Unit 3 Emerging Trends in Tourism 3.1 Rural Tourism- Rural Hospitality</p>	<p>Lecture & PowerPoint presentation</p>	<p>Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. Walker, John R. Introduction to Hospitality, London: Pearson, 2017.</p>	<p>Recap, questions & discussions</p>
<p>Aug 16 – 23, 2024 (Day Order 1-6)</p>	<p>3.2 Eco Tourism- Space Tourism – Fashion Tourism – Wine Tourism</p>	<p>Lecture & PowerPoint presentation</p>	<p>Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. Walker, John R. Introduction to Hospitality, London: Pearson, 2017.</p>	<p>Recap, questions & discussions</p>
<p>Aug 27 – Sep 3, 2024 (Day Order 1-6)</p>	<p>3.3 Medical Tourism - Wellness Tourism- Spa- Ayurveda- Yoga Third Component: Scrapbook on Emerging Trends in Tourism - 10 marks</p>	<p>Lecture & PowerPoint presentation</p>	<p>Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. Walker, John R. Introduction to Hospitality, London: Pearson, 2017.</p>	<p>Recap, questions & discussions</p>

Sep 4 – 11, 2024 (Day Order 1-6)	Unit 4 Challenges in the modern world (Theory and practical) 4.1 Technical Problems in reservations – double bookings – Network issues	Lecture & PowerPoint presentation	A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.	Recap, questions & discussions
Sep 12 - 20, 2024 (Day Order 1- 6)	4.2 Traffic in Government servers and portals	Lecture & PowerPoint presentation	A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.	Recap, questions & discussions
Sep 23 - 26, 2024 (Day Order 1-4)	4.3 Payment failures – Double payment – Money deduction without confirmed bookings Third Component: Quiz on Technical Challenges in Tourism Industry - 10 marks	Lecture & PowerPoint presentation	A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.	Recap, questions & discussions
Sep 27 – Oct 3, 2024	C.A. Test – II			

<p>Oct 4 – 5, 2024 (Day 5 & 6)</p>	<p>Unit 5 Upgradation and Implications 5.1 Maintenance and Sustainability of Tourist destinations</p>	<p>Lecture & PowerPoint presentation</p>	<p>Walker, John R. Introduction to Hospitality, London: Pearson, 2017. Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>
<p>Oct 7 - 15, 2024 (Day Order 1 to 6)</p>	<p>5.2 Upgradation of facilities and amenities</p>	<p>Lecture & PowerPoint presentation</p>	<p>Walker, John R. Introduction to Hospitality, London: Pearson, 2017. Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>

<p>Oct 16 - 22, 2024 (Day Order 1 to 6)</p>	<p>5.3 Economic Implication of latest trends and upgradation</p> <p>Third Component: Group discussion on Upgradation and Implications in Tourism Industry - 10 marks</p>	<p>Lecture & PowerPoint presentation</p>	<p>Walker, John R. Introduction to Hospitality, London: Pearson, 2017. Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017. J. Page, Stephen. Tourism Management. New York: Routledge, 2015.</p>	<p>Recap, questions & discussions</p>
<p>Oct 23 - 24, 2024 (Day Order 1 to 2)</p>	<p>REVISION</p>			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : History (B A Tourism and Travel Management)
Name/s of the Faculty : Ms Ivan Nancy A
Course Title : Tour Guiding and Travel Consultancy
Course Code : 22TT/MC/TG54
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit 1 Introduction 1.1 Tour Guide- Meaning, Nature and Scope	Lectures and PPT	Kumar Chiranjib C. Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Platform, USA, 2016	Recaps and review questions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Fundamental Principles of Tour Guides -Roles and Responsibilities	Lectures and PPT	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017	Recaps and Group Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1.3 Types of Tour Guides 1.4 Challenges of a Tour Guide	Role Play, Case study and PPT	Chowdhary, Nimit A. Handbook for Tour Guides, Matrix Publishers, IITTM, 2013.	Quizzes, review Questions and Role play
July 15 – 23, 2024 (Day Order 1 - 6)	Unit 2 Personality Development and Etiquette for Tour guiding 2.1 Importance of Personality Development	Lectures, PPT and Videos	Perks, Jeremy & Barrie, Jan- How to be an award- winning Tour Guide, Australia, 2015	Quiz and Recap
July 24 – 31, 2024 (Day Order 1 - 6)	2.2 Leadership Qualities, Interpersonal Relations and Communication Skills	Case Study, PPT and Videos	Kumar Chiranjib C. Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Platform, USA, 2016	Recaps and Group Discussion
Aug 1 – 5, 2024 (Day Order 1 - 3)	2.3 Etiquette and Grooming – Formal and informal clothing, personal hygiene, behaviour with colleagues and clients. Third component: 2.4 Skill Component – Mock interactions and Role Plays (15 Marks)	PPT and Videos	Manning Nick. How to be a Tour Guide, USA, 2016	Role play and Mock Interactions

Aug 6 – 10, 2024	C.A. Test – I			
Aug 12 – 14, 2024 (Day Order 4-6)	Unit 3 Tour Manager and Travel Planning 3.1 Tour Manager- Meaning, Nature and Scope	PPT and lectures	Chowdhary, Nimit A. Handbook for Tour Guides, Matrix Publishers, IITTM, 2013.	Quizzes, review questions
Aug 16 – 23, 2024 (Day Order 1-6)	3.2 Roles and Responsibilities of a Tour Manager	Group Discussion and Jigsaw teaching method	Kumar Chiranjib C. Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Paltform, USA, 2016	Recaps and review questions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3.3 Travel Planner – Preparing Itineraries, Different Types of Itineraries, Resources for planning Itineraries, steps for preparing itineraries, Do's and Dont's of itinerary preparation. Third component: 3.4 Skill Component- Preparing sample itineraries connecting important destinations within India and Outside India (10 Marks)	Lectures and Preparing itinerary using google maps and online sources	Chowdhary, Nimit A. Handbook for Tour Guides, Matrix Publishers, IITTM, 2013.	Role play and Mock Interactions
Sep 4 – 11, 2024 (Day Order 1-6)	Unit 4 Travel Consultancy 4.1 Origin of Travel Consultancy in Tourism 4.2 Importance of Travel Consultants in Tourism Industry.	Lectures and PPT	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017	Quizzes, review questions
Sep 12 - 20, 2024 (Day Order 1- 6)	4.3 Roles and Responsibilities of Travel Consultants Third component: 4.4 Skill Component – Organising sample Tours (Virtual) (25 Marks)	PPT and Creating virtual tour videos	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017 Manning Nick. How to be a Tour Guide, USA, 2016	Role play and Mock Interactions

Sep 23 - 26, 2024 (Day Order 1-4)	Unit 5 Tour Process 5.1 Travel Formalities- All categories of tourists	Lectures, PPT and Videos	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017	Quizzes, review questions
Sep 27 – Oct 3, 2024	C.A. Test – II			
Oct 4 – 5, 2024 (Day 5 & 6)	5.2 Transport, Accommodation and Linkages	Lectures, PPT and Videos	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017	Quizzes, review questions
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.3 Coordination during a Tour- Co-ordinating with the main office, clients, agencies and hotels, ability to deliver all information accurately relevant to the client’s needs establishing good security measures, crisis management during tours.	PPT and Videos	Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017	Recaps and Group Discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.4 Preparation of report after conducting a tour.	Videos	Mancini, Marc. Conducting Tours: A Practical Guide, Cengage Learning, USA, 2012	Role play and Mock Interactions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : HISTORY (B.A. TOURISM AND TRAVEL MANAGEMENT)
Name/s of the Faculty : Ms. DeviPriya S
Course Title : Event Management
Course Code : 22TT/MC/EM53
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	1.1 Meaning and Scope & Historical Perspective	Lecture	Successful Event Management by Anton Shone & Bryn Parry	Group Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Introduction to Event Management Third Component: Presentation on Exploring the various types of events and their classifications (15 marks)	Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos.	Group Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1.3 Size & Type of Event, Event Team 1.4 Code of Ethics	Videos, Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos.	Recaps, Quizzes and review Questions
July 15 – 23, 2024 (Day Order 1 - 6)	2.1 Conducting market research, establishing viability, capacities, costs and facilities, plans, timescales and contracts.	Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Case Study
July 24 – 31, 2024 (Day Order 1 - 6)	2.2 Clarity - SWOT analysis - estimating attendance	Videos, Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Case Study

Aug 1 – 5, 2024 (Day Order 1 - 3)	2.3 Media Coverage, advertising, budget, special considerations and evaluating success. Third Component: Role Play: Strategies for media coverage and advertising to promote the event (15 marks)	Videos, Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Case Study and Role Play
Aug 6 – 10, 2024	C.A. Test – I			
Aug 12 – 14, 2024 (Day Order 4-6)	3.1 Purpose, venue, timing, guest list and invitations	Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos. Computer fundamental – P.K. Sinha	Recap; Group Discussion and Case study
Aug 16 – 23, 2024 (Day Order 1-6)	3.2 Food & Drink - Room Dressing	Videos, Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Role Play
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3.3 Equipment - Guest of Honor - Speakers - Media - Photographers – Podium - Exhibition.	Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Case Study and Role Play
Sep 4 – 11, 2024 (Day Order 1-6)	4.1 Media invitations - photo-calls - press releases - TV opportunities – radio Interviews	Videos, Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos.	Recaps, Case Study and Role Play

Sep 12 - 20, 2024 (Day Order 1- 6)	4.2 Flyers, posters, invitations, website, newsletters, blogs, tweets Third Component: Designing flyers, posters, invitations, and websites to attract attendees (20 marks)	Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos. Fundamental of computer and IT- D.P. Sharma, Amit Choudhary	Preparation of samples
Sep 23 - 26, 2024 (Day Order 1-4)	4.2 Flyers, posters, invitations, website, newsletters, blogs, tweets	Lecture & Power Point Presentation	Event Management by Lynn Van Der Wagen & Brenda R Carlos. Fundamental of computer and IT- D.P. Sharma, Amit Choudhary	Preparation of samples
Sep 27 – Oct 3, 2024	C.A. Test – II			
Oct 4 – 5, 2024 (Day 5 & 6)	4.3 PR and advertising	Videos, Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Recaps, Quizzes and review Questions
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.1 Budget - cost of event	Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry Fundamental of computer and IT- D.P. Sharma, Amit Choudhary	Case Study

Oct 16 - 22, 2024 (Day Order 1 to 6)	5.2 Return on Investment - Media Coverage 5.3 Attendance and Feedback.	Lecture & Power Point Presentation	Successful Event Management by Anton Shone & Bryn Parry	Recaps, Quizzes and review Questions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : HISTORY
Name/s of the Faculty : Dr. M. Priyadharshini
Course Title : Air Ticketing and Fare Construction
Course Code : 22TT/MC/TF53
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit - 1 Air Transport Air Transport - Aviation History- International Airline Codes Types of Air Crafts Flight handling and In-flight services	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Recap, Quiz & Group Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Unit – 2 Airline policies and practices Baggage- Baggage allowance- Checked Baggage-Excess Baggage surcharge Baggage Handling International air transport regulations- State regulations - Five freedoms of air	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Recap, Quiz & Group Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	Unit - 3 Air fares Basic elements of air fare- Class of Service- Fare Basis- Fare rules and Regulations	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Presentation
July 15 – 23, 2024 (Day Order 1 - 6)	Special fares- Discounted fares- Policy regarding Children, Restricted – Disabled passengers	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Group Discussion & Case Study
July 24 – 31, 2024 (Day Order 1 - 6)	Special fares- Discounted fares- Policy regarding Children, Restricted –Disabled passengers	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Group Discussion & Case Study

<p>Aug 1 – 5, 2024 (Day Order 1 - 3)</p>	<p>Taxes- Billing and Settlement Plan (BSP)</p>	<p>Lecture, Video & Power point presentation</p>	<p>Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia</p>	<p>Group Discussion</p>
<p>Aug 6 – 10, 2024</p>	<p>C.A. Test – I</p>			

<p>Aug 12 – 14, 2024 (Day Order 4-6)</p>	<p>Unit – 4 Fare construction Guidelines for fare construction- Third Component Presentation One Way Trip - Circle Trip- Round Trip - Around the World Trip- Open Jaw-Stop-over-Non- Stop- Direct Mileage System Lowest Combinations Principles</p>	<p>Lecture, Video & Power point presentation</p>	<p>Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia</p>	<p>Preparing the Air Ticket Fare Calculation Steps for different Journeys Marks: 30</p>
<p>Aug 16 – 23, 2024 (Day Order 1-6)</p>	<p>Unit – 4 Fare construction Guidelines for fare construction- One Way Trip - Circle Trip- Round Trip - Around the World Trip- Open Jaw-Stop-over-Non- Stop- Direct Mileage System Lowest Combinations Principles</p>	<p>Lecture, Video & Power point presentation</p>	<p>Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia</p>	<p>Developing a Journey based Air itinerary Marks: 20</p>
<p>Aug 27 – Sep 3, 2024 (Day Order 1-6)</p>	<p>Unit – 4 Fare construction Guidelines for fare construction- One Way Trip - Circle Trip- Round Trip - Around the World Trip- Open Jaw-Stop-over-Non- Stop- Direct Mileage System Lowest Combinations Principles</p>	<p>Lecture, Video & Power point presentation</p>	<p>Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia</p>	<p>Case Study</p>

Sep 4 – 11, 2024 (Day Order 1-6)	Unit – 4 Fare construction Guidelines for fare construction- One Way Trip - Circle Trip- Round Trip - Around the World Trip- Open Jaw-Stop-over- Non- Stop- Direct Mileage System Lowest Combinations Principles	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Recap, Quiz & Discussion
Sep 12 - 20, 2024 (Day Order 1- 6)	Unit – 4 Fare construction Guidelines for fare construction- One Way Trip - Circle Trip- Round Trip - Around the World Trip- Open Jaw-Stop-over- Non- Stop- Direct Mileage System Lowest Combinations Principles	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Recap, Quiz & Discussion
Sep 23 - 26, 2024 (Day Order 1-4)	VISA- Conditions of issue- Types- Entry and Duration of Stay Travel Information Manual (TIM) Health Certificates.	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Presentation
Sep 27 – Oct 3, 2024	C.A. Test – II			

Oct 4 – 5, 2024 (Day 5 & 6)	VISA- Conditions of issue- Types- Entry and Duration of Stay Travel Information Manual (TIM) Health Certificates.	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Group Discussion & Case Study
Oct 7 - 15, 2024 (Day Order 1 to 6)	General Preventive Measures - Customs and Currency- Travel Insurance- Consequences of Negligence	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Group Discussion & Case Study
Oct 16 - 22, 2024 (Day Order 1 to 6)	General Preventive Measures - Customs and Currency- Travel Insurance- Consequences of Negligence	Lecture, Video & Power point presentation	Negi Jagmohan, Air Ticketing and Fair Construction. IATA - Standards and Manuals. The Business of Travel Agency & Tour Operations Management – A.K Bhatia	Recap, Quiz & Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : HISTORY & COMMERCE (Shift II)
Name/s of the Faculty : Dr. M. Priyadharshini & Ms. Sobhana A
Course Title : Tourism Marketing and Management
Course Code : 22ID/IC/TK55
Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit 1 Basic Principles of Marketing 1.1 Tourism Marketing - A Perception	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group discussions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Purpose and Constraints of Tourism Marketing	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group discussions & Quiz
July 5 – 12, 2024 (Day Order 1 - 6)	1.3 Essentials of Service Marketing	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group discussions
July 15 – 23, 2024 (Day Order 1 - 6)	Unit 2 Tourism Planning 2.1 Planning Concepts - Marketing Information System – SWOT Analysis	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group discussions & Case Analysis

<p>July 24 – 31, 2024 (Day Order 1 - 6)</p>	<p>2.2 Business Environment 2.3 Nature and Importance of Planning - Strategic Planning for Tourism</p>	<p>Lecture, Video & Power point presentation</p>	<p>Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.</p>	<p>Presentation</p>
<p>Aug 1 – 5, 2024 (Day Order 1 - 3)</p>	<p>Unit 3 The Structure and Organisation 3.1 Types of Organisations - Line, Line and Staff, Matrix</p>	<p>Lecture, Video & Power point presentation</p>	<p>Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.</p>	<p>Presentation</p>
<p>Aug 6 – 10, 2024</p>	<p>C.A. Test – I</p>			

Aug 12 – 14, 2024 (Day Order 4-6)	3.2 Organisation - Levels of Authority	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group Discussion
Aug 16 – 23, 2024 (Day Order 1-6)	3.3 Sectoral and Destination Organisations	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group Discussion
Aug 27 – Sep 3, 2024 (Day Order 1-6)	Third Component Presentation Unit 4 Elements of Tourism Marketing 4.1 Market Research	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Learning by Doing – creating Hypothesis Marks: 25
Sep 4 – 11, 2024 (Day Order 1-6)	Third Component Presentation 4.2 Consumer and Consumer Behaviour - Factors Influencing Buying Behaviour	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Case Studies are given for students to build solutions to problems Marks: 25
Sep 12 - 20, 2024 (Day Order 1- 6)	4.3 Marketing Mix 4.4 Distribution Strategy for Tourism	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Learning by Doing – creating Hypothesis

Sep 23 - 26, 2024 (Day Order 1-4)	Unit 5 Tourism Marketing Strategies 5.1 Tourism Promotion –Tools- Direct Selling- Advertising- Direct Marketing- Tele Marketing Internet Marketing- Sales promotion	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Case Studies
Sep 27 – Oct 3, 2024	C.A. Test – II			
Oct 4 – 5, 2024 (Day 5 & 6)	5.2 Segmentation- Demographic-	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group Discussion & Case Studies
Oct 7 - 15, 2024 (Day Order 1 to 6)	Psychographic- Behaviour- Occasion	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group Discussion & Case Studies
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.3 Branding and Pricing - Destination Marketing	Lecture, Video & Power point presentation	Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry. London: Heinemann, 2006. Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London: Routledge, 2001.	Group Discussion & Case Studies
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule – Odd Semester June – November 2024

Department : HISTORY

Name/s of the Faculty : Dr. M. Priyadharshini

Course Title : VIRTUAL TOURISM

Course Code : 22TT/GE/VT22

Shift : II

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit 1 Introduction 1.1 Definitions and the growth of virtual tourism	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.1 Definitions and the growth of virtual tourism 1.2 Marketing and promotion	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1.2 Marketing and promotion 1.3 Development of Virtual tourism experiences	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
July 15 – 23, 2024 (Day Order 1 - 6)	1.2 Marketing and promotion 1.3 Development of Virtual tourism experiences	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
July 24 – 31, 2024 (Day Order 1 - 6)	1.2 Marketing and promotion 1.3 Development of Virtual tourism experiences	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
Aug 1 – 5, 2024 (Day Order 1 - 3)	Unit 2 Types of Virtual Tourism 2.1 Domestic Tourism: Planning before buying tour packages, visiting places of the past, areas that are inaccessible.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion

Aug 6 – 10, 2024	C.A. Test – I			
Aug 12 – 14, 2024 (Day Order 4-6)	Unit 2 Types of Virtual Tourism 2.1 Domestic Tourism: Planning before buying tour packages, visiting places of the past, areas that are inaccessible.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
Aug 16 – 23, 2024 (Day Order 1-6)	Third Component Presentation 2.2 International tourism: Planning before buying tour packages, visiting places of the past, areas that are inaccessible.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Preparing Tour Plan Marks: 25
Aug 27 – Sep 3, 2024 (Day Order 1-6)	2.2 International tourism: Planning before buying tour packages, visiting places of the past, areas that are inaccessible. 2.3 Tourism motivation and tourism demand	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Recap, Quiz & Discussion
Sep 4 – 11, 2024 (Day Order 1-6)	Third Component Presentation 2.3 Tourism motivation and tourism demand	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	MCQ Test Marks: 25
Sep 12 - 20, 2024 (Day Order 1-6)	Unit 3 Create your Virtual Tour 3.1 Introduction to OBS software – Face recording with Image, screen and image slide Show.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Practical Training Using Laptops or Mobile Devices
Sep 23 - 26, 2024 (Day Order 1-4)	3.1 Introduction to OBS software – Face recording with Image, screen and image slide Show.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Practical Training Using Laptops or Mobile Devices
Sep 27 – Oct 3, 2024	C.A. Test – II			

Oct 4 – 5, 2024 (Day 5 & 6)	3.1 Introduction to OBS software – Face recording with Image, screen and image slide Show.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Practical Training Using Laptops or Mobile Devices
Oct 7 - 15, 2024 (Day Order 1 to 6)	Third Component Presentation 3.2 Creating a virtual tour of students favorite domestic and international location.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Creating a Virtual Tour video of any Tourist Destination Marks: 50
Oct 16 - 22, 2024 (Day Order 1 to 6)	3.2 Creating a virtual tour of students favorite domestic and international location.	Lecture, Video & Power point presentation	Tourism Management Vol. - 4 - P.C. Sinha Tourism Development - R. Gartner Tourism Planning and Development - J.K. Sharma	Creating a Virtual Tour video of any Tourist Destination
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			