

Syllabus of 4 + 1 Year Integrated UG and PG Programme

w. e. f 2024-25 Academic Year



GRADUATE SCHOOL

Mahatma Gandhi University

P. D. Hills P O

Kottayam, Kerala

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Schools offering Majors

SL.No	School/Centre
1	School of Bio Sciences
2	School of Chemical Sciences
3	School of Computer Sciences
4	School of Environmental Sciences
5	School of Gandhian Thought and Development Studies
6	School of International Relations and Politics
7	School of Pure and Applied Physics
8	School of Social Sciences

Sl. No.	Major	Intake
SCIENCE		
1	Bio Sciences	6**
2	Chemistry	6
3	Computer Science	6
4	Environmental Science	6
5	Physics	6
SOCIAL SCIENCES		
1	Development Studies	5
2	Gandhian Studies	5
3	History	10
4	International Relations and Politics	10

Majors offered and Intake *1 seat shall be sanctioned over and above the intake in each major in the 3rd semester for students who opt for a change of major after two semesters.

**Progression to PG Shall be based on the specialization selected by students as Biochemistry (2 seats) Biotechnology (2 seats) and Microbiology (2 seats) based on merit.

Schools offering Minors/MDCs/AECs/VACs/SECs

SL.No	School/Centre
1	School of Artificial Intelligence And Robotics
2	School of Behavioural Sciences
3	School of Biosciences
4	School of Chemical Sciences
5	School of Computer Sciences
6	School of Data Analytics
7	School of Energy Materials
8	School of Environmental Sciences
9	School of Food Science And Technology
10	School of Gandhian Thought And Development Studies
11	School of Gender Studies
12	School of Indian Legal Thought
13	School of International Relations And Politics
14	School of Letters
15	School of Mathematics And Statistics
16	School of Nanoscience And Nano Technology
17	School of Pedagogical Sciences
18	School of Polymer Science And Technology
19	School of Pure And Applied Physics
20	School of Social Sciences
21	School of Tourism Studies
22	International and Inter University Centre for Nanoscience and Nanotechnology
23	K N Raj School of Economics

Scheme for 4 + 1 Integrated UG and PG Programme
Graduate School
Mahatma Gandhi University
School of Tourism Studies


Course Code	Title	Credits	Hours per Week		Level	Type
			Theory	Practical's		
SEMESTER I						
MG1DSCUTS121	Inflight Hospitality Service Management	4	2	1	100-199	Minor A
MG1DSCUTS141	Cruise management	4	2	1	“	Minor B
MG1MDCUTS101	Management Foundations in Tourism and Hospitality Industry	3	2	-	“	MDC
SEMESTER II						
	Major	4			“	
MG2DSCUTS121	Airport Passenger Service Operations	4	2	1	“	Minor A
MG2DSCUTS141	Travel Distribution Management	4	2	1	“	Minor B
MG2MDCUTS101	Management Foundations in Aviation Industry	3	2	1	“	MDC
SEMESTER III						
MG3DSCUTS221	Air Cargo Logistics Service Management	4	2	1	200-299	Minor A
MG3MDCUTS201	Management Foundations in Tour Operations	3	2	1	“	MDC
MG3VACUTS201	Spa and Wellness	3	2	1	“	VAC

	Management					
SEMESTER IV						
MG4DSCUTS241	MICE Travel and Event Management	4	2	1	200-299	Minor B
MG4SECUTS201	French -1 Basics	3	2	1	“	SEC
MG4VACUTS201	Sociology of Tourism	3	2	-	“	VAC
SEMESTER V						
MG5SECUTS301	French – 2 Intermediate	3	2	1	300-399	SEC
MG5VACUTS301	Health and Safety Management in Tourism	3	2	1	“	VAC
SEMESTER VI						
MG6VACUTS301	French -3 Advanced	3	2	1	“	SEC

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SEMESTER VII

MG7DSCUTS421	Airline Revenue Management	4	2	1	400-499	Minor A/B
MG7DSCUTS422	Special Interest Tourism	4	2	-	“	Minor A/B (E)
MG7VACUTS423	Tour Operation Business	4	2	1	“	Minor A/B (E)

	MAHATMA GANDHI UNIVERSITY Graduate School
	4 + 1 Integrated UG and PG Programme

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	In-flight Hospitality Service Management		
Course Type	Minor A		
Course Level	100-199		
Course Code	MG1DSCUTS121		
Course Overview	This course provides an overview of the principles and practices of managing inflight hospitality services. It covers various aspects of inflight service management, including customer service, food and beverage management, safety and security procedures, and industry-specific regulations. Industry visits are integrated to provide students with hands-on experience and insights into the inflight hospitality industry.		
Semester	1	Credit	4
Total Student Learning Time	Instructional hours for theory	Instructional hours for practical/lab work/field work	
	45	15	
Pre-requisite	Nil		

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Recall and understand the principles and concepts of inflight hospitality service management.	R	PSO 1
2	Students will demonstrate an understanding of inflight service procedures and their importance in the airline industry.	U	PSO 2
3	Analyse and solve problems related to inflight hospitality services.	A	PSO 5
4	Evaluate inflight service management, such as customer service techniques and regulatory compliance.	An,S	PSO 3 PSO 4
5	Assess the effectiveness of inflight service management practices and propose improvements where necessary.	E	PSO 5

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S))

COURSE CONTENT

Module 1: Introduction to Inflight Hospitality Service Management and Customer Service in the Air	15 Hours	CO 1
1.1 Overview of the airline industry 1.2 Importance of inflight hospitality services 1.3 Roles and responsibilities of inflight service personnel 1.4 Understanding passenger expectations 1.5 Communication techniques for inflight service 1.6 Handling passenger inquiries and complaints		
Module 2: Food and Beverage Management and Logistics for Inflight Dining	15 Hours	CO 2

2.1 Menu Planning for Airline Catering 2.2 Food Safety and Hygiene Regulations 2.3 Beverage Service in the Air 2.4 Innovations in Inflight Dining 2.5 Meal Presentation and Packaging 2.6 Catering Logistics and Supply Chain Management 2.7 Cultural Sensitivity in Inflight Dining 2.8 Cost Management and Revenue Generation		
Module 3: Safety and Security Procedures	15 Hours	CO 3
3.1 Emergency Response Protocols: 3.2 Security Screening and Checks: 3.3 Cabin crew training requirements on emergency procedures 3.4 Safety Equipment and Maintenance 3.5 Passenger Briefing and Communication 3.6 Security Measures for Catering and Supplies 3.7 Cyber security 3.8 Compliance with Regulatory Standards		
Module 4: Emerging Trends in Inflight Hospitality	15 Hours	CO4& CO5
4.1 Technological Innovations in Inflight Service 4.2 Sustainability Practices in Aviation 4.3 Luxury and Customized Services 4.4 Future Trends and Challenges		

Mode of Transaction	<p>Classroom activities:</p> <ul style="list-style-type: none"> • Authentic Learning • Collaborative Learning <p>Field activities:</p> <ul style="list-style-type: none"> • Visit to an airline training centre to observe safety drills and equipment. • Interaction session with cabin crew members and industry professionals. • Visit to an airport to understand ground operations and passenger handling. • Site visits to airlines and catering companies. <p>Practical activities:</p> <ul style="list-style-type: none"> • Mock inflight service scenarios. • Training on food and beverage service techniques. • Role-playing customer service interactions. • Workshop on interpersonal skills and cultural sensitivity. Emergency drill simulations. • First aid training sessions. • Workshop on sustainability practices in inflight service. • Group discussion on emerging trends and innovations.
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative <p>Continuous Assessment (40%)</p> <p>Semester End Examination (60%)</p>

Learning Resources

1. Singh, R. (2017). In-Flight Services and Airline Catering. New Delhi, India: Excel Books.
2. Gupta, R. K., & Sharma, S. (Eds.). (2018). Airline Operations and Management: A Management Textbook for Indian Students. Delhi, India: McGraw Hill Education.
3. Holloway, C., & Humphreys, C. (2016). The Business of Tourism. Pearson Education Limited.
4. Shaw, S., & Coles, T. (Eds.). (2017). The Routledge Handbook of Air Transport Management. Routledge.

Relevance of Learning the Course/ Employability of the Course

•**Career Opportunities:** With the growth of the aviation industry, there is a demand for professionals skilled in managing various aspects of airline services. Completing a course


in inflight service management can open up opportunities for careers in airlines, airports, and aviation-related companies.

•**Specialized Skills:** Inflight service management involves understanding the unique challenges and requirements of providing service on an aircraft. This includes knowledge of safety regulations, catering logistics, customer service techniques, and conflict resolution strategies. These specialized skills can make you a valuable asset in the aviation industry.

•**Global Reach:** The airline industry operates on a global scale, offering opportunities for employment in various parts of the world. Airlines and aviation companies are always looking for individuals who are trained and knowledgeable in inflight service management to ensure smooth operations and enhance customer satisfaction.

•**Career Advancement:** If you're already working in the aviation industry, completing a course in inflight service management can enhance your credentials and open up opportunities for career advancement. Whether you're a flight attendant, ground staff, or aspiring to move into management roles, having a solid understanding of inflight service management can give you a competitive edge.

•**Diverse Roles:** Inflight service management is not limited to flight attendants; it encompasses a range of roles, including cabin crew supervisors, inflight service managers, catering coordinators, and airline operations managers. This diversity allows you to explore different career paths within the aviation industry.

	MAHATMA GANDHI UNIVERSITY Graduate School
	4 + 1 Integrated UG and PG Programme

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	Cruise Management		
Course Type	Minor B		
Course Level	100-199		
Course Code	MG1DSCUTS141		
Course Overview	This course provides an in-depth understanding of the cruise industry, including its management, operations, marketing, and customer service aspects. Students will explore topics such as cruise ship operations, itinerary planning, passenger services, safety and security regulations, and industry trends. Learning cruise management equips individuals with the skills, knowledge, and credentials needed to pursue rewarding careers in one of the world's fastest-growing travel sectors.		
Semester	1	Credit	4
Total Student Learning Time	Instructional hours for theory		Instructional hours for practical/lab work/field work
	45		15
Pre-requisite	Nil		

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Recall key concepts and terminologies related to cruise management	R	PSO 1
2	Explain the operational and managerial aspects of cruise industry components.	U	PSO 1
3	Demonstrate the application of cruise management principles in real-world scenarios.	A	PSO 5
4	Assess the impact of industry regulations and market trends on cruise operations.	E	PSO 3
5	Design innovative solutions to address challenges and opportunities in cruise management.	C	PSO 4

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E) , Create (C), Skill (S))

COURSE CONTENT

Module 1 Introduction to the Cruise Industry and Cruise Operations and Management.	15 Hours	CO 1
1.1 Overview of the cruise industry 1.2 History and Evolution of the Cruise Industry 1.3 Major Cruise Lines and Industry Structure 1.4 Types of Cruises (Luxury, River, Adventure, etc.) 1.5 Key Destinations and Itinerary Planning. 1.6 Cruise Ship Design and Layout - Onboard Services and Facilities 1.7 Human Resource Management on Cruise Ships- Leadership and Team Management in Cruise Operations		
Module 2 Cruise Itinerary Planning and Passenger Services	15 Hours	CO 2

2.1 Port selection and scheduling 2.2 Shore excursions management 2.3 Destination marketing 2.4 Onboard amenities and entertainment 2.5 Guest relations and customer service		
Module 3: Marketing and Sales in the Cruise Industry and Regulatory Environment	15 Hours	CO 3
3.1 Market Segmentation and Targeting - Branding and Positioning of Cruise Lines 3.2 Customer Relationship Management in Cruises - Digital Marketing Strategies for Cruises 3.3 International maritime regulations 3.4 Environmental sustainability - Environmental Impact and Sustainability Practices- Crisis Management and Emergency Response 3.5 Health and safety standards - Safety Regulations and Protocols - Security Measures on Cruise Ships.		
Module 4: Cruise Reservation Systems and Emerging Trends and Future of the Cruise Industry	15 Hours	CO 4& CO 5
4.1 Overview of Cruise Reservation Systems -Techniques for Effective Reservation Management 4.2 Customer Communication and Service in Reservations - Technology and Software in Cruise Reservations 4.3 Technological Innovations in Cruise 4.4 Sustainability and Eco-Friendly Practices. 4.5 Emerging Markets and Destinations- Future Challenges and Opportunities		

Mode of Transaction	Classroom activities: <ul style="list-style-type: none"> • Authentic Learning • Collaborative Learning
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	<p>Field activities:</p> <ul style="list-style-type: none"> • Visit to a local port authority or cruise terminal to understand operational logistics. • Visit to a cruise ship or maritime museum. • Visit to an environmental organization or maritime safety authority to understand sustainability and safety practices. • Visit to a travel agency specializing in cruise bookings to understand reservation systems. Hands-on practice with cruise reservation software. <p>Interactive Session:</p> <ul style="list-style-type: none"> • Workshop on sustainability practices in cruising. • Workshop on integrating technology and sustainability in cruise operations. • Group discussion on emerging trends and innovations.
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative <p>Continuous Assessment (40%)</p> <p>Semester End Examination (60%)</p>

Learning Resources

1. Ward, D. (2019). Introduction to Cruise Operations Management. Routledge.
2. Gibson, P. (2017). Cruise Operations Management: Hospitality Perspectives. CABI.
3. Dowling, R. K., & Weeden, C. (2020). Cruise Ship Tourism. CABI.
4. Shilling, C., & Ginger, M. (Eds.). (2018). The Routledge Handbook of Transport Economics. Routledge.
5. Mukherjee, S., & Chakraborty, D. (2016). Hospitality Operations: A Systems Approach. Pearson Education India.

Relevance of Learning the Course/ Employability of the Course

1. Specialized Knowledge: Cruise management courses provide specialized knowledge tailored to

the unique needs and operations of the cruise industry. This includes understanding cruise ship operations, guest services, itinerary planning, safety protocols, and maritime regulations.


2. Career Opportunities: Completing a course in cruise management can open up various career opportunities within the cruise industry. This includes roles such as cruise director, guest services manager, shore excursion manager, onboard activities coordinator, and more.

3. Industry Growth: The cruise industry continues to grow globally, offering numerous job opportunities for individuals with the right skills and qualifications. Learning about cruise management can position you well to take advantage of this growth and secure a rewarding career in the industry.

4. Customer Service Skills: Like the airport passenger service course, cruise management courses emphasize the importance of excellent customer service skills. Working on a cruise ship requires the ability to interact with guests from diverse backgrounds and ensure their satisfaction throughout their journey.

5. Global Relevance: Cruise management skills are applicable worldwide, as cruise ships operate in various regions and cater to an international clientele. Whether you aspire to work on ocean liners, river cruises, or expedition cruises, the principles of cruise management remain relevant.

6. Operational Understanding: Cruise management courses provide insights into the operational aspects of running a cruise ship, including logistics, safety procedures, emergency management, and regulatory compliance. This knowledge is essential for ensuring smooth and safe operations onboard.

	MAHATMA GANDHI UNIVERSITY Graduate School
	4 + 1 Integrated UG and PG Programme

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	Management Foundations In Tourism and Hospitality Industry		
Course Type	Multi Disciplinary Course		
Course Level	100-199		
Course Code	MG1MDCUTS101		
Course Overview	This foundational course introduces students to the fields of tourism and hospitality. It explores their historical evolution, key concepts, major sectors, stakeholders, and current trends. The course aims to equip students with a thorough understanding of the basic structure and dynamics of these industries, preparing them for more advanced studies in tourism and hospitality management.		
Semester	1	Credit	3
Total Student Learning Time	Instructional hours for theory	Instructional hours for practical/lab work/field work	
	40	5	
Pre-requisite	Nil		

COURSE OUTCOMES (CO)

CO	Expected Course Outcome	Learning	PSO
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No.		Domains	No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Explain the history and evolution of the tourism and hospitality industries.	U	PSO1
2	Define key concepts and terminology in tourism and hospitality.	U	PSO4
3	Explain the key roles of major sectors of tourism	E	PSO2
4	Classify different stakeholders and their key roles in the development of tourism	A	PSO5
5	Analyze current trends and challenges in tourism and hospitality.	A	PSO6

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E) , Create (C), Skill (S))

COURSE CONTENT

Module 1	Hours	CO No
1.History and Evolution of Tourism 1.1Introduction to tourism- 1.2 Early travel practices-History of hospitality industry 1.3Key Concepts and definition 1.4 Evolution of accommodation	10	CO1, CO2
Module 2	Hours	
2.Tourism Components & Elements 2.1 Basic Components of Tourism-Accommodation-Accessibly-Attractions-Amenities- 2.2. Travel Motivation 2.3.Typologies of Tourism -Leisure Tourism-Adventure Tourism-Cultural Tourism-Medical and wellness tourism-Adventure Tourism-Culinary tourism 2.4 Elements of Tourism	10	CO3
Module 3	Hours	
3.Hospitality Services	15	C04


3.1 Introduction to Hospitality		
3.2 Categories of Accommodation		
3.4 Classification of hotels		
3.5 Departments in a hotel-Front Office-Housekeeping-Service-Marketing-Food & Beverage department		
3.6 Major hotel chains in India		
3.7 Stakeholders in Tourism and hospitality Industry		
Module 4	Hours	
4.Tourism Trends	10	CO5
4.1 Digital transformation in tourism		
4.2 Tourism and technology		
4.3 Recent Trends in Tourism and Hospitality		
4.4 Organizations and associations in Tourism and Hospitality - UNWTO-ASTA-WTTC-FHRAI-IH & R-IATO		

Mode of Transaction	Classroom activities: Lecturing, Discussion, Presentation. Field activities: Field Trip Industrial Visit (Hotel/ Resorts) Lab based activities: Tour planning procedures
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative Continuous Assessment (40%) Semester End Examination (60%)

Learning Resources

1. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and Practice*. Pearson.
2. Mill, R. C., & Morrison, A. M. (2012). *The Tourism System*. Kendall Hunt.
3. Cook, R. A., Yale, L. J., & Marqua, J. J. (2014). *Tourism: The Business of Hospitality and Travel*. Pearson.
4. Dileep M.R.(2018). *Tourism : Concepts, Theory and Practice*, Dreamtech Press (1 February 2020)
4. UNWTO website and online travel publications

Relevance of Learning the Course/ Employability of the Course
<p>This course designed to provide the basics of tourism and hospitality to the students with an over view of the existing practices in the largest service industry.It aims to offer students a solid foundation in tourism studies, enabling them to understand the complexities and dynamics of the tourism industry. The tourism and hospitality industry remains a vital source of employment globally, offering diverse opportunities across various roles. As the industry continues to evolve with technological advancements and changing consumer preferences, the demand for skilled and adaptable workers will grow, shaping a dynamic employment landscape.</p>

	MAHATMA GANDHI UNIVERSITY Graduate School
	4 + 1 Integrated UG and PG Programme

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	Airport Passenger Service Operations		
Course Type	Minor A		
Course Level	200-299		
Course Code	MG2DSCUTS101		
Course Overview	This course offers a detailed exploration of airport passenger service operations, focusing on check-in procedures, customer service, safety regulations, and industry best practices. Practical sessions and industry visits provide students with hands-on experience in real airport settings.		
Semester	2	Credit	4
Total Student Learning Time	Instructional hours for theory	Instructional hours for practical/lab work/field work	
	45	15	
Pre-requisite	Nil		

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Explain the fundamental concepts and principles of airport passenger service operations.	U	PSO 1
2	Analyze the importance of effective customer service and safety regulations in airport operations.	U	PSO 3
3	Demonstrate practical skills in airport ground handling operations and quality assurance procedures.	A, S	PSO 4
4	Compare airport facilities management practices, quality assurance processes, and legal frameworks in aviation.	An	PSO 5
5	Develop innovative solutions to enhance passenger experience, optimize airport operations,	C	PSO1, PSO2

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E) , Create (C), Skill (S))

COURSE CONTENT

Module 1 Introduction to Airport Passenger Service and Passenger Handling Procedures	15 Hours	CO 1
1.1 Overview of airport operations and passenger service 1.2 Historical development and significance of passenger service 1.3 Introduction to airport layout and facilities 1.4 Check-in procedures and baggage handling 1.5 Security screening protocols 1.6 Boarding and deplaning processes		
Module 2 Customer Service in Airport Operations and Safety and Security Regulations	15 Hours	CO 2
2.1 Principles of customer service in aviation 2.2 Effective communication skills 2.3 Handling passenger inquiries and complaints 2.4 Overview of airport security measures 2.5 Passenger and baggage screening techniques 2.6 - Emergency response procedures		
Module 3 Airport Facilities Management and Airport Ground Handling Services	15 Hours	CO 3
3.1 Terminal operations and facilities management 3.2 Retail and commercial services at airports 3.3 Passenger flow management 3.4 Overview of ground handling services 3.5 Aircraft servicing and ramp operations 3.6 Baggage handling and loading procedures		
Module 4: Quality Assurance in Passenger Service and Emerging Trends in Airport Passenger Service	15 Hours	CO 4 & CO 5
4.1 Importance of quality assurance in aviation 4.2 Quality control measures and auditing processes 4.3 Continuous improvement strategies 4.4 Technological innovations in passenger service 4.5 Sustainability initiatives in airport operations		


4.6 Future trends and challenges

Mode of Transaction	Classroom activities: <ul style="list-style-type: none"> • Authentic Learning • Collaborative Learning Field Visits <ul style="list-style-type: none"> • Visit to airport terminal to observe passenger flow. • Tour of airport terminal facilities. • Observation of check-in counters and baggage handling facilities. • Observation of customer service desks and interactions. • Tour of airport security checkpoints and emergency response facilities. • Visit to airport facilities management offices and retail outlets. • Visit to ground handling service providers at the airport. • Discussion with airport quality assurance teams. • Presentation by industry experts on emerging trends. Practical Session: <ul style="list-style-type: none"> • Terminal layout design exercise. • Simulated check-in and boarding exercises. • Role-playing scenarios for customer service interactions. • Case study analysis of innovative airport passenger service models.
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative Continuous Assessment (40%) Semester End Examination (60%)

Learning Resources

1. Gupta, R. K. (2018). Airport Operations Management. Delhi, India: Excel Books.
2. Panwar, S. S. (2015). Aviation Security: Principles and Practice. Mumbai, India: Himalaya Publishing House.
3. Gupta, R. K. (2019). Airport Customer Service. Delhi, India: Vikas Publishing House.
4. Singh, S. K. (2017). Aviation Security and Safety Management. New Delhi, India: McGraw Hill Education.
5. Sharma, M. K. (2016). Airport Facilities Management. Delhi, India: Oxford University Press.
6. Bhatia, R. K. (2019). Aviation Ground Handling Services. Mumbai, India: Excel Books.
7. Kaul, R. (2017). Quality Management in Aviation. New Delhi, India: Pearson.
8. Verma, R. P. (2018). Airport Management: Strategies and Best Practices. Mumbai, India: Himalaya Publishing House.

Relevance of Learning the Course/ Employability of the Course
<p>1. Career Opportunities: The course can prepare you for a variety of roles within airports, airlines, and related industries. This includes positions such as passenger service agent, ground handling staff, check-in agent, boarding agent, and more.</p> <p>2. Customer Service Skills: Working in passenger service requires excellent customer service skills. This course can help you develop skills in communication, problem-solving, conflict resolution, and handling difficult situations, all of which are valuable in any customer-facing role.</p> <p>3. Demonstrate Airport Operations: The course will likely cover various aspects of airport operations, including security procedures, baggage handling, ticketing systems, and airport regulations. Understanding these processes is crucial for providing efficient service to passengers.</p> <p>4. Industry Knowledge: Aviation is a complex industry with its own set of regulations, standards, and best practices. Learning about airport passenger service will give you insights into how the industry functions, which can be valuable knowledge for advancing your career.</p> <p>5. Global Relevance: Airports and airlines operate worldwide, so the skills and knowledge gained from this course can be applicable globally. Whether you work in a small regional airport or a major international hub, the fundamentals of passenger service remain the same.</p> <p>6. Career Progression: For those interested in advancing their careers in the aviation industry, having a solid understanding of passenger service can be a stepping stone to higher-level positions such as airport management or airline operations.</p>

	MAHATMA GANDHI UNIVERSITY Graduate School
	4 + 1 Integrated UG and PG Programme

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	Travel Distribution Management		
Course Type	Minor - B		
Course Level	200-299		
Course Code	MG2DSCUTS141		
Course Overview	Travel Distribution Management is a critical aspect of the travel industry, encompassing the mechanisms and strategies used to deliver travel products and services to consumers. The travel distribution landscape focuses on the mechanisms and strategies used to deliver travel products and services to consumers. It covers the various distribution channels, technological advancements, regulatory frameworks, and ethical considerations. Students will gain practical skills and knowledge necessary for effective management and optimization of travel distribution channels, preparing them for diverse roles within the travel industry.		
Semester	1	Credit	4
Total Student Learning Time	Instructional hours for theory	Instructional hours for practical/lab work/field work	
	45	15	
Pre-requisite	NIL		

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Comprehend the importance of the structure, and relationship of the Travel Distribution ecosystem	R, E	1
2	Identify and categorise the Travel Distribution System based on different Travel Business	An	1
3	Explain the key legal and ethical issues in travel distribution.	Ap	3
4	Make use of data privacy, consumer protection laws, and ethical marketing practices in Travel Distribution	A	3
5	Apply regulations related to Digital Distribution, E-Commerce,	A	3
6	Design an implementation model of a Travel Distribution System that could be integrated with an external system.	A, C	6

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E) , Create (C), Skill (S))

COURSE CONTENT

Module 1:Introduction to Travel Distribution Management	Hours	CO No
1.1 Definition, Importance, and evolution of Travel Distribution	10	1
1.2 Tourism Supply Chain		
1.3 Key players in the travel distribution ecosystem		
1.4 Structure of the travel and tourism industry		
1.5 Interrelationships between sectors: airlines, hotels, car rentals, cruises, tours, and attractions.		
Module 2: Types and Categories of Travel Distribution System	Hours	
2.1Global Distribution Systems (GDS)	15	2
2.2 Online Travel Agencies (OTAs)		

2.3 Direct Distribution Channels		
2.4 Traditional Travel Agencies		
2.5 Metasearch Engines		
2.6 Mobile Travel Apps		
2.7 Corporate Travel Management Companies (TMCs)		
2.8 Tour Operators		
2.9 Travel Wholesalers and Consolidators		
2.10 Travel Marketplaces		
2.11 Travel Affiliate Programs		
2.12 Subscription-Based Travel Services.		
Module 3: Legal and Ethical Issues in Travel Distribution	Hours	
3.1 Importance of legal and ethical considerations with Stakeholders	15	3,4,5
3.2 Regulatory bodies, and their roles		
3.3 Overview of Consumer Rights in Travel		
3.4 Contracts and Agreements in Travel Distribution		
3.5 Data Privacy and Protection		
3.6 Intellectual property rights in travel content (e.g., images, itineraries)		
3.7 Legal requirements for accessibility in travel services.		
3.8 Digital Distribution and E-Commerce Regulations		
3.9 Discrimination and Harassment in Health and Safety Regulations		
Module 4: Designing & Implementation a Travel Distribution Management System (TDMS)	Hours	
4.1 Requirement Analysis & Stakeholder Identification	20	6
4.2 Business Requirements & Technical Requirements		
4.3 System Architecture Design & Core Functionalities		
4.4 Integration with External Systems		
4.5 Technological Components		

4.6 Data Analytics and Reporting		
4.7 Testing and Quality Assurance		
4.8 Deployment and Maintenance		
4.9 Security and Compliance		
4.10 Scalability and Performance Optimization		
Capstone Project: Developing a comprehensive travel distribution plan for a hypothetical or real company-Application of course concepts to solve real-world challenges		

Mode of Transaction	<p>Classroom activities: Group Discussions, Team based Project Presentations, Idea Presentations, Extension lectures Online/Offline by Travel Industry Professionals and travel Technology Professionals</p> <p>Field activities: Industry Immersion Visits for Surveys and Familiarisation with the Department of Tourism, Tourism & Travel Companies, Hotels, and Allied entities in the Tourism Supply Chain.</p> <p>Lab-based activities: Practical with GDS Software such as Amadeus, and Galileo.</p>
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative <p>Continuous Assessment (40%)</p> <p>Semester End Examination (60%)</p>

Learning Resources

Reference Texts

1. Ben Vinod (Author), Mastering the Travel Intermediaries: Origins and Future of Global Distribution Systems, Travel Management Companies, and Online Travel Agencies (Management for Professionals) July 2024
2. Corinne Fowler (Editor), Charles Forsdick (Editor), Ludmilla Kostova (Editor) Travel and Ethics: Theory and Practice (Routledge Research in Travel Writing),
3. Carl Robson (Author) Travel Business Ventures: Essential Strategies for Launching a Successful Travel and Tour Company in the Modern Market 14 March 2024
4. Haiyan Song (Author), Tourism Supply Chain Management (Advances in Tourism), November 2011

Lab Exercises


<https://en.softonic.com/downloads/travel-booking>

<https://en.softonic.com/downloads/travel-booking>

<https://www.revas.online/en/simulations/travel-agency/>

<https://mybiz.makemytrip.com>

Relevance of Learning the Course/ Employability of the Course
<p>The skills and knowledge gained from this course will open up a wide range of career paths, including roles in travel agencies, airlines, hotels, OTAs, GDS providers, tour operators, and travel tech companies as the travel industry continues to evolve with new technologies, Employers in the travel industry highly value expertise in distribution management, including proficiency with GDS, booking engines, CRM systems, and data analytics. professionals who understand and can leverage these advancements are more competitive in the job market.</p>

	<p style="text-align: center;">MAHATMA GANDHI UNIVERSITY</p> <p style="text-align: center;">Graduate School</p>
	<p style="text-align: center;">4 + 1 Integrated UG and PG Programme</p>

School	School of Tourism Studies		
Programme	Tourism Management		
Course Title	Management Foundations in the Aviation Industry		
Course Type	Multi Disciplinary Course		
Course Level	200-299		
Course Code	MG2MDCUTS101		
Course Overview	This course will equip the students with the National and International management perspectives of the Aviation Industry and its progression, acquire knowledge in concepts of smart aviation, green aviation, Stakeholder involvement, and other Constituents, learn the theoretical and practical implementation of Planning & Management Strategies including Aviation Safety, Human Resources, Marketing, Customer Service in the Aviation Industry and also the Regulatory and Legal role of international and domestic aviation organisations for promoting the Aviation Industry with the right attitude.		
Semester	2	Credit	3
Total Student Learning Time	Instructional hours for theory		Instructional hours for practical/lab work/field work
	30		15
Pre-requisite	NIL		

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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PSO No.
	<i>Upon completion of this course, students will be able to;</i>		
1	Categorise the Aviation Industry constituents and their stakeholders	R	1
2	Evaluate and further learn to innovate in the Aviation Industry's Progression to Sustainability and Alternative Energy for smart aviation applications	E, C	4,6
3	Evaluate the importance of contributing to the planning and managing of the Aviation Industry needs in the Domestic and International arenas.	C	5
4	Apply or acquire Skills based on the professional manpower needs and expectations of the Aviation Industry.	A	2
5	Apply risk management strategies and emergency response plans to mitigate potential threats including cybersecurity	An, A	5
6	Identify the legal and regulatory aspects of the Aviation Industry as per the international and domestic regulatory authorities or agencies	A	3

*(Learning Domains: Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E) , Create (C), Skill (S))

COURSE CONTENT

Module 1: Introduction to Aviation Industry	Hours	CO No
<p>1.1 Overview of the global aviation industry development and milestones in aviation</p> <p>1.2 Key stakeholders in the Aviation Industry and their roles</p> <p>1.3 Introduction to National and International Perspectives Including the Role of the Private Sector</p> <p>1.4 Economic contributions of aviation to national and global economies</p> <p>1.5 Role of Government Policies in shaping aviation industry of Airports in the aviation ecosystem</p>	10	1,6
Module 2: Operations Management & Sustainability Practices in the Aviation Industry	Hours	
<p>2.1 Aviation Operations Planning and Control, Airport Operations Management, Airline Operations Management</p> <p>2.2 Marketing and Customer Service in Aviation</p> <p>2.3 Structure and components of air traffic Management (ATM)-</p> <p>2.4 Environmental Impact of Aviation & Sustainable Aviation Practices</p> <p>2.5 Innovations in Aviation including the introduction of electric vertical take-off and landing (eVTOL) aircraft.</p>	15	2

Module 3: Manpower Development & Risk Management in the Aviation Industry	Hours	
3.1 Introduction to Manpower Development in Aviation 3.2 Job Roles in the Aviation Industry 3.3 Leadership Development in Aviation 3.4 Diversity and Inclusion in the Aviation Workforce 3.5 Introduction to Risk Management in Aviation, Risk Assessment and Analysis, Risk Mitigation and Control, Regulatory and Compliance Risk Management 3.6 Cyber threats in the aviation industry & Implementing cybersecurity measures.	10	3,4
Module 4: Role of Domestic & International Organisations in the Legal, Regulatory, and Management of the Aviation Industry.	Hours	
4.1 Importance of regulatory and management frameworks 4.2 International Civil Aviation Organization (ICAO) 4.3 International Air Transport Association (IATA) 4.4 European Union Aviation Safety Agency (EASA)- Federal Aviation Administration (FAA) - USA Directorate General of Civil Aviation (DGCA) – India- Airport Authority of India.	10	5

Mode of Transaction	<p>Classroom activities: Group Discussions, Role Plays in Airport Customer Service/Airport Management, Preparing a Collage for Airport Security Awareness, Case Studies on Airline and Airport Marketing, Extension lectures Online/Offline by Aviation Professionals,</p> <p>Field activities: Visit Aviation Museums, and Visit International and Domestic Airports.</p> <p>Lab-based activities:- Airport Simulator-Based Exercises</p>
Mode of Assessment	<ul style="list-style-type: none"> • Summative • Normative <p>Continuous Assessment (40%)</p> <p>Semester End Examination (60%)</p>

Learning Resources

Reference Texts

1. Ratandeep Singh, Aviation Management: Global and National Perspectives (2021), Kanishka Publishing House
2. Singh P, Modern aviation management concepts and practices 2012, Cyber Tech
3. Arijit Das, Aviation Management 2021 (Ground Service & In-flight Service)
4. Herbert Baum (Author), Stefan Auerbach (Author), Werner Delfmann (Editor) **Strategic Management in the Aviation Industry 2017**
5. Arun Sharma & Gagandeep (Author) Aviation Wings How To Become A Cabin Crew Or Ground Staff: Sample Cabin Crew Interview Questions And Answers, Lodge Cabin Crew Career Guide 2019

Lab Exercises

<https://store.steampowered.com/app/1715280/AirportSim/>

Relevance of Learning the Course/ Employability of the Course
<p>This course is highly relevant for students aspiring to enter or advance in the aviation sector. The comprehensive curriculum with field visits to Aviation hubs, Aviation Museums, Case studies, practical assignments, and group discussions will help the students to apply theoretical concepts to real-world scenarios. equips students with essential skills, knowledge, and attitudes to enhance their employability and prepare them for various career opportunities in this dynamic and globally significant industry.</p>