

Master of Arts in Tourism and Aviation Management

PROGRAM STRUCTURE AND SYLLABUS
2026-27 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



EXPERT COMMITTEE IN TOURISM (PG)
MAHATMA GANDHI UNIVERSITY

2025

MAHATMA GANDHI UNIVERSITY
EXPERT COMMITTEE IN TOURISM

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MASTER OF ARTS- TOURISM AND AVIATION MANAGEMENT
(Mahatma Gandhi University Regulations PGCSS2019 from 2026-27 Academic Year)

1. Aim of the Program

The Master of Arts in Tourism and Aviation Management course will be offered with specialization in the field of both Tourism Operation and Aviation Management. In India, tourism and aviation is on the anvil of exponential growth and Kerala has now vast tourism and aviation potential, being tapped and yet to develop. There is a great amount of dearth for the competent professionals to manage these industries. This course is designed to serve these needs.

The primary aim of the M.A. in Tourism and Aviation Management is to nurture competent professionals equipped with specialized knowledge, critical thinking abilities, and managerial competencies required to address the multifaceted challenges and opportunities of the tourism and aviation industries. By providing a comprehensive curriculum that combines theoretical foundations with practical exposure, the programme seeks to prepare graduates who can function effectively in leadership roles across national and global contexts.

The programme also seeks to foster an entrepreneurial mindset among students, encouraging them to innovate and create new opportunities within tourism and aviation. By instilling creativity, adaptability, and resilience, the course prepares graduates to launch start-ups, consultancy services, and niche ventures that cater to evolving demands in travel, leisure, and air transport. Special attention is given to sustainable practices and responsible management to ensure that the growth of tourism and aviation contributes positively to society, culture, and the environment.

In addition to academic and professional aims, the programme aspires to contribute to the holistic development of students by strengthening their communication skills, cultural awareness, and global outlook. Tourism and aviation are industries that thrive on human interaction and cross-cultural exchange, and therefore the course emphasizes the development of soft skills, intercultural competence, and ethical responsibility. By promoting a learner-centered and industry-engaged pedagogy, the programme ensures that students are prepared to succeed in multicultural and technologically advanced environments.

2. Eligibility for Admissions

A candidate who has passed any Bachelor's Degree (Including Professional Degree) approved by M G University with a minimum of 45% are eligible to pursue the Programme on a regular academic mode. Relaxation in percentage is allowed for SC/ST, OEC, SEBC and Physically challenged students as prescribed by the University.

3. Medium of Instruction and Assessment

The medium of instruction shall be English. There shall be continuous assessment of the students on an internal basis based on the provisions of the Regulations and end semester examinations conducted by university. The final assessment shall be based on both the above components in accordance with the provisions of the Regulations.

Assessment - Duration of the programme and Courses of Study

The duration of the Master of Arts in Tourism and Aviation Management program shall be of four semesters. The courses for the programme include two types of courses, Core courses and Elective Courses. The Elective courses had been assigned in the fourth semester with two groups of electives with three courses in each group. There shall be a Project work with dissertation to be undertaken by all students. Students have also to prepare Study tour report and internship report.

Evaluation assessment and grading system

Total credit of the programme is 80. The evaluation scheme for each course shall contain two parts: (a) internal evaluation (ISA) and (b) external evaluation (ESA). The weight for the internal evaluation theory is 10 and the external evaluation is 30 and its maximum Weighted Grade Point (WGP) is 50 and 150, respectively. The internal external ratio is 1:3. There shall be no separate minimum grade point for internal evaluation.

Direct grading system

Direct grading system based on a seven-point scale is used to evaluate the performance (external and internal examination of students). For all courses, letter grades and GPA/SGPA/CGPA are given on the following scale:

Range	Grade	Indicator
4.50 to 5.00	A+	Outstanding
4.00 to 4.49	A	Excellent
3.50 to 3.99	B+	Very good
3.00 to 3.49	B	Good (Average)
2.50 to 2.99	C+	Fair
2.00 to 2.49	C	Marginal
Up to 1.99	D	Deficient (Fail)

No separate minimum is required for internal evaluation for a pass, but a minimum C grade is required for a pass in an external evaluation. However, a minimum C grade is required for pass in a course.

Details of evaluation

There will be a four-stage evaluation:

1. Evaluation first stage – Both internal and external (to be done by the teacher)
2. Evaluation second stage – Calculation of Grade Point Average (GPA) of a course (to be done by the University)
3. Evaluation third stage – Semester Grade Point Average (SGPA) (to be done by the University)
4. Evaluation fourth stage – Cumulative Grade Point Average (CGPA) (to be done by the University)

The first stage evaluation to be done by the teacher is shown below:

Grade	Grade points
A+	5
A	4
B	3
C	2
D	1
E	0

Theory

For all theory papers, there will be both internal and external evaluations.

Internal evaluation

The internal evaluation shall be based on written tests, assignments and seminars in respect of theory courses. The weightage assigned to various components for internal evaluation is as follows. All the components of the internal evaluation are mandatory.

	Components	Weightage
i.	Assignment	2
ii	Seminar	4
iii	Best two test papers	2 each = 4
	Total	10

For test papers all questions shall be set in such a way that the answers can be awarded A+, A, B, C, D and E grade.

External evaluation

The external examination in theory courses is to be conducted by the University with question papers set by external experts. There shall be University examination for all theory papers at the end of each semester. The answers must be written in English except for those coming under Faculty of languages.

There shall be one end-semester examination of 3 hours duration in each lecture-based course (Theory). Maximum weight for external evaluation is 30. Therefore, maximum weighted grade point (WGP) is 150.

A question paper for theory may contain short answer type questions, short essay / problem solving type questions and long essay type questions. Different types of questions shall be given different weights to quantify their range as follows:

Pattern of questions				
Sl. No.	Type of Questions	Weight of the question	Total number of questions	Number of questions to be answered
1	Short Answer type questions	1	10	8
2	Short essay / Problem solving type questions (Not exceeding three pages)	2	8	6
3	Long essay type questions	5	4	2

The pattern of questions for external evaluation shall be set in such a way that the answers can be awarded A+, A, B, C, D and E grade.

Project

Project work shall be completed by each student individually under the supervision of a teacher in the concerned department. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor. There should be an internal assessment and external assessment for the project work.

Internal evaluation

The internal evaluation of the project can be done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation. The internal components of project are given below:

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva	1
Total	5

External evaluation

The external evaluation of the Project work is followed by presentation of work including dissertation and Viva-Voce. Project evaluation Viva -Voce shall be conducted at the end of the programme only. The external components of project are given below:

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
Total	15

Comprehensive Viva Voce

Comprehensive Viva - Voce shall be conducted at the end of 4th semester which covers questions from all courses and internship report, by external examiners.

Internal evaluation

The internal components of Comprehensive Viva - Voce are given below:

Components	Weightage
Basic Knowledge and Presentation Skills	1
Topic of Interest	1
*Knowledge of Core Course	3
Total	5

**Knowledge of Core Course include Internship and Study Tour.*

External evaluation

The external components of Comprehensive Viva - Voce are given below:

Components	Weightage
Basic Knowledge and Presentation Skills	3
Topic of Interest	3
*Knowledge of Core Course	9
	15

**Knowledge of Core Course include Internship and Study Tour.*

Types of Industry & Organizations to be selected for the Internship Programme:

Aviation Industry. / Airlines, / Airports/, Cargo Divisions.

Travel & Tour Operators/ Tourism Departments/ Reputed Star Hotels at the Prominent Tourist Locations.

Internship Training Report

Internship is offered in the fourth semester for sixty days as part of the Master of Arts in Tourism and Aviation Management programme. Students can choose one internship option either in Aviation or in Tourism. They can take up their internship either in airport or aviation sector, travel agency or tour operation firm and public sector destination management offices. This is a supervised internship within the tourism and aviation industry. This allows students to undertake experiential learning by working with the sponsoring tourism or aviation organization to critically examine a major aspect of their operation. The students shall submit a written report of their internship study during the fourth semester. As mentioned above it will have both internal and external components and will be evaluated along with the comprehensive viva – voce at the end of the fourth semester.

Field visits and Study Tour Programs

Students need to Participate in the Study tour and Field visits to important national or international destinations, organized by the Institution as per the curriculum. A detailed Study tour/ Field Visit Report should be prepared by the students, and the evaluation will be conducted internally and externally in the fourth semester. Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour.

4. Faculty under which the Degree is Awarded.

Master of Arts in Tourism and Aviation Management programme is awarded under the faculty of Tourism and Hospitality Studies.

5. Specializations offered, if any

Specialization courses are not offered as part of the Master of Arts in Tourism and Aviation Management programme. However, Internship with two group of electives is offered in the fourth semester from which students can choose any one group for internship.

6. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The nomenclature of the programme complies with the UGC order and directions.

7. THE PROGRAM STRUCTURE

Course Code	Title of the Course	Type of the Course	Hours per week	Credits
FIRST SEMESTER				
TR030101	Fundamentals of Tourism and Hospitality	Core	4	4
TR030102	Fundamentals of Aviation Industry	Core	4	4
TR030103	International Tourism	Core	4	4
TR030104	Aviation and Environmental Impacts	Core	4	4
TR030105	Marketing for Tourism	Core	5	4
TR030106	Global Tourism Geography	Core	4	4
SECOND SEMESTER				
TR030201	Aviation Operations Management	Core	5	4
TR030202	Tourism Products of India	Core	4	4
TR030203	Airline Marketing Management	Core	4	4
TR030204	Travel Agency and Tour operation Management	Core	4	4
TR030205	Customer service and Passenger Handling	Core	4	4
TR030206	Air Cargo Management	Core	4	4
THIRD SEMESTER				
TR030301	Aviation Safety and Resource Management	Core	4	4
TR030302	Crew Management in Flight service	Core	4	4
TR030303	Tourism Economics	Core	4	4
TR030304	Sustainable Eco Tourism	Core	4	4
TR030305	Research Methods in Tourism	Core	4	4
TR030306	Aviation Law	Core	5	4
FOURTH SEMESTER				
TR860401	Internship In Aviation	Elective 1	5	3
TR870401	Internship In Tourism	Elective 2	5	3
TR030401	Project Work	Project	2	2
TR030402	Comprehensive Viva Voce	Viva	3	3
	Total Credit			80

8. DETAILED SYLLABUS OF THE PROGRAMME

SEMESTER 1

TR030101 FUNDAMENTALS OF TOURISM AND HOSPITALITY

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To introduce the fundamental concepts and evolution of tourism and hospitality.
2. To familiarize students with the components, products, and services of the tourism industry.
3. To understand the role of transportation, accommodation, travel agencies, and allied sectors in tourism development.

Module 01

Evolution of travel and tourism, Definition and meaning of tourism, Purpose of travel, terminologies related to travel and tourism (visitor, traveler, excursionist etc.)

Module 02

Road transportation (Evolution, types, forms, organizations), Water transportation (Evolution, types, forms, organizations), Air transportation (Evolution, types, forms, organizations), Rail transportation (Evolution, types, forms, organizations)

Module 03

Types (Natural, Man-made, Symbiotic), Characteristics of tourism products, Components of tourism products, Sustainable tourism, Adventure tourism, Rural tourism, Eco tourism, Ethnic tourism, Responsible tourism, Spiritual tourism, Religious tourism, Major destinations of Kerala.

Module 04

Evolution of accommodation industry, Classification of Hotels, Major departments of hotels, Types of Rooms, Types of meal plan, Allied Hospitality Industries with examples. Functions, Departments

Module 05

Travel Agency and Tour Operations Business: Origin, Definition, and Differentiation
Intensification of Travel Trade Services Over the Years
Role and Contribution of Travel Agents and Tour Operators in the Development of the Tourism Industry

Reference

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London.

SEMESTER 1

TR030102 FUNDAMENTALS OF AVIATION INDUSTRY

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To provide students with a comprehensive understanding of the evolution, structure, and operations of the global and Indian aviation industry
2. To equip learners with knowledge and analytical skills in airport and airline management
3. To develop critical insights into regulatory, economic, and service aspects of aviation

Module 1

History of Aviation - The Evolution of Aviation, Issues and Challenges, Global Aviation Industry, Aviation Industry in India - An Overview, Aircraft Types and Structures, Aircraft Manufacturers. - Domestic and International, World Airlines, World Major Airports, IATA and ICAO, National Aviation Authorities.

Module 2

Airport Planning- Terminal Planning, design & Operation -airport operations- Functions – Organizational structure in airline, airport authority of India -comparative study of Indian and global airport Management systems.

Module 3

Role of Air traffic control- air space and navigation aids- control process- case studies in the airline Industry, impact of privatization of airports in Mumbai, Delhi.

Module 4

Various Airport transport services- airport user fee & development fee. International air transport services- over view of the airports in Delhi., Mumbai, Bangalore. Role of private operators.

Module 5

Role of DGCA- Slot allocation and Methodology followed by ATC- & DGCA- Management of bilateral economic regulations.

Reference books:

1. Graham A. – Managing Airports – an international perspective- butterworth- Heinemann, Oxford- 2001

2. Wells A- Airport Planning & Management-4th edition - McGraw Hill -London 2003
3. Alexander t Wells , Seth young, Principles of airport Management- McGraw Hill-2003
4. P S. Senguttavan – fundamentals of air transport Management -Excel Books 2007
5. Richard de Neufille- Airport systems Planning Design and Management, McGraw Hill London-2007
6. E- Manual of airport licensing of aai airports -aai website .

SEMESTER 1

TR030103 INTERNATIONAL TOURISM

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

- 1.To explain the nature, scope, and types of domestic and international tourism, along with the role of government and organizations in its promotion.
- 2.To analyze global and regional tourism trends, economic impacts, and factors influencing tourist movements.
3. To examine alternative, inbound, and outbound tourism patterns through case studies, conventions, and contemporary practices in international tourism.

Module 1

Definition, Nature and scope of Domestic and International Tourism. Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism

Module 2

Economic impact of international tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market. Long -term tourism growth trends, tourism growth in major regions.

Module 3

Alternative tourism – Meaning, types, and importance. Case studies of alternative tourism destinations – India, Costa Rica, and Brazil. Barriers to travel – Economic, Political, Health, and environmental risk.

Module 4

Patterns and characteristics of India's outbound tourism. Case study of Dubai, Singapore, Malaysia, and Thailand. Domestic tourism in India- major tourist-generating states in India. International Conventions: Warsaw 1924, Chicago 1944.

Module 5

International organizations, viz. WTO, WTTC, IATA. National tourism organizations, viz MOTGOI. Development of transportation, technology & automation worldwide.

Reference:

1. International Tourism: A.K.Bhatia
2. Tourism System: Mill R.C. & Morrison
3. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra

SEMESTER 1

TR030104 AVIATION AND ENVIRONMENTAL IMPACTS

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To provide an in-depth understanding of the environmental impacts of aviation
2. To analyze global strategies and policies addressing aviation's role in climate change
3. To equip students with knowledge of emission assessment and management techniques in aviation

Module 1

Global and local emissions, noise, water/waste management, and biodiversity- technological, Operational and infrastructural improvement- regulation and economic initiatives.

Module 2

General overview of global warming – Aviation form pillar strategy- technology, operations, infrastructure, economic measures- specific goals and targets- Noise management – noise abatement procedure –Technological progress- Noise zoning- compensation issues- Operational restrictions- night curfew, noisy aircraft ban- Kyoto protocol for climatic effects- radiation exposure.

Module 3

Vision 2020 of aviation Development- Airport environmental Impact- airport environment capacity- Aviation fuel- it combustion and exhaust gases- Thematic strategy on air pollution.

Module 4

Air Transport and its perspectives: Environmental aspects of air transport, general purpose aviation segment air transport vision perspectives- air transport beyond 2020- Air engine exhaust gases: Airplane pollution system- Aero engine exhaust pollutants – exhaust pollutant reduction engine enhancement projects.

Module 5

Emission calculation: Airport activity- Aircraft support equipment auxiliary power unit(APU) on road vehicles parking lots- Weather data – receptor location – Airport pollution sources Airport Emissions- Movement date –Gate emissions- Taxiway emissions- Queue emissions Runway pre-processing and Emissions.

References:

1. Aviation and Environment –Jon C Goodman
2. Aviation, environment, and world order 1980 by Saligram Bhatt
3. Aviation and the Environment by Ruwantissa Abeyratne
4. Transport and the Environment: Aviation and the Environment, Shipping and the Environment, Transport and Climate Change, Books LLC.
5. Greening airports; advance technology and operations by Milan Janic.
6. Airport Environmental Impact- Methodology of Atmospheric Protection vol.25 Institute of Aviation scientific publication

SEMESTER 1

TR030105 MARKETING FOR TOURISM

Total Credits: 4

Hours/Week: 5 hours

Objective of the Course:

1. To provide a foundation in the principles, functions, and practices of tourism marketing.
2. To analyze and apply the tourism marketing mix, strategies, and contemporary approaches
3. To develop essential marketing skills and innovative perspectives for promoting tourism destinations, products, and services

Module 1

Evolution of Marketing: Marketing for Tourism-Tourism Product- Features of Tourism Marketing- Marketing Functions-Market Research-Tourism Marketing Mix.

Module 2

Understanding the Market and the Consumer: Marketing Environment-Consumer Behavior-Buyer Decision Process – Demand Forecasting - Market Segmentation –Targeting – Market Positioning.

Module 3

Ps of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other Ps: People, Physical Evidence, and Process.

Module 4

Marketing of Tourism & Related Activities: Global Marketing, Direct Marketing, social media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events, and other Tourism sub-sectors and Products.

Module 5

Developing Marketing Skills for Tourism: Self-Motivation, Team Building, Personality Development, Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends.

REFERENCES

1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.

2. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.
3. Kotler, P. (2006). Marketing Management. Delhi: PHI.
4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.
5. Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas.
6. Ramasamy, V.S., & Namakumar, S. (1990). Marketing Management: Planning & Control. New Delhi: Macmillan.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-14>.

SEMESTER 1

TR030106 GLOBAL TOURISM GEOGRAPHY

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To provide an understanding of physical geography and its relevance to global tourism.
2. To familiarize students with major international destinations, routes, and transport systems.
3. To analyse key features, attractions, and travel formalities of important tourist regions worldwide.

Module 1

Physical Geography, Time Calculation and Transport System: North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading: Latitude - Longitude - International Date Line - Altitude – Direction - Scale Representation, Time Zones, Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time, GIS & Remote Sensing, Tourism Transport Systems: Major Airports and Routes - Major Railway Systems and Networks - Water Transport - Road Transport: Major International Highways, Transport Systems in India: Air, Water and Surface.

Module 2

Tourist Destinations in the Americas: Key Features- Special Interests- Activities-Travel Formalities, North American Destinations: Canada- the United States, Mexico, Central America: Bermuda-the Caribbean, South American Destinations: Brazil- Uruguay Venezuela- Argentina, Chile- Peru.

Module 3

Tourist Destinations in Europe: Key Features- Special Interests- Activities- Travel Formalities, Countries: United Kingdom- France- Italy- Spain-Switzerland- Netherlands Germany- Monaco.

Module 4

Tourist Destinations in Africa: Key Features- Special Interests- Activities-Travel Formalities, Regions: Western Africa- Eastern Africa- South Central Africa- South Africa, Important Destinations: the Egypt- Mauritius-Seychelles.

Module 5

Tourist Destinations, Key Features, Special Interests & Activities, Travel Formalities in Asia, Australia, and Oceania: South Asian Tourist Destinations, South-East Asia Tourist Destinations, Far East Tourist Destinations, Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia

REFERENCES

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications.
7. World Atlas.

SEMESTER 2

TR030201 AVIATION OPERATIONS MANAGEMENT

Total Credits: 4

Hours/Week: 5 hours

Objective of the Course:

- 1 To provide students with a comprehensive understanding of the key principles, functions, and challenges involved in managing aviation operations.
2. Students will gain knowledge of airport and airline management, regulatory environments, logistics, and emerging trends in technology.
3. To develop students' analytical and decision-making skills for optimizing safety, efficiency, and customer satisfaction in aviation operations through real-world case studies and practical applications.

Module 1

Overview of the Aviation Industry- Key stakeholders- Role of the stakeholders- Principles of Aviation Operation Management- Definition and Scope- Functions and Responsibilities- Aviation Regulatory Environment- Aviation regulations- Key regulatory bodies- Airline Business Model- Current Trends and Future Directions in Aviation- Case Study: The Rise of Emirates Airlines

Module 2

Airport Planning and Design- Capacity Designing & Planning- Airport Operations- Ground Handling- Airport Security and Safety- Emergency Planning- Crisis Management- Revenue Sources- Cost Management.

Module 3

Airline Business Models- Full-Service Models Vs Low-Cost Carriers- Revenue Management and Pricing Strategies- Flight Operations- Scheduling- Performance Metrics- Safety and Security in Airline Operations- Customer Service in Airlines

Module 4

Role of logistics in aviation- Air cargo operations- Supply Chain in Aviation- Inventory management and control- Supplier relationship management- Technology in Aviation Logistics- Automation and digitization- Future trends in aviation logistics- Risk Management in Aviation Logistics.

Module 5

Strategic Planning and Analysis- Strategic management process- SWOT, PESTEL- Competitive strategies- Leadership styles and their impact- Organizational culture- Change management- Role of innovation- Managing technological change- Future challenges and opportunities- Impact of global trends.

References:

1. Meijer, G. (2020). Fundamentals of Aviation Operations. Routledge.
2. Cook, G. N., & Billig, B. (2019a). Airline Operations and Management. Taylor & Francis.
3. Ishrat, S. I., Khan, Z. A., & Siddiquee, A. N. (2023). Introduction to Aviation Operations Management. CRC Press.
4. “ Hughes, V. (2020b). Airline Governance. Routledge

SEMESTER 2**TR030202 TOURISM PRODUCTS OF INDIA**

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand the cultural, historical, natural, and religious tourism resources of India.
2. To familiarize students with India's diverse tourism attractions including monuments, festivals, wildlife, and hill stations.
3. To analyse emerging tourism circuits, adventure tourism, and heritage-based products of India.

Module 1

Cultural Background of India: Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects.

Module 2

Historical Monuments of India – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, Indian Museums, Indian Cuisines, Handicrafts of India.

Module 3

National Parks, Wildlife Sanctuaries and Biosphere Reserves of India: Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Simlipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of

Himalayas.

Module 4

Adventure Tourism: Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions-Islands, Beaches, Lakes, Rivers, Deserts of India.

Module 5

Major Tourism Circuits of India: Inter-State and Intra-State Circuits, Theme-Based Circuits - World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India

REFERENCES:

- Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Print world.
2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.
3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.
4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.
6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
7. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <https://epgp.inflibnet.ac.in/ahl.php?csrno=1827>

SEMESTER 2

TR030203 AIRLINE MARKETING MANAGEMENT

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand the conceptual framework of marketing and its application to the airline industry.
2. To develop knowledge of customer behaviour, market segmentation, and product–pricing strategies in airline marketing.
3. To evaluate the role of market research, distribution channels, and emerging digital marketing trends in aviation.

Module 1

Marketing Conceptual Framework – Marketing Environment- Customer-oriented organization
Marketing Interface with other functional areas – Marketing in Globalized Environment –
Marketing mix- Stages in the application of Marketing Principles to Airline Management.

Module 2

Customer- Definition - Apparent & True Needs – Industrial Buying behaviors – customer in the
Business Air travel market- Customer in the Leisure travel Market- Customer in the Air Freight
Market – Market segmentation in the air Passenger and Air freight Market- Marketing
Environment- Building customer satisfaction.

Module 3

Product- Definition – Product Life cycle in the aviation Industry- Managing Product Portfolio-
Balancing risk and Opportunity – fleet and scheduled related Product features – Customer
service-related features - pricing Decisions – Building blocks in the airline pricing Policy -
Uniform and Different pricing – Distribution channel strategies - Travel Agency distribution
system- Advertising and sales promotion – Public Relations.

Module 4

Types- Process – Tools & Techniques - application of market research – Product Launching –
demand estimation – advertisement- brand preferences- customer satisfaction - Retail store
Image – customer perception – distribution customer Relationship- Competitor analysis-
preparation of Market research Report-

Module 5

Online marketing- web-based marketing programs- Impact of social media marketing- Emerging new trends and challenges to marketers

References:

1. Stephan Shaw - Airline Marketing & Management – Ashgate sixth Edition
2. Philip Kotler - Marketing Management – Prentice hall of India Pvt ltd .
3. Michael R Czinkota & Masaaki Kotabe- Marketing Management – Vikas Thompson learning
4. Douglas J Dalrymple- Marketing Management- John Wiley and sons
5. NAG- Marketing successfully A professional Perspective – Macmillan.
6. Akar Day , Kumar ,Essentials of marketing Research

SEMESTER 2

TR030204 TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To examine the evolution and functions of travel agencies and tour operators in the tourism industry.
2. To develop skills in itinerary planning, tour packaging, costing, and pricing strategies.
3. To evaluate the role of national and international travel trade organizations in promoting and regulating the industry.

Module 1

Travel Trade: Historical Perspectives: Emergence of Thomas Cook- Cox and Kings American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.

Module 2

Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from the Government.

Module 3

Itinerary Planning & Development: Tour Itinerary: Types of Itineraries - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process: FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

Module 4 Tour Packaging & Costing: Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip, and Cox & Kings.

Module 5

Travel Trade Organizations: Objectives, Activities, and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI

REFERENCES

1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
2. E-Pathshala. (2018). Retrieved from E-Pathshala, an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-02.
3. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.
6. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
7. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP

SEMESTER 2

TR030205 CUSTOMER SERVICE AND PASSENGER HANDLING

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand the principles of customer care, service quality, and passenger retention in the airline industry.
2. To develop interpersonal and behavioural skills for effective communication and rapport building with passengers.
3. To analyse passenger handling procedures, airport services, and cabin crew responsibilities in ensuring safety and service excellence.

Module 1

Components of Customer Care- Airline and Corporate Etiquette, Defining a Customer, Types of Customer, Customer Service and Retention. IATA Guidelines.

Module 2

Behavior Patterns and Building Rapport- Behavior Styles, Assertive Behavior, Empathy vs Sympathy, Rapport Building Techniques.

Module 3

Passenger handling- International and Domestic Passenger Terminals, International Travel Documentation, Baggage Allowance and Baggage Irregularities, Passenger Needing Special Attention.

Module 4

Airport Handling- Airport Services, Standard Operations, Ramp Services, and Airside Safety, Freight Warehouse Management.

Module 5

Introduction of Cabin Crew - Pre-flight Preparations - Flight Preparation - Boarding Process - Crew Resource Management (CRM) Cabin Crew Roles & Responsibilities.

References:

1. Alexander T.Well, Seth Young –Principles of Airport Management, McGraw-Hill, 2003
2. P.S.Senguttuvan –Fundamentals of Airport Transport Management, McGraw-Hill 2003
3. The Complete Cabin Crew Interview Manual.
4. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill

SEMESTER 2

TR030206 AIR CARGO MANAGEMENT

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To provide an understanding of air cargo operations, terminology, and industry processes.
2. To familiarize students with air freight export–import procedures, documentation, and handling of special cargo.
3. To analyse cargo marketing, customer service, safety, and the role of IATA-recognized agents in air cargo management.

Module 1

Aviation and airline terminology - IATA areas - Country – Currency– Aircraft lay out – concept of Air cargo Types of air cargo -cargo acceptance - ULD - International Air Routes -Airports - codes – Consortium –Hub & Spoke – Process Flow

Module 2

Air freight Exports and Imports - Sales & Marketing, Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo –Sales leads – Routing Instructions - Customer service, Future trends

Module 3

Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments – POD –Conditions of contract - Dangerous (DGR) or Hazardous goods

Module 4

Cargo Handling procedures -Handling of perishable goods – dangerous goods - carriage of Live animals - Valuable cargo – Human Remains - Restricted articles on board – Un accompanied Baggage – Handling organizations in the airport- couriers – domestic & International.

Module 5

Formation- IATA recognition - agents' duties & responsibilities - Payment procedure- safety of the air cargo- Time Management- Qualities required as a sales person.

References :

1. Logistics and Air Cargo Management- N V Suresh, Dr. Deepa Rajesh, & Dr. V. Suganya- IIP Publications
2. Aviation, air cargo & Logistics Management- Manual For Air Cargo Handlers and Shippers – Emmi A Maniriho- Notion Press.
3. Michael Sales, Air Cargo Management, Himalaya Publishers, Llyod, Introduction to Marine Cargo Management, Informa George Calms, Freight Claims, Transportation and logistics cosmel

SEMESTER 3

TR030301 AVIATION SAFETY AND RESOURCE MANAGEMENT

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand the causes and types of aviation accidents, including human, mechanical, and environmental factors.
2. To develop knowledge of human error management, safety cultures, and threat-error management in airlines.
3. To analyse aviation disaster investigations, airport safety issues, and resource management practices.

Module 1

Major accident analysis- midair collision, Runway incursion, Weather factors, Human Factors and mechanical failures. Case studies.

Module 2

Managing Human error- Identifying the root cause of human error, Human reliability assessment, and safety cultures in Airlines. Threat and error management, case studies

Module 3

Nature of Accident- Causes of Accident, Major Aviation Disaster- case studies, Statistics of Aviation Disaster, Investigation, Analysis and Reporting.

Module 4

Major issues- Contemporary assessment- Psychological aspects and training, bird strike airport operators, responsibilities, airside discipline, maintenance of airport and aircraft. Case studies

Module 5

Recourse management at Airport: MS Needs to Establish RMS, Advantages of using RMS.

References:

1. Aviation safety programs: A Management Handbook - Richard A Woods
2. Reason, James. Human Error. Cambridge University Press, 1990.
A foundational text on human factors and error management in aviation.
3. Stolzer, Alan J., Halford, Carl D., & Goglia, John J. Safety Management Systems in Aviation. Ashgate Publishing, 2011.

SEMESTER 3

TR030302 CREW MANAGEMENT IN FLIGHT SERVICE

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand in-flight services, procedures, and aviation terminology relevant to cabin operations.
2. To develop knowledge of cabin crew roles, duties, pre-flight procedures, and handling of special passengers.
3. To analyse crew resource management (CRM), emergency handling, and its impact on aviation safety.

Module 1

Introduction to In-flight services and procedures, Aviation terminologies

Module 2

Role and responsibility of cabin crew, Duties and functions of cabin crew, Pre-flight and preboarding procedures, Special Passenger Handling

Module 3

Turbulence and Emergency Situations & Handling Procedures

Module4

Crew Resource Management: An Overview – CRM: Evolution and Basics, Flight Control Crew Management, Maintenance Resource Management, Impact of CRM in Aviation Safety, CRM Training, CRM: Training Methods and Standardization

Module 5

CRM Aspects in Incidents/Accidents – Data on Incidents/Accidents: Human Performance Analysis, Evaluation of Flight Crew CRM Skills, Issues in CRM – Individual Performance: Relevant Factors, Automation and Upgradation, Skills.

References:

1. Airline Airport & Tourism Management- Dr. Sumeet Susheelan - Notion press
2. Airline Cabin Crew Training Manual – Emmy Arsonval Maniriho – Notion Press
3. Aviation Management- Ratnadeep Singh – Kanishka Publishing House

SEMESTER 3

TR030303 TOURISM ECONOMICS

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand the principles of managerial and macroeconomics relevant to the tourism industry.
2. To develop skills in demand analysis, pricing strategies, and market structure evaluation.
3. To analyse the economic, socio-cultural, and environmental impacts of tourism and the multiplier effect.

Module 1

Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand Forecasting-Purposes and methods, Tourism Demand.

Module 2

Pricing - Determinants, Objectives, Pricing under different Market conditions, Cost curves, Break even analysis and cost control, Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition.

Module 3

Macro Economics - aggregate Concepts GNP and GDP- Aggregate and Measurement of National income, Determination of National Income, Consumption Function, Investment function.

Module 4

Inflation-types and approaches, causes and effects of Inflation and employment. Balance of Payment Disequilibrium in Balance of Payment, Causes of disequilibrium in Balance of Payment, measures to correct disequilibrium in Balance of Payment.

Module 5

Impacts of Macro economy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impacts of tourism. Economic Impacts of Tourism in India.

References:

1. Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
2. Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
3. Chopra, O.P. Managerial Economics. New Delhi Me Graw Hill.
4. Koutsoyiannis, A. Modern Micro Economics. New York, Macmillan.
5. M. Thea Sinclair and Mike Stabler. The Economics of Tourism. Rutledge, London and Yew York.
6. Peter Cullen, Economics of Hospitality Management

SEMESTER 3

TR030304 SUSTAINABLE ECO TOURISM

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To examine the principles, evolution, and functions of ecotourism within ecological and environmental contexts.
2. To evaluate tourism's ecological impacts and implement sustainable and community-based tourism practices.
3. To explore global frameworks, policies, and eco-friendly strategies for sustainable tourism development.

Module 1

Fundamentals of Ecology: Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development, pollution, ecological footprints.

Module 2

Tourism & Ecology: Mass Tourism Vs Ecotourism-Typology of Eco-Tourists-Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.

Module 3

Ecotourism Policies, Planning: Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.

Module 4

Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability- 10 R's Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 - World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations

Module 5

Global Warming & Climate Change: Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS

References:

- Ballantyne, R. and Packer, J. (2013). International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CABI Publishing.
 3. Fennel, D.A. (2008). Ecotourism Third Edition. New York: Routledge Publication.
 4. Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
 5. Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
 6. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
 7. Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74-89.
 8. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CABI Publication.

SEMESTER 3

TR030305 RESEARCH METHODS IN TOURISM

Total Credits: 4

Hours/Week: 4 hours

Objective of the Course:

1. To understand research methods and methodologies in tourism.
2. To apply research techniques in tourism business contexts.
3. To develop skills to design and analyze research for informed decision-making.

Module 1

Introduction: Meaning, objectives, and significance of research, types of research - research process. Social science Research: Meaning, scope, and objective, Ethics in social science research. Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

Module -2

Research Design: Meaning, need, and important features, & steps. Types of research design, selection, and formulation of the research problem. Hypothesis: Nature & role in social sciences. Measurement and scaling techniques. Tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

Module-3

Sampling design: Census is a sample survey, sampling “Techniques or methods, sample design and choice of sampling techniques, sample size, sampling & non-sampling errors. Data collection methods.

Module-4

Sampling & Analysis of Data- Population Defined – Sampling Frame – Sampling Vs. Census- Steps in Selecting a Sample- Various types of Sampling Methods - Use of SPSS in Data Analysis- Application and Analysis of Variance (ANOVA)- Measurement and Central Tendency- Measures of Dispersion and their Advantages

Module -5

Types and Layout of Research Report- Report Preparation -Precautions in Preparing the Research Report- Bibliography and Annexure in the Report- Significance Drawing Conclusions –Suggestions Recommendations to the Concerned Persons.

Reference:

1. Saunders M., Lewis P, Thornhill A., Research Methods for Business Students.
2. Wilkinson & Bhchandarkar, Methodology and techniques of social research
3. C r Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)

SEMESTER 3

TR030306 AVIATION LAW

Total Credits: 4

Hours/Week: 5 hours

Objective of the Course:

1. To explore the historical evolution and framework of aviation law at both international and national levels.
2. To interpret legal regulations governing air transport, carrier liability, and international agreements.
3. To examine current policies, liberalization trends, and future challenges in civil aviation governance.

Module 1

Introduction- Paris Convention on Air Navigation-1919- First Indian Air board- Birth of Indian Air Companies - Indian Aircraft Act 1937- Civil aviation pre & Post World War II Nationalization of Air Montreal Protocol services – International Airport Authority of India – History of Aviation - Survey on current air law in India.

Module 2

Air Regime before the Chicago Convention – Chicago convention on the International Civil Aviation -rules for air navigation- Liberalization of International air transportation – Bermuda agreement- Application of GAAT Principles to International air transportation – Environmental protection Measures- India & Bilateral services agreement.

Module 3

Liability of the carrier under the Indian Carriage of Air Act -1972- Warsaw Convention 1929- International Carriage – Hague-Protocol 1955- Montreal Interim Agreement -1966- Guatemala City Protocol 1971- Montreal Protocol 1975 – Consumer Protection Act- Air Carriage claims –

Module 4

Introduction- Privatization- Policy Issues – Current situation - changing trends of Liberalization and ownership in Air service – Airspace Management in India.

Module 5

Past- present- future Overview- Air law and aviation policy of India- Air routes and Airports In India- Aviation Security- Development of Civil aviation Policy and Air Laws in India- future outlook for National Airlines.

References:

1. Air law and policy In India- S . Bhatt- V.S. Mani- V Balakrishna Reddy
2. International Air Law and ICAO – Michael Milde

SEMSTER 4

ELECTIVE 1

TR860401 INTERNSHIP IN AVIATION

No. of credits: 3

Hours/Week: 5 hours

Students can choose any one of the following areas for their internship: Airport Terminal Operations, Cargo Logistics and Management, Air Ticketing and E-Services, or Digital Marketing. After completing the internship, students are required to submit a project report. A viva-voce examination will be conducted as part of both internal and external evaluation.

ELECTIVE 2

TR870401 INTERNSHIP IN TOURISM

No. of credits: 3

Hours/Week: 5 hours

Students can choose any one of the following areas for their internship: MICE Tourism, Eco Tourism, Entrepreneurship in Tourism, or Tourism Product Design and Development. After completing the internship, students are required to submit a project report. A viva-voce examination will be conducted as part of both internal and external evaluation.

SEMESTER - 4

TR030401 PROJECT WORK

No. of credits: 2

Hours/Week: 2 hours

Project work shall be completed by each student individually under the supervision of a teacher in the concerned department. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor. There should be an internal assessment and external assessment for the project work.

SEMESTER - 4

TR030402 COMPREHENSIVE VIVA VOCE

No. of credits: 3

Hours/Week: 3 hours

Comprehensive Viva - Voce shall be conducted at the end of fourth semester which covers questions from all core courses, internship and study tour by external examiners.

9. MODEL QUESTION PAPERS

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030101 - FUNDAMENTALS OF TOURISM AND HOSPITALITY

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Tourism.
2. Who is an excursionist?
3. Mention any two purposes of travel.
4. Expand: IATA; ITDC.
5. What is meant by sustainable tourism?
6. List any two types of meal plans.
7. Define a Travel Agency.
8. What do you mean by Adventure Tourism?
9. What is a Responsible Tourist?
10. Mention any two major departments in a hotel.

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the different types of tourism products.
12. Write a short note on the evolution of air transportation.
13. Discuss the characteristics of tourism products.
14. List and explain different types of accommodation.
15. What are the roles and functions of a Tour Operator?
16. Write a short note on Rural Tourism and its significance.
17. Explain various types of rooms and meal plans in hotels.
18. Describe the role of transportation in tourism development.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Discuss in detail the evolution of travel and tourism.
20. Explain the evolution and classification of hotels with suitable examples.
21. Explain the different modes of transportation and their significance in tourism.
22. Discuss the role of travel agencies and tour operators in tourism development.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030102 - FUNDAMENTALS OF AVIATION INDUSTRY

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Aviation.
2. Expand: ICAO; DGCA.
3. Name any two major aircraft manufacturers.
4. What is an airport terminal?
5. What do you mean by Air Traffic Control (ATC)?
6. Mention any two major international airports in India.
7. What is slot allocation in aviation?
8. What is the role of the Airport Authority of India?
9. Define Bilateral Air Service Agreement.
10. What is meant by Airport User Fee?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the evolution of the aviation industry in India.
12. Discuss the functions of the International Civil Aviation Organization (ICAO).
13. Write a short note on aircraft types and structures.
14. Explain the organizational structure of airlines.
15. What are the functions of Air Traffic Control?
16. Discuss the impact of airport privatization in India.
17. Write a short note on airport planning and design.
18. Explain the role of DGCA in regulating Indian civil aviation.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Trace the history and growth of the global and Indian aviation industry.
20. Discuss in detail the major functions and operations of airports.
21. Explain the roles of various regulatory bodies in international and Indian aviation.
22. Examine the major challenges and opportunities in the Indian aviation industry.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030103 INTERNATIONAL TOURISM

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define International Tourism.
2. Mention any two types of domestic tourism.
3. Expand: WTO; WTTC.
4. What is meant by inbound tourism?
5. What are the economic impacts of international tourism?
6. Name any two major international conventions related to air travel.
7. What do you mean by Alternative Tourism?
8. List two major tourist-generating states in India.
9. Name any two international tourism destinations in Asia.
10. What are the barriers to international travel?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the role of government in promoting international tourism in India.
12. Discuss the factors influencing global and regional tourist movements.
13. Write a short note on long-term tourism growth trends.
14. Explain the patterns and characteristics of India's outbound tourism.
15. What is alternative tourism? Give examples from India or abroad.
16. Describe the functions of international organizations like IATA and WTO.
17. Write a note on the economic, political, and environmental barriers to travel.
18. Discuss the contemporary trends in international tourist movements.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Explain the nature, scope, and types of domestic and international tourism.
20. Analyze the economic impact of international tourism with suitable examples.
21. Discuss the characteristics and patterns of India's inbound and outbound tourism.
22. Describe the role of international and national organizations in the promotion of tourism.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030104 - AVIATION AND ENVIRONMENTAL IMPACTS

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. What are aviation emissions?
2. Expand: APU; ICAO.
3. What is meant by noise abatement?
4. Define global warming.
5. Mention any two sources of airport emissions.
6. What are greenhouse gases?
7. Write a short note on the Kyoto Protocol.
8. What is meant by runway emissions?
9. What is the role of technology in reducing aircraft noise?
10. What do you mean by airport environmental capacity?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the technological and operational improvements used to reduce aviation's environmental impact.
12. Discuss the different types of pollutants emitted from aircraft engines.
13. Write a short note on the effects of aviation on biodiversity and water management.
14. Explain the key elements of the Kyoto Protocol related to aviation.
15. Describe the major noise management strategies adopted by airports.
16. Write a note on Vision 2020 for sustainable aviation development.
17. Discuss the concept of airport emission calculation.
18. Explain the role of infrastructure and economic initiatives in managing aviation's environmental impact.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Examine the global and local environmental impacts of aviation in detail.
20. Analyse the four-pillar strategy for managing aviation's contribution to climate change.
21. Discuss airport pollution sources and emission calculation methods with examples.
22. Evaluate the environmental aspects and future perspectives of air transport beyond 2020.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030105 - MARKETING FOR TOURISM

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Tourism Marketing.
2. What are the features of tourism products?
3. Expand: CSR; PLC.
4. What is market segmentation?
5. Define Market Positioning.
6. What is meant by the Tourism Marketing Mix?
7. Mention any two Ps of marketing other than Product, Price, and Promotion.
8. What is the role of branding in tourism marketing?
9. Write any two modern trends in tourism marketing.
10. What is Green Marketing?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the evolution of marketing and its relevance to tourism.
12. Discuss the major factors influencing consumer behavior in tourism.
13. Write a short note on the stages of the Product Life Cycle (PLC).
14. Explain different pricing strategies used in tourism marketing.
15. What is demand forecasting? Why is it important in tourism?
16. Describe the role of social media and digital platforms in promoting tourism.
17. Discuss the importance of ethics and CSR in tourism marketing.
18. Explain the process of new product development in tourism.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Describe in detail the components of the tourism marketing mix.
20. Discuss the relevance of market segmentation, targeting, and positioning (STP) in tourism marketing.
21. Explain the global and contemporary trends influencing tourism marketing.
22. Evaluate the marketing strategies used for destinations, airlines, and hospitality services.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination First Semester
Faculty of Tourism and Hospitality Studies
(2026 admissions onwards)

TR030106 - GLOBAL TOURISM GEOGRAPHY

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define physical geography.
2. What is the significance of geography in tourism?
3. Define latitude and longitude.
4. What is GMT variation?
5. Mention two major international airlines.
6. Name two important tourist destinations in North America.
7. What are the main travel formalities for international tourists?
8. Name two important tourist destinations in Europe.
9. Mention any two famous tourist attractions in Africa.
10. Name two major tourist destinations in Australia and Oceania (8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the relationship between physical geography and global tourism.
12. Discuss time zones, International Date Line, and calculation of flying time.
13. Describe the major air and water transport systems used in global tourism.
14. Write a short note on the key features and travel formalities of North and South American destinations.
15. Explain the major tourist regions and attractions of Europe.
16. Describe the key destinations and tourism activities in Africa.
17. Discuss important tourist destinations and features of Asia.
18. Explain the major tourist attractions and travel formalities in Australia and Oceania. (6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the significance of physical geography, map reading, and time calculation in global tourism operations.
20. Discuss the major tourist destinations of the Americas, highlighting key attractions, special interests, and travel formalities.
21. Examine the main tourist regions of Europe and Africa, explaining their unique tourism characteristics and importance.
22. Elaborate on the major destinations and tourism features of Asia, Australia, and Oceania, emphasizing cultural diversity and attractions.

(2 × 5 = 10)

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Second Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030201 - AVIATION OPERATIONS MANAGEMENT

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Aviation Operations Management.
2. Who are the key stakeholders in the aviation industry?
3. Expand: PESTEL; SWOT.
4. What is meant by ground handling?
5. Mention any two sources of airport revenue.
6. What are full-service airlines?
7. Define logistics in aviation.
8. What is the role of technology in aviation operations?
9. What is meant by crisis management?
10. Name any two regulatory bodies in the aviation sector. (8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the scope and functions of aviation operations management.
12. Describe the different types of airline business models.
13. Write a short note on airport planning and design.
14. Discuss the importance of safety and security in airline operations.
15. Explain the role of logistics and supply chain management in aviation.
16. What are the key elements of strategic management in aviation operations?
17. Discuss the significance of revenue management and pricing strategies in airlines.
18. Write a note on the challenges and future trends in aviation logistics. (6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the functions, principles, and challenges of aviation operations management.
20. Discuss airport operations with special reference to ground handling, security, and emergency planning.
21. Evaluate the role of technology and innovation in enhancing aviation operations.
22. Examine the strategic planning process in aviation with reference to global trends and change management. (2 × 5 = 10)

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Second Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030202 - TOURISM PRODUCTS OF INDIA

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define tourism products.
2. Name any two major religious centers in India.
3. Mention two classical dance forms of India.
4. Expand: UNESCO; APT.
5. Name any two national parks in India.
6. What is Ayurveda?
7. Mention two hill stations of South India.
8. What is adventure tourism?
9. Name two deserts of India.
10. What is meant by heritage tourism?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the types and features of tourism products in India.
12. Write a short note on ancient Indian civilizations and their contribution to tourism.
13. Describe the art and architecture of Jain and Buddhist monuments.
14. Discuss major Indian fairs, festivals, and their tourism significance.
15. Explain the major national parks and wildlife sanctuaries of India.
16. Describe the adventure tourism attractions in Himachal Pradesh and Uttarakhand.
17. Write a note on India's beaches and islands as tourism products.
18. Discuss the major tourism circuits and theme-based circuits of India. $(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Discuss in detail the cultural and religious tourism resources of India.
20. Explain the major historical monuments, art, and architecture as tourism products in India.
21. Elaborate on India's national parks, wildlife, hill stations, and adventure tourism attractions.
22. Discuss the emerging tourism circuits and heritage-based tourism products of India.

$(2 \times 5 = 10)$

QP Code..... Reg. No..... Name.....
M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Second Semester
Faculty of Tourism and Hospitality Studies
(2026 admissions onwards)

TR030203 - AIRLINE MARKETING MANAGEMENT

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Airline Marketing.
2. What is meant by Customer Satisfaction in airline marketing?
3. Expand: PLC; PR.
4. Name any two distribution channels used by airlines.
5. What is a product portfolio in the aviation industry?
6. Mention two features of a customer-oriented organization.
7. What is uniform pricing?
8. Name two emerging trends in online airline marketing.
9. What is the role of advertising in airline marketing?
10. Define market segmentation in the air travel market. (8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the marketing conceptual framework and its application to airline management.
12. Discuss the types of customers in business, leisure, and air freight markets.
13. Describe the Product Life Cycle in the aviation industry.
14. Explain pricing decisions and airline pricing strategies.
15. Write a short note on travel agency distribution systems.
16. Discuss the role of market research in airline marketing.
17. Explain the tools and techniques used to measure customer perception and satisfaction.
18. Write a note on the impact of social media marketing in aviation. (6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Discuss in detail the marketing mix and its application in airline management.
20. Explain how airlines manage their product portfolio, customer service features, and pricing strategies.
21. Analyze the importance of market research, competitor analysis, and customer relationship management in airline marketing.
22. Evaluate emerging trends, challenges, and digital marketing strategies in the airline industry. (2 × 5 = 10)

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Second Semester

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(2026 admissions onwards)

TR030204 - TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define travel agency.
2. Name any two pioneers of the travel trade.
3. Expand: IATA; MICE.
4. What is a wholesale travel agency?
5. Mention two sources of income for a travel agency.
6. What is a FIT tour?
7. Name any two components of a tour package.
8. What is tour costing?
9. Name any two travel trade organizations.
10. What is the role of a tour operator?

(8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the historical development of travel trade with examples.
12. Describe the types of tour operators and their functions.
13. Write a short note on setting up a full-fledged travel agency.
14. Explain the process of itinerary planning and preparation.
15. Discuss the components and classification of tour packages.
16. Explain the concept of tour costing and tour pricing strategies.
17. Describe special interest tours (SITs) and their significance.
18. Write a note on IATA accreditation and government recognition of travel agencies.

(6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Discuss in detail the functions and roles of travel agencies and tour operators in tourism development.
20. Explain the steps and considerations in tour itinerary planning and development.
21. Analyze the process of tour packaging, costing, and pricing with examples from leading companies.
22. Evaluate the objectives, functions, and activities of major travel trade organizations in India and abroad.

(2 × 5 = 10)

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Second Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030205 - CUSTOMER SERVICE AND PASSENGER HANDLING

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define Customer Care in aviation.
2. Name any two types of airline customers.
3. Expand: CRM; IATA.
4. What is assertive behavior?
5. Mention two key passenger services at airports.
6. What is baggage irregularity?
7. Define rapport building in customer service.
8. Name two responsibilities of cabin crew.
9. What is airside safety?
10. What is meant by passenger retention?

(8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the components of customer care and airline etiquette.
12. Discuss the different behavior styles and their impact on customer service.
13. Describe passenger handling procedures for domestic and international passengers.
14. Explain the role of airport services and ramp operations in passenger handling.
15. Write a short note on baggage allowance and management of passengers needing special attention.
16. Discuss pre-flight and flight preparations for cabin crew.
17. Explain Crew Resource Management (CRM) and its significance.
18. Describe the roles and responsibilities of cabin crew during boarding and in-flight service.

(6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Discuss in detail the principles of customer care and passenger retention in aviation.
20. Explain passenger handling procedures, airport services, and safety measures at international and domestic terminals.
21. Analyze the cabin crew responsibilities and the process of pre-flight preparation and in-flight management.
22. Evaluate the role of behavior patterns, empathy, and rapport building in ensuring excellent customer service.

(2 × 5 = 10)

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define air cargo.
2. What is meant by ULD?
3. Mention the three IATA traffic conference areas.
4. What is meant by the Hub and Spoke system?
5. Name any two types of special cargo.
6. What is an Air Waybill (AWB)?
7. Mention two important documents used in air cargo export.
8. What is meant by DGR goods?
9. Name any two cargo handling organizations in airports.
10. Mention two duties of an IATA-recognized cargo agent.

(8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the classification and types of air cargo and their acceptance procedures.
12. Discuss the IATA areas, international air routes, and airport coding systems.
13. Describe the major components of air freight marketing and customer service.
14. Explain the documentation process involved in air freight exports and imports.
15. Write short notes on consolidation, COD, and POD shipments.
16. Describe the handling procedures for perishable, valuable, and dangerous goods.
17. Explain the duties, responsibilities, and payment procedures of IATA agents.
18. Discuss the importance of safety and time management in air cargo operations.

(6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the structure of global air cargo operations with reference to terminology, cargo acceptance, and process flow.
20. Explain in detail the export–import procedures, documentation, and handling of special cargo in air freight management.
21. Discuss the cargo handling procedures at airports, emphasizing perishable goods, live animals, and restricted articles.
22. Evaluate the role, recognition, and responsibilities of IATA agents in ensuring effective and safe air cargo management.

(2 × 5 = 10)

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Third Semester
Faculty of Tourism and Hospitality Studies
(2026 admissions onwards)

TR030301 - AVIATION SAFETY AND RESOURCE MANAGEMENT

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define aviation safety.
2. What is a runway incursion?
3. Mention two human factors that contribute to aviation accidents.
4. What is RMS in aviation?
5. Name two mechanical failures that can cause accidents.
6. Define threat and error management.
7. What is meant by midair collision?
8. Mention two weather factors affecting aviation safety.
9. What is human reliability assessment?
10. Name any two psychological aspects relevant to aviation safety. $(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain major types of aviation accidents with examples.
12. Describe human error management and safety culture in airlines.
13. Discuss the causes of aviation disasters and their statistics.
14. Explain the process of aviation accident investigation and reporting.
15. Discuss the role of airport operators in managing bird strikes and airside discipline.
16. Explain maintenance-related responsibilities in airport and aircraft safety.
17. Write a note on threat-error management with a case study.
18. Describe the advantages of implementing RMS at airports. $(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze major aviation accidents with reference to human, mechanical, and environmental factors.
20. Discuss human error management, safety culture, and threat-error management in airlines.
21. Evaluate airport safety issues, psychological aspects, and responsibilities of airport operators.
22. Explain resource management at airports, including RMS establishment, benefits, and case studies. $(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Third Semester
Faculty of Tourism and Hospitality Studies
(2026 admissions onwards)

TR030302 - CREW MANAGEMENT IN FLIGHT SERVICE

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define in-flight service.
2. Mention any two aviation terminologies used in cabin operations.
3. What is the role of cabin crew?
4. Name two duties of cabin crew during pre-flight procedures.
5. What is special passenger handling?
6. Define turbulence in aviation.
7. Expand: CRM.
8. Mention two aspects of CRM training.
9. What is maintenance resource management?
10. Name any two human factors affecting CRM.

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain in-flight services and procedures in commercial aviation.
12. Discuss the roles and responsibilities of cabin crew during flight.
13. Describe pre-flight and pre-boarding procedures.
14. Explain handling of special passengers and related protocols.
15. Write a note on turbulence and emergency situation handling.
16. Discuss Crew Resource Management (CRM) evolution and basics.
17. Explain the impact of CRM on aviation safety.
18. Describe CRM training methods and standardization.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the roles, duties, and responsibilities of cabin crew in ensuring flight safety and service excellence.
20. Discuss Crew Resource Management (CRM) in detail, including evolution, training, and implementation.
21. Evaluate CRM aspects in incidents and accidents, including human performance analysis and evaluation of crew skills.
22. Explain individual performance factors, automation, and skill upgradation in CRM.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Third Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030303 - TOURISM ECONOMICS

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define managerial economics.
2. What is tourism demand?
3. Mention two methods of demand forecasting.
4. Define elasticity of demand.
5. What is perfect competition?
6. Mention two objectives of pricing in tourism.
7. Define GDP and GNP.
8. What is inflation?
9. Explain the term balance of payment disequilibrium.
10. What is the multiplier effect in tourism?

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the nature and scope of managerial economics.
12. Discuss demand functions and the income and substitution effects.
13. Describe pricing under different market conditions and cost curves.
14. Explain break-even analysis and its significance in tourism business.
15. Discuss macroeconomic concepts related to tourism, including national income determination.
16. Explain the causes and types of inflation and their impact on tourism.
17. Discuss disequilibrium in balance of payment and corrective measures.
18. Explain the economic, socio-cultural, and environmental impacts of tourism.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the theory of the firm, market structures, and profit maximization in tourism economics.
20. Evaluate the role of demand forecasting and pricing strategies in tourism management.
21. Discuss the macroeconomic impacts, including GNP, GDP, consumption, and investment functions, on the tourism industry.
22. Explain the multiplier process and its effects on tourism, with examples from India.

$(2 \times 5 = 10)$

QP Code.....

Reg. No.....

Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Third Semester

Faculty of Tourism and Hospitality Studies

(2026 admissions onwards)

TR030304 - SUSTAINABLE ECO TOURISM

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define ecotourism.
2. Mention two principles of sustainable development.
3. What is the ecological footprint?
4. Expand: UNWTO; WWF.
5. Name any two ecotourism projects in India.
6. What is carrying capacity in tourism?
7. Mention two international declarations relevant to ecotourism.
8. Define alternative tourism.
9. What is community participation in ecotourism?
10. Name two eco-friendly practices in tourism.

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the evolution, trends, and functions of ecotourism.
12. Discuss mass tourism versus ecotourism and their ecological impacts.
13. Describe ecotourism policies, planning, and types of community participation.
14. Write a note on international frameworks: Quebec Declaration 2002 and Kyoto Protocol 1997.
15. Explain sustainable development principles and major dimensions of sustainability.
16. Discuss the Brundtland Commission, Rio Declaration 1992, and World Conference on Sustainable Tourism 1995.
17. Explain global warming and climate change impacts on tourism.
18. Discuss the role of international and national organizations (UNWTO, WWF, UNDP, ATREE) in promoting sustainable tourism.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the ecological and environmental impacts of ecotourism and sustainable development practices.
20. Evaluate ecotourism planning, carrying capacity, alternative tourism, and responsible tourism initiatives with examples.
21. Discuss case studies of ecotourism projects in India and abroad (Periyar, Thenmala, Similipal, Kruger National Park).
22. Explain global frameworks, policies, and eco-friendly strategies for sustainable tourism development.

$(2 \times 5 = 10)$

QP Code.....

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Name.....

M.A. in Tourism and Aviation Management Degree (C.S.S) Examination Third Semester

Faculty of Tourism and Hospitality Studies

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TR030305 - RESEARCH METHODS IN TOURISM

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. Define research.
2. Mention two objectives of social science research.
3. What is the significance of research in tourism?
4. Define hypothesis in social sciences.
5. Name two types of research design.
6. What is sampling?
7. Mention two methods of data collection.
8. Define scaling in research.
9. What is SPSS used for in research?
10. Name two components of a research report.

$(8 \times 1 = 8)$

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the meaning, objectives, and significance of research in tourism.
12. Discuss the major areas and challenges of tourism research in India.
13. Explain research design, its features, and steps involved in formulation.
14. Describe measurement and scaling techniques and tests of sound measurement.
15. Discuss sampling design, sample size, and choice of sampling techniques.
16. Explain the use of SPSS, analysis of variance (ANOVA), and measures of central tendency in research.
17. Describe sampling errors and non-sampling errors in research.
18. Explain the precautions, layout, and components of preparing a research report.

$(6 \times 2 = 12)$

Section C

Answer any two questions. Each question carries a weight of 5.

19. Analyze the process of selecting and formulating a research problem in tourism studies.
20. Discuss sampling methods, data collection techniques, and their application in tourism research.
21. Explain data analysis techniques including SPSS, ANOVA, measures of central tendency, and dispersion.
22. Elaborate on research report preparation, significance of bibliography, annexures, drawing conclusions, and making recommendations.

$(2 \times 5 = 10)$

Time: Three hours

Max. Weight: 30

Section A

Answer any eight questions. Each question carries a weight of 1.

1. What is the Paris Convention on Air Navigation?
2. Mention the year of the Indian Aircraft Act.
3. What was the role of the First Indian Air Board?
4. Define "Airspace Management."
5. What is the significance of the Chicago Convention?
6. Mention any two objectives of the Bermuda Agreement.
7. What is meant by Carrier Liability?
8. Name two international conventions related to air carriage.
9. What is the function of the International Airport Authority of India?
10. Mention two major aviation policies in India. (8 × 1 = 8)

Section B

Answer any six questions. Each question carries a weight of 2.

11. Explain the historical development of aviation law in India.
12. Discuss the main provisions of the Paris Convention on Air Navigation, 1919.
13. Explain the significance of the Chicago Convention and its impact on international civil aviation.
14. Describe the objectives and principles of the Bermuda Agreement and GAAT application to air transport.
15. Discuss the liability of carriers under the Indian Carriage by Air Act, 1972.
16. Write short notes on the Warsaw Convention and the Hague Protocol.
17. Explain the importance of liberalization and privatization trends in civil aviation.
18. Describe aviation security and airspace management in India. (6 × 2 = 12)

Section C

Answer any two questions. Each question carries a weight of 5.

19. Trace the historical evolution of air law and the development of civil aviation in India from 1919 to the present.
20. Discuss the major international conventions and agreements governing international air transport, including Warsaw, Hague, and Montreal Protocols.
21. Analyze the process of liberalization, privatization, and ownership trends in Indian civil aviation.
22. Evaluate India's aviation policies, air routes, airport management, and the future outlook for national airlines.

(2 × 5 = 10)

10. FORMAT OF AWARDS TO BE ISSUED TO STUDENTS

The following document will be issued to students who have enrolled for the MA-TAM program:

- o Grade cards / Mark cum grade cards for each semester
- o Consolidated grade card
- o Provisional certificate
- o Degree certificate