2018

[OBE DESIGN- TOURISM ADMINISTRATION & MANAGMENT DEPARTMENT]

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PREFACE

Outcome Based Education (OBE) is the educational approach which focuses on student centric education in the context of development of personal, social, professional and knowledge (KSA) requirements in one's career and life. It is the decade ago curriculum development methodology. The educational triangle of _LEARNING-ASSESSMENT-TEACHING_ is the unique nature of the OBE approach. The curriculum practices such as Competency Based Curriculum, Taylor's Model of Curriculum Development, Spadys' Curriculum principles, Blooms taxonomy and further use of assessment methodologies like, Norm-reference testing and Criterion reference testing, etc is being practiced since decades. It is also interesting to know that, globally, different countries and universities adopts the curriculum development models/approaches such as, CDIO (Conceive-Design-Implement-Operate), Evidenced Based Education, Systems' Approach, etc as the scientific and systematic approaches in curriculum design.

The authorities of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) in-lieu of accreditation standards of National Assessment and Accreditation Council, decided to opt for Outcomes Based Education (OBE). As the part of the decision, different meetings, workshops and presentations were held at the campus of university.

This document is the outcome of different meetings and workshops held at university level and department level. The detailed document is designed and the existing curriculum of the department is transformed in to the framework of OBE. This is the first step towards the implementation of OBE in the department. The document will serve all stakeholders in the effective implementation of the curriculum. The OBE is continuous process for quality enhancement and it will go a long way in order to enhance the competencies and employability of the graduates/Post-graduates of the university department.

Head of Department

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OUTCOME BASED EDUCATION

Faculty of Commerce & Management

Department of Tourism Administration and Management

1. Mission:

Mission Statement

- To develop competent manpower in the domain of tourism and administration sector through certificate, diploma and post-graduate/ research program.
- To develop professionals and entrepreneurs having global competencies I tourism administration and management.
- To conduct research in the sector of tourism and global practices & trends in tourism.
- To offer field base training to the students.

2. Vision:

Vision Statement

- Collaborations with National and International organizations
- International collaboration with organizations such as UN-World Tourism Organization (UNWTO), Asia-Pacific Education and Training Institutes in Tourism (APETIT), World Tourism and Travel Council(WTTC) APETIT (already applied),etc. for academic cooperation and recognition.
- Application of new technologies like Virtual Learning Education (VLE), Webinar, and Video Conferencing in teaching.
- As the goal of the university is social commitment, the department aims for global recognition with Community based development

3. Title of the Program (s):
   a. **Master of Tourism administration and Management**

4. Program Educational Objectives:

The program educational objectives (PEO) are the statement that describes the career and professional achievement after the program of studies (graduation/ post-graduation). The PEO s are driven form question no. (ii) of the Mission statement (What is the purpose of organization). The PEOs can be minimum three and maximum five.

PEO1: Mastery over the Tourism administration and management domain.

PEO2: To work as professional in private and public sector through respective competitive examination/interviews.

PEO3: To establish own professional activity in the domain of tourism management.

PEO4: To be a researcher and a life-long learner.

PEO5: To be a values based and ethical leader in the professional and social life.

5. Program Outcomes:

The program outcomes (PO) are the statement of competencies/ abilities. POs are the statement that describes the knowledge and the abilities the graduate/ post-graduate will have by the end of program studies.

a. Fundamental knowledge in Tourism management, tour operations, Aviation and hotel industry for solving business related problems.
b. To practice tourism in the area of tourism planning, administration, operation and sustainable tourism in industry and government settings.
c. To pursue higher studies, research and consultancy career in tourism sector.
d. To function and communicate effectively, both individually and within the tourism stakeholders using modern technology.
e. To engage in life-long learning.
f. To be sensitive to the consequences of their work, both ethically and professionally, for productive professional career focusing on positive sustainable growth.

6. Course- Program outcome Matrix:

The Program Outcomes are developed through the curriculum (curricular/co-curricular-extra-curricular activities). The program outcomes are attained through the course implementation. As an educator, one must know, ***"to which POs his/her course in contributing?"***. So that one can design the learning experiences, select teaching method and design the tool for assessment. Hence, establishing the Corse-PO matrix is essential step in the OBE. The course-program outcomes matrix indicates the co-relation between

the courses and program outcomes. The CO-PO matrix is the map of list of courses contributing to the development of respective POs.

The template is provided in the below table.

COURSE-PO MATRIX

Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
TP401	*	*	*					
402	*	*	*					
403	*	*	*					
404				*	*			
405		*				*		
IC001		*				*		
421			*	*	*	*		
423				*	*			
406	*	*	*					
407	*	*	*					
408	*	*	*					
409	*	*	*					
410			*		*	*		
425		*	*	*	*	*		
424		*	*	*	*	*		
501	*	*						*
502	*	*						*
503	*	*						*
504	*	*						*
505		*	*	*	*	*		
521	*	*						*
522		*				*		
523	*	*						*
506			*	*	*	*		
507	*	*	*					
508	*	*	*					
509	*	*	*					
510		*	*	*	*	*		
524		*	*	*				
525		*	*	*	*			
526		*	*	*	*			

7. Course Outcomes (for all courses):

The course outcomes are the statement that describes the knowledge & abilities developed in the student by the end of course (subject) teaching. The focus is on development of abilities rather than mere content. There can be 5 to 7 course outcomes of any course. These are to be written in the specific terms and not in general. The list of Course Outcomes is the part of **_Annexure-C_** attached herewith.

8. Set Target levels for Attainment of Course Outcomes:

The course outcome attainment is assessed in order to track the graduates' performance w.r.t target level of performance. The CO-PO attainment is the tool used for continuous improvement in the graduates' abilities through appropriate learning & teaching strategies. In order to assess students' performance with respect to abilities (at the end of course teaching/by the end of program) the course outcome attainment are measured/calculated. In order to calculate the program outcome attainment, the course outcome attainment is calculated. Prior to that, the course-program outcome mapping is done.

9. Set Target level for Attainment of Program Outcomes:

The program outcome attainment is assessed in order to track the graduates' performance w.r.t target level of performance. The CO-PO attainment is the tool used for continuous improvement in the graduates' abilities through appropriate learning & teaching strategies. In order to assess students' performance with respect to abilities (at the end of course teaching/by the end of program) the course outcome attainment and program outcome attainment is measured/calculated. The program outcome attainment is governed by curricular, co-curricular and extra-curricular activities including the stakeholders' participation. The direct method and indirect method is adopted to calculate the PO attainment. The direct method implies the attainment by course outcomes contributing to respective program outcomes. And indirect method is the satisfaction/feed-back survey of stakeholders. In order to calculate the program outcome attainment, the course outcome attainment is calculated. Prior to that, the course-program outcome mapping is done.

The set target level is the set benchmark to ensure the continuous improvements in the learners/ graduates' performance.

10. Course Attainment Levels:

a. CO attainment is defined/set at three levels;
b. The CO attainment is based on end term examination assessment and internal assessment;
c. The Co attainment is defined at three levels in ascending order-
   i. e.g. For end term and internal examination;
   ii. Level-1: 40% students scored more than class average
   iii. Level-2: 50% students score more than class average;
   iv. Level-3: 60% students score more than class average.
d. The target level is set (e.g. Level-2). It indicates that, the current target is level-2; 50% students score more than class average. The CO attainment is measured and the results are obtained. Based on the results of attainment, the corrective measures/remedial action are taken.
e. CO Attainment= 80% (Attainment level in end term examination) + 20% (Attainment level in internal examination).

11. Program attainment Level:

a. PO attainment is defined at five levels in ascending order;
b. The PO attainment is based on the average attainment level of corresponding courses (Direct Method) and feed-back survey (Indirect method);
c. The PO attainment levels are defined / set as stated below;
    i. Level-1: Greater than 0.5 and less than 1.0 (0.5>1)- Poor
    ii. Level-2: 1.0>1.5-Average
    iii. Level-3: 1.5>2.0-Good
    iv. Level-4: 2.0>2.5-Very Good
    v. Level-5: 2.5>3.0 -Excellent
d. The PO attainment target level is set/defined (say, Level-4). It implies that, the department is aiming at minimum level-4 (very good) in the performance of abilities by the graduates. Based upon the results of attainment, the remedial measures are taken;
e. PO Attainment= 80% (Average attainment level by direct method) + 20% (Average attainment level by indirect method).

12. The Results of CO Attainment:

The Results of CO attainment are provided in Annexure-B

FOR EXAMPLE:

COURSE CODE/TITLE: TOU-508

e.g. For end term and internal examination;
i. Level-1: 40% students scored more than class average
ii. Level-2: 50% students score more than class average;
iii. Level-3: 60% students score more than class average

Average Marks in External examination: 49.75= i.e. 50.00

% Students score more than 50 is 58.33% i.e. Levl-2

Average Marks in Internal examination= 12.08 i.e.12.00

% Students score more than 12 is 58.33%, i.e. Level-2

A (CO) TOU-508= 80% (2) +20(2)

=1.6+0.4

= 2.0

Hence, The attainment level is Level-2 and the set target level is Level-2 and therefore the CO is Fully attained.

Table No. 1.0: CO Attainment Level

Course Code	CO Attainment Value	Target Attainment Level	Fully Attained/ Not Attained	Remedial Measures
TP401	1.8	2	Not Attained	Assignments, tutorials, practice and coaching.
402	2.6	2	Fully Attained	
403	2.2	2	Fully Attained	
404	3	2	Fully Attained	
405	2.2	2	Fully Attained	
IC001	1.4	2	Not Attained	Assignments, tutorials, practice and coaching.
421	3	2	Fully Attained	
423	1.4	2	Not Attained	Assignments, tutorials, practice and coaching.
406	2	2	Fully Attained	
407	3	2	Fully Attained	
408	2.2	2	Fully Attained	
409	1.4	2	Not Attained	Assignments, tutorials, practice and coaching.
410	2.2	2	Fully Attained	
425	1.8	2	Not Attained	Assignments, tutorials, practice and coaching.
424	0	2	Not Attained	
501	2.8	2	Fully Attained	
502	2.2	2	Fully Attained	
503	2.2	2	Fully Attained	
504	2.2	2	Fully Attained	
505	2	2	Fully Attained	
521	2.2	2	Fully Attained	
522	2	2	Fully Attained	
523	2.2	2	Fully Attained	
506	3	2	Fully Attained	
507	2.2	2	Fully Attained	
508	2	2	Fully Attained	
509	2	2	Fully Attained	
510	2	2	Fully Attained	
524	1.4	2	Not Attained	Assignments, tutorials, practice and coaching.
525	1.6	2	Not Attained	
526	2.2	2	Fully Attained	

13. The Results of PO Attainment:

The Results of PO attainment are provided in Annexure-B

FOR EXAMPLE:

PO NO.: PSO1-g

(Note: Refer point No. 11 above which describes the attainment level and set target attainment level)

PO Attainment= 80% (Average attainment level by direct method) + 20% (Average attainment level by indirect method).

A (PO) g = 80% (2.8+2.2+2.2+2.2+2.2+2.2)/6 +20% (2.3)

=80% (2.3) + 20% (2.3)

= 2.3 i.e. Level-4. The Target Level is Level-4.

Hence, PO is attained.

Table No. 2.0 PO Attainment Level

PO/PSO number	PO Attainment Value	Target Attainment level	Fully attained/ Not Attained	Remedial Measures
a	2.2	4	Fully Attained	Not Applicable
b	1.99	4	Almost Attained	
c	2.0	4	Fully Attained	
d	1.97	4	Almost Attained	
e	2.02	4	Fully Attained	
f	1.96	4	Almost Attained	
g	2.3	4	Fully Attained	

14. Planned Actions for Course Attainment:

The courses having attainment level less than Level-2 shall be addressed by planning remedial activities such as assignments, tutorials and coaching.

15. Planned Actions for Program Outcome Attainment:

The PO having attainment level less than Level-4 shall be addressed by planning the remedial measures for the corresponding courses contributing the respective PO.

RESULTS OF CO-PO ATTAINMENT

Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
TP401	1.8	1.8	1.8					
402	2.6	2.6	2.6					
403	2.2	2.2	2.2					
404				3	3			
405		2.2				2.2		
IC001		1.4				1.4		
421			3	3	3	3		
423				1.4	1.4			
406	2	2	2					
407	3	3	3					
408	2.2	2.2	2.2					
409	1.4	1.4	1.4					
410			2.2	2.2	2.2	2.2		
425		1.8	1.8	1.8	1.8	1.8		
424		0	0	0	0	0		
501	2.8	2.8						2.8
502	2.2	2.2						2.2
503	2.2	2.2						2.2
504	2.2	2.2						2.2
505		2	2	2	2	2		
521	2.2	2.2						2.2
522		2	2			2		
523	2.2	2.2						2.2
506			3	3	3	3		
507	2.2	2.2	2.2					
508	2	2	2					
509	2	2	2					
510		2	2	2	2	2		
524		1.4	1.4	1.4				
525		1.6	1.6	1.6	1.6			
526		2.2	2.2	2.2	2.2			
	2.2	1.99	2	1.97	2.02	1.96		2.3

ANNEXURE-C
COURSE OUTCOMES

Tourism Principles and Practices

- Explain key concepts and terminology that underpin the phenomenon of tourism and the field of tourism studies;
- Describe the principles of sustainability as they apply to tourism at both a micro and macro level;
- Explain the relationships between tourism and the environments in which it operates, and the connection this has to contemporary issues in sustainable tourism development;
- Describe the primary structures, functions and operations of industry and government bodies which comprise the tourism system nationally and internationally

Tourist Products in India

- To explain the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes;
- To identify and manage emerging tourist destinations
- Differentiate tourism product from other manufactured products from a marketing view point
- To comprehend the vast Tourist resources of India;

Global Tourism Destinations

- Identify, locate and describe major international destinations as part of the global competition for tourist;
- Identify and discuss social, cultural, political and environmental characteristics of destinations around the world.
- Describe the kinds of tourist activity and attractions unique to major international destinations.
- Research and report on an international destination.

Tourism law in India

- Describe tourism laws and policies at national level
- Analyze and explain the loopholes of tourism laws/policies at formulation and implementation level.
- Describe tourism management in the broader perspective of environmental governance, sustainable tourism and ecotourism standpoint.
- Critically analyze the socio-environmental problems related to the tourism industry as well as steps to manage and overcome the same.

Tourism Marketing

- Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
- Analyze and explain current issues associated with destination marketing
- Access, examine and assess the effectiveness of marketing strategies applied to tourism
- Demonstrate tourism and marketing research and inquiry to inform strategic decision making and problem solving
- Demonstrate skills in oral and written communication as well as critical and analytical thinking in accordance with professional contexts

Human Resource Management in Tourism
- Describe the concept of strategic human resource management and assess the fit of HR practices to strategy in an organisation.
- Evaluate issues involved in human resource planning.
- Demonstrate knowledge and critique practice involved in recruitment and selection.
- Assess and apply concepts involved in learning, training, orientation, rewards, benefits and compensation
- Research and analyse current trends in employee relations and ethics.
- Evaluate, integrate and apply issues related to international diversity and culture

Tourism Planning and Administration in India

- Describe the organizations and agencies involved in the tourism industry in India.
- Explain the organization structure and functions of different authorities involved in tourism industries.
- Critically evaluate issues and practices in tourism & hospitality businesses;
- Describe the theories and principles that informs the development of tourism & hospitality;
- Describe the management of people within the global context of the tourism & hospitality industry;
- Formulate innovative options & recommendations for sustainable business practices within the tourism & hospitality industry.

Financial Management in Tourism

- Critically assess the contribution of financial management in hospitality and tourism, and develop a holistic view of the hospitality and tourism industry.
- Describe the financial aspects of hospitality and tourism organizations' development and operations.
- Evaluate the factors that affect the financial terms during development and operations.

- Critically assess the financing opportunities available and explore the relationship between the financing options and the environment.
- Evaluate and criticize different financial theories and concepts.
- Analyze financial statements with the use of appropriate indicators including financial ratios, profit ratios and discounted cash flow technique in the hospitality and tourism context.

Management of International Tourism

- To work as a manager and leader in service related industries.
- To facilitate the operation of a multicultural work place and to work effectively as a team member in international networks.
- To contribute to science and knowledge.

Hospitality Management

- To introduce the Hospitality Industry as a single interrelated industry encompassing restaurants, hotels, motels, catering, event planning, travel and tourism, and many others.
- Create favorable guest experiences by using professional service management techniques in a hospitality business environment.
- Apply current and relevant technologies in a manner designed to enhance organizational performance in a hospitality business environment.
- Make clear and logical decisions by organizing, analyzing, and interpreting information and formulating rational solutions in a hospitality business environment.
- Contribute to positive team performance in a hospitality business environment by appraising and managing one's own team-related competencies, in particular, the knowledge, skills and attitudes considered transportable from one team to another.
- Model the behaviors of effective, ethical leaders by demonstrating the fundamental principles of leadership in a hospitality business environment

Management of Travel Agency and tour operations

- Identify the roles and responsibilities of travel agents in tourism development
- Describe the different types of tour operations and travel agents
- Describe the procedures and apply the techniques and right attitude when dealing with clients in a travel agency
- Apply industrial practices with respect to the local environment
- Apply the concepts to effective itinerary planning.

Tourist Transport (surface)
- Describe the development of passenger transport and tourism development
- Identify the principal forms of passenger transport and their key operational characteristics
- Describe different types of transport services and how they interact with the entire tourism system
- Analyse the contemporary issues and challenges facing in the transportation business that relates to the tourism industry

Tourist impact analysis

- Evaluate the economic, socio-cultural and environmental impacts of tourism on a specific location;
- Assess the significance of managing tourism impacts in the context of sustainable tourism planning and management;
- Analyse the roles of different stakeholders in the decision-making process on managing tourism impacts;
- Demonstrate their key skill development in the following areas: Communication and Literacy; Problem Solving; Independent Learning and Working

Ecotourism

- Explain the key terminology, principles, concepts and theory underpinning ecotourism
- Describe the ecotourism market and catalysts of its emergence, growth and continued development
- Critically explain a range of issues associated with use of natural environments for tourism
- Identify the experiential, environmental, socio-cultural and economic impacts of ecotourism and critically discuss their management
- Explain the fundamental concepts an principles associated with ecotourism planning
- Indentify, analyse and critically discuss real issues and problems facing ecotourism operators

E-Tourism

- Evaluate the role and functions of the internet and electronic distribution in tourism
- Describe the key drivers and barriers to the managing tourism products online and issues of usability, effectiveness, efficiency and satisfaction in online communications
- Assess and interpret Web Analytics & the measurement of online tourism communications
- Explain the role of technology to augment and improve the tourism experience

Niche Tourism

- Identify the motivators and determinants of demand for specialist tourism products.
- Explain the factors that affect the provision of niche tourism products.
- Describe the range and characteristics of niche tourism products.
- Describe the demand for a niche tourism product.
- Propose a plan for the launch of a new niche tourism product.

Entrepreneurship in Tourism

- Describe and apply theories of entrepreneurial activities and processes.
- Discribe personal, sociological and environmental antecedents to the entrepreneurial process.
- Analyse the role of opportunity recognition, innovation and creativity in the entrepreneurial process.
- Critically analyse a business start-up in the light of entrepreneurial theory.
- Identify contemporary entrepreneurship issues including pertinent financial and legal issues in the pre start-up phase of venture creation.