



Action Taken Report of Department of Hospitality Management and Tourism

Action Taken Report (ATR) on Curriculum

A structured (rating-based) feedback form, designed by IQAC feedback committee, is circulated among stakeholders such as Students, Teachers, Alumni, and Industry experts by the department to get their suggestions with regard to the quality of the curriculum. The responses from stakeholders are analysed by the members of the feedback committee and suggestions are communicated to the department. The suggestions are discussed in the BOS meeting and necessary changes are recommended to the curriculum. These recommendations are forwarded to the Academic Council for approval. Based on the amendments made by the Academic Council, an Action Taken Report (ATR) is prepared by the department and is submitted to the IQAC.





Criterion I - **Curricular Aspects**

Action Taken Report 2017-18

Suggestions Received	Action Taken
Since many are quitting job to start own business, an awareness of start-up ecosystem should be taught	Introduced new topic on Start-ups and incubation
In managerial economics, inflation and government intervention in the market are an inevitable part.	Topics on inflation and government intervention in the market were included in Managerial Economics
Syllabus should follow a progressive approach	It was decided to reorganise the syllabus structure

Action Taken Report 2018-19

Suggestions Received	Action Taken
If a student fails in courses PMH1708, 1709, 1718, 1726, 1727 it can be done only once along with the SAS exam. This causes undue hardship on students	Course redo for students with arrears in courses PMH1708, 1709, 1717, 1718, 1726, 1727, 1734 to be provided along with subsequent batches.
Students must be encouraged to take-up entrepreneurship.	It was decided to conduct workshops on ideation and creativity
The world of marketing is shifting to digital platforms. Hence, students must have ability to market on digital platforms	It was decided to conduct workshops on social media Marketing
Emphasis should be given on the areas like professionalism, etiquette, communication etc.	Introduction of the new single credit courses Professionalism and Leadership Development in the first, second and third semesters respectively
Topics related to destination planning and master plan preparation are required in the syllabus to enhance competency	Destination Planning Development and Management is introduced by replacing Tourism Trends Planning and Policies
Numerical aptitude and logical reasoning skills for management trainee positions are required	Introduced Aptitude Training for Distinction and Progression (ATDP)

Action Taken Report 2019-20

Suggestions Received	Action Taken
It is difficult to do research work along with an internship, as the students are not	It was decided that in the first semester students need to do only one research work and no internship required





Criterion I - **Curricular Aspects**

familiar with industry and data collection is also difficult.	
The results of the MMH students are delayed in all the semesters due to internships.	It was decided that semester 2, 3 and 4 begins with internships, which were earlier part of semester 1, 2, and 3.
The course titles must be more generic in nature.	Course titles were modified
More elective courses are required for students who would like to work in Finance and Revenue Management Departments.	Two more elective courses were added to enhance student choice in Management subjects PMH1930 E Business Environment and Corporate Ethics PMH1930 F Finance and Revenue Management

Action Taken Report 2020-21

Suggestions Received	Action Taken
Doing research in every semester is very difficult as it requires a lot of time to collect data and complete the report	It was decided that during the course of the entire programme, an MMH student will have to undertake two research projects in total, which are to be completed in the second and fourth semesters.
Outcome-Based Education should be implemented	The outcomes of all the courses were revisited and formulated according to Outcome-Based Education standards
IFRS must be introduced to the students	Added topics on IFRS in the course Accounting and Financial Management
Students must be familiar with tourism master plan preparation	Components of tourism master plan is introduced in the course syllabus of Destination Planning Development and Management
Outdated topics must be removed from the syllabus	The topic five-year plans and tourism removed from the course Destination Planning Development and Management
Students must be capable of developing tourism products	PMH2019 course modified to build competency to develop tourism products
Tourism research must be promoted	A new topic on research in cultural tourism was introduced in the course PMH2019





Criterion I - Curricular Aspects

familiar with industry and data collection is also difficult.	
The results of the MMH students are delayed in all the semesters due to internships.	It was decided that semester 2, 3 and 4 begins with internships, which were earlier part of semester 1, 2, and 3.
The course titles must be more generic in nature.	Course titles were modified
More elective courses are required for students who would like to work in Finance and Revenue Management Departments.	Two more elective courses were added to enhance student choice in Management subjects PMH1930 E Business Environment and Corporate Ethics PMH1930 F Finance and Revenue Management

Action Taken Report 2020-21

Suggestions Received	Action Taken
Doing research in every semester is very difficult as it requires a lot of time to collect data and complete the report	It was decided that during the course of the entire programme, an MMH student will have to undertake two research projects in total, which are to be completed in the second and fourth semesters.
Outcome-Based Education should be implemented	The outcomes of all the courses were revisited and formulated according to Outcome-Based Education standards
IFRS must be introduced to the students	Added topics on IFRS in the course Accounting and Financial Management
Students must be familiar with tourism master plan preparation	Components of tourism master plan is introduced in the course syllabus of Destination Planning Development and Management
Outdated topics must be removed from the syllabus	The topic five-year plans and tourism removed from the course Destination Planning Development and Management
Students must be capable of developing tourism products	PMH2019 course modified to build competency to develop tourism products
Tourism research must be promoted	A new topic on research in cultural tourism was introduced in the course PMH2019


Principal
Marian College, Kuttikkanam


Dr. Joby Cyrae

