



**DEPARTMENT OF HISTORY**  
**MUHAMMED ABDURAHIMAN MEMORIAL**  
**ORPHANAGE (MAMO) COLLEGE**

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

**CURRICULUM FOR CERTIFICATE**  
**COURSE IN**  
**CERHI003: HERITAGE TOURISM**

**OFFERED DURING THE**  
**ACADEMIC YEAR 2018-19**  
**[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]**



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### CURRICULUM FOR CERTIFICATE COURSE - CERHI003

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## INSTITUTIONAL VISION, MISSION & OBJECTIVES **01**



VISION

**VISION:** Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

**MISSION:** Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

**OBJECTIVES:** Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building.



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## VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT **02**



VISION

**VISION:** Developing better citizens by acquiring a core set of values through the study of societies, culture, economies and tradition and enabling a better understanding of the contemporary world to make connections to future.



MISSION

**MISSION:** Seeks to build its students transferable skills, employability and intellectual curiosity along with awareness about past and its legacies.



**OBJECTIVES:** (a) Focus on building up excellence. (b) Thrust on attaining human values, ethical, communication, and collaboration skills to have successful careers through innovative and modern curriculum. (c) Special attention to provide career-oriented quality training to impart skill requirements of the service sector. (d) Value-based training for maintaining ethical conscience. (e) Inculcate professionalism and global outlook through parallel soft-skill and value-added courses.



VALUES

**CORE VALUES:** Mutual trust and respect, Belief in honouring the integrity of the Nation, Ethical Conscience, Service Mindedness, Professionalism and Global Outlook.



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# B.A HISTORY: PROGRAMME EDUCATIONAL OBJECTIVES [PEOs] 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the History Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be able to:



**PEO1:** Pursue any of the following three alternatives: (i) Immediately take up a career in any area of services sector and work productively as a successful professional in diverse career paths including supportive and leadership roles on multidisciplinary teams. (ii) Broaden the scope of the career path by pursuing higher studies and research in the field of History and other Social Science disciplines. (iii) Go for taking up the any challenge by positively exploiting the diverse potentials of various service sectors.



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**PEO2:** Graduates will communicate effectively, recognize and incorporate societal needs and constraints in their professional endeavours, and practise their profession with high regard to legal and ethical responsibilities.



**PEO3:** Be original, creative, innovative and systematic in their all endeavours, including individual, collaborative and entrepreneurial ventures with meticulous strategic thinking, planning and execution.



**PEO4:** Have sufficient breadth of understanding to enable continued professional development and lifelong learning throughout their career.



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## B.A HISTORY: PROGRAMME SPECIFIC OUTCOME [PSOs] 04

On successful completion of a Bachelor Degree in History, the graduates would be able to:



**PSO1: THEORETICAL SOUNDNESS IN SOCIAL SCIENCE:** Students at the time of graduation will be able to understand fundamental knowledge of theoretical of History and other branches of Social Science and critically analyze problems to provide a rational outlook in different issues of the society.



**PSO2: DEVELOP PRACTICAL SKILLS:** Students at the time of graduation will be able to develop practical skills such as drawing and identifying Historical maps and preparing models, tools, charts, diagrams etc., that helps in the study and understanding of Historical events more clearly..



**PSO3: CAREER OPTIONS:** Students at the time of graduation will be able to apply their skills in various career fields and to engage as educators, archivists,



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producers of Multimedia Materials and as Researcher in Historic Sites and Museums, historical Organizations, Cultural Research Management and Historic Preservation, etc.



#### **PSO4: USE OF TECHNOLOGY IN HISTORICAL STUDY:**

Students at the time of graduation will be able to apply appropriate technology to find solutions for complex problems in Historical study.



**PSO5: RESEARCH CAPABILITY:** Students at the time of graduation will be able to apply domain knowledge and expertise for enhancing research capability to transform innovative ideas into reality.



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# B.A HISTORY: PROGRAMME OUTCOMES [POs] 05

The students graduating from B.A History Programme should be able to:



**PO1: SCIENTIFIC KNOWLEDGE IN THE DOMAIN:** Apply knowledge of History and Historical Research to get a true understanding of the complex problems in history.



**PO2: PROBLEM ANALYSIS:** Identify, formulate, review research literature, and analyze complex problems reaching substantiated conclusions using the principles of objectivity.



**PO3: APPROACH REAL-LIFE SITUATIONS WITH SCIENTIFIC TEMPER:** Find out solutions for the real-life situations that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.



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**PO4: CONDUCT INVESTIGATIONS OF COMPLEX PROBLEMS:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.



**PO5: MODERN TOOL USAGE:** Create, select, and apply appropriate techniques, resources and IT tools for understanding problems clearly and for cross-checking information from multiple sources.



**PO6: PROFESSIONAL APPROACH TO SOCIETY:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.



**PO7: ENVIRONMENT AND SUSTAINABILITY:** Understanding environmental sustainability in historical contexts, and demonstrate the knowledge of the need for sustainable development.



**PO8: ETHICS:** Apply ethical principles and commit to professional ethics, responsibilities and norms of the society.



**PO9: INDIVIDUAL AND TEAM WORK:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



**PO10: COMMUNICATION:** Communicate effectively within the society, such as, being able to comprehend and write effective reports and design documentation,



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make effective presentations, and give and receive clear instructions.



#### **PO11: PROJECT MANAGEMENT AND FINANCE:**

Demonstrate knowledge and understanding of the historical principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.



**PO12: LIFE-LONG LEARNING:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of historical change.



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## CERTIFICATE COURSE

# CERHI003: 06 HERITAGE TOURISM

## COURSE CURRICULUM

Course Name	Heritage Tourism
Course Code	CERHI003
Year	2018-19
Course Designer	Dr. Ajmal Mueen M.A
Couse Duration	30 Hrs
Course Schedule	June to September
Maximum Students Intake	60 Students



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#### 1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

#### 2. PREREQUISITE

None.

#### 3. COURSE INTAKE & ADMISSION

Being an Online Course, there is no limitation of intakes. Student from any department of MAMO College can join this certificate course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

#### 4. COURSE COORDINATOR

Dr. Ajmal Mueen M. A, Assistant Professor, Department of Microbiology.

#### 5. COURSE PREAMBLE

Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development. The most important dimension of tourism is the cultural exchange among various communities and the cross-cultural interface that shall pave way for universal peace and harmony. As on one hand tourism is seen as an economic option and on the other side the greater social and human effect. Kerala, the first state in India, which announced tourism an industry, has a rich tourism potential. The present course will try to explore the tourism possibilities in Kerala with special reference to the heritage tourism in Malabar. The course will also try to put forward the discussion on the entrepreneurial scope in Cultural and Heritage tourism in Malabar.



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#### 6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 10 Hrs. Course Woks: 15 and Assessment Works: 5]

#### 7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.

#### 8. COURSE OBJECTIVES

Learners are expected to

- To know about the scope and opportunities in Tourism industry
- Examine the possibilities of Heritage tourism with special reference to Malabar region
- To impart entrepreneur skills and encourage career orientation in Heritage tourism

#### 9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Entrepreneurship
- Communication
- Tourism Industry

#### 10. COURSE OUTCOMES

Upon the successful completion of the course, the learners will be able to:



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Understand the most commonly examined methods, concepts and themes in tourism industry, and provides the skills necessary to understand these step by step.	Understand
CO2	Apply the major theoretical perspectives and various techniques of tourism to various study and researches in this field.	Apply
CO3	Identify the important heritage tourism places in and around Malabar region	Analyze
CO4	Assess scope and opportunities in conducting Heritage walk in various parts of Malabar region	Evaluate

## 11. MAPPING OF COs WITH PSO<sub>s</sub> AND PO<sub>s</sub>

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO2	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO3	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO4	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
AVG	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1



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## 12. MODULE-WISE COURSE CONTENTS

### MODULE 1: BASIC CONCEPTS OF TOURISM

**MODULE DURATION:** 10 Hrs.

**MODULE CONTENT:** Definition – Basic concepts- Tourism Culture, Scope, importance, Challenges, Tourism Management, Tourism Typologies, Tourism Management.

**MODULE OUTCOME:** On successful completion of the module learners can understand the meaning and scope of Tourism Industry. It will give an idea about the scope and challenges of tourism industry.

### MODULE 2: TOURISM POTENTIAL OF KERALA

**MODULE DURATION:** 10 Hrs.

**MODULE CONTENT:** Tourism potential of Kerala, Kerala the tourism hub of India, Challenges and opportunities of Kerala tourism, Important Tourism Places, Tourism policy of Kerala, Entrepreneurship in tourism industry, Marketing Kerala Tourism.

**MODULE OUTCOME:** On successful completion of the module learners will get an overall picture about the tourism industry in Kerala and the tourism potential of Kerala. It will also shed light to the entrepreneurship opportunities in tourism industry.

### MODULE 3: HERITAGE TOURISM IN MALABAR: SCOPE AND CHALLENGES

**MODULE DURATION:** 10 Hrs.



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**MODULE CONTENT:** Cultural Heritage of Kerala, Malabar in Kerala Tourism Map, Important Heritage sites in Malabar, techniques of exploring our cultural heritage, Experiencing Calicut heritage Walk, Marketing Cultural heritage.

**MODULE OUTCOME:** On successful completion of the module learners can aware of the rich cultural heritage of Kerala with special reference to Malabar. The instructor will share his knowledge and experience in conducting Heritage walks. This module will give ideas about scope and challenges in conducting heritage walks in our localities.

### REFERENCES

1. A. K Bhatia, *Tourism Development: Principles and Practices*, Sterling
2. Sampadkumar Jain, *Tourism Principles and Practices*, Oxford
3. Sunetra Roy, Archana Biwal, Vandana Joshi, *Tourism Operations and Management*, Oxford
4. A Sreedhara Menon, *Social and Cultural History of Kerala*, DC Books
5. William Logan, *Malabar Manual* (2 Vol.), Asian Educational Services, New Delhi
6. Rajan Gurukkal, *Cultural History of Kerala*, Dept of Cultural Publications, Kerala, (1999).

### 13. DELIVERY MODE

The course will be online mode. It will be via google meet, whatsapp discussions, Youtube, etc. Recorded videos and materials will be shared online. Any technical difficulties faced in the process may lead to flexible alterations from the part of instructor.



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#### 14. DELIVERY SCHEDULE

June to September.

#### 15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Discussion	Definition – Basic concepts- Tourism Culture
3	Course Work – 1: Course Assignment	Tourism Typologies
4	Course Work – 2: Course Assignment	Scope, importance and challenges of Tourism
5	Contact Hour - 3: Classroom Demonstration	Tourism Management
6	Contact Hour - 4: Classroom Demonstration	Tourism potential of Kerala,
7	Contact Hour - 5: Classroom Demonstration	Kerala the tourism hub of India
8	Course Work – 3: Course Assignment	Challenges and opportunities of Kerala tourism
9	Course Work – 4: Course Assignment	Important Tourism Places in Kerala
10	Assessment Hour – 1	Mid- term assessment
11	Contact Hour - 6: Classroom Demonstration	Tourism policy of Kerala
12	Course Work – 5: Course Assignment	Classify important tourism sites in Kerala based on its types.



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Office: 0495-2297319  
Principal: 0495-2295121



[www.mamocollege.org](http://www.mamocollege.org)

  
**COORDINATOR**  
**ACADEMIC COMMITTEE**  
MUHAMMED ABDURAHIMAN MEMORIAL  
ORPHANAGE COLLEGE  
P.O. MANASSERY, MUKKAM - 673602



## MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

### DEPARTMENT OF HISTORY

### CURRICULUM FOR CERTIFICATE COURSE - CERHI003

Hour	Delivery Mode and Activity	Topics to be Covered
13	Assessment Hour – 2	Visit the official site of KTDC and identify important tourism spots in Kerala.
14	Course Work – 6: Course Assignment	Entrepreneurship in tourism industry
15	Course Work – 7: Course Assignment	Marketing Kerala Tourism.
16	Course Work – 8: Course Assignment	Malabar in Kerala Tourism Map.
17	Contact Hour - 7: Classroom Demonstration	Heritage Tourism in Malabar: Scope and Challenges.
18	Contact Hour - 8: Classroom Demonstration	Cultural Heritage of Malabar.
19	Course Work – 9: Course Assignment	Field Visit and project preparation
20	Contact Hour - 9: Classroom Demonstration	Important Heritage sites in Malabar,
21	Contact Hour - 10: Classroom Demonstration	Techniques of exploring our cultural heritage
22	Contact Hour - 11: Classroom Demonstration	Robert Bruce Foote
23	Course Work – 11:	Experiencing Calicut heritage Walk
24	Assessment Hour – 4:	Evaluation of the experience of Heritage walk
25	Course Work – 12: Course Assignment	Marketing Cultural heritage of Malabar
26	Course Work – 12: Course Assignment	Marketing Cultural heritage of Malabar



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## DEPARTMENT OF HISTORY

### CURRICULUM FOR CERTIFICATE COURSE - CERHI003

Hour	Delivery Mode and Activity	Topics to be Covered
27	Course Work – 13: Course Assignment	Assignment preparation on the cultural heritage of Kerala
28	Course Work – 14: Course Assignment	Potentials of Kerala as an important eco- tourism spot
29	Course Work – 15: Course Assignment	Field visit and report preparation
30	Assessment Hour- 5:	Course End Assessment

## 16. ASSESSMENT COMPONENTS

Total Marks: 100

**CLASSROOM AND GROUP PARTICIPATION: 20 Marks.** This component aims at testing the course content understanding and the reflection skills and their attainment levels.

**COURSE WORK: 30 Marks.** This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

**MID-COURSE ASSIGNMENT: 20 Marks.** This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

**END-COURSE ASSESSMENT: 30 Marks.** This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

## 17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to



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## DEPARTMENT OF HISTORY

### CURRICULUM FOR CERTIFICATE COURSE - CERHI003

students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

## 18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

## 19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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