

B.A. TOURISM AND TRAVEL MANAGEMENT

SYLLABUS: 2015-2016 ONWARDS



Choice Based Credit System (CBCS)

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

Coimbatore -641 018.

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DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

B.A. TOURISM AND TRAVEL MANAGEMENT COURSE STRUCTURE (CBCS – 2015 – 2016 ONWARDS)

FIRST SEMESTER									
PART	SUBJECT CODE	TITLE OF THE PAPER	HRS / WEEK	MARKS					CREDITS
				SE	CA	TOTAL	SE. MIN	TPM	
PART - I		LANGUAGE : TAMIL - I	06	75	25	100	30	40	03
PART- II		ENGLISH – I	06	75	25	100	30	40	03
PART- III		CORE - I : TOURISM PRINCIPLES AND PRACTICES	06	75	25	100	30	40	04
		CORE - II : TOURISM PRODUCTS IN INDIA	06	75	25	100	30	40	04
		ALLIED - I : MANAGEMENT CONCEPTS FOR TOURISM	05	75	25	100	30	40	05
PART- IV		ENVIRONMENTAL STUDIES	02	75	25	100	30	40	02
SECOND SEMESTER									
PART - I		LANGUAGE : TAMIL – II	06	75	25	100	30	40	03
PART- II		ENGLISH – II	06	75	25	100	30	40	03
PART- III		CORE - III : GLOBAL TOURISM GEOGRAPHY	06	75	25	100	30	40	04
		CORE - IV : WORLD TOURISM DESTINATIONS	06	75	25	100	30	40	04
		ALLIED - II : ORGANISATIONAL BEHAVIOUR FOR TOURISM	05	75	25	100	30	40	05
PART- IV		VALUE EDUCATION	02	75	25	100	30	40	02

THIRD SEMESTER

PART	SUBJECT CODE	TITLE OF THE PAPER	HRS / WEEK	MARKS					CREDITS
				SE	CA	TOTAL	SE. MIN	TPM	
PART - I		LANGUAGE : TAMIL - III	06	75	25	100	30	40	03
PART- II		ENGLISH - III	06	75	25	100	30	40	03
PART- III		CORE - V : TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	06	75	25	100	30	40	04
		CORE - VI : TOURISM MARKETING	06	75	25	100	30	40	04
		ALLIED - III : HOSPITALITY MANAGEMENT	05	75	25	100	30	40	05
PART- IV		SKILL BASED ELECTIVE - I : COMMUNICATIVE FRENCH	03	75	25	100	30	40	03

FOURTH SEMESTER

PART - I		LANGUAGE : TAMIL – IV	06	75	25	100	30	40	03
PART- II		ENGLISH – IV	06	75	25	100	30	40	03
PART- III		CORE - VII : HUMAN RESOURCE MANAGEMENT	06	75	25	100	30	40	04
		CORE - VIII : DESTINATION DEVELOPMENT & MANAGEMENT	06	75	25	100	30	40	04
		ALLIED - IV : ECOTOURISM	05	75	25	100	30	40	05
PART- IV		SKILL BASED ELECTIVE - II : BUSINESS COMMUNICATION & PERSONALITY DEVELOPMENT	03	75	25	100	30	40	03
PART – V		CO – CURRICULAR ACTIVITIES (NSS / NCC / PED / YRC)							01

FIFTH SEMESTER

PART	SUBJECT CODE	TITLE OF THE PAPER	HRS / WEEK	MARKS					CREDITS
				SE	CA	TOTAL	SE. MIN	TPM	
PART- III		CORE - IX : INERNATIONAL BUSINESS	06	75	25	100	30	40	04
		CORE - X : AIRLINES AND AIRPORT MANAGEMENT	06	75	25	100	30	40	04
		CORE - XI : BASIC AIRFARES AND TICKETING	06	75	25	100	30	40	04
		CORE - XII : TOURISM ECONOMICS	06	75	25	100	30	40	04
PART- IV		SKILL BASED ELECTIVE - III : LOGISTICS MANAGEMENT	03	75	25	100	30	40	03
		NON – MAJOR ELECTIVE - I : TRAVEL FORMALITIES	03	75	25	100	30	40	02
SIXTH SEMESTER									
PART- III		CORE - XIII : TOURISM ENTREPRENEURSHIP	06	75	25	100	30	40	04
		CORE - XIV : CUSTOMER RELATIONSHIP MANAGEMENT	06	75	25	100	30	40	04
		CORE - XV : BUSINESS TOURISM	06	75	25	100	30	40	04
		PROFESSIONAL PRACTICES /PROJECT & VIVA VOCE / TOUR	03	20 (VV)	80 (D)	100	10/40	50	15
PART- IV		SKILL BASED ELECTIVE - IV : E - TOURISM	03	75	25	100	30	40	03
		NON – MAJOR ELECTIVE - II : AIRPORT FORMALITIES	03	25	75	100	30	40	02
TOTAL						3600			140

FIRST SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE - I: TOURISM PRINCIPLES AND PRACTICES

SEMESTER : I

CREDITS : 04

Hours of Instruction: 06

UNIT I

1. Introduction to Tourism – Growth and Development
2. Definition- Tourism, Tour, Tourist
3. Paid Holidays, Mass Tourism and Concept of Annual Holidays
4. Travel- Air, Rail and Sea Transport

UNIT II

1. Significance of Tourism
2. Components of Tourism
3. Nature of Tourism
4. Typology of Tourism

UNIT III

1. Basic Travel Motivations
2. Significance of Travel
3. Factors influencing the Growth of Tourism
4. Evolution of Hospitality sector

UNIT IV

1. Need for Tourism Organisation
2. Tourism Organizations in India
3. NTO
4. UN Conference Recommendations

UNIT V

1. UNWTO & WTTC
2. PATA
3. IATA, UFTAA
4. ICAO

Books Recommended for Reference:

1. International Tourism Management, A.K.Bhatia, Sterling Publications, New Delhi, 2008.
2. Tourism Issues and Strategies, P.C. Sinha, Anmol Publications, New Delhi, 2002.
3. Successful Tourism Management, Pran Nath Seth, Sterling Publications, New Delhi, 2003.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE - II: TOURISM PRODUCTS IN INDIA

SEMESTER : I

CREDITS: 04

Hours of Instruction: 06

UNIT I

1. Introduction to Indian Geography
2. Location and Landscapes
3. Tourism and Geography
4. Land of all Seasons

UNIT II

1. Physical Tourism Resources in India
2. Man made Tourism Resources in India
3. Museums, Galleries and Travel Circuits
4. Forts and Palaces

UNIT III

1. Pilgrimage Centres in North India
2. Pilgrimage Centres in South India
3. Cultural Tourism in India
4. Heritage Tourism in India

UNIT IV

1. Fairs & Festivals
2. Music & Dance
3. Art & Architecture
4. Paintings

UNIT V

1. Wild life Sanctuaries & National Parks
2. Adventure Tourism
3. Introduction to Cruises
4. Novel Tourism: Rural, Space, Medical, MICE, Health and Sports Tourism

Books Recommended for Reference:

1. Heritage Tourism- Jack Randall- DPH- New Delhi- 2011.
2. Cultural Tourism in India, S.P.Gupta, Indraprastha Museum of Art and Archaeology, New Delhi, 2002.
3. Indian Tourism Products, Robinet Jacob, Abhijeet Publications, Delhi,2007.

B.A. TOURISM AND TRAVEL MANAGEMENT

ALLIED – I : MANAGEMENT CONCEPTS FOR TOURISM

SEMESTER : I

CREDITS: 05

Hours of Instruction: 05

UNIT I

1. Meaning, Role and functions
2. Importance and Process
3. Management and Administration
4. Levels of Management

UNIT II

1. Planning- Nature, Characteristics
2. Importance, Steps and Types
3. Objectives- Setting,
4. Process of Management by Objectives (MBO)

UNIT III

1. Nature and Purpose of Organising,
2. Formal and Informal Organisation
3. Organisation Structure and Process
4. Steps in Organising

UNIT IV

1. Directing- Scope, Creativity
2. Leadership- Styles and Qualities
3. Motivation Theories – Maslow and X & Y Theory
4. Communication- Types, Process and Barriers

UNIT V

1. Control- System and Process
2. Staffing – Meaning and Types
3. Current Global Environment
4. Present Business Trends and Practices

Books Recommended for Reference:

1. Principles of Management, Rathi Narayan, Eswar Press, 2007.
2. Principles of Management, Kumkum Mukherjee, Tata McGraw Hill, New Delhi, 2009.
3. Fundamentals of Management, M.W.Smarth & Prathiba M. Siriya, S.Chand & Co. Ltd, New Delhi, 2001.

SECOND SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

Core – III : GLOBAL TOURISM GEOGRAPHY

Semester : II

Credits: 04

Hours of Instruction: 06

UNIT I

1. Geography: Destination, Physical, Cultural
2. World's Continents, Map Reading Skills
3. Countries, Major Cities
4. Three letter City Codes: Coding and De-Coding, Airport Codes

UNIT II

1. Itinerary: Definition and Need
2. Basic Steps in Planning Itineraries
3. Planning Air Itineraries
4. Resources for Planning Itineraries

UNIT III

1. 24 hour Time Clock
2. World Time Zones
3. International Date Line
4. ICAO Codes

UNIT IV

1. Traffic Conference Area I
2. Traffic Conference Area II
3. Traffic Conference Area III
4. Global Indicators

UNIT V

1. World Transport Modes: Transport in Europe
2. Transport in Asia: Japan, China, India & Far East
3. Transport in North America, South America
4. Transport in Africa, Australia

Books Recommended for Reference:

1. IATA Module, 5.9 Edition.
2. Worldwide Destinations: The Geography of Travel & Tourism, Boniface B. & Cooper C, Oxford Butterworth Heinemann, New Delhi, 2009.
3. Travel Geography, Rosemary Burton, Pitman Publishing, New Delhi, 1995.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE - IV: WORLD TOURISM DESTINATIONS

SEMESTER : II

CREDITS: 04

Hours of Instruction: 06

UNIT -I

1. North America
2. Central America
3. South America
4. Adjacent Islands

UNIT-II

1. United Kingdom
2. Scandinavian Countries
3. Eastern Europe
4. Western Europe

UNIT-III

1. Middle East Countries
2. Central and Middle Asia
3. China
4. SAARC Countries

UNIT- IV

1. Singapore and Malaysia
2. Japan, Hong Kong, South and North Korea
3. Cambodia, Indonesia, Myanmar
4. Other Far East Countries

UNIT-V

1. North Africa
2. South Africa
3. Indian Ocean Islands
4. Australia

Books Recommended for Reference:

1. World Atlas
2. IATA Books
3. Oxford Encyclopedia

B.A. TOURISM AND TRAVEL MANAGEMENT

ALLIED – II : ORGANISATIONAL BEHAVIOUR FOR TOURISM

SEMESTER : II

CREDITS: 05

Hours of Instruction: 05

UNIT I

1. Organisational Behaviour Past and Present
2. Organisational Behaviour a Framework
3. Emerging Issues
4. Organisational Behaviour and Culture

UNIT II

1. Perception: Process, Organisation, Interpretation
2. Attitudes and Values
3. Basic Motivation Process, Application
4. Types of Rewards

UNIT III

1. Group: Types and. Functions
2. Models of Group Development
3. Group Process
4. Types of Teams

UNIT IV

1. Organisation Design: Introduction & Function
2. Elements of Organisational Behaviour Structure.
3. Basic Organisational Design Structure
4. High Performance System

UNIT V

1. Organisational Cultures and Elements
2. Function of Organisational Culture
3. Types of Organisational Culture
4. Managing Organisational Culture

Books Recommended for Reference:

1. Organisational Behaviour, Kavitha Singh, Pearson, New Delhi, 2012.
2. Organisational Behaviour, Aswathappa.K, Himalaya Publishing House, New Delhi,2005.
3. Organisational Behaviour, L.M Prasad, Sultan Chand & Sons, New Delhi,2006.

THIRD SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE - V: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Semester - III

Credits: 04

Hours of Instruction: 06

UNIT I

1. Travel Agency - Introduction, Meaning, Definition
2. Role of Travel Agency
3. Functions of Travel Agency
4. Types of Travel Agencies

UNIT II

1. Setting up a Travel Agency
2. Source and Modes of Income,
3. e-portal and Travel Business
4. Major Travel Agencies

UNIT III

1. Passport,
2. VISA
3. Tickets
4. FOREX, Insurance, Health Certificate

UNIT IV

1. Tour operations – Meaning and Role
2. Itineraries – Customised and Pre Packaged Tour Components
3. Key Aspects of Tour Brochures
4. Tour Brochures Price Quotation

UNIT V

1. Tour Reservation Procedure, GDS
2. Role of Tour managers
3. Tour Accounting Procedures
4. Tour Booking Conditions

Books Recommended for Reference:

1. IATA Books 5.9 edition.
2. Travel Agency Management: An Introductory Text, Chand, M, Anmol Publications Pvt. Ltd., New Delhi, 2002.
3. Travel Agency Operations: Concepts and Principles, Negi. J, Kanishka, New Delhi, 2005.
4. The Business of Tourism, Holloway, J.C, Prentice Hall, London, 2002.
5. Tourism Operations and Management, Roday. S, Biwal. A & Joshi.V, Oxford University Press, New Delhi, 2009.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE - VI: TOURISM MARKETING

Semester - III

Credits: 04

Hours of Instruction: 06

UNIT I

1. Marketing: Definition, Needs, Process, Growth
2. Nature and Characteristics of Tourism Products
3. Services Marketing and Type
4. Importance of Marketing in Tourism

UNIT II

1. Tourism Marketing System
2. Marketing Strategy
3. Concepts of Marketing Mix
4. Extended Marketing Mix

UNIT III

1. Decision Making
2. Demand Forecasting
3. Demand and Supply
4. Product Life Cycle

UNIT IV

1. Market Segmentation
2. Targeting
3. Positioning Tourism
4. Branding and Pricing

UNIT V

1. Distribution Channels for Tourism
2. Promotional Mix
3. Sales Promotion Techniques
4. Issues and Challenges in Tourism Marketing

Books Recommended for Reference:

1. Tourism Marketing, Manjula Chaudhary, Oxford University Press, New Delhi, 2010.
2. Marketing Management, Kotler Philip, PHI, Delhi, 2006.
3. Marketing in India: Cases & Readings, Neelamegham. S, Vikas, New Delhi 1998.

B.A. TOURISM AND TRAVEL MANAGEMENT

ALLIED – III : HOSPITALITY MANAGEMENT

SEMESTER : III

CREDITS: 05

Hours of Instruction: 05

UNIT I

1. Introduction to Hotel-Definition
2. Evolution, Growth and Development of Hotels
3. Types of Hotels
4. Major Departments of Hotel and its Relationships

UNIT II

1. Front Office – Introduction and Layout
2. Sections, Hierarchy, Duties and Responsibilities
3. Tariff and meal plans
4. Check in and Checkout Procedures, Mode of Payments

UNIT III

1. Introduction to House keeping
2. Sections , Hierarchy
3. Duties and Responsibilities
4. Interdepartmental Communications

UNIT IV

1. Food Production – Introduction
2. Layout, Sections and Functions
3. Duties and Responsibilities
4. Personal Hygiene and Sanitation

UNIT V

1. Introduction to Food and Beverage department
2. Outlets and Functions
3. Organisational Chart, Duties and responsibilities
4. Types of services

Books Recommended for Reference:

1. Introduction to Hospitality Management, John R.Walker, Pearson, Noida, 2011.
2. Discovering Hospitality and Tourism, Jack D. Ninemeier & Joe Perdue, Pearson, Noida, 2011.
3. Marketing for Hospitality and Tourism, Philip Kotler, John T. Bowen, Fifth Edition, Pearson, Noida, 2011.
4. Hotel Operations, Sudhir Andrews, Mc Graw Hill Education, New Delhi, 2013.

SKILL BASED ELECTIVE – I : COMMUNICATIVE FRENCH

SEMESTER : III

CREDITS: 03

Hours of Instruction: 03

UNIT -I

1. Meeting and Greeting
2. Introducing
3. Preferences
4. Discussing an invitation

UNIT-II

1. Describing Things
2. Basic Arithmetic
3. Colours, Weather, Meals
4. Expressing Likes and Dislikes

UNIT-III

1. Daily Routine Activities
2. Make agreement
3. Admit a Mistake
4. Thanking and Offering help

UNIT- IV

1. Types of Transport
2. Giving Directions
3. Locating places
4. Shopping

UNIT-V

1. Hobbies, Sports
2. Talking about future plans
3. Making plans to do various activities
4. Organising Leisure time activities

Books Recommended for Reference:

1. Beginner's French, Catrine Carpentor, Contemporary Publishing Company
2. First French Reader: A Beginner's Dual-Language Book (Dover Dual Language French) (English and French Edition) , Dover Publications, Stanley, 2008
3. Collins Easy Learning French Grammar Guide

FOURTH SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – VII : HUMAN RESOURCE MANAGEMENT

Semester – IV

Credits: 04

Hours of Instruction: 06

UNIT I

1. Human Resource Management – Meaning and Definition
2. Trends in HRM
3. Organisational structure of HR Department
4. Role of HR Managers

UNIT II

1. Job Analysis
2. Recruitment and Selection Process
3. Orientation and Training
4. Performance Appraisal

UNIT III

1. Promotion
2. Developing Managers
3. Managing Careers
4. Employee Retention

UNIT IV

1. Establishing Pay Plans
2. Pay for Performance
3. Financial Incentives
4. Benefits and Services

UNIT V

1. HRM Vs HRD
2. Industrial Relations
3. Labour Welfare
4. Auditing HR functions

Books Recommended for Reference:

1. Human Resource Management Texts and Cases, K Aswathappa, McGraw Hill, Sixth Edition New Delhi, 2010.
2. A Framework for Human Resource Management, Gary Dessler, Pearson, Noida, 2011.
3. Managing Human Resources, David B. Balkin & Robert L. Cardy, PHI, New Delhi, 2010

CORE – VII : DESTINATION DEVELOPMENT AND MANAGEMENT

Semester – IV

Credits: 04

Hours of Instruction: 06

UNIT -I

1. Destination – Definition, Meaning and Concepts
2. Characteristics of destinations
3. Types of destinations
4. Destinations and products

UNIT-II

1. Destination Management Systems
2. Destination planning guidelines
3. Sustainable Design
4. Destination Selection Process

UNIT-III

1. Destination Image
2. Development of Destination Image
3. Measurement of destination Image
4. Destination branding perspectives and challenges

UNIT- IV

1. Six 'A's framework for tourism destinations
2. Destination Marketing Mix
3. Distribution Channels
4. Marketing strategies

UNIT-V

1. Destination Promotion and Publicity
2. Participations of Stakeholders
3. Public Private Partnership
4. Destination Competitiveness

Books Recommended for Reference:

1. Destination Branding: Creating the Unique Proposition, Nigel Morgan, BH,2001
2. Tourism in Destination Communities, Shalini Singh, CABI Publishing, 2003
3. Destination Development , A.K.Batia, Himalaya Publications, 2001

ALLIED – IV : ECOTOURISM

SEMESTER : IV

CREDITS: 05

Hours of Instruction: 05

UNIT I

1. Ecotourism: Introduction and Definition
2. Eco tourists: Definition and Characteristics
3. Benefits of Ecotourism
4. Sustainable Development and Tourism

UNIT II

1. Biodiversity
2. Public and Private Reserves
3. Core and Buffer Zones
4. Eco Hotspots in India

UNIT III

1. Mass Tourism
2. Carrying Capacity
3. Community Based Tourism
4. Tourism Ethics

UNIT IV

1. Environment Impact Assessment
2. Ecological Foot Prints
3. Destination Life Cycle
4. Marketing

UNIT V

1. Impact of Tourism on Environment
2. Impact of Tourism on Society and Culture
3. Impact of Tourism on Economics
4. Impact of Tourism on Politics

Books Recommended for Reference:

1. Ecotourism -An Introduction, Fennel, D. A. Routledge Publication, New York, 1999.
2. The Encyclopedia of Ecotourism, Weaver, D., CABI Publication, USA, 2001.
3. Ecotourism Policy and Planning, Fennel, D. A., CABI Publishing, USA, 2002.
4. Cultural, Ecology and Sustainable Development, Sukanta K Chaudhury, Mittal, New Delhi, 2005.
5. Environment Impacts of Ecotourism, Ralf Buckley, CABI, London, 2004.

SKILL BASED ELECTIVE - II: BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT

Semester – IV

Credits:3

Hours of Instruction: 3

UNIT I

1. Introduction to Communication, Classification
2. Methods of Communication
3. Barriers to Effective Communication
4. Role of Communication

UNIT II

1. Listening Skills
2. Levels and Types of Listening
3. Reading Skills & Purpose
4. Essentials of Effective Reading

UNIT III

1. Business Writing
2. Official Correspondence
3. Technical Writing: Objectives & Characteristics
4. Process, Proposals, Paper, Reports.

UNIT IV

1. Curriculum Vitae
2. Group Discussions
3. Effective Presentations
4. Etiquette

UNIT V

1. Negotiation skills
2. Meetings
3. Team work
4. Body language

Books Recommended for Reference:

1. Business Communication, Anjane Sethi, Bhavana Adhikari, Mc Graw Hill, New Delhi, 2011.
2. Effective Business Communication, Kaul, Asha, PHI, New Delhi, 2005.
3. Guide to Managerial Communication: Effective Writing & Speaking, Munter Mary, PHI, New Delhi, 2002.
4. Effective Communication and Public Speaking, Mandal S.K., Jaico, Mumbai, 2007.
5. Business Communication Today, Bovee, Thill & Schatzman, Pearson, New Delhi, 2003.

FIFTH SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – IX : INTERNATIONAL BUSINESS

Semester – V

Credits: 04

Hours of Instruction: 06

UNIT I

1. Introduction to International Business
2. International Business:- Meaning, Concept, Importance
3. Multinational Corporation
4. Evolution, Development and Factors of International Business.

UNIT II

1. Foreign Investment
2. FDI
3. Strategic Alliance
4. Green Field Investment

UNIT III

1. Trade in Intermediate Products and Services
2. Terms of Trade
3. The National Competitive Advantage
4. Balance of Payments

UNIT IV

1. National Regulations
2. Multilateral Regulations
3. Regional Economic Integration
4. Environment: Socio-Cultural, Economic, Political & Ethical

UNIT V

1. Currencies & Exchange Rates
2. Imports & Exports
3. International Market Strategy
4. Host Country Heterogeneity.

Books Recommended for Reference:

1. International Business Management, Vyuptakesh Sharan, Pearson Education, Delhi.
2. International Management, Richard M. Hodgetts & Fred Luthans, McGraw- Hill, International Edition, 1991.
3. Global Marketing Management, Warren J. Keegan, PHI, New Delhi, 1998.
4. International Marketing, Phillip R. Cateora & John L. Graham, McGraw-Hill International Edition, 1999.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – X : AIRLINE AND AIRPORT MANAGEMENT

Semester – V

Credits: 04

Hours of Instruction: 06

UNIT I

1. Aviation- History, Open Sky Policy
2. Freedom of Air
3. Bilateral Agreements
4. Warsaw Convention, Chicago Convention

UNIT II

1. Types of Airlines & Aircrafts, Codes
2. Travel Documentation
3. Airport Facilities
4. DGCA, AAI

UNIT III

1. Common Air Transport Terms and Definitions
2. Air Transport Abbreviations and Meanings
3. Special Passengers
4. Baggage

UNIT IV

1. Special Charges
2. Prohibited Items
3. Electronic Goods
4. Customs

UNIT V

1. Classes of Service
2. In-flight Service
3. Seating Arrangements
4. Parts of the Flight

Industrial Visit - Airport

Books Recommended for Reference:

1. IATA Training Manual, 5.9 Edition
2. Handbook of Global Aviation Industry and Hospitality services, Ratandeep Singh, Kanishka Publishers, New Delhi, 2008.
3. Travel and Ticketing Management, Manjeet Singh, Sublime Publications, Jaipur, 2003

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CORE – XI : BASIC AIRFARES AND TICKETING

Semester – V

Credits: 04

Hours of Instruction: 06

UNIT I

1. Referring PAT, Coding and Decoding
2. Journey : Concept, Types, Anatomy
3. IATA Areas, Global Indicators
4. Fare Selection Criteria, Fare Type, World Time Zones, International Date Line

UNIT II

1. Currencies Rule, NUC conversion
2. Point to Point Fare Calculation, Specified Routing
3. Fare Construction Formula, One Way, HIP, BHC
4. Fare Construction

UNIT III

1. Fare Break Point, General Guidelines
2. RT and CT formula, CTM Check and Secondary Fares
3. Importance of Stop- Over and Connections
4. Children and Infants Fare

UNIT IV

1. STD,MPD, Credit Cards Terms and Condition, UATP Cards
2. Passenger Ticketing and Baggage
3. Restrictions by Carrier, Tax Reference
4. TFC: Types, Identification, General Conversion Procedure

UNIT V

1. Security Surcharge, Ticketing Procedure
2. BSP
3. Validation Equipment
4. Commissions and Service Fee

Books Recommended for Reference:

1. IATA module, Air Fares and Ticketing, 5.9 edition
2. Air travel Ticketing and Fare construction, Jagmohan Negi ,Kanishka, New Delhi, 2005.
3. Air Fares and Ticketing, Philip G. Davidoff, Doris S. Davidoff, Prentice Hall, USA,1995.
4. International travel fares and ticketing, Jeanne Semer-Purycki, Prentice Hall, USA, 1996.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – XII : TOURISM ECONOMICS

Semester – V

Credits: 04

Hours of Instruction: 06

UNIT I

1. Introduction, Scope and Methodology
2. Indian Scenario
3. Role of Public and Private Sector
4. Global Market Trends

UNIT II

1. National Tourism Policy
2. Inbound and Outbound Tourists
3. Tourism multiplier effects
4. Economic impacts of Tourism

UNIT III

1. Demand: Definition and Determinants
2. Factors affecting Supply, Demand Curve
3. Demand Elasticity
4. Cost Analysis

UNIT IV

1. Forecasting
2. Inflation and deflation
3. Balance of Trade (BOT) and Balance of Payments(BOP)
4. Supply: Conditions, Elasticity and Factors Affecting Supply

UNIT V

1. Business Environment and Market Structure
2. Cost Benefit Analysis, Decision Risk Analysis
3. FDI, Green field Investment
4. Impacts of Tourism on Indian Economy

Books Recommended for Reference:

1. Tourism Economics, Sipra Mukhopadhyay, Ane Books Pvt. Ltd., New Delhi, 2010.
2. Managerial Economics, Varshney RL & Maheswari KL, Sultan Chand, New Delhi, 2004.
3. Managerial Economics, Drivedi DN, Vikas, New Delhi, 2001.
4. The Economics of Leisure and Tourism, Maddala, Oxford Butterworth Heinemann, New Delhi, 2004.
5. Economics of Tourism & Development, Romila Chawla, Sonali Publications, New Delhi, 2004.

B.A. TOURISM AND TRAVEL MANAGEMENT

SKILL BASED ELECTIVE - III: LOGISTICS MANAGEMENT

Semester –V

Credits: 3

Hours of Instruction: 3

UNIT -I

1. Introduction to Logistics
2. Importance of Logistics
3. Process and Practices
4. Types

UNIT-II

1. Marine Transportation- Introduction
2. Types
3. Process
4. Issues and Barriers

UNIT-III

1. Air Transportation- Terms
2. Process
3. Surface Transportation- Road
4. Surface Transportation - Rail

UNIT- IV

1. Ports
2. Harbours
3. Docks
4. Terminals

UNIT-V

1. Logistics Documentation
2. Ware Housing
3. Inventory Management
4. Technology in Logistics

Books Recommended for Reference:

1. Logistics Management, S.L.Ganapathi and S.K. Nandi, Oxford University Press, India
2. Export-import & logistics Management, 2nd edition, Usha Kiran Rai, Phi learning Pvt. Ltd-New Delhi
3. Operations and Supply Chain Management, F. Robert Jacobs and Richard Chase, Tata Mc Graw, New Delhi.

B.A. TOURISM AND TRAVEL MANAGEMENT

NON MAJOR ELECTIVE – I : TRAVEL FORMALITIES

Semester –V

Credits: 2

Hours of Instruction: 3

UNIT I

1. Definition – Tourism, Tour, Tourist
2. Basic Components of Tourism
3. Elements of Tourism
4. Travel Motivation

UNIT II

1. Travel Agent- Types of Travel Agents
2. Functions of a Travel Agent
3. Tour Operators - Types
4. Package Tours, Types

UNIT III

1. Air Transport
2. Road Transport
3. Rail Transport
4. Water Transport

UNIT IV

1. Passport: Definition and Types
2. Required documents for PASSPORT
3. VISA: Definition and Types
4. VISA formalities

UNIT V

1. Itinerary Planning: Definition and Basic Information
2. Types of Trips
3. Costing of a Tour
4. Tour Brochure

Books Recommended for Reference:

1. International Tourism Management (Revised Edition), A.K.Bhatia, Sterling Publication Pvt. New Delhi, 2008.
2. Air travel Ticketing and Fare construction, Jagmohan Negi ,Kanishka, New Delhi, 2005.
3. International Tourism Management, K.P.Jha, ALP Books, New Delhi, 2011.
4. IATA, Foundation Course Textbook, 5.9 Edition, Montreal , 2008.

SIXTH SEMESTER

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – XIII : TOURISM ENTREPRENEURSHIP

Semester –VI

Credits: 04

Hours of Instruction: 6

UNIT -1

1. Definition, Structure and Concepts of Entrepreneurship
2. Nature, Growth and Importance of Entrepreneurship
3. Theories of Entrepreneurship
4. Classification and Types of Entrepreneurship

UNIT-II

1. Entrepreneurial Traits and Motivation
2. Characteristics and Quality of an Entrepreneur
3. Entrepreneur Vs Professional Management
4. Development of Women Entrepreneurs

UNIT-III

1. Institutions Aid of Entrepreneurs
2. Process of Tourism Entrepreneurial Development
3. Project Identification
4. Project Formulation

UNIT-IV

1. Budget and Planning Process
2. Search for a Tourism Business Idea
3. Concept and Classification of Tourism Projects
4. Financial Institutions

UNIT-V

1. Tourism Marketing Channels
2. Setting-Up Quality Standard
3. Small Scale Industry- Types, Incentives & Subsidies
4. Sickness of Small Scale Industry and Remedies.

Books Recommended for Reference:

1. Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya Publication House, New Delhi, 2003.
2. Innovation & Entrepreneurship, Peter F. Drucker, Harper & Row, New York, 1995.
3. Tourism Entrepreneurship: International Perspective, Stephen Page, Jovo Ateljeve, Butterworth-Heinemann, London, 2009.
4. Tourism Entrepreneurship, Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe, Juta and Company Ltd, Canada, 2006.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – XIV : CUSTOMER RELATIONSHIP MANAGEMENT

Semester –VI

Credits: 04

Hours of Instruction: 6

UNIT I

1. Consumer Behaviour
2. Customer values and Satisfaction
3. Customer Acquisition and Retention
4. Market Segmentation

UNIT II

1. Customer Information Database
2. Data Warehousing
3. Data mining
4. Data Analysis

UNIT III

1. Customer Loyalty Management
2. Customer Loyalty Programmes
3. Types of Loyalty Programmes
4. Planning, Managing and barriers

UNIT IV

1. Service Quality and CRM
2. Concept of Service Capacity
3. Service Capacity Planning Process
4. Queuing Theory and System

UNIT V

1. **eCRM – An Introduction,**
2. Benefits and Data Handling in eCRM
3. Ethical issues in CRM
4. Emerging Technologies in CRM

Books Recommended for Reference:

1. Customer Relationship Management, Urvashi Makkar, Harinder Kumar Makkar, TATA Mc Graw Hill, New Delhi
2. Tourism Marketing, Devashish Dasgupta , Pearson, Delhi,2011.
3. Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, Ramesh Kumar.S, Pearson, New Delhi,2010.
4. Services Marketing, Christopher Lovelock & Jochen Wirtz, Pearson Education, Delhi,2004.

B.A. TOURISM AND TRAVEL MANAGEMENT

CORE – XV : BUSINESS TOURISM

Semester –VI

Credits: 04

Hours of Instruction: 6

UNIT -I

1. History and Definition
2. Characteristics of Business Tourism
3. Typology of MICE
4. Stakeholders

UNIT-II

1. Buyers
2. Suppliers- Destination
3. Venues and Accommodation
4. Transport and Ancillary services

UNIT-III

1. Intermediaries working on behalf of the suppliers
2. Intermediaries working on behalf of the buyers
3. Importance of MICE
4. Nature of Marketing

UNIT- IV

1. The Marketing Mix
2. Image/ Branding
3. Adverdising and Publicity
4. Sponsorship

UNIT-V

1. Budget
2. Break Even Point
3. Code of Ethics
4. MICE activities across the Globe

Books Recommended for Reference:

1. Meetings, Incentives, Conventions and Expositions, George Fenech, Pearson, 2011
2. Business Tourism , Swarbarook and Hooner, Routledge, 2007
3. Tourism Marketing, Devashish Dasgupta , Pearson, Delhi,2011.

B.A. TOURISM AND TRAVEL MANAGEMENT

PROFESSIONAL PRACTICES /PROJECT & VIVA VOCE / TOUR

Semester -VI

Credits: 15

Hours of Instruction: 6

Professional Practices /Training

Each Candidate has to undergo internship in Tourism and allied industries for a period of 45 days. Their performance during the period will be evaluated by the concerned mentors on various competencies like attitude, attendance, interest, understanding and involvement.

Tour

The students will be taken for a Regional/ State level/National tours. The learning objectives are Ticket bookings, accommodation, Itinerary preparation, local Transfers and Guide services. They will be evaluated based on various components like their involvement, punctuality, and reporting. A precise report has to be submitted.

Project- Viva Voce

1. After successful completion of internship a detailed project report should be submitted by the students. A presentation on the report should be done.
2. The project report shall be between 30 to 50 pages word processed in 12 point front (single spaced) in A4 size paper.
3. The project report should be submitted before the end of the sixth semester examination.
4. Valuation of the project shall be conducted by a panel of examiners not less than two (one external and one internal).

B.A. TOURISM AND TRAVEL MANAGEMENT

SKILL BASED ELECTIVE - IV: E - TOURISM

Semester –VI

Credits: 3

Hours of Instruction: 03

UNIT -I

1. E-tourism – An Introduction
2. Historical development
3. Data processing and Communication
4. IT in Tourism Industry

UNIT-II

1. Global Distribution System (GDS)
2. Computer Reservation System (CRS)
3. Billing and Settlement Plan (BSP)
4. Challenges in CRS

UNIT-III

1. Business to Business (B2B)
2. Business to Customer (B2C)
3. Customer to Business (C2B)
4. Customer to Customer (C2C)

UNIT- IV

1. E – Marketing & Promotion
2. Role of Social network
3. E- Business Agenda
4. Online Shopping

UNIT-V

1. Customer Retention
2. Challenges
3. Future of E-tourism
4. Economic Implications.

Books Recommended for Reference:

1. Marketing Management 14 Ed, Philip Kotler, Pearson,2013
2. E- Marketing, Hare Ram Singh, ABD Publishers, 2011
3. Tourism Marketing, Devashish Dasgupta , Pearson, Delhi,2011.

B.A. TOURISM AND TRAVEL MANAGEMENT

NON MAJOR ELECTIVE - II: AIRPORT FORMALITIES

Semester -VI

Credits: 2

Hours of Instruction: 3

UNIT -I

1. Introduction to OAG and GDS
2. Special Service Codes
3. Common Air Transport Terms
4. Air Transport Abbreviations

UNIT-II

1. Airport Terminals
2. Departure Formalities
3. Transit Areas
4. Minimum Connecting Time

UNIT-III

1. Classes of Services
2. In- Flight Services
3. Arrival Formalities- Immigration and Passport Control
4. Baggage Claim- Customs

UNIT- IV

1. Special Passengers
2. Baggage
3. Free Baggage Allowance
4. Special Charges, Prohibited Items

UNIT-V

1. Health Certificates
2. Insurance
3. Currency
4. Phonetic Alphabets

Books Recommended for Reference:

1. IATA Foundation Course Modules
2. Official Airline Guides
3. Travel Information Manual
4. International Tourism Management, K.P. Jha, Alp Books, New Delhi,2011

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