ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR.13/2019-20/A8

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199

ದಿನಾಂಕ/Date: 30/07/2020

Notification

Sub: Syllabus of Bachelor Degree Programme in Business Administration - Tourism & Travel (BBA-T&T) under Choice Based Credit System –reg

Ref: Decision of the Academic Council at its meeting held on 18.12.2019 vide Agenda No: 3:21 (2019-20)

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Pursuant to the above, the Syllabus of Bachelor Degree Programme in Business Administration - Tourism & Travel (BBA-T&T) under Choice Based Credit System which was approved by the Academic Council at its meeting held on 18.12.2019 is hereby notified for implementation with effect from the academic year 2020-21.

Copy of the Syllabus shall be downloaded from the Mangalore University Website. www.mangaloreuniversity.ac.in

REGISTRAR.

To:

1) The Principals of the Colleges concerned.
2) The Registrar (Evaluation), Mangalore University.
3) The Chairman, UG & PG BOS in Tourism, Travel, Hospitality Management, PGDTHM, Aviation & Hospitality Management (Certificate/ Diploma / Advanced Diploma)
4) The Superintendents, Academic Section, O/o the Registrar, Mangalore University.
5) The Director, DUIMS, Mangalore University – with a request to publish in the Website.
6) Guard File.
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MANGALORE UNIVERSITY

CHOICE BASED CREDIT SYSTEM FOR BACHELOR DEGREE IN BUSINESS ADMINISTRATION-TOURISM AND TRAVEL (BBA-T&T)

Course Matrix and Syllabus

	I SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 132: Fundamentals of Tourism	01 Th	04	03	20	80	100	02
	BBATTC 133: Introduction to Hospitality management	01 Th	04	03	20	80	100	02
	BBATTC 134: Transportation Management	01 Th	04	03	20	80	100	02
	BBATTC 135:Geography of Tourism	01Th	04	03	20	80	100	02
	BBATTC136: Fundamentals of Tourism Products and Resources	01Th	04	03	20	80	100	02
Group II One course may be chosen from electives	(a)BBATTCE 137:Travel Agency Management (b)BBATTCE 138:Front office management	01 Th 01Th	02 02	02 02	10 10	40 40	50 50	01
Group III Foundation courses	Language 1 BBATTENL131 English	01Th	04	03	20	80	100	02
	Language 2*	01Th	04	03	20	80	100	02
	BBATTCIF 131 Elective Foundation- Indian Constitution	01 Th	02	02	10	40	50	01
	EC & ECC	01Th	02	02	50	---	50	01
Group IV	EC & ECC	01Th	02	02	50	---	50	01
	TOTAL		34				**850**	**17**

*Kannada BBAKAL 131, Hindi BBAHDL 131, Sanskrit BBASKL131, Malayalam BBAMLL 131, Additional English BBAAEL131, French BBAFRL131, German BBAARL131, Urdu BBAURL131, Manipuri BBAMPL131, Tamil BBATML131, German BBAGRL131, Konkani BBAKNL131.

	II SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 182: Tourism Products of India Study Tour**	01 Th	04	03	20	80	100	02
	BBATTC 183: Travel agency and tour operations Management	01 Th	04	03	20	80	100	02
	BBATTC 184: Fundamentals of Management	01 Th	04	03	20	80	100	02
	BBATTC 185: Basics of tour guiding	01Th	04	03	20	80	100	02
	BBATTC 186: Event Management	01Th	04	03	20	80	100	02
Group II One course may be chosen from electives	(a)BBATTCE 187: Tour Itinerary & Costing (b)BBATTCE 188: Housekeeping operations	01 Th 01Th	02 02	02 02	10 10	40 40	50 50	01
Group III Foundation courses	Language 1 BBATTENL 181 English	01Th	04	03	20	80	100	02
	Language 2*	01Th	04	03	20	80	100	02
	BBATTHGF 181 Elective Foundation- Human rights	01 Th	02	02	10	40	50	01
Group IV	EC &ECC	01Th	02	02	50	---	50	01
	TOTAL		34				**850**	**17**

*****Kannada BBAKAL 181, Hindi BBAHDL 181, Sanskrit BBASKL 181, Malayalam BBAMLL 181, Additional English BBAAEL181, French BBAFRL181, German BBAARL181, Urdu BBAURL181, Manipuri BBAMPL181, Tamil BBATML181, German BBAGRL181, Konkani BBAKNL181.

** Students should undergo an educational tour for not less than a week and they need to submit a tour report (10 Marks) and a tour report presentation evaluation (Internal for10 Marks) will be conducted. The same must be considered as the internal marks for paper BBATT 182: Tourism Products of India.

	III SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 232: Tourism Marketing	01 Th	04	03	20	80	100	02
	BBATTC 233: IT for Tourism and Hospitality	01 Th	04	03	20	80	100	02
	BBATTC 234: Medical & Wellness Tourism	01 Th	04	03	20	80	100	02
	BBATTC 235: Sustainable Tourism.	01Th	04	03	20	80	100	02
	BBATTC 236: Logistics Management	01Th	04	03	20	80	100	02
Group II One course may be chosen from electives	(a)BBATTCE 237:Eco-Tourism (b)BBATTCE 238: Environmental management in Hospitality	01 Th 01Th	02 02	02 02	10 10	40 40	50 50	01
Group III Foundation courses	Language 1 BBATTENL 231 English	01Th	04	03	20	80	100	02
	Language 2*	01Th	04	03	20	80	100	02
	BBATTGEF 231 Elective Foundation-Gender Equity	01 Th	02	02	10	40	50	01
Group IV	EC &ECC	01Th	02	02	50	---	50	01
	TOTAL		34				**850**	**17**

*Kannada BBAKAL 231, Hindi BBAHDL 231, Sanskrit BBASKL 231, Malayalam BBAMLL 231, Additional English BBAAEL231, French BBAFRL231, German BBAARL231, Urdu BBAURL231, Manipuri BBAMPL231, Tamil BBATML231, German BBAGRL231, Konkani BBAKNL231.

	IV SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 282: Tourism planning and policies.	01 Th	04	03	20	80	100	02
	BBATTC 283: Airport Operations	01 Th	04	03	20	80	100	02
	BBATTC 284: Tourism Research Methodology	01 Th	04	03	20	80	100	02
	BBATTC 285: Business Communication for Tourism and Hospitality**	01Th	04	03	20	80	100	02
	BBATTC286: Entrepreneurship Development in Tourism	01Th	04	03	20	80	100	02
Group II Open Elective	(a)BBATTOE 287: Introduction to tourism (c)BBATTOE 288: Introduction to travel Industry (c)BBATTOE289: Introduction to hospitality business	01 Th	02	02	10	40	50	01
Group III Foundation courses	Language 1 BBATT ENL281 English	01Th	04	03	20	80	100	02
	Language 2*	01Th	04	03	20	80	100	02
	BBATTESF 281 Elective Foundation- Environmental Studies	01 Th	02	02	10	40	50	01
Group IV	EC &ECC	01Th	02	02	50	---	50	01
	TOTAL		34				**850**	**17**

*Kannada BBAKAL 281, Hindi BBAHDL 281, Sanskrit BBASKL 281, Malayalam BBAMLL 281, Additional English BBAAEL281, French BBAFRL281, German BBAARL281, Urdu BBAURL281, Manipuri BBAMPL281, Tamil BBATML281, German BBAGRL281, Konkani BBAKNL281.

** The internal element of this paper should be based on the evaluation of students' performance in Unit V (Practicals)

Note:- At the end of the fourth semester students have to undertake internship programme in any one of the tourism and hospitality organizations for a minimum period of 1 month and the training report, along with log book has to be submitted to the department in the fifth semester. The report will be evaluated for 100 marks and viva voce examination on the training report has to be conducted for 50 marks (Both Internal).

	V SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 331: Human Resource Management in Tourism and Hospitality	01 Th	05	03	30	120	150	03
	BBATTC 332: Emerging concepts in tourism	01 Th	05	03	30	120	150	03
	BBATTC 333: Accommodation Operation	01 Th	05	03	30	120	150	03
	BBATTC 334: Resort Management	01Th	05	03	30	120	150	03
	I BBATTC 335:* Internship Report Viva Voce Examination	01P	03				100 50	03
	BBATTC 336: Air Cargo management	01Th	05	03	30	120	150	03
	TOTAL		30				**900**	**18**

* At the end of the fourth semester students have to undertake internship programme in any one of the tourism and hospitality organizations for a minimum period of 1 month and the training report, along with log book has to be submitted to the department in the fifth semester. The report will be evaluated for 100 marks (One Internal and one external evaluation) and viva voce examination on the training report has to be conducted for 50 marks (One Internal and one external evaluation).

	VI SEMESTER							
	Particulars	No of Courses	Instruction hrs/week	Duration of Exam	Marks			Credits
					IA	Exam	TTL	
Group 1	BBATTC 381: Disaster management	01 Th	05	03	30	120	150	03
	BBATTC 382: Tourism Legislation and legal framework	01 Th	05	03	30	120	150	03
	BBATTC 383: Organisational Behaviour	01 Th	05	03	30	120	150	03
	BBATTC 384: Destination management.	01Th	05	03	30	120	150	03
	BBATTC 385: International Tourism Destinations	01Th	05	03	30	120	150	03
	BBATTC 386: Customer Relationship Management	01Th	05	03	30	120	150	03
	TOTAL		30				**900**	**18**

ELIGIBILITY OF TEACHERS

All papers in Group I and Group II has to be taught by teachers who have qualified their Masters in Tourism and Travel Management/ Administration Courses such as MTA/MTTM/MBA-TA/MBA-TTM and other eligibility criteria as per the university/state/UGC regulations.

Question Paper Pattern 1st to 4th Semester

Duration: 3 Hours Max. Marks:80

SECTION A

Answer any 10 questions out 12. Each question carries 2 marks (10X2=20)

SECTION B

Answer any 5 questions out of 7. Each question carries 6 marks (5X6=30)

SECTION C

Answer any 3 questions out 4. Each question carries 10 marks (3X10=30)

Question Paper Pattern 1st to 4th Semester (Elective)

Duration: 2 Hours Max. Marks:40

SECTION A

Answer any 5 questions out 7. Each question carries 2 marks (5X2=10)

SECTION B

Answer any 5 questions out of 7. Each question carries 6 marks (5X6=30)

Question Paper Pattern 5th & 6th Semester

Duration: 3 Hours Max. Marks:120

SECTION A

Answer any 10 questions out 12. Each question carries 5 marks (10X5=50)

SECTION B

Answer any 5 questions out of 7. Each question carries 8 marks (5X8=40)

SECTION C

Answer any 2 questions out 3. Each question carries 15 marks (2X15=30)

FIRST SEMEMSTER

BBATTC132: Fundamentals of Tourism

Objectives:

1. To provides ample idea about the basic concepts of tourism, its practices and organizations.
2. To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

Unit I: Introduction to Tourism - Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; Types and typologies of tourism; -Historical Dimensions of Tourism - Travel and tourism through the Ages: Early Travels, 'Renaissance‟ and „Age of Grand Tours'.

Unit II: Understanding tourism motivations - Travel Motivation – Definition –Travel Motivation-Physical, Cultural, Interpersonal and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Wander lust and sun lust-Plog's theory of tourism motivation.

Unit III: **Tourism Demand**– Demand Meaning, Definition, Measurement of Tourism Demand, and Measuring Demand for Tourism- Problems of measuring tourism demand-

Unit IV: Concept of Tourism Industry–components (5A'sAttraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements, nature (Leiper's Model) – Tourism industry.

Unit V: Tourism organizations: Objectives and functions of UNWTO, IATA, WTTC, PATA, ITDC, KSTDC

References

1. M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.
2. Sampad Kumar Swain and Jitendra Mohan Mishra Tourism: Principles and Practices, Oxford University Press. New Delhi (2011).
3. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
4. Davidson R, 1989, Tourism, Pitman, London
5. Goeldner RC and Ritchie JRB, 2006, Tourism: Principles, Practices and Philosophies, John Wiley and Sons.

BBATTC 133: Introduction to Hospitality Management

Objective: To Identify the major areas of hospitality industry and figure out the different types of accommodations and their functions.

Unit I: ORIGIN OF HOSPITALITY INDUSTRY: The term 'Hotel', evolution & development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.

Unit II : Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans:- continental plan – European plan -American plan – modified American plan – Bermuda plan-types of rooms-types of room rates.

Unit III: **HOTEL OPERATIONS:** Major Departments: Components and Functions-Front office and back office areas-major departments-front office department-housekeeping-food and beverage-Security department-marketing department, HR department, engineering and maintenance department, accounting department

Unit IV: RESERVATIONS -Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system

Unit V: Future trends in hospitality industry: (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) –Major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

References:

1. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi
3. Dennis. L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks – Front Officeprocedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
6. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Tourism and Hotel Management (Anmol Pub. New Delhi)
7. K. Anil Kumar and Shelji Mathew – An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)
8. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
9. John R Walker Introduction to Hospitality Management – Pearson Education India
10. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi

BBATTC 134: Transportation Management

Course Objectives

1. To throw light on the significance of the various modes of transportation in the tourism industry

Unit I: Introduction to Transportation

Historical past of transportation, History of different modes of transportation, Role of different modes of travel associated with the tourism industry, major transportation laws and regulations (name only)

Unit II: Rail Transport

Rail transport: Introduction, History of railways around the world and India, Major Railway Systems of World, (Euro Rail, Amtrak, Britrail), types of rail tours in India: Mountain railways of India, Luxury Trains, Toy Trains. Different classes of travel in Indian railways, Names of major trains and their routes, Major Metro Rail services in India- Indrail Pass, Railway reservation-modes-tatkal-i-ticket-e-ticket. Latest developments in Indian railways.

Unit III: Road Transport: Road transport: Road transport system in India-National and State Highways-Major highways and express ways in India, Public transportation system- Types of Public Transports in Karnataka- Car rental industry-car rental procedures, bus tours, Significance of car rentals in tourism.

Unit IV: Air Transport:

History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance .History of civil aviation in India – public and private sector airlines in India.. Functions of DGCA, AAI- Major Airports in India and their three letter codes- Types of Aviation-Military Aviation General Aviation - Aircrafts parts and types-aircraft manufactures

Unit V: Water transport: History of Ferries and cruising, Developments in ferries and cruising over the centuries-cruise classification, Parts of a cruise liner- Major Cruise liners- cruise line associations, house boats.

Reference Books:

1. Sinha, P.C. (2000), Tourism Transport and Travel Management, New Delhi, Anmol Publishers
2. Gill, S.P. (2002), Dynamics of Tourism, New Delhi. Anmol Publications (P) Ltd
3. Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
4. Chawla, Romila- Transport and Tourism.
5. M.R. Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.
6. Sampad Kumar Swain and Jitendra Mohan Mishra Tourism: Principles and Practices, Oxford University Press. New Delhi (2011).
7. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
8. Goeldner RC and Ritchie JRB, 2006, Tourism: Principles, Practices and Philosophies, John Wiley and Sons.

BBATTC 135: Geography for Tourism

Objective:

1. To provide details about basic components of geography in relation with travel and tourism.
2. To familiarize with IATA codes, time calculation and the major tourist attraction across

Unit I: Basics of geography: Introduction, Definition and scope of geography, Elements of geography, Classification of geography, World continents, Oceans, Major seas and mountains. Relationship of geography and tourism.

Unit II: Physical geography of India- Physiographic features of India: Physical features of India: Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; Climatic regions; Vegetation of India.

Unit III: IATA Geography- Role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and 3 letter codes, airports and codes. Latitudes and Longitudes, Time zones- GMT, international date line, Time calculation, flying time calculation, day light saving time, marking of cities on outline maps.

Unit IV: Maps and its use- Cartography: Definition, Maps; Scale: Types of Maps: online/digital Maps- uses of Maps with focus on travel & tourism-important digital maps/apps. Topo-sheets: Signs and symbols.

Unit V: Climate and Weather- Meaning, difference between weather and climate, Classification of World climate, Impact of weather and climate and climate change and tourism.

Reference Books:

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

BBATTC136: Fundamentals of Tourism Products and Resources

Course Objectives: To study the tourism products and potential of India.

UNIT I: Introduction to Tourism Products: Meaning and definition, features of tourism products, types of tourism products.

UNIT II: Antiquity and Physical Features of Karnataka -Sanganakallu-coastal region-Malnad Region-Northern Planes-Southern Planes -Early Rulers of Karnataka- Kadambas- Rastrakootas-Chalukyas.

UNIT III: Cultural Tourism Attractions- Classical music and Dances-Folk Dances,Yakshagana, Bhutaradhane-Kambala-Suggikunitha-Dollukunitha-Kamsale-Veeragase Kolata Bangalore Karaga-Wyramudi Utsav-Mysore Dasara-Specialty of Kodavas.

UNIT IV: Tourism attractions of coastal and Malnad Regions- Tourism attractions of Coastal Region-Devabagh Island- Gokarna- Murdeswara Kollur Karkala-Moodabidri-Udupi-Mangalore-Kukke Subramanya-DharmasthalaKateel-Important Beaches. Sonda-Yana-Banavasi-Ikkeri-KeladiBalligaviHuncha-Kodachadri-Sringeri-Horanaadu- jog, Bababudangirihills, Mullayyanagiri, Kemmannagundi-Nandi hills-Madikeri-Bhagamandala- B.R.Hills, M.M.Hills-Himavad Gopal swamy Betta.

UNIT V: Tourism Attractions of Northern and Southern Karnataka- Hampi- Badami- Aihole-Pattada Kallu Lakkundi- Banashankari- Mahakoota- Gulbarga- Bijapur- Bidar.
Tourism attractions of Southern Karnataka- Chitradurga- Belur Halebeedu Somanathapura-Shravanabelagola-Melukote- Srirangapattana- Mysore Nanjungud T.Narasipura- Talakad- Bengalore-Kolar-Tumkur.

REFERENCE BOOKS:

1. Karnataka Tourism Dr. Suryanath Kamath.
2. Karnataka Sangathi-Kannada Development Authority, Bangalore
3. A Hand Book of Karnataka-2005.
4. Karnataka –a delight for tourists- By Prof. K.S. Nagapathi.

Group II Elective:

(a)BBATTCE137: Travel Agency Management

Objectives: This paper is designed to provide description about the principles and practices in travel agency and tour operation business and helps the students to make the career in modern travel trade.

UNIT I: Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator -Inbound, Outbound , Domestic, Ground and Specialized.

UNIT II: Functions of Travel Agency &Tour Operators: Functions and sources of income, Linkages of travel agents and tour operators with other sectors, Organisational structure of a full fledges travel organization, Qualities and skills required for a travel consultant.

UNIT III: Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOI, ADTOI, IAAI, FIYTO, TAFI

REFERENCE

1. Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,
2. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University
1. Press, New Delhi.
2. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley &
3. Sons, London.
4. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Walker, J.R. & Walker, J.J.(2011). Tourism Concepts and Practices, Pearson, New Delhi.
6. Chand, M. (2009), Travel Agency Management: An Introductory Text.Anmol Publications Pvt. Ltd.,
7. New Delhi.
8. Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.

(b)BBATTCE 138:Front office management

Objectives: To understand the operations of front office of a hotel

UNIT I: Front Office Organization And Reception

Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications.

UNIT II: Check In And Check Out Formalities - Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used

UNIT III: Reservation And Registration

Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

Reference Books

1. Hotel front office – operations and management, J.R. Tewari, Oxford Higher Education
2. Front office management, Sushil Kumar Bhatnagar, ISBN-10: 8171706525.
3. Front Office Management in Hotel, Chakravarthi B.K, publisher: CBS; 1st edition.
4. Professional front office management, David K Hayes and Jack D Ninemeier, Pearson Education.
5. Hotel front office management, James A Badri, John Wiley publications.
6. Principles of Hotel Front Office Operations, Sue Baker and Jeremy Huyton, Publisher: Cengage Learning.

SEMESTER II

BBATTC 182: Tourism Products of India

Objectives: To study the tourism products and potential of India.

UNIT – I Tourism Product- Definition and Differentiation, - History and Heritage of India History of India (in brief)- Indus Valley civilization, Vedic period, Mauryan empire, Classical and medieval period, Modern period.

UNIT II: A Brief History of Indian Art and Architecture: – India's Architectural Styles- Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture, - Historic Monuments of Tourist significance (ancient medieval and modern)

UNIT III: Important Historic / Archaeological sites: Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India

UNIT IV: Performing Arts of India: Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India, Craftsmanship

UNIT V: Indian Painting-Fairs and Festivals – Customs-Cuisines and specialty dishes- Major beaches-Rivers- Lakes- Hill Stations in India

REFERENCE

1. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
2. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
3. Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.
4. Manoj Dixit, CharuSheela , Tourism Products, New Royal Books.
5. Hussain.A.K , The National Culture of India, national Book Trust, New Delhi
6. Sarina Singh , India, Lonely Planet Publication.
7. KaulH.K , 'Travelers India' Oxford University Press.
8. Negi, Jagmohan , Adventure Tourism and sports, Kanishka Publishers

BBATTC 183: Travel Agency and Tour Operations Management

Objective: To provide knowledge about Travel Agency and Tour Operation Business and to understand the formalities and skills needed for this business

UNIT I: Concept of Tour Operation: Concept-Definition-History- Types of Travel Agencies- Functions and Activities- Organization Structure, Setting up of a Travel Agency, Approval from IATA & DOT

UNIT II: **Tour Packaging:** Meaning, features and elements- Types of packages- Planning and design a tour- Itinerary preparation- Types of itinerary- Factors to consider when preparing itinerary.

UNIT III: Tour costing and Pricing: Elements of tour cost- tour cost sheet preparation- confidential tariff- Factors affecting tour cost (Sample itineraries have to be developed and pricing has to be done which can be considered for internal assessment)

UNIT IV: Tour Management: Tour Booking and administration- Pre-tour preparation-Travel documents to handle- Tour manager briefing- Role and qualities of a tour manager- Departure and Arrival Procedures at airport- Transfer and tour conduct- Handling emergencies- Post-Tour activities.

UNIT V: Travel Agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India- Methods of marketing and promotion of travel products.

REFERENCES

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Badan, B. S. & Bhatt, H. (2007). Travel agencies and tourism development. New Delhi, India : Commonwealth

BBATTC 184: Fundamentals of Management

Objectives: To provide basic knowledge of the principles of management.

UNIT I: Management – Meaning and definition; Nature and scope; Evolution of Management Thought – Functions of Management- Contributions of F.W. Taylor, Henry Fayol, Peter F. Drucker. Management as a profession, art and science- 14 principles of management.

UNIT II: Planning- Concept and Significance, planning process, types of plans – Different approaches to planning –Decision making- Meaning, Nature and Process.

UNIT III: Organising – Types of organisation - formal and informal – span of control, delegation and decentralisation of authority and responsibility

UNIT IV: Directing– Motivation and Leadership – meaning, importance of motivation, Theories of motivation. Leadership- Meaning, Nature and Importance, Leadership styles and Theories of leadership.

UNIT V: Directing- Communication- Meaning, Nature and importance, process, types and barriers to effective communication. **Staffing-** Meaning, Nature and Importance, Recruitment, Selection and Training.

References:

1. Moshal.B.S . Principles of Management, Ane Books India,New Delhi.
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger. Introduction to Management , Palgrave Macmillan, New York.
4. Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Terry G.R. Principles of Management, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai

BBATTC 185: Basics of Tour Guiding

Objective: To familiarize the role, responsibilities and functions of tour guide

UNIT I: Concept of Tour Guiding: Meaning, Concepts and Types of Guides: Conceptual meaning of Tourist Guide, duties and responsibilities of guides and escorts- Review of itinerary, Participant list, accuracy, timings and practicality.

UNIT II: The Guiding Techniques-: leadership and social skills - presentation and speaking skills, The guide's personality, moments of truth, working with different age groups, working under difficult circumstances.

UNIT III : Visitor Relationship Management: Handling emergency situations- medical, personal, official, VISA/passport, Identifying the group or individual traveler's special needs /different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, Popular understanding of a place, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary-Sense of Humor-How to deals with answering questions, concluding a tour.

UNIT IV: Linkages and Integration - Conducting Various types of Tours -Understanding clients need and delivering all information accurately, establishing good security measures, good relationship with fellow guides-Coordination with hospitality institutions-travel agencies and tour operating companies-arrangement with ground transportation.

UNIT V: Becoming a Tour Guide- Formalities and Process to become an authorized guide- Benefits of becoming a guide- Licensing authority.

REFERENCE

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

BBATTC 186: Event Management

Objective: The course introduces concepts of events and their management in holistic perspective. Students will learn importance of events as a business, important types of events and managing events. The focus is on specialized events and to help leaner to be able to organize events in professional manner.

UNIT I : Foundations of events: Definitions-event-event management-event marketing, Major Characteristics; five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events, Importance of events as marketing communication tool.

UNIT II Event planning and Concepts of MICE: Event planning – Concept, Process and Design, Marketing, and Advertising for Events. Evolution of MICE industry; fundamentals of meetings, conventions and exhibitions,

UNIT III event as a tourism product: Organising and hosting international event-International Congress Organisation- Planning the Congress, Guidelines for exhibition abroad, Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) Implementation advantages, Conventions-meaning, significance

UNIT IV Trade shows and exhibitions/expositions: Types of Shows, benefits of exhibitions-Contract negotiations– Principles; steps.

UNIT V: Case studies: Major fairs and festivals of India such as: Ellora Festival, Taj Festival, Hampi Festivals, Dance festival- Kite festivals, Cattle festivals, Film festivals etc. Trade Fairs : World Travel Marts and other trade fairs.

References

1. Event Marketing and Management by Sanjaya Singh Gaur, Sanjay V Saggere, Vikas publishing house, New Delhi.
2. Judith Mair, Conferences and Conventions A Research Perspective Routledge – 20 Series:
3. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA

Group II Elective

(a)BBATTCE 187: Tour Itinerary & Costing

Objective: To provide knowledge about Tour Operation Business in general and itinerary preparation and its costing in particular.

UNIT-1 Itinerary - Meaning, Nature and Scope -Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance -Components and Elements of an Effective Tour Itinerary -Information and Research Input Required in Preparation of Tour Itineraries - Systematic Approach for Itinerary Preparation; Constraints and Grey Areas involved in Preparation of Innovative Itineraries

UNIT-II Types of Itineraries - Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation - Tour Manager's/Executive's and Tour Escort's Itinerary – Definitions and Case Examples - 'Common Interest' and 'Special Interest' Itineraries – Salient Features and Case Models - Unique Features of MICE Centric Itineraries; Case Examples

UNIT-III Itinerary Preparation and Tour Costing: Guest itinerary, transport itinerary (pick up, drop and sightseeing), guides itinerary. Elements of tour cost, Tour cost sheet. Prepare different types of itinerary and calculate the total cost and per person cost- Pricing the tour- Calculate the mark up.

REFERENCES

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

B)BBATTCE 188: Housekeeping Operations

Objective: To understand the essentials of Housekeeping, to familiarize with operations of Housekeeping

UNIT I: House Keeping Organization- Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive housekeeper. Hotel guest room- Layout, types, flour, pantry, furniture, fixtures and fittings, department the Housekeeping co- ordinates within the hotel.

UNIT II: Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments - Forms, Formats and registers used. Duty allotment and Duty chart, leave application procedures, briefing and De-briefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT III: Cleaning Equipment, Agents & Cleaning of Guest Room- Types of equipment used in Housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids' trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

References:

1. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
2. G. Raghubalan and SmriteeRaghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.
3. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S. Chand (G/L) & Company Ltd.
4. Housekeeping – Operations, Design and Management, First edition, Malini Singh and Jaya B. George. Jaico Publishing House.

** Students should undergo an educational tour for not less than a week and they need to submit a tour report and a viva voce examination (Internal) will be conducted on the report for 20 marks. The same must be considered as the internal marks for paper BBATT 182: Tourism Products of India.

SEMESTER III

BBATTC 232: Tourism Marketing

Course Objectives: To familiarize with the concepts and practices of tourism marketing.

UNIT I: Marketing: History, meaning and definition and importance of marketing. Difference between selling and marketing. Different concepts of marketing. Basic concept of need and want; demand, product, service. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 7 P's of service marketing mix.

UNIT II: Market Segmentation, Targeting and Positioning: Market segmentation and bases for segmenting consumers markets, market targeting- methods and types and market positioning-strategies. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers.

UNIT III: Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product. Product life cycle (PLC).

UNIT IV: Pricing & Distribution: Definition and influencing factors of pricing, Major pricing strategies for tourism products. **Distribution:** definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry.

UNIT V: Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism,

REFERENCE

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al ( ): Tourism Marketing and Management Handbook, Prentice Hall
6. 6. Wahab, S. G. ( ): Tourism Marketing, Tourism International Press, London 7. Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

BBATTC 233: IT FOR TOURISM AND HOSPITALITY.

Objective: To know about applications of IT in tourism and hospitality sector

UNIT I: Overview of Information Technology: meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks.

UNIT II: IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defense, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled,

UNIT III: Information Systems in Travel Intermediaries: CRS/GDS-Front Office Systems-Back Office System-Travel Agency Management System-tour Package creation software-Evolution and growth of CRS and GDS-CRS.

UNIT IV: IT in Transportation: Information Systems in Airlines and Airports-Baggage and Cargo handling systems-Systems in aircraft-Safety Systems-Systems for flight scheduling and planning-Crew scheduling and Management-Gate Management and Departure Control System-Automated Ticket Machines (ATMs)-Flight Information Display Systems-Information systems in other transportation modes-Intelligent Transportation system-Route Guidance System-Traveller Information Systems-Automated Vehicle Location Systems-Fleet Management Systems Automated Traffic Management System-GPS.

UNIT V: Online Travel Portals: An overview of major travel portals such as make my trips, yathra.com, OYO rooms, Uber and Ola cabs, Clear trip.com, Goibibo, Airnb etc.

REFERENCES

1. Sheldon J. Pauline (2003), Tourism Information Technology, CABI Publishing New York, Edn.
2. Dileep M R (2011). Information Systems in Tourism, Excel Books, New Delhi
3. Buhalis D, 2003, e-Tourism: Information Technology for strategic tourism management, Prentice Hall, Essex, UK.
4. Buhalis D, 2008, IT and Management information systems in Tourism, in Bech J and Chadwick S, the Business of Tourism Management, Pearson
5. Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi.

BBATTC 234: Medical & Wellness Tourism

Objective: The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.

UNIT I: Health and Medical Tourism: Meaning, nature and scope- Factors responsible for growth of health and medical tourism.

UNIT II: Health and Medical tourism product- Health and Medical Tourism markets at global level**,** Advantages and disadvantages for India in Global Medical Tourism Market.

UNIT III: Health and Medical Tourism in India- Role of Private sector in health and medical tourism. Traditional Health Care system in India- Government incentives for health and medical tourism in India.

UNIT IV: Certification and Accreditation in health and medical tourism- Ethical, legal, economic and environmental issues in health and medical tourism.

UNIT V: Medical and Wellness Centres: Major medical and wellness hubs of India- Statistical presentation growth of medical tourism in India- Types of various treatments available in India.

REFERENCES

1. Reisman, David, Health Tourism: Social Welfare Through International Trade
2. Smith, Melanie; &Puczko, Laszlo, Health and Wellness Tourism
3. Conell, John, Medical Tourism
4. Todd, Maria, Handbook of Medical Tourism Programe Development

BBATTC 235: SUSTAINABLE TOURISM.

Objectives: To understand and appreciate the significance of sustainable development and to be familiar with the various approaches and practices for STD.

UNIT I: Sustainable Development- Evolution – Meaning, Nature and Importance, Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development.

UNIT II: Sustainable Tourism Development: History, Meaning, Definitions and Importance of sustainable tourism- Principles of sustainable tourism- Global code of conduct for sustainable tourism –

UNIT III: Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity

UNIT IV: Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Propoor Tourism and Community Participation.

UNIT V: Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission- Rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry.

References:

1. Inskeep, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. 5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

BBATTC 236: Logistics Management

Objectives: To understand the need and importance of logistics management in tourism.

Unit I: Logistic- Basic concept, Definitions, Functions, Types, Logistic Management- logistic solutions, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management. 7R's of Logistics Management, 5 P's of Logistics**.**

Unit II: Logistics and Documentation: Consular Invoice, Commercial Invoice, Certificate of Origin, certificate of Value, Bill of Lading, Cargo Manifest or Packing List, Health Certificate, Import license, Insurance Certificate, Export Declaration Forms Shipping

Unit III: Transport- Mode of Transport, Transportation Network, Containerisation, Intermodal Transport, Ownership Transport, Routing Vehicles, Freight Management, Factors Affecting Freight Cost, Advantages and disadvantages of Air cargo, Sea Cargo and carriage of goods by land

Unit IV: Warehousing- Definition, Principles, Role, Purpose of warehouse, Types of warehouse, Planning and Distribution.

Unit V: Logistical Packaging: Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs.

REFERENCES:

1. Logistics Management for International Business – Text and Cases, by Sudalaimuthu and Anthony Raj, PHI, 2009 Edition.
2. Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis, Wiley India, 2006
3. Handbook of Logistics and Distribution Management – John Gattorna
4. Logistics Management – P. Fawcett, R. McLeish and I Ogden.

Group II Elective
(a)BBATTCE 237: Eco-Tourism

Objectives: To understand and appreciate the significance of eco-tourism.

UNIT I: **Introduction to Tourism and Ecotourism-** Tourism concepts and definitions Evolution and characteristics of ecotourism- Components of Ecosystem - Five basic laws and twenty great ideas in ecology - Properties of Ecosystem - Trophic structure and ecological pyramids - Ecological succession

UNIT II: Human Ecology and Tourism - History of Human Ecological concepts - Natural resource and Tourism - Tourism and Environment - Protected areas and tourism- Tourism and Environment - Tourism carrying capacity - Basic Strategies of tourism sustainability - Environmental Impact Assessment (EIA)

UNIT III: **Tourism legislations and Ecotourism guidelines**- Tourism legislations National and State level ecotourism guidelines. Various acts and laws- Tourism bill of rights and code for environment responsible tourism -World Ecotourism Summit.

References:

1. Inskeep, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. 5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

(b)BBATTCE 238: Environmental Management in Hospitality

Objectives: To familiarize the students with sustainable practices of hotel industry

UNIT I: Introduction and development of environmental message -Staff – Raise awareness build commitment, provide support, reward efforts, and celebrate success- Business partner's coordination- Guests participation; Community – sponsorship, urban beautification, alternate energy sources

UNIT II: Waste Management- Why manage waste- Type of solid waste -3R's principle Non hazardous energy separation Energy and waste conversion- Types of energy- Energy efficiency action plan- Assessing current performance- Energy utilization & conservation measures.

UNIT III: Water and the environment- Water quality standards- Water treatment methods- Improving water quality; Indoor air quality- Potential sources of air pollution- Improving indoor air quality Costs - External air emissions and Noise-Sources- Effects

REFERENCE

1. Environmental Management for Hotels ; Butterworth & Heinemann
2. David Kirk ;Environmental Management for Hotel
3. B K Sharma; Environmental Chemistry,
4. S. K Garg; Sewage Disposal & Air Pollution Engineering, (Vol. 2) P. D. Sharma; Ecology & Environment,
5. N K. Uberoi; Environmental Management,

SEMESTER IV

BBATTC 282: Tourism planning and policies.

Objective: The course aims to give a comprehensive idea about the tourism planning and policies and its application

UNIT I: Destination: the concept and definitions-Common Characteristics of Destinations- Significance of attractions for destinations- Evolution and growth of tourism in a Destination-TALC concept- Destination Image- Destination Marketing Organization (DMO).

UNIT II: Tourism Planning: Planning system-Significance of planning in tourism-tourism Planning Levels , Geographical level Planning (Destination Planning)-Business level planning - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents Techniques, Surveys & Area Characteristics.

UNIT III: Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy.

UNIT IV: Tourism policy-national tourism policies in India- 1982,92,2002,latest policies (overview). Contribution of various five year plans to tourism sector.

UNIT V: Tourism Planning: Planning system-Significance of planning in tourism-tourism Planning Levels- Geographical level Planning (Destination Planning)-Business level planning- Different approaches to tourism planning-'Boosterism'-Physical/spatial approach-Community-Sustainable approach- Strategic planning-tourism planning process.

References:

1. Hall, C.M., 2008, Tourism Planning: Policies, Process and Relationships, Pearson Education: Essex.
2. Kelly I and Nankervis T, 2009, Visitor Destinations, John Wiley and Sons, Milton: Australia
3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
4. Morgan, N, Pritchard, A &Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
5. .Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
6. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

BBATTC 283: Airport Operations

Objectives: To provide an understanding about various rules, regulation, procedures and documentation in air traffic.

UNIT I – INTRODUCTION: History of Aviation (World & India)- Parts of aircrafts- types of aircrafts- types of airports- structure of an airports- different departments in an airport- AAI and their functions- DGCA & their functions.

UNIT- II – TRAVEL DOCUMENTS: Passport and its types, formalities and fee applicable for different types of passports- Visa and its types- An overview on health, currency and customs regulations in India-

UNIT III - INTERNATIONAL CONVENTIONS: The Chicago conventions, 1944, The Warsaw Conventions, The Geneva Convention- Bilateral agreements & Multilateral Agreements – Freedom of Air., A brief account of IATA /ICAO

UNIT IV - AIRLINE OPERATIONS

Check-in and Check-out formalities and -Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP - In flight services - Types of class –Baggage- definitions, types & rules-free baggage allowance-weight system-piece system-customs-prohibited items

UNIT V AIRPORT: The terminals-the transit area- Tarmac- Run way- Taxi way- Ramp equipments for passenger and cargo handling.

References

1. Seth, P. N. (2005), Successful Tourism Management, New Delhi, Sterling Publishers (P) Ltd.
2. Negi, J. (2005), Air travel Ticketing and Fare construction, Kanishka, New Delhi.
3. Aggarwal, Surinder : Travel Agency Management Communication India ND
4. Bradnock, Robert &Rama ; India Handbook 1996', Passport Publishers ,UK. 1995
5. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4
6. Shaijumon P V, Sanoopkumar, DeleepDevasya, (2019). Introduction to Airline Ticketing and Air Travel Management, Vykhari Publications, Thriruvananthapuram.
7. Introduction to Airline Industry: IATA Study KIT-latest
8. Jagmohan Negi: Travel Agency & Tour Operation - Concepts and Principles. (Kanishka Pub, New Delhi)
9. Jagmohan Negi: Air Travel and Fare Construction. Kanishka Pub, New Delhi 2004
10. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
11. Airpotrt, aircraft and airline security, Kenneth C Moore, Butter worth Heinmann Airline Business in 21stCentury, Regas Doganis, Routleg

BBATTC 284: Tourism Research Methodology

Objectives: To Understand the basic concept of research

UNIT I: An introduction: meaning of research, objectives of research, significance of research, types of research. Research Problem –selection of research, necessity of defining a problem.

UNIT II: Research Design – Meaning of research design, need for research design, features of research design, different types of research design. Sampling -purpose, method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data , secondary data.

UNIT III: Review of literature: Literature classification –purpose of review – sources of literature – planning the review work – note taking.

UNIT IV: Research Methods: Historical Method – Scientific Method- Logic and Scientific Method – Deductive and Inductive Method – Hypothetic Deductive Method – Case Study Method – Observation Method – Scaling Techniques.

UNIT IV: Interpretation and report writing – meaning of interpretation, techniques of interpretation, significance of report writing, different steps of report writing.

References

1. Durbarry, R. (2015). Research Methods for Tourism Students. New Delhi: Routledge.
2. Hillman, W., &Radel, K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Bristol: Channel View Publications.
3. Silverman, D. (2010). Doing Qualitative Research. London: Sage.
4. Malhotra, N., Hall, J., Shaw, M., & Peter. (2007). Market Research. Second Edition. London: Prentice Hall.
5. Dann, G., Nash, D., & Pearce, P. (1988). Methodology in Tourism Research. Annals of Tourism Research, 15(1), 1-28.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-15.

BBATTC285 BUSINESS COMMUNICATION FOR TOURISM AND HOSPITALITY

Objectives: To understand the concept, process and importance of communication.

UNIT I: Basic Forms of Communication, Process of Communication, 7 C's of communication; Barriers and Facilitators to Communication, How to overcome barriers of communication. Effective Listening- Technology of Business Communication - Writing skills- List of active verbs- Blooms taxonomy

UNIT II: Business Letters Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence – **:** Drafting of business letters Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos

UNIT III: **Oral Communication** Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening.

UNIT IV: Application of Communication Skills: Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

UNIT V: Practicals: Practicals to be conducted for letter writing, bio data preparation, public speeches, presentation, listening skills etc.

References:

1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.

Note: The internal element of this paper should be based on the evaluation of students' performance in Unit V.

BBATTC286: Entrepreneurship Development in Tourism

Objectives: :Understand the concept of entrepreneurship and to understand the behavior of an entrepreneur in tourism industry.

UNIT I: Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Characteristics of entrepreneur; Entrepreneurial skill for travel, tourism and hospitality trade.

UNIT II: Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development. Financial Institutions for Small Enterprises

UNIT III: Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT IV: Ownership Structures, organizational types & Organizational Framework, Financial Management Issues, Strategies for Growth & Stability.

UNIT V: Starting a Business: Certification and Approvals to start a business in tourism- Various schemes available to start a tourism business- DEPB, EPCG and other schemes- Challenges faced by tourism entrepreneurs in India.

REFERENCES

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

(a)BBATTOE 287: Introduction to tourism

Objectives : To invoke interest in students with basic concepts of tourism

UNIT I- Tourism- Meaning and definition, Origin and growth of tourism, Tourism development in India- pre and post war period, Factors affecting growth of modern tourism. Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship

UNIT II- Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism.

UNIT III- Travel motivators - Travel Motivation – Definition –Travel Motivation-Physical, Cultural, Interpersonal and status and prestige. Significance of tourism – Impacts of tourism- Social, environmental, political, economic impacts of tourism

UNIT IV- Tourism Products of India: UNESCO World heritage sites in India- Fairs and Festivals of India- Classical and Folk Dances.

Reference:

1. PranNath Seth: Successful Tourism Management (Vol 1&2) Sterling Publishers, New Delhi.
2. A K Bhatia: Tourism Development; Principles and Practices, Sterling Publishers, New Delhi
3. Robinet Jacob: Tourism Products of India; A National perspective, Abhijeeth Publications, New Delhi.
4. A K Bhatia: The Business of Tourism; Concepts and Strategies, Sterling Publishers, New Delhi.

(c)BBATTOE 288: Introduction to Travel Industry

Objectives : To provide an idea on the structure and operations of travel agencies and tour operation companies.

UNIT I: Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers.

UNIT II: Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

UNIT III: Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

UNIT IV: Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Reference Books

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York

(c)BBATTOE289: Introduction to Hospitality Business

Objectives: To introduce the student to the world of Hospitality industry in general and to develop the hospitality culture among the students

UNIT I: Introduction to hospitality industry – Evolution of hospitality business - Link between Hospitality and Travel and Tourism industry –Types of accommodation (Primary and Secondary)

Unit III: Categorization – Categorization of hotels on the basis of facilities provided (star system)- Classification of Hotels -meal plans-room types-room rates-bedding types. Role of FHRAI

Unit III: Important departments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co- ordination with other departments

Unit IV: Hotel formalities- Check-in , Check-out formalities **,**Guest cycle – Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc.

References:

1. RK Malhotra ; Fundamentals of Hotel Management and Operations, Anmol Pub, New Delhi Mohammed Zulfiker ; Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi
2. Dennis. L. Foster ; VIP and Introduction to Hospitality, Mc Graw Hill
3. M. L. Ksavana and R. M. Brooks ; Front Office procedures , Educational Institute. A.H.M.A
4. Sudhir Andrews ; Hotel front Office Management, Tata Mc.Graw Hill, New Delhi
5. Puspinder. S. Gill ; Dynamics of Tourism –Vol.4 – T ourism and Hotel Management Anmol Pub, New Delhi
6. Jag Mohan Negi ; Hotels for Tourism Development, Metropolitan Pub, New Delhi

Note:- At the end of the fourth semester students have to undertake internship programme in any one of the tourism and hospitality organization for a minimum period of 1 month and the training report, along with log book has to be submitted to the department in the fifth semester. The report will be evaluated for 100 marks and viva voce examination on the training report has to be conducted for 25 marks (Both Internal).

SEMESTER V

BBATTC 331: Human Resource Management in Tourism and Hospitality

Objective: To give a conceptual understanding of human resource practices in organizations.

UNIT I: Introduction to Human Resource Management: Importance - scope and objectives of HRM. Evolution of the concept of HRM - Approaches to HRM - Personnel management Vs Human Resource Management - HRM and competitive advantage - Traditional Vs Strategic human resource management.

UNIT II: Job Analysis &Human Resource Planning: Meaning, Definition and Importance of Job analysis- process of job analysis-job description- job specification- methods of job analysis - job evaluation- Meaning, Objectives and Process of HR planning.

UNIT III: Recruitment, Selection & Placement: Meaning and source of recruitment- Meaning and process of selection- Induction and Internal mobility of human resource.

UNIT IV: Training & Development of employees – Need for training - objectives - approaches – methods - training environment– Training evaluation. Performance appraisal - need, importance methods and problems of performance appraisal.

Unit V: Compensation management and Grievance Redressal: Compensation planning-objectives- Wage systems- factors influencing wage system. Grievance redressal procedure- discipline-Approaches - punishment-essentials of a good discipline system

References:

1. Human Resource Management - Text and Cases : VSP Rao:
2. Human Resource Management : Snell, Bohlander :
3. Personal Management and Human Resources : VenkataRatnam& Srivasthava
1. 4.A Hand Book of Personnel Management Practice: Dale Yolder:

BBATTC 332: Emerging concepts in tourism

Objective: This module gives knowledge to the students about the various emerging concept in Tourism.

UNIT I: Space tourism – travel to outer space – international space station – space travelers–lunar tourism Backpacker tourism-characteristics-Dark- Cyber Tourism-voluntary tourism- social tourism-rural tourism dimensions.

UNIT II: Growth of tourism and challenges-Unethical tourism practices- Sex tourism and Child Sex Tourism- Terrorism and Political Crises affect Tourism- Climate change-definition and effects in tourism

UNIT III: Health Tourism – Rejuvenation Therapy in Ayurveda – Kayakalpa treatment general idea about Panchakarma – Oil Massage, Dhara, Kizhi, Nasyam, Vasthi, Rasayana, Lehyam, Arishta etc.- Naturopathy Treatments – General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and Marmachikilsa, Holistic Treatment like yoga & meditation.- Superspecialty Treatments for Medical Tourist such as Cardiac surgery, Organ transplantation, Keyhole Surgery, Cosmetic Surgery, Dental Tourism-Sidha& Unani – Cost effectiveness in India.

UNIT IV: Professionalization of tourism – strategic management in tourism – impact of globalization on tourism and travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism –

UNIT V: Responsible tourism –Economic Responsibility-Social Responsibility-Environmental Responsibility-Remedial and precautionary measures against bad effects of tourism–tourism legislations–rules and regulations–benchmarking–standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends-responsible tourism activities of Kerala.

References:

1. Tourism Development Revisited. Edited by SutheeshnaBabu& Others. Sage Publication, Response Books, New Delhi –
2. M.R.Dileep, (2018). Tourism-Concept, Theory and Practice, IK International, New Delhi. ISBN 978-93-85909-67-2.
3. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
4. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi –
5. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi –
6. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston

BBATTC 333: Accommodation Operation

Objective: The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.

UNIT I

Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

UNIT II

Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment's types of rooms and beds, role of housekeeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

UNIT III

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems,

UNIT IV

Catering: Definition of professional cooking, cooking materials, classification, job description of executive 'chef'. Structure of food production department, duties, floor plan of kitchen, flow of activities. Catering outlets- Meaning and different types of catering centres

UNIT V

Hotel Marketing Department its functions, organization structure, job descriptions, hotel sales, methods used, back office functions and organization structure, various accounting tools, role of H.R.Management in hotels, H.R.Manager in a hotel–service tips for hospitality personnel, role of managers in hospitality industry.

REFERENCES

1. Front office Operations James Bardi
2. Principles of hotel front office operations - Sue Baker, Palm Bradley & Jeremy Huyton
3. Front office management S K Bhatnagar Frank Bros.
4. F & B Service Dennis Lilycrap
5. F & B Service a Training Manual - Sudhir Andrews
6. Hotel Hostel &Hospital housekeeping Lennex, Branson
7. Hotel housekeeping a training manual - Sudhir Andrews
8. RK Malhotra - Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
9. Michael. L. Kasavana and Richard. M. Brooks - Front Office Procedures (Educational Institute. A.H.M.A)
10. Sudhir Andrews -Hotel front Office Management. (Tata McGraw Hill, New Delhi)
11. Puspinder. S. Gill - Dynamics of Tourism -Vol. 4 -Tourism and Hotel Management (Anmol Pub. New Delhi)
12. Jag Mohan Negi - Hotels for Tourism Development (Metropolitan Pub, New Delhi)
13. John R Walker Introduction to Hospitality Management - Pearson Education India
14. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi

BBATTC 334: Resort Management

Objectives:. To familiarize students with the concept of resort management

UNIT I Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, Trends and factors in developed tourist markets leading to growth to resort concept.

UNIT II: **Types of resorts**: Mountain based resorts – introduction - development process – visitor profile. Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management. Golf/tennis resorts – introduction - market segments – visitor profiles. Health resorts/ Ayurvedic resorts).

UNIT III: Resort Planning and Development: Special Considerations-stakeholders involvement-types of resort ownership-Impacts of resort development and ways to minimize them- stages of resort planning and development- Content, uses, and limitations of the resort master plan- safety issues and activities at resorts crisis management in resorts.

UNIT IV: Departmental Operations & Marketing issues for resorts: Front-of-the-House Management-PMS and uses- importance of guest relations- overview- introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing seasons, seasonality management strategies – Branding – services marketing and management. Recreation management in resorts: rides, games and parks.

UNIT IV: Major Resort Groups in India- An overview on Taj, Ramda, Radison, Hilton, Holiday Inn, Club Mahindra, Club Med., Marriot etc.

REFERENCE

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. JagmohanNegi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management , AHMA, USA

I BBATTC 335: Internship Report and Viva

At the end of the fourth semester students have to undertake internship in any one of the tourism and hospitality organizations for a minimum period of 1 month and the training report, along with log book has to be submitted to the department in the fifth semester. The report will be evaluated for 100 marks and viva voce examination on the training report has to be conducted for 25 marks (Both Internal).

BBATTC336: Air Cargo management

Objectives : To provide an insight regarding types and formalities in cargo sector

UNIT I: AIR PORTS AND SHIPMENT: Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in **Air** Cargo Business

UNIT II AIR CARGO : Air Cargo Console - Freighting of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight

UNIT III AIR CARGO: Types of air cargo- dangerous goods-Live animal Regulations, Pets, Coffin, etc - export import formalities and documentation- Airway bill and types- Letter of credit and its types

UNIT IV SEA CARGO: Export/Import Documentations-Documents in Shipping-Mate Receipt, bill of lading(types of bill of lading), shipping bill, bill of exchange, invoice(types of invoices), letter of c redit(types of L/C), types of shipment(FOB,C&F, CIF)-Characteristics of shipping industry- types of ships(Liner & Tramp) operations- Worlds Sea Borne Trade & World shipping-SMTP, IGM, EGM,SOB.

UNIT V CONTAINERIZATION- Definition, History of containerization- concept of MMT-Transport Logistics- Packaging, Palletization and Storage of cargo- Storage and Warehousing in India-ICDs **CARGO LIABILITY & INSURANCE:** Historical background and concept of Marine Insurance- Categories of General Cargo Insurance and relevant clauses

REFERENCE BOOKS:

1. Paul, Air cargo distributions: a management analysis of its economic and marketing benefits, Jackson and William Brackenridge (Gower Press), 1988.
2. Peter S. Smith, Air freight: operations, marketing and economics, Chu (Boston: Kluwer Academic Publishers), 2004.
3. John Walter wood, Airports; some elements of designs and future development, Chu (Boston: Kluwer Academic Publishers), 1981.
4. Yoon Seok Chang, Air Cargo Management, CRC Press, 2015.
5. Xie Chun Xun Zhu, Air Cargo Management Introduction - Aviation Logistics, Management Series (Chinese Edition), Southeast University Press, 2006.
6. Simon Taylor, Air transport logistics, CRC Press, 2000.

SEMESTER VI

BBATTC 381: Disaster management

Objectives: To familiarize students with the Disaster Management skills to enable them deal with manmade and natural disasters striking mankind.

UNIT I: Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks). Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

UNIT II: Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural & nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

UNIT III: Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

UNIT IV: Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Reference

1. Gupta Anil K, Sreeja S. Nair.
2. 2011 Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi Indian Journal of Social Work 2002.
3. Special Issue on Psychosocial Aspects of Disasters, Volume 63, Issue 2, April.
4. Kapur, Anu& others, 2005: Disasters in India Studies of grim reality, Rawat Publishers, Jaipur
5. KapurAnu 2010: Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.

BBATTC 382: Tourism Legislation and legal framework

Objective: The main objective of the course is to give details about the legislations applicable to travel and tourism industry.

Unit-I: Tourism Bill of Rights -Tourism Code - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations

Unit II International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)- The Passport Act- Foreigners' Act-Indian Contract Act 1872, FEMA 1999- Foreigners' Registration Act- Citizenship Act-Pollution Control Act.

Unit III Tourism Acts in India – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Sale of Goods Act, Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act; RTI.

UNIT IV Special permits to restricted areas for foreign tourist in India - Permits related to various monasteries and wild life areas and their procedure, special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions, Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation -Case study.

References:

1. The Business of Travel Agency Operations and Administration-L. Foster
2. Travel Agency and Tour Operators: Concept and Principles-M. S Negi
3. Travel Industry-C Y Gee
4. Business of Tourism- Halloway J.C.
5. International Travel and Tourism- Lundberg 06. The Business of Tour Operations-Yale P. 07. Bare Acts

BBATTC 383: Organisational Behaviour

Objectives:

UNIT 1: Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour2¬ Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB

UNIT II: Introduction to Interpersonal Behaviour: Nature and meaning of Interpersonal Behaviour, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model

UNIT III: Learning: Learning and Learning Cycle, Components of Learning, Theories of Learning

UNIT 1V: Introduction to Personality: Definition and Meaning of Personality Importance of Personality, Determinants of Personality, Theories of Personality, Personality Traits Influencing OB

References:

1. Verma, P. (2002). Personnel Management in Indian Organizations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. VenkataRatnam, C.S. &Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. Mirza, S. (2003). Human Resource Management. TATA McGraw -Hill, New Delhi.
4. Chakravarthy, S.K. (1987). Managerial Effectiveness and Quality and Work Life, Tata McGraw Hill, New Delhi.

BBATTC 384: Destination management

Objectives

To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marking at national level and understand problems relating to tourism and its development in India.

Unit I: Destination Management-- Tourist Destination Concepts, Components, Scope and Significance, stakeholders involved in destination management- Public and private sector, NGO's, Local governing bodies etc. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle, Levels and types of destination planning.

Unit II: Destination Planning- Steps and stages in destination planning –Evaluation and mapping tourist resource potential- constraints and barriers-Planning analysis-Synthesis-Preparation of position statements, goal setting, strategy setting and objective setting, project feasibility study, Carrying capacity Analysis ,techniques and special considerations.

Unit III: Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination.

Unit IV: Destination marketing and Promotion: Branding for destinations, features and functions of destination brand. Perspectives and challenges of destination branding- Creating the Unique Destination Proposition – Place branding and destination image. Role of DMO's in destination marketing strategies. FAM Tours- 10 A's of successful destinations.-destination marketing mix, - Destination branding and the web - Case Study of Goa as a brand, - Marketing Communication and Strategies.

References

1. Claire, Haven Tang &Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing. ·
2. Shalini Singh, DallenJ.Timothy& Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing. ·
3. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
4. Baud, BovyMunuel and Lawson, Tourism and Recreation Development, C.B.I. Pub.
5. Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.
6. Seth P.N, Successful Tourism Planning Management, Cross publication.

BBATTC 385: International Tourism Destinations

Objective: To acquaint with the interdependence between geography and tourism; To familiarize on the locales, attractions, and Accessibility to major tourist destinations across the Continents; and to be able to plan tour itineraries of various countries across time zones.

UNIT I: Physical Geography, Time Calculation and Transport System: North, South and Central America – Europe – Africa - Asia & Australasia, Map Reading.

UNIT II: Tourist Destinations in the Americas: Special Interests- Activities- North American Destinations: Canada- the United States, Mexico,: Brazil- Uruguay- Hawana- Tourist Destinations in Europe: United Kingdom-Germany- France- Italy- Spain-Switzerland-Bermuda.

UNIT III: Tourist Destinations in Africa: Special Interests- Activities- Regions: Algeria-Mali-Libya- Egypt- Ethiopia, South Africa, - Mauritius.

UNIT V Tourist Destinations, Special Interests & Activities in Asia: Japan-Kuwait-Singapore-UAE-China - New Zealand- Australia

References:

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

BBATTC 386: Customer Relationship Management

Objectives

➢➢ To understand the concepts and principles of CRM

➢➢ To appreciate the role and changing face of CRM as an IT enabled function, and

➢➢ To enable managing Customer Relationship.

Unit - I CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit - II CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit - III Analytical CRM - Managing and sharing customer data - Customer information 2 databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit - IV CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

References

1. Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limted, New Delhi. 2011

2. S. Shanmugasundaram, CUSTOMER RELA TIONSHIP MANAGEMENT, Prentice Hall of India Private Limted, New Delhi, 2008

3. Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limted, New Delhi, 2008

4. Jagdish Seth, et al, CUSTOMER RELA TIONSHIP MANAGEMENT 5. V. Kumar & Werner J., CUSTOMER RELA TIONSHIP MANAGEMENT, Willey India, 2008