ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
MANGALORE UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR.25/TTM(UG)/2018-19/A10

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

ದಿನಾಂಕ/Date: 5.07.2018

NOTIFICATION

Sub: Revised Syllabus of Tourism and Travel Management, Vocational subject for B.A. degree programme
Ref: Academic Council approval dated 18.01.2018

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Pursuant to the above, the revised Syllabus of Tourism and Travel Management, Vocational subject for B.A. degree programme is hereby notified for implementation with effect from the academic year 2018-19.

5/7/18
REGISTRAR.

To:

1) The Principals of the Colleges concerned
2) The Registrar (Evaluation), Mangalore University.
3) The Chairman, UG BOS in TTM, Mangalore University.
4) The Superintendent (ACC), O/o the Registrar, Mangalore University.
5) Guard File.
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MANGALORE UNIVERSITY
DEPRTMENT OF BUSINESS ADMINISTRATION
MBA (TTM) Division

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

Structure and Syllabi

PREAMBLE

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT syllabus was not revisedsince its introduction. Tourism and Travel Management has been evolving and gaining importance throughout the world and it is been adapting to tremendous changes over theyears. The tourism and travel management graduates are also expected be in tune with the changes happening to the industry in order to fit into the industry requirements. Since most of the contents were too out dated and some of the papers were irrelevant to the expectations of the industry, the board has decided to modify the contents of some papers and some papers were replaced with new one. The details are as follows:

SEM	OLD SYLLABUS	NEW SYLLABUS
I	TOURISM CONCEPTS	Same Title with partial modification
	TOURISM PRODUCTS – I	Same Title with partial modification
II	TOURISM DEVELOPMENT	TOURISM MANAGEMENT
	TOURISM PRODUCTS – II	Same Title with partial modification
III	TRAVEL AGENCY & TOUR OPERATIONS	Same Title with partial modification
	TOURISM MARKETING	Same Title with partial modification
IV	HOTEL BUSINESS	HOSPITALITY MANAGEMENT
	TOURISM POLICIES AND PLANS	TOURISM PLANNING AND DEVELOPMENT
V	ENTREPRENEURSHIP DEVELOPMENT-I	TRANSPORTATION MANAGEMENT
	IT AND TOURISM	TOURISM GEOGRAPHY

VI	CONTEMPORARY TOURISM DEVELOPMENT	AIRLINE AND AIRPORT MANAGEMENT
	ENTREPRENEURSHIP DEVELOPMENT-II	HUMAN RESOURCE MANAGEMENT

MANGALORE UNIVERSITY

DEPRTMENT OF BUSINESS ADMINISTRATION

MBA (TTM) Division

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

Structure and Syllabi

Code No.	Title of the Course	Number of Credits
	I SEMESTER	
	TOURISM CONCEPTS	48
	TOURISM PRODUCTS – I	48
	II SEMESTER	
	TOURISM MANAGEMENT	48
	TOURISM PRODUCTS – II	48
	III SEMESTER	
	TRAVEL AGENCY & TOUR OPERATIONS	48
	TOURISM MARKETING	48
	IV SEMESTER	
	HOSPITALITY MANAGEMENT	48
	TOURISM PLANNING AND DEVELOPMENT	48
	V SEMESTER	
	TRANSPORTATION MANAGEMENT	60
	TOURISM GEOGRAPHY	60
	VI SEMESTER	
	AIRLINE AND AIRPORT MANAGEMENT	60
	HUMAN RESOURCE MANAGEMENT	60

FIRST SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - I - TOURISM CONCEPTS

Objectives: **48 Hours**

- To introduce the fundamental concept of Tourism.
- To familiarize with the significance and emerging trends in tourism.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: INTRODUCTION TO TRAVEL - Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

UNIT II: COMPONENTS, TYPES AND FORMS OF TOURISM – Components of tourism **-** Types and Forms of Tourism: Inter-regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure tourism

UNIT III: TRAVEL MOTIVATIONS - Travel Motivations & travel deterrents - Definition of Motivation – concept of motivation - types of motivations – Mackintosh's Classification: physical motivators – rest and relaxation motivators – health motivators – ethnic and family motivators – professional and business motivators. Pull and push forces in tourism- Sun lust and Wanderlust tourists.

UNIT IV: IMPACTS OF TOURISM - Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts - Strategies to overcome or reduce the negative impacts of tourism.

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices,4th edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGraw-Hill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N 91991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,

8. Pran Nath Seth(1997),Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi(1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana 92009),Tourism Operations and Management, – Oxford University Publications
11. Sati V.P (2001), Tourism Development in India, Pointer Publications,Jaipur.
12. Singh Anand (2005), Tourism in Ancient India, Serials Publications, New Delhi.
13. Sinha R.K (2003), Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.

FIRST SEMESTER

B.A (Vocational)TOURISM AND TRAVEL MANAGEMENT

PAPER – II: TOURISM PRODUCTS – I

Objective: **48 HOURS**

- To provide the concept of tourism products and an overview of the tourism products and resources of India.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I: Tourism Resources – Definition, meaning: tourism resources of India - types and typologies: cultural resources – art and architecture, historical monuments, fairs and festivals, craftsmanship, folk customs, costumes of different states, museums and art galleries.

UNIT II: Natural tourist Resources – Rich diversity in landform and landscape, outstanding geographic features, climate, water bodies, flora and fauna. Tourism resource potential in mountains with special reference to Himalayas. Resources and resource use patterns in the past, present and future perspectives. National Parks and sanctuaries.

UNIT III: India's main desert areas, their geological structure, development of Desert Tourism – existing trends and facilities available, desert safaris and desert festivals. Coastal areas, beaches and islands; resources and resource patterns. Resources in islands with special reference to Andaman and Nicobar Islands.

UNIT IV: Created tourist destinations – Academic, scientific and industrial institutions - An over view of tourism development strategies.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
2. Brown Percy, Indian Architecture (Islamic period), Bombay.
3. Davies, Philip, Monuments of India, Vol. II.,London.
4. Dixit, M and Sheela, C. (2001), Tourism Products , New Royal Book.
5. Dr.I.C.Gupta and Dr.S.Kasbekar,Tourism products of India.
6. Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India, DK Print.
7. Manoj Dixit, Charu Sheela (2006),Tourism Products, New Royal books
8. Michell, George, Monuments of India, Vol. 1. London.
9. Mitra, Devla, Buddhist Architecture, Calcutta.
10. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth Publications, New Delhi.

SECOND SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER-III: TOURISM MANAGEMENT

Objective: **48 Hours**

- To understand the basic concept and various components of management

Pedagogy: Lectures, Seminars, Assignments and Role-play

UNIT I: MANAGEMENT THEORIES AND CONCEPTS- Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management

UNIT II: **PLANNING AND DECISION MAKING**- Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective - Decision-making: process of decision making; decision making techniques; importance and limitation of decision making;

UNIT III: ORGANISING & STAFFING - Nature and purpose of organizing; formal and informal organization; Delegation of Authority and responsibility; Decentralization, Methods of decentralization**- Staffing:** Nature and purpose of staffing; human resource planning; recruitment, selection, training, compensation and performance appraisal.

UNIT IV: DIRECTING - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication.

References:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.
4. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
5. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.

II SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER – IV: TOURISM PRODUCTS – II

Objective: **48 HOURS**

- To provide the concept of tourism products and an overview of the tourism products and resources of India.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

UNIT I: Architectural Heritage of India; Glimpses of India's architectural styles adopted over the ages, historical monuments of touristic significance – ancient, medieval and modern, their spatial and regional dimensions, important historical/archaeological sites, museums, art galleries and libraries, their location and characteristics.

UNIT II : Popular religious shrines/centres Hindu, Muslim, Christian, Buddhist, Jain, Sikh and others. Yoga, Meditation and Other Centres.

UNIT III: Performing arts of India, Classical dances and dance styles, centres of learning and performance, Indian folk dances. Music and musical instruments, Different schools of Indian music, status of vocal and instrumental music. Indian folk culture, folk custom and costumes, folk-lore and legends.

UNIT IV: Handicrafts of India as a potential tourist resource, fairs and festivals: social religious and commercial fairs, festivals: promotional (tourism) fairs, viz kite festival, white water festival, boat race, beach festival, food festival.

References:

1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
2. Brown Percy, Indian Architecture (Islamic period), Bombay.
3. Davies, Philip, Monuments of India, Vol. II.,London.
4. Dixit, M and Sheela, C. (2001), Tourism Products , New Royal Book.
5. Dr.I.C.Gupta and Dr.S.Kasbekar,Tourism products of India.
6. Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India, DK Print.
7. Manoj Dixit, Charu Sheela (2006),Tourism Products, New Royal books
8. Michell, George, Monuments of India, Vol. 1. London.
9. Mitra, Devla, Buddhist Architecture, Calcutta.
10. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth Publications, New Delhi.

THIRD SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER- VI: TRAVEL AGENCY & TOUR OPERATIONS

48 Hours

Objectives:

1. To provide an all round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history, functions and types of travel agents and tour operators.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I- History and growth of travel agency businesses - Emergence of Thomas Cook – Emergence of Travel Intermediaries- Definition - The travel Market: Business Travel - Corporate Travel - Commercial Group Travel - Institutional Travel - Leisure Travel - Family Travel - Single Resort Travel - Special Interest Travel. Types of travel agency and tour operations - Inter-relationship between Travel agency and tour operation. Indian travel agents and tour operators - an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

UNIT II- Travel agency/Tour operations- Functions - Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator - IATA & DOT Approval - Approval from various government bodies - Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports - various types and requirements - Procedure to apply for passport. VISA - various types and requirements- Documents required for foreigners to visit India

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sightseeing tours - Group, Incentive and convention tour –Mass Market Package holidays – Types of Tour Operators: Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations.

UNIT IV- Travel Organizations - WTO, IATA, UFTAA, TAAI, IATO, ASTA, PATA - Their organizational structure and functions.

References:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004),Travel Agency Operations: Concepts and Principles,Kanishka Publishing House, New Delhi
3. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Jag Mohan Negi (2006), Tourist guide &Tour Operation: - Kanishka Publishing House, New Delhi
5. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
6. Babu, A Satish, Tourism development in India, APH- New Delhi.
7. Dennis L.&Foseter (2001), Glencoe An Introduction To Travel & Tourism, McGraw-Hill International.
8. PranNath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
9. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

THIRD SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER –V: TOURISM MARKETING

Objectives: **48 HOURS**

- To understand the various marketing functions and techniques related to hospitality and tourism and their applications to real life situations
- To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry.

Pedagogy: Assignments, seminars, case study.

UNIT I INTRODUCTION-Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing.

UNIT II MARKET SEGMENTATION, TARGETING AND POSITIONING - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning.

UNIT III PRODUCT - Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. **PRICING**: Pricing Considerations – Internal and External Factors of pricing– Pricing Strategies/types.

UNIT IV PROMOTION - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products.

References:

1. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
2. Morrison Alistair. M (2002), Hospitality and Travel Marketing, 2nd edition, Delmar Thomson Publications, Florence.
3. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
4. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James (2013), Marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
6. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.

IV SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER- VII: HOSPITALITY MANAGEMENT

48 Hours

Objectives

- To understand the essentials of hospitality industry.
- To familiarize with resort and hotel management.

Pedagogy: Assignment, Presentations, and Seminars**,** Lecture-cum-discussions

UNIT I HOTEL INDUSTRY - Origin, Growth and diversification of accommodation, Role of accommodation in tourism; Types of accommodation - primary accommodation and supplementary accommodation. Categorisation and classification of hotels.

UNIT II HOTEL ORGANIZATION: Organizational chart of a hotel, Major departments of a hotel - Front Office, Housekeeping, Food and Beverage, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing. Role of FHRAI.

UNIT-III FRONT OFFICE DEPARTMENT: Functions of front office, Structure of front office, Various sections of front office and their functions, Check in and Check formalities, Hotel Tariffs and Room Rates, Types of Rooms and Bed Types, Meal Plans.

UNIT-IV HOUSE KEEPING AND FOOD AND BEVERAGE DEPARTMENT: Functions, Structure, Different personnel working in H/K and their roles. **Introduction to the food service industry:** Sectors of food service industry with examples, Types of Restaurants and their characteristics. **Restaurant Organization** - Duties and responsibilities of restaurant staff - Qualities required for a wait staff.

References:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
6. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

FOURTH SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER –VIII: TOURISM PLANNING AND DEVELOPMENT

Objectives **48 HOURS**

1. To understand the theoretical framework of destination planning and various intricate involved in it.
2. To analyse sustainable tourism practices as the best way of overcoming the negative impacts of tourism development.

Pedagogy: Assignments, cases, Seminars, Lecture-cum-discussions.

UNIT I Tourism Planning: Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development.

UNIT II Contemplation in Planning and Plan Conceptualization: Deliberations in the planning system- Role of systems approach in tourism planning- Tourism systems – Modified Leiper's Tourist System and Whole Tourism System (WTS) - Weaknesses in Leiper's model of WTS- Other models of tourism – A model for interdisciplinary studies of tourism - Using models in learning system. Tourism demand and market supply match – Tourism demand patterns- Forecasting tools and techniques.

UNIT III Sustainable Tourism: Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism – Economic Force which resist Sustainable Tourism- Principles of Sustainable Tourism – Carrying Capacity and its application – The Environment Impacts of Tourism – Basic Properties of Ecology- Definitions of Ecology – Environment – Ecosystem – Relationship of Ecology Tourism Activities and their Linkages to Ecology and Environment – tourism industry and Pollution

UNIT IV Environmental Impact Assessment (EIA) - The need for EIA - Steps of EIA - Method – Usage of EIA- in conserving Ecology and Environment-Environmental code of Ethics-Codes and Conduct of Conservation in Accordance with the Culture and Tradition of the Habitat – UN Initiatives on Ecology and Environment – National Policy on Ecology and Environment.

References

1. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited – Concepts, Issues & Paradigms. Sage Publications.
2. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers.
3. Burkart, A. J., & Medlik, S. (1994), Tourism Past, Present and Future. London: William Heinemann Ltd.
4. Cooper, C.,Fletcher, J.,Gilbert, D.,&Wanhill, S (2000), Tourism Principles and Practices. London: Pitman Publishing.
5. Christie, R. M., & Morrison, A.M .(2006), The Tourism System, 5thEdn. New York: Kendall/ Hunt Publishing Company.
6. Douglas, F. (1995),Travel & Tourism Management, London: Macmillan.
7. Douglas, P. (1990). Tourist Development, Hong Kong: Longman.
8. Swain, K.S.,& Mishra, M.M. (2012).Tourism Principles and Practices. Delhi: Oxford University Press.
9. New Inskeep, Edward (1991), Tourism Planning: An Integrated and Sustainable Development Approach, VNR, New York.

V SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER- XI - TRANSPORTATION MANAGEMENT

Objectives: **60 HOURS**

- To introduce two major components of Tourism to the students.
- To familiarize the concept of Transport and accommodation and its linkages to tourism industry.

Pedagogy: Assignments, cases, Seminars, Lecture-cum-discussions.

UNIT I HISTORY OF TRANSPORT - Role of transport in tourism – Growth and Development of Road Transport system in India. Transport types -Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

UNIT II RAIL TRANSPORT - Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) – Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail and Indrail passes.

UNIT III AIR TRANSPORT- Airlines Transportation- The Airline Industry-Origin and growth. Organisation of Air Transport Industry in International context, Scheduled and Non-scheduled Airlines services, Classification of Aircrafts, Multinational Air Transport Regulations-Nature, Significance and Limitations. Air Transport Industry in India –DGCA and other key players, Regulatory Framework, Air Corporation Act, Indian Carriers-Operations, Management and performance, marketing strategies of Air India.

UNIT IV WATER TRANSPORT - Water Transport: Categories of water transport- Boats, Ships, Hover crafts, Ferries, Submarines, Safari boats (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Houseboats; Brief account of Harbors, Docks, Jetties, Landing stages and Wharves; Brief account of Cargo handling facilities (Cranes, Container, Dry bulk and Liquid bulk handling) Cruises:Types of cruises- Facilities- cruise accommodation

Reference:

1. RK Malhotra, Fundamentals of Hotel Management and Operations, Anmol Publishers, New Delhi.
2. Sudhir Andrews, Hotel front office Management, Tata McGraw Hill, New Delhi.
3. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw Hill, New Delhi.

4. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Publications, New Delhi

5. John R Walker (2006), Introduction to Hospitality Management, Pearson Education India

6. Jagmohan Negi(2004), Travel Agency and Tour Operations, Metropolitan Publications, NewDelhi.

7. Mohinder Chand (2003), Travel Agency and Tour Operations: An Introductory Text

8. Bhatia, A.K., (2003), International Tourism,Sterling Publishers Pvt Ltd, New Delhi.

9. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2), Sterling Publishers Pvt Ltd, New Delhi.

10. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan Publications..

V SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER –IX: TOURISM GEOGRAPHY

Objectives: **60 Hours**

1. To understand the spatial geography of the world in order to better acquainted with global perspectives of the tourism.
2. To give an insight into various holiday destinations, and develop their role as travel professional.

Pedagogy: Assignment, Presentations, and Seminars**,** Lecture-cum-discussions

UNIT I Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography — Major Oceans, Seas, Mountains.

UNIT II Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Japan, Nepal (in brief).

UNIT III Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland

UNIT IV Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World's continents -destinations on world map.

References:

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.
10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
11. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

VI SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER-XI- AIRLINE AND AIRPORT MANAGEMENT

Objectives: **60 Hours**

- To provide an understanding about various rules, regulation, procedures and documentation in air traffic.
- To know about Air Ticketing and Travel and tourism agencies, their structure and Organization.

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I Airport Structure: Functions and Departments of an airport- Airport Layout – Brief account of: Airfield – (Landing strip [Runway, Shoulders, Stop way], Taxi ways, Apron) – Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) – Flight support Area (ATC, Fuelling Area, Navigational aids). Airport Management: Major Airlines and Airports in India - Airport facilities for passengers.

UNIT II Origin of civil aviation - History of Civil Aviation in India – Types of Aircrafts- Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA /ICAO - Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

UNIT III Formalities at Airport – Check in and Check out Formalities at the airport- Cabin Crew - In flight services - Types of class – upgrading & downgrading (Airport in Transportation Management)-Baggage Handling – Regulations –Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – Baggage clearance - Passengers requiring special handling- passengers with medical problems, Expectant women, Unaccompanied minors, infants –VIPS/CIPS.

UNIT IV Aviation Geography: IATA Areas- Three letter codes of major cities- Three letter codes of Indian Cities- New trends in airport and airline industry.

References:

1. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi
2. IATA Training Manual Foundation Course.
3. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers…….
4. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications……
5. Travel Information Manual (TIM)
6. OAG Guide published by IAIA
7. R Dogani, Air Port Business

SIXTH SEMESTER

B.A (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER – XII: HUMAN RESOURCE MANAGEMENT

Objective: **60 Hours**

- To impart basic knowledge of the concepts & tools of HRM as relevant to industrial organization & to provide an understanding of the role HRM plays in the overall strategic setting

Pedagogy : Lectures, assignments, role play, discussions, seminars.

UNIT I

Introduction - The Concept - Significance of HR - objectives & functions of HR – Evolution & growth – internal & external influences on HRM – Emerging issues in HR area.

UNIT II

Planning & Procurement - HRP – Definition – need – process - job analysis - meaning - importance - purpose - job description - job specifications - job design. Recruitment –Sources & Techniques. Selection – Steps in selection process & Interview. Placement & Induction & Orientation- Internal Mobility: Definition, Methods and Process.

UNIT III

Employee Development - Employee Training & Development – Meaning – Need – Methods – Training Evaluation. Employee counselling – Meaning – Need – Types – Skills required. Career Planning – Need – Process – Advantages – Limitations.

UNIT IV

Motivation & Compensation - HR Motivation – Importance – Need – Types – Theories. HR Compensation – Importance – Objectives –Principles - Components – Methods of Compensation - Incentives – Benefits & Services - Salary structure. Performance Appraisal – Modern Methods – How to make PA Effective.

References:

1. Manoj Madhukar – Human Resource Management in Tourism – Rajat Publication, New Delhi
2. Eric Laws – Tourism: Managing Packed Tourism - Thomson Business Press.
3. Darren Lee – Ross(ed) HRM in Tourism & Hospitality – International Perspective to SME
4. Human Resource Management – L M Prasad – Sultan Publications, New Delhi.