ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 3/2023-24/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:10.10.2023

NOTIFICATION

Sub: Revised syllabus of Career Oriented Programme in Travel and Tourism

Ref: Academic Council approval vide agenda No.: ಎಸಿಸಿ:ಶೈ.ಸಾ.ಸ.2:25(2023–24) dtd 04.10.2023.

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The revised syllabus of Career Oriented Programme in Travel and Tourism which is approved by the Academic Council at its meeting held on 04.10.2023 is hereby notified for implementation with effect from the academic year 2023-24 and onwards.

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

REGISTRAR

To

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman Combined BOS in Tourism & Travel Management, Dept. of Business Administration [TTM], Mangalore University.
3. The Principals of the College Concerned.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the website.
7. Guard File.

MANGALORE UNIVERSITY

UGC Career Oriented Programme in Travel and Tourism

Revised syllabus effective from Academic Year 2023-24

CERTIFICATE COURSE IN TRAVEL AND TOURISM

Theory

Unit - I **Introduction to Tourism:** Meaning and definition of tourism, traveler, excursionist, tourist, and visitor - Types of Tourists (Out bound, Inbound, Domestic, FIT, GIT) Historical Past of Tourism (Ancient, Medieval and Modern) Nature, elements, and components of tourism industry (Transportation, Accommodation and Attractions- Its types, features and role in Tourism).

Unit - Il Travel Motivations: Concept of motivation, Definition-types of motivators -McIntosh's classification-physical motivators-cultural motivators-interpersonal motivators-status and prestige motivators.

Unit - Ill Tourism Products & Its Types: Concept; Definition, features & classifications ofTourism Product. Major tourism resources of Karnataka - Cultural, natural, monumental, health etc.

Unit- IV Forms and Types of Tourism: Inter-regional and intra-regional tourism, inboundand outbound tourism, domestic, international tourism. Types - adventure, medical, health, rural, eco-tourism, space tourism, dark tourism and religious tourism.

Unit - V Travel Organizations- National and International Organizations connected to tourism -Need for the organization- organizational structure and functions of WTO, NTO andPATA

Unit – VI Impacts of Tourism - Economic, Socio-Cultural, and Environmental impacts of tourism.

PRACTICALS

- Field visit to selected tourist destination
- Visit to travel agents/tour operators and understand the structure and functions of travel agents and tour operators.
- Write report on visited tourist destination / travel organizations.
- Assignments and Presentations.

References

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt. Ltd, New Delhi. P.T.O
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, Mc Graw-HiII International.
5. Dr. RevathyGirish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition VikasPublishing House Pvt Ltd, New Delhi.

7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume & 3 New Delhi,
8. PranNath 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. RodaySunetra, Biwal Archana, Joshi Vandana (2009),Tourism Operations and Management,Oxford University Publications

DIPLOMA COURSE IN TRAVEL AND TOURISM

Theory

Unit- I Travel Agency and Tour Operations: Meaning and Definitions of travel agents and tour operators- Differentiation between Travel Agency and Tour Operators- History of travel trade — Functions and Sources of income of travel agents and tour operators - Linkage of travel agents and tour operation with others sectors.

Unit - Il Types of travel agencies & tour operators (Retail, Wholesale, Mass Implant, Specialist, Corporate, out bound, inbounds, domestic) - Major players in the Market.

Unit -III Tour packaging: Market research- Itinerary preparation - Negotiation with the Vendors- Costing and Pricing- Marketing and Promotion- Execution of the Package - Follow up

Unit - IV Travel Documents: Passport - Importance and Types, Visa -Types and Procedures - Health requirements, taxes, customs, and currency, travel insurance

Unit - V Hotel Procedures: Types of Hotels - Check in and check out procedures - Meal Plans- Room Rates - Room Types.

Unit VIEntrepreneurship and tourism: meaning,elements,determinants,dimensions, and importance of entrepreneurship – managerial role of any entrepreneur and his functions in a small business; the need for and the extend of professionalism of management in tourism industry in India – procedure for setting up of travel agency and tour operations enterprises their role in development of tourism industry

PRACTICALS

- Visits to hotels and understand structure and functions/ procedures
- Preparation of itinerary and travel brochures
- Make a list of travel entrepreneurs in your area and understand the procedure for setting up of travel agency and tour operations enterprises.
- Assignments and Presentation etc.

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. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
4. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
5. Jag Mohan Negi (2006), Tourist guide &Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Babu, A Satish, Tourism development in India, APH- New Delhi.
8. Dennis L. &Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGrawHill International.
9. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
10. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

ADVANCED DIPLOMA IN TRAVEL AND TOURISM

Theory

Unit-I History of Aviation: Development of Air transportation in India- Major playersin Airline Industry-Market potential of Indian Airline Industry - Current challenges in Airline Industry-Competition in Airline Industry.

Unit - II Airport Handling: Structure of an Airport - Check in and check outprocedures at the airport - Inflight services - Aircraft types — Baggage handling and baggage Regulations.

Unit - III IATA Geography: IATA Areas - Three letter codes (Major Indian andInternational) -World Time Zones - Latitudes and Longitudes -Time Calculation- Global Indicators

Unit IV: **IATA/UFTAA Fare Calculation formula:**

FCP/NUC/RULE/MPM/TPM/EMA/EMS/HIP/RULE/AF/IROE/LCF(Expectedtoexplain all the steps in detail)

Unit - V Air Cargo: Definition - Importance and types (General Cargo/ Precious cargo/Wet cargo/ Live animals/ Dangerous Goods/ Dead Bodies) - Its documentations - CargoRates and Charges - Types.

PRACTICALS

- Field visits to airport/seaport
- Layout of the public areas of the airport.
- List of capital cities/airports with three letter IATA codes around the world
- Procedure to book a flight ticket.
- Immigration Procedures
- Visit to a domestic airport.
- Airport security procedures
- Aircraft safety check procedures
- Emergency procedures in airport and aircraft
- Planning layout of an airport

References:

1. Seth Prannath (2003), Successful Tourism Management Vol Il, 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
8. OAG and Air Cargo Tariff (Both Red and Green)
9. Air Cargo Tariff Manuals
10. IATA Live Animals Regulations Manuals