

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

BA (TOURISM AND

TRAVEL

MANAGEMENT)

VOCATIONAL

PROGRAMME

**As per NEP 2020 and as per resolutions of BOS on BA-TTM held on 09-09-
2022**

BA(TOURISM AND TRAVEL MANAGEMENT)

Structure of BA-TTM Syllabus:

Third Semester BA(TTM)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
BASTMCN 301	Tourism Management	DSCC	3+0+0	60	40	100	3
BASTMCN 302	Logistics Management	DSCC	3+0+0	60	40	100	3
BASTMEN 301	Event Management	OE	3+0+0	60	40	100	3
	Total						
Fourth Semester BA (TTM)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
BASTMCN 401	Tourism Planning And Development	DSCC	3+0+0	60	40	100	3
BASTMCN 402	Tourism Marketing	DSCC	3+0+0	60	40	100	3
BASTMEN 301	Introduction to Hospitality Business		3+0+0	60	40	100	3
	Total						

BA (TTM) THIRD SEMESTER

Course Code: BASTMCN 301

Name of the Course: TOURISM MANAGEMENT

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

Course Outcomes:

CO1: Prepares the students to manage any tourism organization in dynamic situations.

CO2: Develops managerial and leadership skills

CO3: Develop communication skill

CO4: Gaining knowledge on staffing process

CO5: Able to motivate the subordinates

Module No 1: 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.

Module No 2: 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 Objectives (MBO). Decision Making- process of decision making, Decision making techniques; Importance and Limitations of Decision making.

Module No 3: 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.

Module No 4: DIRECTING:

Nature and Importance of Direction; Motivation-Meaning and Importance of Motivation, Theories of Motivation. 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. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
2. Anbuvelan K (2007), Principles of Management, First edition, Laxmi Publishers, New Delhi
3. Griffin W Ricky (2012), Management: Principles and Practices, 11th edition. SouthWestern College Publishing, Boston.
4. Herold Koontz, Heinz Wehrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.
5. James, A.F. Stoner &R. Edward Freeman (1994), Management, 5th edition, Prentice Hall of India, New Delhi.
6. Koontz Herold &Wehrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
7. Prasad L.M (2007), Principles and Practices of Management, 7th edition. SultanChand & Sons Publishers, New Delhi.
8. Robbins Stephen (2006), Management, 8th edition, Pearson Publishers, New Delhi
9. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
10. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.

BA (TTM) THIRD SEMESTER

Course Code: BASTMCN 302

Name of the Course: LOGISTICS MANAGEMENT

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

Course Outcomes:

CO1: Should be able to understand the importance of starting a business and able to do manage their own in future.

CO2: To guide others when starting a business in terms of formalities

CO3: To avail different government schemes when starting a business

CO4: To initiate and guide different types of small-scale industries

CO5: To be able to direct women in starting any sort of business ventures

MODULE I :

Logistic- Basic concept, Definitions, Functions, Types, Logistic Management- logistic solutions, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Shipper's Logistics Requirements in trade, 7R's of Logistics Management, 5 P's of Logistics

MODULE 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 Formalities: Booking Shipping Space, Conference Shipping, Non-conference Shipping, Charter Shipping, Charter Party, Shipping Storage, Ocean Shipping procedure.

Shipping Intermediaries: Function and Roles of Custom Brokers, Freight Forwarders and Consolidators, Shipping Agents, Stevedores.

MODULE 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

MODULE IV:

Multimodal Transport in India : Multimodal Transport Operators. Just In Time (JIT) Transport, Outsourcing of transport and logistics services, 3PL, 4PL logistics service providers. Integrated Logistics and Transportation.

MODULE V:

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

BA (TTM) THIRD SEMESTER

Course Code: BASTMEN 301

Name of the Course: EVENT MANAGEMENT

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

COURSE OUTCOME

CO 1: Understand the scope of event management

CO2: Understand the process of event management

CO3: Identify the entrepreneurial opportunities in event management

CO4: Describe the major tourism trade fairs

Module I :

Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions. Event Management: Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.

Module II :

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

Module III:

Process of Event Management – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation Event promotion- marketing events- interrelation between event and tourism industry

Module IV:

Entrepreneurship opportunities in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart, Surajkund Craft Mela, and ITB Berlin

References:

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.
2. Event Management, PurnimaKumarri, Anmol Publisher
3. Event Management for Tourism, Der Wagen, Pearson
4. Successful Event Management, Shone.A, Cengage Learning.

BA (TTM) IV SEMESTER

Course Code: BASTMCN 401

Name of the Course: TOURISM PLANNING AND DEVELOPMENT

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

Course Outcomes:

CO1: Should be able to guide the stake holders regarding developing a place into a tourist spot in a sustainable way.

CO2: Should be able to prioritize local consideration while tourism planning

CO3: Learn the stages of destination development process

CO4: Learn destination image formation process

CO5: Able to promote and publicise the destination strategically

Module No 1: TOURISM PLANNING AND POLICY:

Understanding Tourism Planning: Conceptual Meaning of Tourism Planning, Evolution of Tourism Planning, Tourism Policy Initiative 1982, Tourism Action Plan 1992, General Concepts of Planning, Levels and Types of Tourism Planning, Public and Private sectors role in Tourism Development.

Module No 2: CONTEMPLATION IN PLANNING AND PLAN CONCEPTUALIZATION

Deliberations in the Planning System-Role of systems approach in tourism planning- Tourism systems- Modified Leiper Tourist system and Whole Tourism System (WTS)- Weaknesses in Leiper model of WTS- Other models of tourism- A model for interdisciplinary studies of tourism- Using models in learning system. Tourism demand patterns- Forecasting tools and techniques.

Module No 3: 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 Environmental Impacts of Tourism- Basic Properties of Ecology- Definitions of Ecology- Environment- Eco System-

Relationship between Ecology Tourism activities and their linkages to Ecology and Environment- Tourism industry and pollution.

Module No 4: ENVIRONMENTAL IMPACT ASSESSMENT (EIA):

The need for EIA- Steps of EIA- Methods- 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. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
2. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
6. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
7. Morgan, N, Pritchard, A &Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
10. Richard Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Shalini Singh, Dallen Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
12. Singh,S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

BA (TTM) FOURTH SEMESTER
Course Code: BASTMCN 402

Name of the Course: TOURISM MARKETING

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

Course Outcome:

CO1: Students should be prepared to develop their own tourism products and services.

CO2: Students should be prepared to price their own tourism products and services

CO3: Students should be prepared to promote their own tourism products and services.

CO4: Students are able to brand their products

CO5: Students are able to evaluate changes in consumer buying behavior

Module No 1: INTRODUCTION TO MARKETING:

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.

Module No 2: MARKET SEGMENTATION, TARGETING AND POSITIONING:

Market Segmentation; Segmentation bases—Criteria to effective segmentation- Market Targeting- Market Positioning.

Module No 3: PRODUCT:

Product Mix- Salient features of Tourism Products, 7 Ps 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.

Module No 4: PROMOTION

Introduction to Promotion-Significance of Promotion, 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. Chaudhary Manjula (2010), *Tourism Marketing*, 1st edition, Oxford Higher Education University Press, New Delhi.
2. Christian Gronroos (1999), *Service Management and Marketing Management*, 3rd edition, Rowman& Littlefield Publishing Group, Lanham, Maryland.
3. G. L. Gupta (2012), *Tourism Marketing Management*, Pearl Books, New Delhi.
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 (2006), *Marketing for Hospitality and Tourism*, 4th edition, Pearson Education, Bengaluru.
6. Kotler, Philip, Bowen John, Makens James (2013), *marketing for Hospitality and Tourism*: 6th edition, Pearson Publishers, New Delhi.
7. Morrison Alistair. M (2002), *Hospitality and Travel Marketing*, 2nd edition, Delmar Thomson Publications, Florence.
8. Morrison M Alastair (2013), *Marketing and Managing Tourism Destinations*, 1st edition, Routledge Publishers, London.
9. Petter M. Berge & Sondre B. Eliassen (2010), *Hospitality and Tourism Management*, 3rd Edition, Nova Science Publishers, Newyork.
10. Russell S Winer& Ravi Dhar (2010), *Management Marketing*, 4th edition, Prentice Hall Publishers, New Delhi.

BA (TTM) IV SEMESTER

Course Code: BASTMEN 401 (Open Elective)

Name of the Course: Introduction to Hospitality Business

Course Credits: 03, No. of Hrs Per Week: 03 Total No of Teaching Hrs: 48 Hrs

Course Outcomes:

CO1: Students to get a recognized employment in hospitality sector.

CO2: Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures

CO3: It familiarizes the students about the renaissance and its effects on the hospitality industry

CO4: Able to compare the contrast between past and present scenario in tourism and hospitality industry

CO5: Creates an aware about the various types of hospitality units in the globe

Module I

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. 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.

Module II

Introduction to hotel - structure of hotel - functions and departments in a hotel - inter departmental coordination, major functions of departments - front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators - occupying ratio, table turn over.

Module III

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

Module IV

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 Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews -Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill - Dynamics of Tourism -Vol. 4 - Tourism and Hotel Management (Anmol Pub. New Delhi)
8. K. Anil Kumar and Shelji Mathew - An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)
9. Jag Mohan Negi - Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
10. John R Walker Introduction to Hospitality Management - Pearson Education India
11. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi