



## KANNUR UNIVERSITY

### (Abstract)

Bachelor of Tourism and Travel Management (BTTM) Programme- Scheme, Syllabus and Pattern of Question Papers of Core, Complementary Elective and Generic Elective Course under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

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#### ACADEMIC BRANCH

No.Acad.C1/12435/2019

Dated, Civil Station P.O., 21.06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated,10-10-2017
  2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
  3. U.O. No.Acad.C2/429/2017 Vol.II dated,03-06-2019.
  4. The Minutes of the Meeting of the Board of Studies in Travel and Tourism (Cd) held on 11.06.2019
  5. Syllabus of BTTM Programme , Submitted by the Chairperson, Board of Studies in Travel and Tourism (Cd) ,dated , 14.06.2019

#### ORDER

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.

2. The meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies , Workshops, discussions etc.

3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) was implemented with effect from 2019 Admission as per paper read (3) above.

4. Subsequently, as per paper read (4) above, the Board of Studies in Travel and Tourism (Cd) finalized the Scheme, Syllabus & Pattern of Question Paper for Core, Complementary Elective & Generic Elective Course of BTTM Programme to be implemented with effect from 2019 Admission.

5. As per paper read (5) above, the Chairperson, Board of Studies in Travel and Tourism (Cd) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of BTTM Programme for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(i) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Paper (Core/Complementary Elective/Generic Elective Course) of BTTM programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in the Affiliated colleges under the University with effect from 2019 Admission, subject to reporting to the Academic Council.

7. The Scheme, Syllabus & Pattern of Question Papers of BTTM Programme are uploaded in the University website ( www.kannuruniversity.ac.in)

Orders are issued accordingly.

**Sd/-**  
DEPUTY REGISTRAR(ACADEMIC)  
for REGISTRAR

To  
The Principals of Colleges offering BTTM Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
  2. The Chairperson, Board of Studies in Travel and Tourism (Cd)
  3. PS to VC/PA to PVC/PA to Registrar
  4. DR/AR-I, Academic
  5. The Computer Programmer(for uploading in the website)
  6. SF/DF/FC



Forwarded/By Order

A handwritten signature in black ink, appearing to be 'A. S. S.', written over the printed name 'SECTION OFFICER'.

SECTION OFFICER



**KANNUR UNIVERSITY**

**BOARD OF STUDIES: TRAVEL & TOURISM (Cd)**

*Syllabus for  
Tourism & Travel Management (TTM)  
Core, Complementary Elective, and Generic Elective  
Courses of*

**BACHELOR OF TOURISM & TRAVEL  
MANAGEMENT (BTTM)  
*Programme***

**CHOICE BASED CREDIT AND SEMESTER SYSTEM**

**(2019 ADMISSION ONWARDS)**

# KANNUR UNIVERSITY

## VISION AND MISSION STATEMENTS

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### **Vision**

To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and a critical application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

### **Mission**

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

# KANNUR UNIVERSITY

## PROGRAMME OUTCOMES (PO)

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### **PO1. Critical Thinking**

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
- 1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
- 1.3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

### **PO2. Effective Citizenship**

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalisation and the ability to understand and resist various kinds of discriminations.
- 2.3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

### **PO3. Effective Communication**

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
- 3.2. Learn to articulate, analyse, synthesise, and evaluate ideas and situations in a well-informed manner.
- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

### **PO4. Interdisciplinarity**

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
- 4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
- 4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

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**Kannur University**

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (BTM)  
PROGRAMME**

**PROGRAMME SPECIFIC OUTCOMES**

**PSO**

**PSO Statement**

- PSO1 Understand the evolution, concepts and theories of travel, tourism, and hospitality
- PSO2 Update the knowledge, skills and employment opportunities in tourism and hospitality industry
- PSO3 Demonstrate skills and competencies required in the tourism and hospitality through classroom/practical exercises, field visits, and internship training
- PSO4 Identify and analyse the relationship of tourism with environment, economy, society, law, culture, and technology

**SCHEME, REGULATIONS, CREDIT DISTRIBUTION**

**Duration of the Programme**

The duration of B.T.T.M programme shall be 6 semesters distributed over a period of 3 academic years.

**Medium of Instruction**

The medium of instruction is English and no question paper will be prepared in Malayalam.

**Eligibility for Admission**

The admission to the programme will be as per the rules and regulations of the University.

For the B.T.T.M. programme, pass in Plus Two / equivalent exams with 50 % marks is needed. A weightage of 75 marks is also given to those candidates who have passed VHSE Travel and Tourism / Catering and Hospitality Management.

**Requirements for the completion of the Programme**

For passing the B.T.T.M degree programme the student shall be required to achieve a minimum of 120 credits. These are distributed under four types of courses, viz., Common

Courses – (English, Additional Language & General Awareness - Code A), Core courses (Code B), Complementary Elective Courses (Code C) and Generic Elective course (Code D). **This programme is under Language Reduced Pattern (LRP).**

### WORK AND CREDIT DISTRIBUTION STATEMENT

COURSE TYPE	CREDITS
Common Course English	14
Additional Common Course (Additional Language)	8
General Awareness Course	16
Core Course	64
Complementary Elective Course	16
Generic Elective Course	2
<b>TOTAL</b>	<b>120</b>

Semester	Course Title*	Credits	Hours per week	Total Credits	Total Hours
<b>I</b>	Common Course English I	4	5	19	25
	Common Course English II	3	4		
	Additional Common Course I	4	5		
	Core Course (1B01 TTM)	4	4		
	<i>Practical hours</i>	-	1		
	Complementary Elective Course-1	4	6		
<b>II</b>	Common English Course III	4	5	20	25
	Common English Course IV	3	4		
	Additional Common Course II	4	5		
	Core Course (2B02 TTM)	4	4		
	Core Course (2B03 TTM) – <i>Practical</i>	1	1		
	Complementary Elective Course-2	4	6		
<b>III</b>	General Awareness Course -1	4	4	20	25
	General Awareness Course -2	4	4		
	Core Course (3B04 TTM)	4	4		
	Core Course (3B05 TTM)	4	5		
	<i>Practical hours</i>	-	2		
	Complementary Elective Course-3	4	6		



IV	General Awareness Course -3	4	4	20	25
	General Awareness Course -4	4	4		
	Core Course (4B06 TTM)	4	5		
	Core Course (4B07 TTM)	2	3		
	Core Course (4B08 TTM)	1	1		
	Core Course (4B09 TTM) – <i>Practical</i>	1	2		
	Complementary Elective Course -4	4	6		
V	Core Course (5B10 TTM)	4	4	20	25
	Core Course (5B11 TTM)	4	5		
	Core Course (5B12 TTM)	3	4		
	Core Course (5B13 TTM)	3	4		
	Core Course (5B14 TTM)	4	4		
	<i>Practical hours</i>	-	2		
	Generic Elective Course	2	2		
VI	Core Course (6B14 TTM)	4	4	21	25
	Core Course (6B15 TTM)	4	5		
	Core Course (6B16 TTM)	3	4		
	Core Course (6B17 TTM)	3	4		
	Core Course (6B18 TTM)	3	4		
	Core Course (6B19 TTM) – <i>Practical</i>	2	2		
	Research Project and Viva Voce	2	2		
Total				120	150

- Core courses are the courses in the major (Core) subject of the degree programme and offered by the parent department.
- Complementary Elective courses cover two courses each related to Travel Geography and Heritage (History), the syllabi of which are related to the core subject and are distributed in the first four semesters with 16 credits.
  - Common courses 1, 2, 3 and 4 should be taught by English teachers and 7 and 8 by teachers of additional languages and general awareness courses 11, 12, 13 and 14 by teachers of Travel and Tourism(MTA, MTM, MTTM,MBA Tourism). All Core courses, Complementary Elective courses and Generic Elective courses should be taught by Travel and Tourism teachers. Complementary Elective courses (1CO1TTM and 2CO2TTM; 3CO3TTM and 4CO4TTM)can be taught by Geography and History teachers *in the absence of* Travel and Tourism Teachers. The existing posts to teach the above Complementary Elective courses in colleges at present may be **maintained**.
- Generic Elective Courses are to be offered in the 5<sup>th</sup> semester, to students of other departments. The department can decide the Generic Elective course to be offered.

## COURSE STRUCTURE -BTM

### SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS, DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION

#### SEMESTER 1

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	1A01 ENG	Common English Course I	10	40	50	3 hrs	5	4
2	1A02 ENG	Common English Course II	10	40	50	3 hrs	4	3
3	1A07 ADL	Additional Language Course I	10	40	50	3 hrs	5	4
4	1B01 TTM	Business of Tourism and Hospitality	10	40	50	3 hrs	4	4
5		Hours for Practical					1	
6	1C01 TTM	Geography of India	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	19

#### SEMESTER 2

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	2A03 ENG	Common English Course III	10	40	50	3 hrs	5	4
2	2A04 ENG	Common English Course IV	10	40	50	3 hrs	4	3
3	2A08 ADL	Additional Language Course II	10	40	50	3 hrs	5	4
4	2B02 TTM	Tour Operations	10	40	50	3 hrs	4	4
5	2B03 TTM	Tourism Practicum & Viva Voce -1	10	40	50	3 hrs	1	1
6	2C02 TTM	Destination Mapping	10	40	50	3 hrs	6	4
TOTAL			60	240	300		25	20

**SEMESTER 3**

No	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	3A11 TTM	Law for Tourism and Hospitality	10	40	50	3 hrs	4	4
2	3A12 TTM	Business Communication	10	40	50	3 hrs	4	4
3	3B04 TTM	Airfares and Airline Management	10	40	50	3 hrs	4	4
4	3B05 TTM	Hotel Operations	10	40	50	3 hrs	5	4
5		Hours for Practical					2	
6	3C03 TTM	Cultural Heritage of India	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	20

**SEMESTER 4**

No	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	4A13 TTM	Environmental Studies and Disaster Management	10	40	50	3 hrs	4	4
2	4A14 TTM	Management Principles	10	40	50	3 hrs	4	4
3	4B06 TTM	Transportation Management	10	40	50	3 hrs	5	4
4	4B07 TTM	Internship	10	40	50		3	2
5	4B08 TTM	Tour Report	5	20	25		1	1
6	4B09 TTM	Tourism Practicum & Viva Voce –II	10	40	50	3 hrs	2	1
7	4C04 TTM	Cultural Heritage of Asia	10	40	50	3 hrs	6	4
TOTAL			65	260	325		25	20

### SEMESTER 5

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	5B10 TTM	Special Interest Tourism	10	40	50	3 hrs	4	4
2	5B11 TTM	Tourism and Hospitality Marketing	10	40	50	3 hrs	5	4
3	5B12 TTM	Research Methods and Basic Business Statistics	10	40	50	3 hrs	4	3
4	5B13 TTM	Entrepreneurship Development	10	40	50	3 hrs	4	3
5	5B14 TTM	Informatics for Tourism and Hospitality	10	40	50	3 hrs	4	4
6		Hours for Practical					2	
7	5D01 TTM	Introduction To Travel And Tourism	5	20	25	2 hrs	2	2
	5D02 TTM	Aviation Industry						
	5D03 TTM	Front Office Management						
	5D04 TTM	Travel Journalism						
	5D05 TTM	Tour Guiding						
TOTAL			55	220	275		25	20

### SEMESTER 6

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	6B15 TTM	Logistics Management	10	40	50	3 hrs	4	4
2	6B16 TTM	Leadership and Employability Orientation	10	40	50	3 hrs	5	4
3	6B17 TTM	Event Management	10	40	50	3 hrs	4	3
4	6B18 TTM	Tourism Economics	10	40	50	3 hrs	4	3
5	6B19 TTM	Tourism Administration in India	10	40	50	3 hrs	4	3
6	6B20 TTM	Tourism Practicum & Viva Voce -III	10	40	50	3 hrs	2	2
7	6B21 TTM	Research Project and Viva Voce	20	80	100	-	2	2
TOTAL			80	320	400		25	21

**TOTAL MARKS OF THE PROGRAMME                      1800**

**PART A:**

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT CORE COURSES  
WORK AND CREDIT DISTRIBUTION**

*( 2019 ADMISSION ONWARDS )*

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
1B01 TTM/ BBA(TTM)	BUSINESS OF TOURISM AND HOSPITALITY	I	4	4	3
	HOURS FOR PRACTICAL	I	1	-	-
2B02 TTM	TOUR OPERATIONS	II	4	4	3
2B03 TTM	TOURISM PRACTICUM & VIVA VOCE I	II	1	1	3
3B04 TTM /BBA(TTM) /BBA(AH)	AIRFARES AND AIRLINE MANAGEMENT	III	4	4	3
3B05 TTM	HOTEL OPERATIONS	III	5	4	3
	HOURS FOR PRACTICAL	III	2	-	-
4B06 TTM	TRANSPORTATION MANAGEMENT	IV	5	4	3
4B07 TTM	INTERNSHIP (40+10)	IV	3	2	-
4B08 TTM	TOUR REPORT(20+5)	IV	1	1	-
4B09 TTM	TOURISM PRACTICUM & VIVA VOCE II	IV	2	1	3
5B10 TTM	SPECIAL INTEREST	V	4	4	3

	TOURISM				
5B11 TTM / BBA(TTM) / BBA(AH)	TOURISM AND HOSPITALITY MARKETING	V	5	4	3
5B12 TTM/BBA(TTM)/BB A(AH)	RESEARCH METHODS AND BASIC BUSINESS STATISTICS	V	4	3	3
5B13 TTM/BBA(TTM)	ENTREPRENEURSHIP DEVELOPMENT	V	4	3	3
5B14 TTM/ BBA(TTM) /BBA(AH)	INFORMATICS FOR TOURISM & HOSPITALITY	V	4	4	3
	HOURS FOR PRACTICAL		2	-	-
6B15 TTM/BBA(TTM)	LOGISTICS MANAGEMENT	VI	4	4	3
6B16 TTM /BBA(TTM)/ BBA(AH)	LEADERSHIP AND EMPLOYABILITY ORIENTATION	VI	5	4	3
6B17 TTM / BBA(TTM)/ BBA(AH)	EVENT MANAGEMENT	VI	4	3	3
6B18 TTM	TOURISM ECONOMICS	VI	4	3	3
6B19 TTM	TOURISM ADMINISTRATION IN INDIA	VI	4	3	3
6B20 TTM	TOURISM PRACTICUM & VIVA VOCE III	VI	2	2	3
6B21 TTM	RESEARCH PROJECT AND VIVA VOCE	VI	2	2	-

## EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

## CONTINUOUS INTERNAL ASSESSMENT - THEORY

COMPONENT	WEIGHTAGE
COMPONENT1 Test Paper	60%
COMPONENT 2 Seminar Presentation /Viva	40%

## **CORE COURSE I : BUSINESS OF TOURISM AND HOSPITALITY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	1B01 TTM/ BBA(TTM)	<b>4</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the basic concepts of travel, tourism and hospitality industry.

**CO2:** Describe the types of tourism

**CO3:** Understand about various tourist accommodation establishments

**CO4:** understand the nature of tourism industry

#### **Unit I :**

Basic concepts & development of tourism: Tourism, excursion, leisure and recreation; tourist, visitor, traveller; Components of Tourism/6As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; Elements of Tourism. History and evolution of tourism, Roman Empire and early travel, Pleasure travel-Religion as motivator, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organized travel;

#### **Unit II :**

Typology and forms of tourism: Classification of Tourism Resources-Geographical, Historical, Manmade; Attractions: Manmade & Natural attractions International Tourism, Inbound, Outbound, inter regional, intra regional, domestic, internal, National Tourism; Forms of Tourism Mass Tourism v/s Alternative Tourism- Trends in Indian Tourism.

#### **Unit III:**

Accommodation – evolution, types: Primary and supplementary, Classification of hotels  
1. Size 2.Location 3.Length of Stay 4. Facilities offered 5. Types of Plan –Star classification of hotels (in brief)-Hotel Ownership and affiliation  
1.Independent hotels  
2.Chain hotels 3.Franchise. Functional Departments in hotels- an overview- Role of FHRAI.

#### **Unit IV:**

Tourism system: Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration-Travel Motivators- Case study-pattern of movement of tourists to India



**Books for Study:**

1. Christopher.J. Hollway; Longman ; The Business of Tourism
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. :Page, S., Tourism Management: Routledge, London
5. Dileep, M.R.(2018).Tourism:Concepts,Theory and Practice,I K International Publishing House.

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE II :TOUR OPERATIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	2B02 TTM	4	4	3

### COURSE OUTCOME

- CO 1:** Understand the definition, history, types, and functioning of tour operators  
**CO2:** Understand the types and components of tour packages and itineraries  
**CO3:** Prepare domestic and international tour itineraries  
**CO4:** Understand the tour operation process, managing crisis situations  
**CO5:** Describe the major tour operating companies in India and tour operation trends

#### **Unit I :**

Tour Operations- Brief history - Tour Operator, Travel Agent, distribution channels, Travel supply chains, Type of Tours, Inbound, outbound and domestic tour operations- Travel Documentation: International Travel Requirements: Such as Passport and Visa; Types - Procedures for Obtaining Passport And Visa- Emigration- ECNR- Insurance, Forex - Ticketing::Booking of Various Tickets-Tour Operation Process - Trends and Innovation in Tour Operation Business - Major Tour Operating Companies in India

#### **Unit II :**

Itinerary Preparation: Typologies, Steps for Itinerary Planning(exercise based)- Do's and Don'ts of Itinerary Preparation- Tour Packaging: Importance - Components of Package Tour- Package Tours: FIT, GIT, Inbound, Outbound, Domestic - Types of Holiday Packages –Characteristics of the Group Customers and Itinerary, Defining the Theme of the Tour, Planning the Route, Identify the co-operators, The role of co-operators, Negotiating and dealing with Co-operators

#### **Unit III:**

Planning and Organizing a Tour - Selecting a destination, Collecting, selecting information and preparing the visits -Identifying the tourist profile, Timing and planning the tour, choosing the attractions, mapping the Itinerary, Listing the tourist services needed, budgeting the tour and markup, Booking and confirmation of tour.

Tour Costing: Components; Considerations- Types of Cost- Preparation of Cost Sheet - FIT Costing and Group Costing- Pricing Strategies and Distribution Channel- Voucher Preparation

#### **Unit IV:**

Tour Guiding: Concept, History, Dimensions and Present Status- Role and Responsibilities of a Tour Guide - Code of Conduct - Tour Guiding Skills- Language, Posture and Presentation- - Interpreting Sites; Tour Escorting: Concept, Pre Post and On-

Tour Responsibilities, Traveller's Checklist, Handling Emergencies- Leading a Group- Code of Conduct- Difference Between Tour Guiding and Escorting - Travel Concierge.

**Books for Study:**

1. Badan, B. S. & Bhatt, H. (2007). Travel agencies and tourism development. New Delhi, India : Commonwealth.
2. Puri, M. & Chand, G. (2009). Travel agency and tourism [electronic resource] ChandniChowk, Delhi : Global Media.

**Books for Reference:**

1. Franks, H. (2009). Travel, tourism & hotel glossary. [electronic resource] Delhi : Global Media

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

### CORE COURSE III :TOURISM PRACTICUM & VIVA VOCE I

SEMESTER	COURSE CODE	HOURSPER WEEK	CREDIT	EXAM HRS
2	2B03 TTM	1	1	3

#### COURSE OUTCOME

**CO 1:** Understand academic writing and plagiarism free learning

**CO2:**Create tour itineraries and tour package

**CO3:** Understand writing of student record and report

**CO4:**Understandand practice the competencies needed to work in tourism industry

#### **Fresh Student Orientation:**

Academic writing, Steps of writing assignments: Plan, Analyze the question, Drafting outline, Finding information, Writing, Editing/proof reading – How to find information – How to make references – How to avoid plagiarism

Tourism Practicum and Viva Voce -I introduces the students on Academic writing which will be assessed in the entire course of time (internship report, tour report, research project, assignments etc) and the practical aspect of tourism and areas of Travel Geography course.

1. Familiarization Trip (FT): Soon after the orientation of students, One/two days Familiarization Trip (FT) to any nearby destination may be undertaken and to be incorporated as a report fulfilling the academic writing criteria. Critically analyze the components of the destination, infrastructure etc.
2. Travel Geography: Problems on time calculation and flying time, drawing maps of Kerala, India, Middle East, Continents.
3. Destination mapping ofKerala, India, and the worldand major airports using IATA three letter city codes on maps drawn by the students/maps provided.
4. Familiarization with online/digital maps in computer or mobile devices
5. Tour Itinerary making and costing with information provided by the faculty.
6. Tour guiding exercises – Preparation of tour guiding plan and script for interpretation of a destinations provided by the faculty. Students can depend on internet/books for obtaining resources for developing the content.
7. Mock tour guiding: Presentation of the script developed.

#### **Mark Distribution - Practical:**

Sections	Marks
Record	10
Written Examination	10
Presentation/roleplay	5
Communication, Grooming and Etiquette	5
Viva	10

## CORE COURSE IV: AIRFARES AND AIRLINE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B04 TTM /BBA(TTM) /BBA(AH)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the evolution and concept of civil aviation

**CO2:** Understand the basic concepts of air ticketing

**CO3:** Apply ticketing formula and conventions to find air fares

**CO4:** Create airline itineraries

#### **Unit I :**

Origin of civil aviation - History of Civil Aviation in India - 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 II :**

Types of airport- AAI managed and private airports-runway-apron-taxiway-ATC-ramp service-Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew – Airport Terminal- Airport facilities and special passengers \_ Check in facilities-types –Landing facilities for departing passengers – In-flight services — Emergency equipments for disembarkation – In-flight entertainment – Class of service-Minimum connecting time –Insurance coverage-types of insurance for travel.

#### **Unit III:**

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares- ticket validity-refund-cancellation-Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – carriage of live animals –dangerous goods, classification of dangerous good- Credit cards -BSP.

#### **Unit IV:**

Airlines Terminology -2 letter Codes of Airlines -3 letter city codes of major airports - Abbreviations used in airlines, Types of journeys (OW, CT, RT, OJ, RTW); E-tickets & its advantages; new trends, types- Rounding off units of rate of exchange-TIM, OAG

**Unit V:**

Fare calculation: International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – Exercises on ticketing (OW, RT, CT)

**Books for Study:**

1. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles.  
(Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004

**Books for References:**

1. Study Kit for IATA/UFTAA Foundation Course:
  - Module – I – Introduction to tourism
  - Module – II – Travel Geography
  - Module – III – Air Transport

**Marks including choice:**

Unit	Marks
1	10
2	12
3	12
4	12
5	14

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE V :HOTEL OPERATIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B05 TTM	5	4	3

### COURSE OUTCOME

**CO 1:** Understand the functions of front office in a hotel

**CO2:** Understand the reservation procedures

**CO3:** Apply the skills to make room reservations

**CO4:** Understand the types of F&B service

#### **Unit I :**

Reservation: Advance room reservation - Reservation section of F O - Functions of reservation section - Modes, Types and Channels of reservation - Handling reservation requests - Reservation form - Reservation Systems – Online Reservation systems - Group reservation - Forecasting reservation - Over booking - Preventing common reservation problems – Cancellation

#### **Unit II :**

Front Office Operations: - Front Office – Functions – Coordination with FO - Layout and various sections of FO: Equipments used in FO –Organizational Chart of F O - Qualities of Front Office Staff – Functions and duties of different FO staff. Information section : Types of information - Duties of Information assistant- Paging - Handling mail - Handling message - Telephones : Telephone skills and etiquettes – do's & donot's. Guest cycle - Tariff & basis of tariff charging - Different types of rooms – Types of room rates

#### **Unit III:**

Registration: Pre registration - Guest arrival - Registration Procedure - G. R. C - Systems of registration - Rooming & Key issuing - Groups& crew – C form - Noshow - Guest history

Check out & account settlement : . Departure Procedure - Method of settlement - Late check out – Express check out -Self check out – Online checkout - Duties of F O cashier - Presentation & settlement of bill – Night auditing : - Purpose - . Functioning-- Job description– Reports

#### **Unit IV:**

The food and beverage service industry – Introduction – Classification of catering establishments - F&B service areas in hotel – F&B Service personnel – Basic Etiquettes, Interdepartmental relationships. **Menu knowledge** – Introduction, types – A la Carte & Table d’hote, Menu terms, Classical French Menus.

#### **Unit V:**

Types of F&B service – Mise-en-place & Mise –en- scene – Table service – English/Silver, American, French, and Russian – self service – Buffet & Cafeteria - .Specialized service – Gueridon, Tray, Trolley, Lounge, room etc. Single point service – Take away, Vending Kiosks, Food Court and Bar, Room service, and Banquets.

Fundamentals of Billing: Billing method – duplicate, triplicate system, KOTs & BOTs – Computerized KOTs – Flow chart of KOT.

**Books for Study:**

1. F O Management – Sudhir Andrews F O Management –
2. Food And Beverage Service Training Manual : Sudhir Andrews

**Books for Reference:**

- 1 Mahesh Chandra, Hospitality Management , Anmol Publications (2012)
2. Managing Front office Operations – Michel L Kasavana& RM Brokes
3. Food And Beverage Service: Lillicrap& Cousin, Elbs
4. Modern Resaurant Service: John Fuller, Hutchinson

**Marks including choice:**

Unit	Marks
1	10
2	15
3	15
4	10
5	10

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		



## CORE COURSE VI: TRANSPORTATION MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B06 TTM	5	4	3

### COURSE OUTCOME

**CO 1:** Understand the tourism transport system

**CO2:** Describe the modes of transportation

**CO3:** Understand the basics of transportation operations

**CO4:** Understand online railway ticketing

#### **Unit I :**

Introduction to Tourist Transportation: Development of means of transport -Role of transport in tourism – Major entry points of tourists to India

#### **Unit II :**

Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme: Concept and marketing, present , Transport & Insurance documents; Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – types of train tickets - 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 Pass, Indrail pass.

#### **Unit III:**

Brief history of Aviation in India - Major Airlines and Airports in India Airport Layout – Brief account of: Airfield – Landing strip, Flight support Area. Terminal Area,- Airport facilities for passengers. Departure formalities: Check in - Emigration - Customs & Security, Boarding. Arrival Formalities: Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel).  
Space Tourism: Brief history, Orbital and Sub Orbital tourism, and Major Space tourism companies – Recent developments

#### **Unit IV:**

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Important international cruise companies and destinations – Hydrofoils – Water Adventure crafts – Submarine Tourism - 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)

**Reference:**

1. Srinivasa, S.R. : A Text Book of Transportation System.
2. Mishra, B and Choudhuri, P.K. : Transport Sector in India
3. Kulashrestha, D.K : Transport Management in India, Mittal Publication.
4. Yuen Ha LunEt. al., Shipping and Logistics Management, Springer
5. Gerald N Cook, Airport Operations and Management, Routledge
6. P Gibson, Cruise Operation Perspectives, Routledge
7. www.indianrailways.gov.in
8. www.irctc.co.in
9. www.dorth.gov.in
10. www.morth.nic.in
11. www.aai.aero

**Marks including choice:**

Unit	Marks
1	8
2	20
3	16
4	16

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE VII: INTERNSHIP

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B07 TTM	3	2	-

### COURSE OUTCOME

**CO 1:** Understand the professional aspects of tourism and hospitality industry

**CO2:** Apply the knowledge to learn technical / managerial skills in tourism /hospitality

**CO3:** Understand the career opportunities and prepare for career decision making

**CO4:** Analyze the internship experience and make report back in the classroom

### **INTERNSHIP DURATION AND ACADEMIC CREDENTIALS:**

After 3rd semester, students are ready for industrial experience. Therefore, they may choose to undergo Internship related activities in tourism and hospitality industry such as Airport (Airlines)/ travel-tour Companies/ Hotels, resorts etc. according to their choice.

Internships may be full-time, and starts from the month of November, for a period of minimum 2 months soon after the third semester university examination. Students shall inform their choice of training and obtain prior approval from the Head of the Department before the end of 3<sup>rd</sup> semester. Every student is required to prepare a report containing documentary proofs of the activities done by him/her.

The evaluation of the training will be done by the university along with the 4<sup>th</sup> semester university examination, through external report evaluation (40 marks) and viva voce(10 marks).

### **INTERNSHIP GUIDELINES:**

The general procedure for arranging internship is given below:

1. Step 1. The department may assign a teacher as Internship Supervisor particularly for looking after the Internship of the students.
2. Step 2: Request Letter/ Email from the department should go to industry to allot various slots for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness for providing the training.
3. Step 3: Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter should be submitted by the students in the department.
4. Step 4: Students on joining Training at the concerned Industry / Organization, should submit the Joining Report Letters / Email to the department.

5. Step 5: Students must undergo industrial training at the concerned Industry / Organization. Evaluation Report of the students must be submitted in the department along with the Training Certificate obtained from the industry.

The students shall be permitted to appear for the external evaluation only after furnishing a certificate from the Head of the Department of the Teaching Department concerned to the effect that the written account of experiences gained during the Internship was submitted on time.

### **STUDENT'S DIARY/ DAILY LOG**

The main purpose of writing daily diary is to cultivate the habit of documenting and to encourage the students to search for details. It develops the students' thought process and reasoning abilities. The students should record the day to day account of the observations, impressions, information gathered, and suggestions given, if any, in the diary, and get it signed by the supervisor/ in charge of the section where the student has been working on a daily basis. The diary should also be shown to the Faculty Mentor visiting the industry from time to time and get ratified on the day of his/her visit. Student's Diary and Internship Report should be submitted by the students along with attendance record and an evaluation sheet duly signed and stamped by the industry to the Institute immediately after the completion of the training. It will be evaluated based on the following criteria:

- Regularity in maintenance of the diary.
- Adequacy & quality of information recorded.
- Drawings, sketches and data recorded.
- Thought process and recording techniques used.
- Organization of the information.

### **INTERNSHIP REPORT**

After completion of Internship, the student should prepare a comprehensive report to indicate what he has observed and learnt in the training period. Daily diary will also help to a great extent in writing the industrial report since much of the information has already been incorporated by the student into the daily diary. The training report should be signed by the Internship Supervisor. The Internship report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, sketches, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Practical applications, relationships with theory and concepts taught in the course.

### **INTERNAL/EXTERNAL ASSESSMENT:**

Through Seminar Presentation and Viva-Voce: The student will give a seminar based on his training report, before an expert committee constituted by the concerned department/external examiners.

The evaluation will be based on the following criteria:

- Quality of content presented.
- Proper planning for presentation.
- Effectiveness of presentation.
- Depth of knowledge and skills.

- Attendance record, and daily diary, shall also be analyzed along with the Internship Report. Seminar presentation will enable sharing knowledge & experience amongst students & teachers and build communication skills and confidence in students.

**Mark Distribution -Internship:**

<b>Sections</b>	<b>Marks</b>
Internship Report& Training Dairy(EXTERNAL EVALUATION)	40
Communication, Grooming and Etiquette& viva voce (INTERNAL EVALUATION)	10
TOTAL	50

## CORE COURSE VIII: TOUR REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B08 TTM	1	1	-

### COURSE OUTCOME

**CO 1:** Understand the professional aspects of operating tours

**CO2:** Apply the knowledge to develop tour itinerary for the study tour

**CO3:** Create and present tour guiding modules

**CO4:** Analyze the tour experience from the eye of a tourist and that of a tourism professional

Destination Visit (DV) / Study Tour: The students of B.T.T.M shall be required to undertake Destination Visit (DV)/Study Tour to important tourist destinations in India/abroad to study about the various types of tourism products during the third or fourth semester. The duration of the study tour shall be 7 to 11 days.

- The students shall organize to plan and develop the itinerary for their trip.
- Since the students learn airline operations and hence to get a practical knowledge, one leg of journey in the study tour must be by air.
- The students include a museum / institute/organization related to tourism or hospitality to visit during the trip.
- Students should learn to use resources from tour guidebooks, travel websites, maps and tour guide apps.

Once the itinerary is finalized, each student must be allotted with an attraction/part of the attraction, for creating a plan for guiding with interpretation. This must be presented before the commencement of the tour. The student should perform tour guiding and interpretation of the same during the tour and evaluated by the accompanying teachers.

The department should develop a schedule containing the list of all students to grade the performance of students against the tasks given to them in planning phase of the tour, in terms of punctuality, involvement, enthusiasm, and effectiveness on a five point scale.

Another schedule may be developed for the accompanying teachers to evaluate the performance of students while on tour in terms of student involvement, attitude, cooperation, effectiveness of performance of assigned tasks on a 5 point scale, to be maintained by accompanying teacher and submitted to tutor at the end of the tour. Both these schedules

The department has to prepare a format for tour dairy / logbook for student daily logs. Students should document the events, activities and expenses during the study tour in the tour logbook/dairy, provided to them before the commencement of the tour. The accompanying teacher(s) must sign daily on this dairy.

### **TOUR REPORT**

After completion of the tour, the student should prepare a comprehensive report to indicate what he/she has observed and learnt in the planning and operation of the tour.

Daily diary will also help to a great extent in writing this report since much of the information has already been incorporated by the student into the daily diary. The tour report should be signed by the class tutor and HoD. The tour report should contain;

1. The process of planning the tour
2. The tour itinerary
3. Brief description of the attractions visited including
  - a. Opening and closing hours and days
  - b. Entry tariffs, camera tariff etc
  - c. Observation regarding crowding, hygiene, and maintenance
  - d. Facilities available:- washrooms, souvenir shops, interpretative facilities, virtual guiding systems etc.
  - e. Suggestions of the student for making a future visit more easy at the attraction
4. Brief profile of accommodation availed
5. Details of the transportation used
6. Details of the activities engaged (eg. Adventure, theater, performances etc)
7. At least one photo of any one destination visited in the tour with the student in the picture.

EVALUATION: External examination has 20 marks and internal examination has 5 marks.

### **INTERNAL EVALUATION**

The internal marks are to be provided based on the following criteria

#### **Mark Distribution -Internal evaluation**

<b>Sections</b>	<b>Marks</b>
Student cooperation and involvement in tour activities	2
Preparation and performance of tour guiding module	3

### **EXTERNAL EVALUATION**

The reports are to be evaluated by the external examiner, at the end of the fourth semester along with internship report evaluation. No separate viva is conducted for this course. The viva for this may be conducted along with internship viva. The report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, pictures, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Tour diary/ logbook, shall also be analyzed along with the tour report.
- vi. Appraisal of the student made by the accompanying teacher(s)/ teachers involved in tour planning as available from the pre-tour evaluation schedule and on-tour evaluation schedule provided to the examiners by the department on the day of evaluation.

#### **Mark Distribution -External evaluation**

<b>Sections</b>	<b>Marks</b>
Tour Report	15
Tour Dairy/logbook	5

### **CORE COURSE IX: TOURISM PRACTICUM AND VIVA VOCE-II**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4B09 TTM	<b>2</b>	<b>1</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:**Apply the tourism/hospitality skills in industry training/internship

**CO2:**Apply skills to manage individual/group tour with professionalism

**CO3:**Understand the importance of communication in tourism and hospitality

**CO4:**Createthe practical reports

Tourism Practicum II covers areas that the students learn during theirSemester III and Semester IV.

1. Travel itinerary making
  - a. Handling Telephonic / direct enquiries for travel
  - b. Obtaining airfares in various online portals
  - c. Ability to use codes used in any GDS for ticketing
  - d. Using [www.irctc.co.in](http://www.irctc.co.in) website for air itinerary, reservation and ancillary services
  - e. Knowledge of using digital money transfer using debit/credit cards, digital wallets, online/mobile banking, etc
  - f. Preparation of brochures/handouts of tour packages
2. Hotel Operations:
  - a. Role play and demonstration of personality traits required for front office personnel “
    - a. Conversation between a caller (prospective customer/ guest) and the Front Office / reservation executive.
    - b. Registration process
    - c. Check-out process
  - b. Familiarization with different F&B Service equipment
  - c. Practical Bedmaking

### **Mark Distribution - Practical:**

<b>Sections</b>	<b>Marks</b>
Tasks performed- written/practical	20
Communication, Grooming and Etiquette	10
Viva	10

3. Study tour

Destinations, attractions, accessibility, evaluation of destinations



**CORE COURSE X: SPECIAL INTEREST TOURISM**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>5</b>	5B10 TTM	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:**Identify the diversity of special interest tourism products and their relationship with tourist demand

**CO2:**Analyse the relationship between special interest tourism and mass tourism;

**CO3:**Describe issues associated with the development and use of natural and cultural resources in the development of special interest tourism products;

**CO4:**Demonstrate a range of key skills that are required to evaluate contemporary trends in special interest tourism including: Communication and literacy; Problem Solving; Independent working and learning

**Unit I**

Eco Tourism: Concept and Definition-Components and principles of Ecotourism, Conservation and Community: Benefits and costs, Nature based products, national parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches

**Unit II:**

Health tourism: Ayurveda, ayurvedic treatments, tridoshas, panchakarma-Role of Ayurveda in Tourism- Medical Tourism-Origin-present status of India, Kerala--linkages-medical tourism value chain- medical tourism process- medical tourism facilitators

**Unit III:**

Emerging products :Sustainable tourism- Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine & dark tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Commercial attractions - Amusement Parks -Gaming - Shopping - Live Entertainments - House boats -tree houses- cave room-, desert camps-cultural tourism-tourism circuits : Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits-Voluntary tourism-doom tourism, pro-poor tourism

**Unit IV:** Adventure Tourism – classification of adventure tourism – land based –water based –aero based, winter sports –mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies

**References**

1. India Tourism Products :Robinet Jacob, Sindhu Joseph, Mahadevan P (2012)
2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya. .

4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
8. Sarina Singh (2008), Lonely Planet India.

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XI: TOURISM AND HOSPITALITY MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B11 TTM / BBA(TTM) / BBA(AH)	5	4	3

### COURSE OUTCOME

**CO 1:** Understand the basic concept of marketing

**CO2:** Understand the consumer buying behaviour

**CO3:** Understand the marketing mix in tourism and hospitality

**CO4:** Prepare marketing communications for tourism and hospitality

#### **Unit I :**

Marketing – meaning –importance of tourism and hospitality marketing –core concepts—  
meaning –process –Marketing Management- MIS

#### **Unit II :**

Consumer buying behavior – factors affecting — the buyer decision process. S-T-P  
Strategy - Segmentation – basis for segmenting– segmenting the Tourist Market - market  
targeting – market positioning.

#### **Unit III:**

Marketing Mix – importance– 7 P’s of tourism & hospitality marketing mix . Steps of  
new product development – product lifecycle stages -Branding –Advantages- Pricing:  
factors influencing pricing – general pricing approaches – pricing strategies in tourism,  
Hospitality and aviation.

#### **Unit IV:**

Channels of distribution: Functions - Channel strategies – marketing intermediaries in the  
tourism industry – direct marketing and its characteristics, Relationship Marketing in  
Tourism and hospitality, Green Marketing.

#### **Unit V:**

Marketing Communication – Integrated Marketing Communication – DAGMAR  
approach –AIDA Principle-- Mass Communication - mass media. Advertising: objectives  
of advertising –advantages and disadvantages of advertising – Advertising media –  
activities of PR department, PR methods and tools in tourism, Brochures-preparation of  
brochure for tourism and hospitality business (Practical)

#### **Books for Study:**

1. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. NimitChaudhary – Service Marketing

**Marks including choice:**

Unit	Marks
1	8
2	12
3	15
4	10
5	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**CORE COURSE XII: RESEARCH METHODS AND BASIC BUSINESS  
STATISTICS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>5</b>	<b>5B12 TTM/ BBA(TTM)/ BBA(AH)</b>	<b>4</b>	<b>3</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand the basic concept of research

**CO2:** Describe sampling techniques

**CO3:** Apply different data collection techniques

**CO4:** Prepare synopsis, and questionnaires for the UG project

**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, tertiary data

**Unit III:**

Sources and methods of data collection.Principles of data classification.Tabulation of data.Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations -introduction to SPSS-creating a data file in SPSS

**Unit IV:**

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

**Books for Study:**

Research Methodology by C.R. Kothari

Business Statistics – S. P. Gupta &amp; M. P. Gupta

Statistical Methods – S. P. Gupta & M. P. Gupta  
Statistic for Management – Jit, Chandan Das**Marks including choice:**

Unit	Marks
1	12
2	18
3	18
4	12

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

### **CORE COURSE XIII: ENTREPRENEURSHIP DEVELOPMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>5</b>	5B13 TTM/ BBA(TTM)	<b>4</b>	<b>3</b>	<b>3</b>

#### **COURSE OUTCOME**

**CO 1:** Understand the concept of entrepreneurship

**CO2:** Understand the behavior of an entrepreneur

**CO3:** Know about EDP

**CO4:** Prepare a draft proposal to establish a new tourism/hospitality company as an assignment

#### **Unit I :**

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

#### **Unit II :**

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

#### **Unit III:**

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

#### **Unit IV:**

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

#### **Books for Study:**

1. Vasant, Desai, "Entrepreneurship", Himalaya Publishing House, 2003.
2. Taneja & Gupta S.L., "Entrepreneurship Development", 2003.

3. Pandey, I.M., “Venture Capital –The Indian Experience”, Prentice Hall of India, 2003.  
 4. Tandon B.C., “Environment and Entrepreneur”, Chug Publications, Allahabad.

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		



## CORE COURSE XIV: INFORMATICS FOR TOURISM & HOSPITALITY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B14 TTM/ BBA(TTM) /BBA(AH)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the importance of IT

**CO2:** Apply the knowledge of digital banking/e commerce as a user

**CO3:** Apply the electronic payment interfaces and applications in India

**CO4:** Understand Digital marketing in Tourism, Aviation, and hospitality

#### **Unit I :**

Overview of Information Technology: Cyber ethics, cyber crime, cyber threats, security, and privacy issues, cyber laws in India, cyber addictions and health issues- guide lines for proper usage of computers.

#### **Unit II :**

Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing and storage, Social media, and Internet of Things (IoT), Opportunities and Challenges in Digital Business

Digital Banking: Online banking, mobile banking, tele-banking, Automatic Clearing House, BHIM, UPI, Digital Wallets, Credit Cards, Debit Cards, E-cheque

E Commerce: E-business Models, e-commerce Sales Life Cycle (ESLC) Model - Electronic Payment Systems: Payment interfaces, Gateways, Digital payment methods, Smart Cards, Popular Electronic Payment Systems, Risks in Electronic Payment Systems

#### **Unit III:**

IT and Disintermediation in Tourism and Hospitality, Online reservations, online check in/checkout, virtual front office, Check-in / immigration kiosks in Airports.

Digital security in Tourism and Hospitality – CCTV, Smart Cards - Access control – biometric security systems, biometric passport/e-passport

Online Travel Agencies – Aggregators - Online selling platforms in Tourism and Hospitality, Travel Portals

Use of GPS and maps in Travel and hospitality marketing

GDS: Structure of GDS, GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing

#### **Unit IV:**

Digital Marketing: Owned media: (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review websites) and Paid Media (Text Advertisements, Display Advertisements, Search Advertisements etc)

Web 2.0, User Generated Content (UGC) –Search Engine Marketing (SEM): SEO, SMO - Social Media Marketing strategies: e-WoM communication – Online customer

engagement- Influencer Marketing – Social listening – Viral marketing - Online Reputation Management techniques – Customer Relations Management using new media

**Reference**

1. Digital Business Concepts and Strategy –Eloise Coupey –Pearson
2. Digital Marketing All-in-One for Dummies - Stephanie Diamond, John Wiley and Sons
3. A textbook on E-commerce - Publisher: Neha Publishers & Distributors

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XV: LOGISTICS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B15 TTM / BBA(TTM)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the concept of logistics management

**CO2:** Understand the procedures of sending cargo by air and water

**CO3:** Familiarize with various shipping documents

**CO4:** Understanding the functions of warehouse

#### **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, Logistics and Competitive Advantage, Logistics Mix, Shipper's Logistics Requirements in trade, 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 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.

#### **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

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.

#### **Unit IV:**

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

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

**Books for Study:**

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

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **CORE COURSE XVI: LEADERSHIP&EMPLOYABILITY ORIENTATION**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>6</b>	6B16 TTM /BBA(TTM)/ BBA(AH)	<b>5</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand about personality development

**CO2:**Analyse own personality

**CO3:**Understand about working with others

**CO4:**Apply persuasive speaking and presentation skills

#### **Unit I :**

The concept of personality - Dimensions of personality –Types of personality- introverts and extroverts- self-analysis- SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem, aggressive, submissive and assertive behaviours - Out of box thinking, Lateral Thinking.- Intrinsic & Extrinsic Motivators.

#### **Unit II :**

Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution -Conflict- reasons -conflict Management- Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Value of time, Weekly Planner To do list, Prioritizing work. Time Management- - Team work

#### **Unit III:**

Emotional Intelligence- emotional quotient -Emotion Scales. Managing Emotions.- Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Differences between personalities having positive and negative attitude- Attitude Change

#### **Unit IV(Orientation to Practical sessions)**

Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure- Types of Body Language, Role of Body Language- group discussion, interview techniques, Frequently Asked Questions - mock interview sessions- Business Etiquette, telephone etiquette-dress codes- Work ethics –Good manners-(practical)

**Books for Study:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

**Reference Books:**

3. Andrews, Sudhir. How to Succeed at Interviews.21st (rep.) New Delhi.Tata McGraw-Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B .Body Language. Delhi: Rohan Book Company. 2004
- 9.SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XVII: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B17 TTM /BBA(TTM)/ BBA(AH)	4	3	3

### 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

#### **Unit 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.

#### **Unit 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.

#### **Unit 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

#### **Unit IV:**

Entrepreneurship opportunities in Event Management - Trade fare –marriages.  
Conferences and meetings – Exhibitions - Case study of Kerala Travel mart

#### **Books for Study:**

Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.

Event Management, PurnimaKumarri, Anmol Publisher

Event Management for Tourism, Der Wagen, Pearson

Successful Event Management, Shone.A, Cengage Learning.

#### **Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		



## CORE COURSE XVIII: TOURISM ECONOMICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B18 TTM	4	3	3

### COURSE OUTCOME

**CO 1:** Understand the basic concept of economics for tourism studies

**CO2:** Understand the demand and supply in tourism

**CO3:** Analyse the impact of seasonality on tourism demand and supply

**CO4:** Understand the economic impacts of Tourism

#### **Unit I :**

Business Economics – introduction and importance-Micro and Macro Economics; Basic Economic Problems - Concept of Demand –Types of demand-Elasticity of Demand and their types. - Accounting Costs and Economic Costs – Fixed, Variable and Total Cost; Competition – monopoly, oligopoly.

#### **Unit II :**

Tourism Demand: Elasticity of demand, Types, determinants; measurement and forecast of tourism demand. Tourism supply: Determinants of tourism supply; Law of supply-Elasticity of supply, tourism supply forecasting. Tourism and seasonality, types of seasonality, Managing Tourism Business during Economic Slowdown and off season

#### **Unit III:**

Tourism Statistics: measurement of tourist statistics – volume, expenditure and profile; tourism barometer - Tourists spending: spenders and earners in international tourism-Kerala tourism statistics- Comparison of important states in India in terms of Foreign Tourist Arrivals (FTA). Critical evaluation of Indian tourism in terms of Foreign Tourist Arrivals (FTA)

#### **Unit IV:**

Economic impacts of tourism – Foreign exchange, Balance of Payments, employment generation, multiplier effect – types of multipliers; regional development; Displacement effect and tourism, tourism as invisible export, Negative economic impacts of tourism, Leakage effect, inflation and price rise, enclave tourism. Impact of economic recession on tourism.

#### **Reference Books:**

1. P.L. Mehta; Managerial Economics: Analysis, Problems and Cases
2. Varshney and Maheshwari; Managerial Economics
3. D. Salvatore; Managerial Economics
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta; Managerial Economics
6. Krishnan Kamra; Economics of Tourism
7. Ashif Iqbal Fazil, S. Husain Ashraf; Tourism in India (planning & development)

8. Mario D'Soula; Tourism development and Management

9. KumlChattopadyay; Economic Impact of Tourism Development

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XIX :TOURISM ADMINISTRATION IN INDIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B19TTM	4	3	3

### COURSE OUTCOME

**CO 1:** Describe the organization of tourism administration in India.

**CO2:** Familiarize with the various schemes and accreditations for tourism and hospitality available in India

**CO3:** Understand the Visa requirements and regulations for tourists to India

**CO4:** Understand the role of immigration control in Airports

#### **Unit I :**

Development of Tourism in Modern India: Sargent Committee – Nationalization Of airlines –Jha Committee – Brief overview of Tourism through five year plans - National tourism Policies of India – Organizational Structure of Tourism administration in India – Central and Kerala, DTPCs and their role

#### **Unit II :**

Guidelines for Recognition/Approval of DoT (Central) – Travel Agents, inbound/domestic/adventure Tour Operators, Tourist Transport operators, Online Travel Aggregators (OTA)

Guidelines and classification schemes for Star hotels, Incredible India Bed and Breakfast units, Convention centers, vintage hotels, heritage hotels, motels, Apartment hotels and tented accommodation.

Governmental Schemes for Tourism Infrastructure Development: travel circuits- PRASAD Scheme, Swadesh Darshan, scheme for Rural Tourism, Scheme for organizing Fairs and Festivals and Tourism related events, Marketing Development Assistance (MDA) scheme, Overseas Marketing. Main categories of National Tourism Awards.

#### **Unit III:**

Kerala tourism Policy (2017) - Tourism Act, Tourism Vision – Guidelines, Schemes and incentives for tourism development in Kerala: Classification of Ayurvedic Centers, Restaurants, home stays, Houseboats– Schemes for Serviced villas, Grihasthali scheme, Vazhiyoram, Farm tourism, Online Tour Operator Accreditation, Service Provider registration-homestay regulations-classifications

#### **Unit IV:**

Travel Regulations to India- Foreigners Division of Ministry of Home Affairs (MHA):- General policy guidelines relating to Indian visa – E-visa scheme: categories of e-visa-application process- Functions of FRRO - Registration of Foreign Nationals Visiting India, Overstay and Visa Violations, Visa Extension and Conversion, Health regulations for travelers to and from India.

Functions of Bureau of Immigration, POE, ECNR/ECR – Immigration check for Indians and foreigners - Protected and Restricted Areas, Protected Area Permit(PAP)/Restricted Area Permit (RAP) -

### References

1. Percy K Singh: Fifty Years of Indian Tourism
2. Bhatia, A.K., - International Tourism
3. Pran Seth: Successful tourism Management
4. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited
5. www.tourism.gov.in
6. www.keralatourism.org
7. www.mha.gov.in
8. www.boi.gov.in
9. www.indianvisaonline.gov.in

### Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

### About the Pattern of Questions:

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

### **CORE COURSE XX :TOURISM PRACTICUM AND VIVA VOCE-III**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
6	6B20 TTM	2	2	3

#### **COURSE OUTCOME**

**CO 1:**Understand the practical nature of tourism and hospitality

**CO2:**Identify the career areas of choice for each student

**CO3:**Analyze information to provide best travel

**CO4:**Apply the skills needed for hospitality and tourism

Tourism Practicum III covers areas from the courses that the students learn during their Semester 1 to Semester VI. The practical examination must check the skills and knowledge of the students acquired during the entire course of their study. It must be evaluated through slide presentations, tasks to check their professionalism, etiquette, leadership skills, organizing tour, OJT involvement etc .Students can use internet to obtain data and facts for the exercises, as instructed by the examiner. Suggested exercises are:

1. Practical aspects of front office operations
2. Travel documentation: Preparation of visa Application
3. Travel documentation: Visa counseling for a given country
4. Comparison of air fares
5. Travel counseling for prospective customers
6. Preparation and costing of tour itinerary based on customer requirement- Costing of itinerary using real cost as obtained from online resources including transportation, accommodation, activities, profit markup etc.
7. IRCTC reservation tasks

#### **Mark Distribution - Practical:**

<b>Sections</b>	<b>Marks</b>
Performance of tasks	25
Communication, Grooming and Etiquette	5
Viva	10

## CORE COURSE XXI :RESEARCH PROJECT AND VIVA VOCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B21 TTM	2	2	-

### COURSE OUTCOME

**CO 1:** Understand the scope of UG research project

**CO2:** Analyse research problems and develop project proposal

**CO3:** Understand the importance to work in consultation with the supervisor

**CO4:** Create the final research project report

Every student of a UG Programme shall have to work on a research project of two credits under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Projects shall be submitted in the last week of February in VIth semester. Belated and incomplete projects will not be entertained. 20 % of marks are awarded through internal assessment.

### **Structure of the Project Report:**

The project must be selected in such a way that it should provide solution/suggestions for the existing problem in hospitality/ management arena. *Repeated projects and downloaded materials shall be discouraged in the beginning itself and shall not be forwarded for external evaluation.* Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted, tools used etc should be discussed in the report. The report should be of around 40 to 60 typed pages excluding the Title, Certificates, Index and Annexure.

### **Project Evaluation:**

- The evaluation of the project will be done at two stages: Internal Assessment (supervising teachers will assess the project and award internal Marks) and External evaluation (external examiner appointed by the University). Marks secured for the project will be awarded to candidates, combining the internal and external Marks
- Internal Assessment should be completed 2 weeks before the last working day of VIth semester and published in the Department.
- In the Case of Courses with practical exam, project evaluation shall be done along with practical exams. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

### **Pass conditions:**

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks for pass in the project.
3. In an instance of inability of obtaining a minimum of 40% marks, the project work may be redone and the report may be re-submitted as per university regulations

## **PART B:**

**TOURISM & TRAVEL MANAGEMENT (TTM)  
GENERAL AWARENESS COURSES  
[FOR BTTM/BBATTM/BBA AH PROGRAMMES]**

**WORK AND CREDIT DISTRIBUTION**  
*(2019 ADMISSION ONWARDS )*

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
3A11 TTM/ BBA(TTM)/ BBA(AH)	LAW FOR TOURISM & HOSPITALITY	3	4	4	3
3A12 TTM/ BBA(TTM)/ BBA(AH)	BUSINESS COMMUNICATION	3	4	4	3
4A13 TTM/ BBA(TTM)/ BBA(AH)	ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT	4	4	4	3
4A14 TTM/ BBA(TTM)/ BBA(AH)	MANAGEMENT PRINCIPLES	4	4	4	3

### **EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

### **CONTINUOUS INTERNAL ASSESSMENT - THEORY**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>
COMPONENT1	60
Test Paper	
COMPONENT 2	40
Seminar Presentation /Viva	

**GENERAL AWARENESS COURSE I: LAW FOR TOURISM AND HOSPITALITY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>3</b>	3A11 TTM/ BBA(TTM)/ BBA(AH)	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Describe the structure Indian judicial system and legal remedies

**CO2:** Understand companies act

**CO3:** Understand the rights of a consumer and consumer grievance redressal mechanisms in India

**CO4:** Understand the law of contract with its provisions in India

**CU5:** Describe the tourism, hotel, and airline related laws in India

**Unit I :**

Definition of Law- Rule of Law-Natural Justice- Types of Laws –torts and crimes - Hierarchy of courts (civil, criminal)- jurisdiction of courts-tribunals-powers and functions of courts

**Unit II :**

Basic principles of company law-Registration of company, Types of company, Winding up of company.-Consumer: Consumer Rights, Consumer Protection Act, Grievance Redressal Mechanisms under the Consumer Protection Law

**Unit III:**

Law of Contract: Indian Contract Act, 1872: Nature of contract and essential elements of valid contract Offer and Acceptance- Consideration - Capacity to contract -free consent- Legality of object. Unlawful and illegal agreements, Contingent contracts- Performance and discharge of contracts,-Remedies for breach of contract.- Quasi contract

**Unit IV:**

Travel and travel related law (updated with amendments), important provisions, and rules pertaining to: the citizenship act ( 1955) -the foreigners act (1946) - the passport act (entry to India, 1920) -the registration of foreigners act (1939) – the emigration act (1983) - the immigration (carriers liability) act(2000) – global code of ethics for tourism

**Unit V:**

Hospitality law: various licenses required for opening a hotel- schemes for star Classification of hotels, heritage hotel, and time share hotels in India, role of HRACC. Aviation Law and Regulations: Functions of AAI, DGCA, AERA, BCAS. Brief overview of Aircraft Act (1934) and Aircraft Rules, The carriage by Air Act (1972), AAI Act (1994), Aircraft Security rules, carriage of dangerous goods Rules (2003), AERA Act (2008).



**Books for Study:**

1. Towards Legal Literacy: an introduction to law in India by Kamala Sankaran, Oxford (2008)
2. MK Nabi, MI Nabi, and KC Raut (2015) Consumer rights and Protection in India, New century Publications
3. L R Potti, Business & Corporate Law
4. Glanville Williams, *Learning the Law*
5. Atul M. Setalvad, *Introduction to Law*

**Reference:**

1. K. Mony and K. Usha- *Legal Language*
2. KNC Pillai, RV Kelkar's –*Lectures on Criminal Procedure*
3. Takwani-*Code of Civil Procedure*
4. Lonely planet series
5. <https://mha.gov.in/MHA1/ACtRule.html>
6. <http://tourism.gov.in/guidelines-schemes>
7. [www.aera.gov.in](http://www.aera.gov.in)
8. [www.dgca.gov.in](http://www.dgca.gov.in)

**Marks including choice:**

Unit	Marks
1	8
2	13
3	13
4	13
5	13

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **GENERAL AWARENESS COURSE II: BUSINESS COMMUNICATION**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>3</b>	3A12 TTM/ BBA(TTM)/ BBA(AH)	<b>4</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the importance of effective communication in tourism and hospitality

**CO2:** Prepare documents as part of business communication

**CO3:** Understand the role of communication in interpersonal relations

**CO4:** Analyze interpersonal interactions using Transactional Analysis model

#### **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 (Orientation to Practical exercises)**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing- Problems, Organization and techniques of writing; contents of project report

#### **Unit III:**

Interpersonal relations-Kolb's cycle-direct experience, reflecting, generalization, learning)-Skill Development Exercises: individual and group- listening skills, multi-tasking exercise-role play, advantages, how to conduct role play-preparation, introduction, monitoring-post play-deriving learning.

#### **Unit IV:**

Introduction to Interpersonal Relations, Analysis, Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position.

#### **References:**

1. Phillip, Louis V; Organizational Communication: The Effective Management
2. Raman, Meenakshi and Sharma, Sangeeta; Technical Communication: Principles and Practice
3. Ross, Robert D; The Management of Public Relations
4. Stephenson, James; Principles and Practice of Commercial Correspondence

5. A COURSE IN PERSONALITY DEVELOPMENT, GOPIKRISHNAN M.  
[https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20PERSONALITY.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf)
6. HaseenTaj; An introduction to Social Psychology; Neel Kamal Publications, New Delhi
7. Robert Baron A & Donn Byrne (2002); Social Psychology; Pearson Edu& Prentice Hall India, New Delhi
8. Robert S Feldman (1998); Social Psychology; Prentice Hall India
9. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .
10. TRAINING MODULE ON PERSONALITY DEVELOPMENT, Institute of Management in Government Thiruvananthapuram

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**GENERAL AWARENESS COURSE III : ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4A13 TTM/ BBA(TTM)/ BBA(AH)	4	4	3

**COURSE OUTCOMES**

- CO 1:** Understand the concepts of environmental studies  
**CO2:** Understand the relations between tourism and environment  
**CO3:** Understand basic concepts of Disaster Management  
**CO4:** Understand about Disaster management

**Unit I :**

Ecology, Environment, Environmental factors, and Eco System; biological levels of eco system; Eco Systems and their relation with tourism: Wetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism

**Unit II :**

Environmental Concerns: environment pollution; - Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes. Environmental impacts of tourism, carrying capacity  
 Addressing Environmental Concerns: Environmental Conventions; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.

**Unit III:**

Environmental Hazards, Environmental Disasters and Environmental Stress; - difference between hazards and disasters; difference between accidents and disasters, - Different types and classification of environmental hazards and disasters: Planetary: Endogenous and Exogenous - Volcanic Eruption–Earthquakes- Landslides, Infrequent events - Cyclones – Lightning – Hailstorms; Cumulative or atmospheric- Floods – Droughts – Cold waves – Heat waves; Extra Planetary; Man induced; Physical - Soil Erosion; Chemical - Release of toxic chemicals, nuclear explosion; Biological - Population Explosion etc; - Fast and Slow onset Disasters,- Simple and Complex Disasters, - Political, Social, Economic impacts of Disasters, Refugee problems.

**Unit IV:**

Approaches and Phases of Disaster Management: Disaster Cycle (Phases): Pre-disaster stage – Preparedness;– mitigation, Capacity building, Prediction of hazards and disasters, Public Awareness and Warnings, Emergency stage: immediate relief – Assessment surveys; Post Disaster stage – Provision of immediate relief measure, Rehabilitation

**Unit V:**

Disaster Management Act 2005 - National Institute of Disaster Management, , National Disaster Response Force (NDRF)National Disaster Management Authority, States

Disaster Management Authority, District Disaster Management Authority Cases Study- Kerala floods (2018)

**Books for Study:**

1. Cunningham; Environmental Science, TMH
2. A. K. De & A. K. De; Environmental Studies, New Age International
3. C. S. Rao; Environmental Pollution Control Engineering, New Age International
4. N.K. Oberoi; Environmental Management, Excel Books
5. Sithamparanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
6. J Tyler & Miller; Living in the environment
7. DL Manjunath; Environmental Studies, Pearson Education New Delhi (2007)
8. Richard Wellford; Corporate Environment Management

**Marks including choice:**

Unit	Marks
1	14
2	14
3	14
4	10
5	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**GENERAL AWARENESS COURSE IV: MANAGEMENT PRINCIPLES**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4A14 TTM / BBA(TTM)/ BBA(AH)	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand the concepts of management

**CO2:** Describe the management functions

**CO3:** Understand the concept of planning and Organizing

**CO4:** Understanding the concept of Organizing Behavior

**Unit I :**

Introduction to Management: role of managers; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

**Unit II :**

Planning: Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies& policies; decision making; types of decision; decision making process; rational decision making process; decision making under different conditions.

**Unit III:**

Organising: Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

**Unit IV:**

Directing &Controlling: Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity.

Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

**Unit V:**

Introduction to Organizational Behaviour: Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand

human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

**Books for Study:**

1. Principles and Practices of Management- L.M. Prasad - Sultan Chand & Sons

**Books for Reference:**

2. Koontz O'Donnel – Management and Principles
3. Harold Koontz & Heinz Weirich - Essential of Management
4. Peter F. Drucker - Principles of Management –
5. Robbins, Stephens P, Organisational Behaviour

**Marks including choice:**

Unit	Marks
1	10
2	14
3	14
4	14
5	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **PART C:**

### **BACHELOR OF TOURISM & TRAVEL MANAGEMENT (TTM) COMPLEMENTARY ELECTIVE COURSES**

**[FOR BTTM/BBATTM/BBA AH PROGRAMMES]**

#### **WORK AND CREDIT DISTRIBUTION**

*(2019 ADMISSION ONWARDS )*

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
1C01 TTM/ BBA(TTM)/ BBA(AH)	GEOGRAPHY OF INDIA	1	6	4	3
2C02 TTM/ BBA(TTM)/ BBA(AH)	DESTINATION MAPPING	2	6	4	3
3C03 TTM/ BBA(TTM)	CULTURAL HERITAGE OF INDIA	3	6	4	3
4C04 TTM/ BBA(TTM)	CULTURAL HERITAGE OF ASIA	4	6	4	3

#### **EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

#### **CONTINUOUS INTERNAL ASSESSMENT - THEORY**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>
COMPONENT1 Test Paper	60
COMPONENT 2 Seminar Presentation /Viva	40



## COMPLEMENTARY ELECTIVE COURSE I: GEOGRAPHY OF INDIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
1	1C01TTM/ BBA(TTM)/ BBA(AH)	6	4	3

### COURSE OUTCOME

**CO 1:** Understand the basic geography of India

**CO2:** Understand the physiographic features of Kerala

**CO3:** Describe the geographic tourism resources of India

**CO4:** Understand the uses of online map/ apps of maps

#### **Unit I :**

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; Soil types- Oceanic Currents - Wind Patterns

#### **Unit II :**

Physiographic features of Kerala: Space relationship of Kerala with neighboring states; Physical features of Kerala – Highland, Midland, Lowland; Drainage – western ghats- Rivers and Backwaters; Climate of Kerala; Monsoon in Kerala-Impact of climate in Kerala tourism/

#### **Unit III:**

Geographic Resources of Tourism in India: Major Hill stations, Mountains, Glaciers, Caves, valleys, Lakes, Beaches, other geographic formations with tourism potential in India: National parks, wildlife sanctuaries, protected areas, biosphere reserves

#### **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. Toposheets: Signs and symbols: construction of statistical diagrams: Use of GIS, GPS, Remote sensing, 3D Mapping.

**Books for Study:**

1. Husein, Majid (2017) Geography of India, McGrawhill India
2. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication
3. RC Brunnet and Seema Mehra Parihar (2019) Physical Geography in Diagrams, Pearson India
4. National Atlas of India; Government of India
5. B C Law; Mountains and Rivers of India
6. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications
7. Tourism Companion – Dept. of Tourism, Govt. of Kerala

**Books for Reference:**

11. Lonely planet – series

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **COMPLEMENTARY ELECTIVE COURSE II: DESTINATION MAPPING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
2	2C02TTM/ BBA(TTM)/ BBA(AH)	6	4	3

### **COURSE OUTCOME**

**CO 1:** Understand the concepts of time zones and date line

**CO2:** Apply time zones and calculate flying time

**CO3:** Describe the physiographic and climatic regions of the world.

**CO4:** Describe the tourist destinations in the countries listed in this course

#### **Unit I :**

Basics of World Geography: Earth; Latitude and Longitude; Time Zones; GMT and IST; International Date Line; Earth Movements – Rotation, Revolution; Day and Night; Seasons; Atmospheric Layers , Biosphere, Weather and Climate; Climatic regions of the world; Major land forms – Mountains, Plains, Plateaus; Physiographic regions of the World and continents (vegetation, people, culture, economy, tourism(in brief) – 7 wonders of the world(ancient, modern, natural)

#### **Unit II :**

IATA Travel Geography : IATA Areas- Regions and sub areas- 3 letter city codes- countries and capitals-Time calculation (exercises)- flying time (exercises); UNWTO tourism regions-Mapping of important cities in the map using IATA 3 letter code.

#### **Unit III:**

Geo political regions and major tourism attractions in Europe and Americas – Overview of important tourism attractions in UK, France, Italy, Spain, Switzerland, Greece, Turkey, USA, Canada, Mexico, Brazil, Chile, Peru, Caribbean Islands- Mapping of important cities in the map using IATA 3 letter code

#### **Unit IV:**

Geo political regions and major tourism attractions in Africa and Asia – Overview of important tourism attractions in Nepal, China, Malaysia, Thailand, Singapore, UAE, Israel, Saudi Arabia, Japan, Egypt, South Africa, Morocco, Mauritius- Mapping of important cities in the map using IATA 3 letter code.

#### **Books for Study:**

1. Christopher P Cooper; Geography of Travel and Tourism
2. B Boniflce and C Cooper; World Wide Destinations
3. N. Lande, The top ten of everything, National Geographic

4. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication
5. MajidHusein (2016) World Geography.Rawat Publications
6. Poonam P Tiwari - Air Travel ticketing and Fare Construction – Centrum Press

**Books for Reference:**

Lonely planet series

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**COMPLEMENTARY ELECTIVE COURSE III: CULTURAL HERITAGE OF INDIA**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3C03 TTM/ BBA(TTM)	6	4	3

**COURSE OUTCOME**

**CO 1:** Understand the geo-cultural relations in Indian Subcontinent

**CO2:** Understand the history and culture of India in a nutshell

**CO3:** Understand the culture and heritage tourism in India

**CO4:** Understand culture and heritage of other countries in Indian Subcontinent

**Unit I**

Concept of History, Heritage- Culture, civilization - relationship between tourism and cultural heritage – : Characteristics of Indian culture, . Society in India through ages- Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; caste system (In brief).

**Unit II :HistoryandHeritage of India**

History of India - Indus Valley civilization, Vedic period, Mauryanempire, Classical and medieval period, Modern period

A Brief History of Indian Art and Architecture: Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture, important monuments of these architectural styles.

**Unit III: Cultural tourism in India**

Religions of India– Pilgrimages. Costumes, cuisines, languages, traditional medicine.

Major art forms-Music- Dance- ritual arts and customs- fairs and festivals- Sculpture-folk arts- handicraft- architectural styles etc. UNESCO heritage sitesandmonuments/sites of tourism significance.

**Unit IV:Cultural tourism of Kerala**

Brief history: Budhist/Jain Past - Parasurama legend -St. Thomas Tradition- CheramanPerumal tradition - ethnicity, religion, costumes, cuisine, Kerala Ayurveda and folk medicine – Art forms, Dance- Painting- fairs and festivals- handicraft- architecture etc. – monuments (associated with history) and destinations of cultural tourism significance in Kerala.

**Books**

1. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, - Upinder Singh, Pearson
2. Medieval India: From Sultanat to the Mughals- Mughal Empire, - Satish Chandra
3. India's Ancient Past - RS Sharma
4. A Short history of India - Gordon Kerr

5. Tourism and Cultural Heritage of India - NeerajAgarwal
6. Cultural tourism in India - Museums, Monuments and Arts - SP Gupta and Lal Krishna
7. Lonely Planet Series

**Marks including choice:**

Unit	Marks
1	10
2	17
3	17
4	16

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**COMPLEMENTARY ELECTIVE COURSE IV: CULTURAL HERITAGE OF ASIA**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4C04 TTM/ BBA(TTM)	6	4	3

**COURSE OUTCOME**

**CO 1:** Understanding the geopolitical fabric of Asia

**CO2:** Understanding the brief cultural heritage of Asia

**CO3:** Understanding culture tourism in selected Asian countries

**CO4:** Understand the spread of Indian culture abroad

**Unit I :**

Brief description of Asia: regions(west, central, south east Asia)Civilizations- socio cultural sphere- Cultural tourism significance – international pilgrimages in the region.

**Unit II :**

Cultural tourism in Indian Subcontinent: Sri Lanka, Nepal, Bhutan, Maldives: Brief history, heritage and culture: ethnicity, religion, language, traditional medicine-Art forms, fairs and festivals- architecture. - Historic connections with India - UNESCO heritage sites- cultural destinations of tourism significance

**Unit III: :**

**West Asia:** Major countries - Fertile Crescent - Cradle of World Religions - Agriculture – Resources- Ethnic groups and Languages: Arabs, Persians, Turks, Kurds, Assyrians, Jews and others. Arabic- Persian- Turkish- Kurdish-Hebrew and related languages. Desert Communities: Tribal Structure – Family System- Pilgrimage – UNESCO heritage sites and other Monuments of tourism significance in West Asia -

**Unit 4:**

Spread of Indian Culture Abroad: Causes, Significance and Modes of Cultural Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies- Influence of Indian Culture in Central Asia, South East, and East Asia , Spice Route - India’s Cultural contact with the Arab civilization with reference to Malabar - India’s contact with Rome, China, Far East. - Account of ancient travelers to India and Kerala

**References:**

Coedes, George (1968) The Indianized States of Southeast Asia. Honolulu: East-West Center Press.

Daweewarn, Dawee (1982) Brahmanism in South-East Asia. New Delhi: Sterling.

South Asia: A Short History of the Subcontinent - Milton Walter Meyer Kabir, Humayun, Our Heritage, National Information and Publications Ltd., Mumbai, 1946.

Malik, S. C., Understanding Indian Civilisation : A Framework of Enquiry, Indian Institute

of Advanced Study, Simla, 1975.

Mukerji, D. P., Sociology of Indian Culture, Rawat Publications, Jaipur, 1979.

Pandey, Govind Chandra, Foundations of Indian Culture, Books and Books, New Delhi, 1984

Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012

Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.

Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.

McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean: A History of People and The Sea, OUP, 1993

De Casparis, J.G., 1983, India and Maritime Southeast Asia: A lasting Relationship, Third Sri Lanka Endowment Fund Lecture.

Hall, K.R., 1985, Maritime Trade and State development in early Southeast Asia, Honolulu. Walters, O.W., 1967, Early Indonesian Commerce, Ithaca.

RS Chaurasia – History of Middle East

Bose, Sugata and Ayesha Jallal, Modern South Asia: History, Culture, Political economy (London: Taylor and Francis, 2004) 2nd edition.

Bernard Lewis: Arabs: A Short History.

Gordon Kerr – A short History of China

AkhtarMajeed : West Asia: An Introduction.

Bruce Prideaux – Cultural and Heritage Tourism in Asia and the Pacific – Routledge Lonely planet series

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15



**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**PART D:**

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (TTM)  
GENERIC ELECTIVE COURSES**

**WORK AND CREDIT DISTRIBUTION  
(2019 ADMISSION ONWARDS)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
<b>5D01 TTM/ BBA(TTM)/B BA(AH)</b>	INTRODUCTION TO TRAVEL AND TOURISM	<b>V</b>	2	2	2
<b>5D02 TTM/ BBA(TTM)/B BA(AH)</b>	AVIATION INDUSTRY	<b>V</b>	2	2	2
<b>5D03 TTM/ BBA(AH)</b>	FRONT OFFICE MANAGEMENT	<b>V</b>	2	2	2
<b>5D04 TTM/ BBA(TTM)</b>	TRAVEL JOURNALISM	<b>V</b>	2	2	2
<b>5D05 TTM/ BBA(TTM)</b>	TOUR GUIDING	<b>V</b>	2	2	2

**EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

**INTERNAL ASSESSMENT**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>
COMPONENT1 Test Paper	60
COMPONENT 2 Assignment/Seminar Presentation /Viva	40

**GENERIC ELECTIVE COURSE:-INTRODUCTION TO TRAVEL AND TOURISM**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D01TTM/ BBA(TTM)/BBA(A H)	2	2	2

**COURSE OUTCOME**

**CO 1:** Understand the concept and development of travel and tourism

**CO2:** Understand the importance of tourism

**CO3:** Identify the career opportunities in Travel, tourism and hospitality

**Unit I :**

Travel through Ages in a nutshell (India and world); Significance of Tourism, Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism and domestic tourism, Components of Tourism – importance of tourism

**Unit II :**

Tourism attractions – Man made and cultural – Forms of Tourism: mass tourism, and special interest tourism: cultural, ecotourism, responsible tourism, adventure tourism, farm tourism, rural tourism, health tourism, MICE tourism, Pilgrimage tourism, sports tourism.

**Unit III:**

Modes of tourist transportation: Types of Airlines, classes of journey and amenities, Airport – areas and passenger amenities, IATA Career opportunities in airlines and airports.

Accommodation: Primary and Secondary, Classification and categorization of hotels; meal plans, main features of each star category – functional departments of hotels. Career opportunities in Hospitality

**Unit IV:**

Tourism Business: Travel Agency and Tour operations: functions; Travel documents: Passport, and Visa – types, Entrepreneurial and career opportunities in Tourism.

**Books for Study:**

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman; The Business of Tourism

5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		

## **GENERIC ELECTIVE COURSE II: AVIATION INDUSTRY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
V	5 D02 TTM/ BBA(TT)/BBA(AH)	2	2	2

### **COURSE OUTCOME**

**CO 1:** Understand the overview of civil aviation

**CO2:** Understand the travel time calculations

**CO3:** Understand the process of air travel

**CO4:** Understand the functioning of Airports and airlines

#### **Unit I :**

Introduction to Aviation, Brief History–Classification of Civil Aviation, Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers

#### **Unit II :**

Passport: types, Visa: types,–Timezones, International date line, time calculation. Types of journeys (OW, CT, RT, OJ, RTW); Air ticket reservation: Online, travel Agencies, GDS

#### **Unit III:**

AIRPORTS: Types of airport- Airport Layout: Parts of Air field and Terminals area- Airport facilities for arrival and departing passengers - Freedoms of Air – Open sky Policy – ICAO, AAI, , International airports in India

#### **Unit IV:**

Arrival and departure formalities: Check in facilities-types –Landing facilities for departing passengers –Boarding Pass-Transit formalities-Baggage allowances: free; excess Charges: taxes; service charges- Baggage pooling; Baggage Standard concepts; E-check in-travel sites- automation in passenger facilities at airports - self service kiosk - web-check-in- Machine readable Travel documents- flight information display system etc

#### **Books for Reference:**

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Hand Book– Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism 4. IATA course material for Passenger Ground Services

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		

### **GENERIC ELECTIVE COURSE III: FRONT OFFICE MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5 D03 TTM/ BBA(AH)</b>	<b>2</b>	<b>2</b>	<b>2</b>

#### **COURSE OUTCOME**

**CO 1:** Understand the fundamentals of accommodation industry

**CO2:** Understand the basics of hotel operations

**CO3:** Understand the functions and duties of hotel front office

#### **Unit I :**

Introduction to the hotel. Types of accommodation, classification of hotels, star categorization of hotel. Functional Departments of Hotels, types of rooms

#### **Unit II :**

Front Office organization structure, duties of Front Office-basic terminology used in the front office of a hotel, coordination and communication between the Front Office and the other departments

#### **Unit III:**

Reservation – modes of room reservation and source of hotel bookings, system of room reservation – Use of computer Reservation and GDS

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, foreigners registration formalities, record registers, forms, etc. required in the reception office, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest

#### **Unit IV:**

The Lobby Manager's Desk – Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems

#### **Books for Study:**

Hotel Front office Operations – Sudhir Andrew

**Books for Reference:**

Bardi, James A. Hotel Front Office Management, 5th ed, John Wiley 2010

Baker, S. Bradley, P. & Huyton, J. Principles of Front Office Operations, Cassell, 2001

**Marks including choice:**

Unit	Marks
1	6
2	6
3	10
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		



## GENERIC ELECTIVE COURSE IV:TRAVEL JOURNALISM

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D04 TTM/ BBA(TT)	2	2	2

### COURSE OUTCOME

**CO 1:** Understand the concept of travel writing

**CO2:** Understand the scope and role of electronic media in travel writing

**CO3:** Understanding the process and technique of travel writing

#### **Unit I :**

Travel Writing: Articles and Short Pieces, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets; Travel Books - Guides- Business Travel - Coffee Table Books, Autobiographical Tales – Anthologies

#### **Unit II :**

**Use of Electronic Media:** Use of electronic Media for documenting destinations, - Nature of media coverage: live webcast and telecast - Script writing - Identifying points for visual support - Conducting interviews – User Generated Content in Tourism – Writing on social media, Blogs and Vlogs

#### **Unit III:**

**Travel Writing Process:** Sources - Research on the Internet and on the spot - Organizing; Developing Ideas for Travel Articles – Journey, Activity, and Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences and other sources

#### **Unit IV:**

**Travel Writing Techniques :**Portraying the experiences: Practical tips- Choosing the right words; Illustrations - taking photographs, Non photographic illustrations; Travel Photography; Visual Media in Tourism

#### **References:**

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.

4. Neilson C. (2001), *Tourism and the Media: Tourist Decision Making, Information and Communication*, Hospitality Press, Melbourne
5. Arvaham E. &Ketter E. (2008), *Media Strategies for Marketing Places in Crisis*, Elsevier, UK.

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		

## GENERIC ELECTIVE COURSE V: TOUR GUIDING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D05 TTM/ BBA(TT)	2	2	2

### COURSE OUTCOME

**CO 1:** Understand the concept of tour operation

**CO2:** Understand the role and process of tour guiding

**CO3:** Understand the skills and duties of tour guide

#### **Unit I :**

Introduction to tour operation – Brief history, tour package: types and components - types of tour operators, tourist transportation and accommodation.

#### **Unit II :**

Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding

#### **Unit III:**

Conducting tours; conducting various types of tour- understanding client's need- establishing good service security measures; points to remember while guiding or escorting a tour

#### **Unit IV:**

Skills; standard of dress and personal grooming; Greeting participant and introducing self- leading the participants; skill in leading group; Communication skills required guiding.

Professional development; Interpretative planning; Training staff for interpretation; Evaluation techniques; Sources of professional assistance; Negotiation skills; Types of negotiation techniques, negotiating a business deal.

#### **References:**

1. Pond K.L; The professional guide : Dynamics of Tour Guiding, 1993
2. Pran Seth; Successful tourism Management (Vol. 1 & 2)
3. P.N. Seth; Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. A.K Bhatia; International Tourism
5. A.K Bhatia; Tourism Management & Marketing.

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	(4 questions x Marks 2 each=8)
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	(1 question x Marks 6 each=6)
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		