

ಮಂಗಳೂರು  
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/No: MU/ACC/CR.67/2018-19/A8

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 20.04.2019

### **NOTIFICATION**

Sub: Syllabus of Tourism & Travel Management, Vocational course for B.A Degree programme under Choice Based Credit System -reg

Ref: Decision of the Academic Council at its meeting held on 19.03.2019 vide Agenda No:4:200(2018-19)

Pursuant to the above, the Syllabus of Tourism & Travel Management, Vocational course for B.A Degree programme under Choice Based Credit System which was approved by the Academic Council at its meeting held on 19.03.2019 is hereby notified for implementation with effect from the academic year 2019-20.

Copy of the Syllabus shall be downloaded from the Mangalore University Website.  
[www.mangaloreuniversity.ac.in](http://www.mangaloreuniversity.ac.in)

  
REGISTRAR.

To:

- 1) The Principals of the Colleges concerned.
- 2) The Registrar (Evaluation), Mangalore University.
- 3) Prof. Mustiary Begum, Chairperson, Composite U.G & P.G BOS in Tourism & Travel, Hospitality Management, PGDTHM, Aviation & Hospitality (Certificate/ Diploma) & Prof. Department of Business Administration, Mangalore University.
- 4) The Superintendent, Academic Section, O/o the Registrar, Mangalore University.
- 5) The Director, DUIMS, Mangalore University - with a request to publish in the Website.
- 6) Guard File.

**MANGALORE UNIVERSITY**

**CURRICULUM STRUCTURE AND SCHEME OF  
EXAMINATIONS  
OF**

**BA-TRAVEL AND TOURISM DEGREE  
PROGRAMME (VOCATIONALISED)**

**CHOICE BASED CREDIT SYSTEM  
(w.e.f. 2019-20)**

**MANGALORE UNIVERSITY**  
**B.A DEGREE PROGRAMME CURRICULUM STRUCTURE AND SCHEME OF**  
**EXAMINATIONS**

**TRAVEL AND TOURISM (Vocationalised)**

**For implementation w.e.f 2019 – 2020**

**IB.A I Semester Travel and Tourism Programme**

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 131	TOURISM CONCEPTS	04	03	20	80	100	2
	BASTMV 132	TOURISM PRODUCTS – I	02	02	10	40	50	1
2	BASTMCE 133	TOUR GUIDING SKILL	02	02	10	40	50	1

Group 2: Elective I- TOUR GUIDING SKILL

**I B.A II Semester Travel and Tourism Degree Programme**

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 181	TOURISM MANAGEMENT	04	03	20	80	100	2
	BASTMV 182	TOURISM PRODUCTS – II	02	02	10	40	50	1
2	BASTMCE 183	EVENT MANAGEMEN T	02	02	10	40	50	1

Group 2: Elective II- EVENT MANAGEMENT

**IIB.A III Semester Travel and Tourism Degree Programme**

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 231	TRAVEL AGENCY & TOUR OPERATIONS	04	03	20	80	100	2
	BASTMV 232	TOURISM MARKETING	02	02	10	40	50	1
2	BASTMCE 233	AIR CARGO MANAGEMENT	02	02	10	40	50	1

**Group 2: Elective III- AIR CARGO MANAGEMENT****IIB.A IV Semester Travel and Tourism Degree Programme**

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 281	HOSPITALITY MANAGEMENT	04	03	20	80	100	2
	BASTMV 282	TOURISM PLANNING AND DEVELOPMENT	02	02	10	40	50	1
2	BASTMOE 283	FUNDAMENTALS OF TOURISM	02	02	10	40	50	1

**Group 2: Elective IV- FUNDAMENTALS OF TOURISM**

### III B.A V Semester Travel and Tourism Degree Programme

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 331	TRANSPORTATION MANAGEMENT	06	03	30	120	150	3
	BASTMV 332	TOURISM GEOGRAPHY	06	03	30	120	150	3

### III B.A VI Semester Travel and Tourism Degree Programme

Group	Course Code	Course Title	Hrs. per week	Duration of Exams	Marks	Marks and credit		
			Theory/ Practical	Theory/ Practical	IA	Exam	Total	Credit
1	BASTMV 381	AIRLINE AND AIRPORT MANAGEMENT	06	03	30	120	150	3
	BASTMV 382	HUMAN RESOURCE MANAGEMENT	06	03	30	120	150	3

## **FIRST SEMESTER**

### **BASTMV 131 TOURISM CONCEPTS**

#### **Objectives:**

**48 Hours**

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

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

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

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

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

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

#### **References:**

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4<sup>th</sup> edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGraw-Hill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N 1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth(1997),Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,

9. Praveen Sethi(1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications
11. Sati V.P (2001), Tourism Development in India, Pointer Publications, Jaipur.
12. Singh Anand (2005), Tourism in Ancient India, Serials Publications, New Delhi.
13. Sinha R.K (2003), Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.

## **FIRST SEMESTER**

### **BASTMV 132 TOURISM PRODUCTS – I**

#### **Objective:**

**24 HOURS**

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

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

**UNIT I:** Tourism Resources – Definition, meaning: tourism resources of India - types and typologies: cultural resources – art and architecture, historical monuments, fairs and festivals.

**UNIT II:** Natural tourist Resources – Major National Parks and Sanctuaries, India's main desert areas, desert safaris and desert festivals. Coastal areas, beaches and islands; resources and resource patterns. Resources in islands with special reference to Andaman and Nicobar Islands.

**UNIT III:** Built Attractions- Architectural Heritage of India; Glimpses of India's architectural styles adopted over the ages, Major monuments, Temples, Mosques and Churches, Museums and Art Galleries, Theme Parks, Forts and Palaces in India.

#### **References:**

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

## **FIRST SEMESTER - ELECTIVE**

### **BASTMCE 133 - TOUR GUIDING SKILL**

**24 HOURS**

**Objectives:** This module is prescribed to train students in various guiding skills and is useful for those who may like to join tour operation or interested to perform independent guiding work.

**Unit – I Guiding Concept:** Meaning, Concepts and Types of Guides: Conceptual meaning of Tourist Guide, duties and responsibilities, How guides are appointed in tour.

**Unit – II Responsibilities of Guides:** Preparation of a tour : Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller's special needs, Checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour.

**Interpreting Sites:** Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.

**Unit – III Co-ordination:** Co-ordinating with the main office, Conducting Various types of Tours, ability to deliver all information imaginatively and accurately relevant to the client's needs; establishing good security measures.

#### **References:**

- Goddy B. & Parkin I., Urban Interpretation : Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
- Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.



## **SECOND SEMESTER**

### **BASTMV 181 TOURISM MANAGEMENT**

**Objective:**

**48 Hours**

- To understand the basic concept and various components of management

**Pedagogy:** Lectures, Seminars, Assignments and Role-play

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

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

**UNIT III: ORGANISING** - Nature and purpose of organizing; formal and informal organization; Delegation of Authority and responsibility; Decentralization, Methods of decentralization.

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

**References:**

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

## **II SEMESTER**

### **BASTMV 182 TOURISM PRODUCTS – II**

#### **Objective:**

**24 HOURS**

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

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

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

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

**UNIT III:** Medical and Health Tourism, Major medical tourism destinations in India- Indian Cuisines- Major varieties and ingredients of Indian cuisines.

#### **References:**

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

## **II SEMESTER - ELECTIVE**

### **BASTMCE 183 - EVENT MANAGEMENT & MICE**

**24 HOURS**

**Objectives:** As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

#### **Course Contents:**

- Unit – I** Event Management: Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava)
- Unit – II** Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.
- Unit – III** Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

#### References:

- Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
- **Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.**
- [C. A. Preston](#), Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
- Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
- Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
- [Julia Rutherford Silvers](#), Risk Management for Meetings and Events (Events Management).
- Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
- [Peter Robinson](#) (Editor), [Debra Wale](#) (Editor), [Geoff Dickson](#) (Editor), Events Management (CABI Tourism Texts)
- Sandra K Strick , Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

### **THIRD SEMESTER**

## **BASTMV 231- TRAVEL AGENCY & TOUR OPERATIONS**

**48 Hours**

### **Objectives:**

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

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

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

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

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

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

### **References:**

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004),Travel Agency Operations: Concepts and Principles,Kanishka Publishing House, New Delhi
3. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Jag Mohan Negi (2006), Tourist guide &Tour Operation: - Kanishka Publishing House, New Delhi
5. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.

6. Babu, A Satish, Tourism development in India, APH- New Delhi.
7. Dennis L.&Foseter (2001), Glencoe An Introduction To Travel & Tourism, McGraw-Hill International.
8. PranNath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
9. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

### **THIRD SEMESTER**

#### **BASTMV 232- TOURISM MARKETING**

##### **Objectives:**

**24 HOURS**

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

**Pedagogy:** Assignments, seminars, case study.

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

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

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

##### **References:**

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

6. Chaudhary [Manjula \(2010\)](#), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.

### **THIRD SEMESTER - ELECTIVE**

### **BASTMCE 233 - AIR CARGO MANAGEMENT**

#### **Objectives:**

**24 HOURS**

- To familiarize management of Logistic and cargo Operations
- To study various Logistic transportation in import and export of goods

**UNIT I Air Freight Operations** - History- Definition- Cargo agents- Cargo flights- Customs airports and airport facilities-, Tariff Structure. Marking and labeling Boxes

**UNIT II - Air Cargo:** –Types- General Cargo, Live Animals, Dangerous Goods, Precious Cargo, Coffins – Documentation and process involved in air cargo handling- Airway Bill, Shippers letter of Instruction, Letter of credit, Export license, Commercial invoice, Letter of Origin and documents required as per the nature of goods.

**UNIT III - Air Cargo rates-** advantages of Air Cargo- International set up for air transport- freight rate, Packaging Export Cargo, Cost of packing.

#### **References:**

1. [Vinod V. Sople](#) (2012), Logistics Management, Pearson India Publications.
2. [Manoj Dixit](#) (2007), Cargo Management: Global Perspectives
3. Mark Rowbotham (2014), Introduction to Marine Cargo Management,
4. Sathish C Allawadi, P.Prakash Singh Logistic Management.
5. Reji Ismail, Logistic Management, Excel Book Publishers.
6. Reza Farahni, Leleh Kadar, Logistic Operations and Management.
7. Paul Schonsleben Integral Logistic Management.
8. T.A.S. Balagopal, Export Management, Himalaya Publications
9. C. Jeevanandam, Foreign Exchange & Risk Management, S. Chand & Sons , New Delhi.
10. Bibek Debroy , The convertible Rupee & how to profit from it, Global Business Press
11. Allan C. Shapiro (2014), Multinational Financial Management, Wiley Publications.

## **IV SEMESTER**

### **BASTMV 281- HOSPITALITY MANAGEMENT**

**48 Hours**

#### **Objectives**

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

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

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

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

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

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

#### **References:**

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

## **FOURTH SEMESTER**

### **BASTMV 282 - TOURISM PLANNING AND DEVELOPMENT**

#### **Objectives**

**24 HOURS**

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

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

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

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

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

#### **References**

1. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited – Concepts, Issues & Paradigms. Sage Publications.
2. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers.



3. Burkart, A. J., & Medlik, S. (1994), Tourism Past, Present and Future. London: William Heinemann Ltd.
4. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S (2000), Tourism Principles and Practices. London: Pitman Publishing.
5. Christie, R. M., & Morrison, A.M .(2006), The Tourism System, 5<sup>th</sup>Edn. New York: Kendall/ Hunt Publishing Company.
6. Douglas, F. (1995), Travel & Tourism Management, London: Macmillan.
7. Douglas, P. (1990). Tourist Development, Hong Kong: Longman.
8. Swain, K.S., & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University Press.
9. New Inskip, Edward (1991), Tourism Planning: An Integrated and Sustainable Development Approach, VNR, New York.

#### **FOURTH SEMESTER – OPEN ELECTIVE**

#### **BASTMOE 283 - FUNDAMENTALS OF TOURISM**

##### **Objectives:**

**24 HOURS**

- It is to introduce to the discipline of Tourism and various aspects that constitute the concept of Tourism.
- To enable students to understand the rudiments of Tourism with futuristic view

**Pedagogy:** Assignment, Lecture-cum-discussions

**UNIT I: Tourism** – Definition, meaning, nature-classification of tourism & tourists. Travel elements & components – Tourism Statistics, Objectives, Types and Methods.

**UNIT II: Travel Motivations** - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

**UNIT III IMPACTS OF TOURISM** - Tourism Impacts: Economic Impacts, Socio-Cultural Impacts, and Environmental Impacts

## References:

14. Bhatia A.K, International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
15. Bhatia AK, Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
16. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen, Tourism Principles and Practices, 4<sup>th</sup> edition, Pearson Education Limited.
17. Dennis L & Foseter Glencoe, an Introduction to Travel & Tourism, McGraw-Hill International.
18. Dr. Revathy Girish, Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
19. Ghosh Bishwanth, Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
20. Kaul R.N, Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
21. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
22. Praveen Sethi, Tourism for the Next Millennium, Rajat Publication New Delhi.
23. Roday Sunetra, Biwal Archana, Joshi Vandana, Tourism Operations and Management, Oxford University Publications.
24. Sati V.P, Tourism Development in India, Pointer Publications, Jaipur.
25. Singh Anand, Tourism in Ancient India, Serials Publications, New Delhi.
26. Sinha R.K, Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.

## **V SEMESTER**

### **BASTMV 331 - TRANSPORTATION MANAGEMENT**

#### **Objectives:**

**72 HOURS**

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

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

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

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

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

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

#### **Reference:**

1. RK Malhotra, Fundamentals of Hotel Management and Operations, Anmol Publishers, New Delhi.
2. Sudhir Andrews, Hotel front office Management, Tata McGraw Hill, New Delhi.
3. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw Hill, New Delhi.
4. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Publications, New Delhi
5. John R Walker (2006), Introduction to Hospitality Management, Pearson Education India
6. Jagmohan Negi(2004), Travel Agency and Tour Operations, Metropolitan Publications, NewDelhi.

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8. Bhatia, A.K., (2003), International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
9. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2), Sterling Publishers Pvt Ltd, New Delhi.
10. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan Publications..

## **V SEMESTER**

### **BASTMV 332 TOURISM GEOGRAPHY**

#### **Objectives:**

**72 HOURS**

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

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

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

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

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

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

#### **References:**

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.
10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.

11. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

## **VI SEMESTER**

### **BASTMV 381- AIRLINE AND AIRPORT MANAGEMENT**

#### **Objectives:**

**72 HOURS**

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

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

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

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

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

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

#### **References:**

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

7. R Dogani, Air Port Business

**VI SEMESTER**

**BASTMV 382 - HUMAN RESOURCE MANAGEMENT**

**Objective:**

**72 HOURS**

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

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**References:**

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