

BA (VOCATIONAL) TOURISM AND TRAVEL MANAGEMENT
SCHEME OF EXAMINATION

| SEMESTER | PAPER | Instruction hrs /Week | Duration of Exam(Hrs) | Marks IA | Exam | Total | Credits |
|--------------|-------|-----------------------|-----------------------|----------|---------|---------|---------|
| I Semester | 2T | 2x 3 | 2x 3 | 2 x15 | 2 x 60 | 2 x 75 | 3 |
| II Semester | 2T | 2x 3 | 2x 3 | 2 x15 | 2 x 60 | 2 x 75 | 3 |
| III Semester | 2T | 2x 3 | 2x 3 | 2 x15 | 2 x 60 | 2 x 75 | 3 |
| IV Semester | 2T | 2x 3 | 2x 3 | 2 x15 | 2 x 60 | 2 x 75 | 3 |
| V Semester | 2T | 2x 5 | 2x 3 | 2 x30 | 2 x 120 | 2 x 150 | 6 |
| VI Semester | 2T | 2x 5 | 2x 3 | 2 x30 | 2 x 120 | 2 x 150 | 6 |

FIRST SEMESTER

BA (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - 1 - TOURISM CONCEPTS

1. Definition, Nature and Purpose, Importance, Components and typology of Tourism: Emerging trends, Alternative tourism. (14)
2. Historical evolution and development of Tourism: Sources of data: Periodisation concepts: Ancient and medieval: Modern tourism. Concepts of Domestic and International recent trends. (14)
3. Tourism as an industry: Tourism: Tourism Statistics visitors, tourist, excursionist, guest-host interaction. (08)
4. Motivations for Tourism, World Tourist Flows; World Tourist Arrivals: Tourism receipts: Regional distribution. Tourism in India, growth and development. (12)

Total Hrs - 48

SUGGESTED READINGS:

1. A.K. Bhatia, Tourism Development, Principles and Practices. Sterling Publishers (P) Ltd: New Delhi.
2. Christopher, J. Hollonay, The Principles of Tourism. Medonald and Evans - 1983.
3. Anand M.M., Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd: New Delhi.
4. Kauf B.H., Dynamics of Tourism: A tesilogy. Sterling Publishers (P) Ltd: New Delhi.
5. Beshat and Madlik, Tourism - Past, present and future Heinemann, London.
6. Riciline J.R. Brent. Travel and Tourism Hospitality Research. London 1982.

B.A.(Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - II : TOURISM PRODUCTS - I

1. Tourist Resources – Definition and differentiation; Tourist resources of India – types and typologies; cultural resources – art and architecture, historical monuments, religious and festival centers, fairs and festivals, craftsmanship, folk customs, costumes and dress, museums, monuments and art galleries etc. [15]
2. Natural tourist resources - Rich diversity in landform and landscape, outstanding geographic features, climate, water bodies and flora and fauna. Tourist resource potential in mountains with special reference to Himalayas: Resources and resource use patterns in the past, present and future perspectives. [15]
3. India's main desert areas; their geological structure; development of desert Tourism – existing trends and facilities available; desert safaris and desert festivals. Coastal areas, beaches and islands: Resources and resource patterns: Resources in islands with special reference to Andaman and Nicobar Islands. [10]
4. Created tourist destinations – Academic, scientific and industrial institutions: National Parks. An Over view of tourism development strategies. [8]

Total Hrs - 48

SUGGESTED READINGS:

1. Basham A.L. The Wonder That Was India: Rupa and Co; Delhi 1988
2. Shakunthala Jagannathan – India – Plan Your Own Holiday (Vakils, Feffer & Simons Ltd. Bombay)
3. The Treasure of Indian Museums: Marg Publication, Bombay.
4. Acharya Ram: Tourism and Cultural Heritage of India. Rosa Publication (Jaipur, 1986)
5. Bharatiya Vidya Bhavan: Imperial Unity.
6. Bharatiya Vidya Bhavan: Classical Age.

SECOND SEMESTER
B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - III : TOURISM DEVELOPMENT

1. Growth and development of tourism in Indian States. Tourism development in Karnataka; Tourist Arrivals; Tourism Receipts; Regional distribution; Destination development policies in Karnataka. [12]
2. Profiling of Tourists: Profile of foreign tourists; Country of Residence; Age; sex; purpose of visit; occupation; frequency of visits; habits and hobbies. [08]
3. Domestic tourists: Profile - National level and State level; Region; occupation; income group; accommodation and stay; age; purpose and frequency. Impact of Tourism: economic, social, cultural, physical and environmental. [16]
4. Official agencies engaged with tourism development: UN Agencies; WTO; IATA; UFTA; AI, IATO. [12]

Total Hrs - 48

SUGGESTED READINGS:

1. Pran Nath Seth: An introduction to Travel and Tourism. Sterling Publishers (P) Ltd: New Delhi.
2. A.K. Bhatia: Tourism Development- Principles and Practices. Sterling Publishers (P) Ltd: New Delhi.
3. Wahab, S.E. Tourist Management: Tourism International Press London 1986.
4. IITM, Tourism as an Industry - Monograph IITM, Delhi 1989.
5. IITM, Growth of Modern Tourism - Monograph IITM, Delhi.
6. Kaul B.H., Dynamics of Tourism. Sterling Publisher (P) Ltd: New Delhi.

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - IV : TOURISM PRODUCTS - II

1. Architectural Heritage of India: Glimpses of India's architectural styles adopted over the ages, historical monuments of touristic significance- ancient, medieval and modern- their spatial and regional dimensions; important historical/archaeological sites, museums, art galleries and libraries - their location, assets and characteristics. [15]
2. Popular religious shrines/centres - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, meditation and other centres. [10]
3. 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; new experiments. Indian folk culture-folk custom and costumes: settlement patters; religious observations: folk-lore and legends. [15]
4. Handicrafts of India as a potential tourist resource. Fairs and festivals - social, religious and commercial fairs; festivals; promotional (tourism) fairs, viz Kite festival, white water festival, boat race etc. [08]

Total Hrs - 48

SUGGESTED READINGS:

- Percy Brown: Indian Architecture - Hindu and Buddhist period.
Harle J.C.: The Art and Architecture of Indian sub-continent.
Bharatiya Vidya Bhavan: Imperial Unity.
Bharatiya Vidya Bhavan: Classical Age
Mukerjee B.K.: The culture and art of India.
George Allen Unwin Ltd; London 1959
Hussain A.A.: The National, Cultural and Art of India.
National Book Trust, New Delhi 1987.
Acharya Ram: Tourism and Cultural Heritage of India.
Rosa Publication (Jaipur, 1986)

THIRD SEMESTER

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - V : TOURISM MARKETING -I

1. The concept of marketing; nature, classification and characteristics of services and their marketing implications. Market research in tourism. [10]
2. Developing marketing strategies for tourist services and firms; promotional events; types of events; points of advantage in an event for tourism; advertising; publicity; kinds of publicity - media and oral; public relations; personal selling; merchandising. Use of Media; Terms, Media research, media image, media costs, media planning [20]
3. Tour packaging: concept, characteristics, methodology, considerations and pricing of tour packaging. designing and printing of tour brochure. [10]
4. Marketing by Travel industry and tourism organizations, social, economic and environmental concerns; promotions; tourist literature and video scripts. [08]

Total Hrs - 48

SUGGESTED READINGS:

- Philip Kotler: Marketing Management:
Universal Publications, New Delhi.
Maccasthy D.K.J.: Basic Marketing – A management approach.
Douglas Fostes; Travel and Tourism Management.
Wahab, S. Gsamptes L Reth Fibbs; Tourism Marketing:
Tourism International Press, London, 1976.
Renal, A. Nykiel; Marketing in Hospitality Industry (II Ed.)

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - VI: TRAVEL AGENCY
& TOUR OPERATIONS

1. Definition of Travel Agency and Tour Operators History - Thomas Cook and the organization of travel; the grand circular tour; The American Express Company; Introduction of Air travel. [12]
2. Types of travel agents - Whole sale, retail; functions of travel agents - ticketing, booking and cancellation etc. Types of Tour operators. [12]
3. Procedure to become a travel agent; profile of modern travel agency; setting up a travel agency and Tour Operator's organization [08]
4. Organisations of travel agents and Tour Operators - IATA, UFTAA, TAAI, ASTA, PATA, IATO Role of Airways in India; History, private and public Warsaw/Chicago Conventions, Bilateral agreements, multilateral agreements, classes of services, city codes, airline codes, check-in and check-out formalities, passport, visa, health regulations. Different tickets - coupons. [16]

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Total Hrs - 48

SUGGESTED READINGS:

Merissen Jone W: Travel Agents and Tourism
Agarwal, Suridas: Travel Agency Management.
Geo, Chack: Professional Travel Agency Management,
Prentice Hall London, 1990.
A.K. Bhatia: Tourism Development- Principles and Practices. _____ Sterling
Publishers (P) Ltd: New Delhi.

IV SEMESTER

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - VII : HOTEL BUSINESS

1. Introduction - Early history - Emergence of the hotel and its growth - Definition - Main and supplementary accommodations. [06]
2. Classification of hotels - Classification according to location, size, facilities, ownership, plans, length of guest stay. Types of hotels - Commercial hotels, Timeshare and Condominium hotels, Casino hotels and Convention hotels. (12)
3. Guidelines for setting up a hotel - approval at the project stage - specific approval under provision of income tax for the purpose of incentives - approval of tariff. Classification criteria - general features - regulations of Central and State Govt. regulating the operations, construction of hotels [16]
4. Hotel organization - goals, strategies and tactics followed by the hotel organization - major functional departments - front office - house keeping, food and beverage - personnel department - maintenance department - security department. [14]

Total Hrs - 48

SUGGESTED READINGS:

- R.K. Malhotra - Fundamental of Hotel Management and Operations (Anmol Publications, New Delhi)
- Mohammed Sulfikar - Introduction of Tourism and Hotel Industry (VBS Publishers, New Delhi)
- Jagmohan Negi - Hotels for Tourism Development (Metropolitan Publishers, New Delhi)
- Sudheer Andrews - Hotel House keeping Training Manual (Tata McGraw Hill, New Delhi)
- Sudheer Andrews - Hotel Front Office Training Manual (Tata McGraw Hill, New Delhi)
- Michael L. Kasavana & Richard M. Brooks - Office procedures (Education Institute AHMA).

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PAPER - VIII : TOURISM POLICIES AND PLANS

1. Relevant concepts and approaches for effective Tourism Development.
National Development Council Report on Tourism Development.
Policy Initiative 1982 - National Action Plan 1992.
New Policies on Tourism and Civil Aviation: the 8th Plan 1992-97; The IXth Plan 1997-2002 , New Tourism policy- Tourist traffic and its improvisation - Destination development - Sustainable development [20]
2. Tourism policy analysis. Tourism Legislation: Missing Dimensions. Local bodies, officials and tourism: Measures for improvement. [10]
3. Infrastructure development: international standards, bottlenecks and shortcomings. [08]
4. Tourism Planning and Development; -Planning for tourism, Co-ordination in planning, -Steps in planning/ Environmental planning, Regional planning consideration. [10]

Total Hrs - 48

SUGGESTED READINGS:

- National Development Council Report.
National Action Plan 1992.
Reports on World Tourism Organisation.
8th Plan Document (Relevant Sections)
9th Plan Document (Relevant Sections)
Report – Workshop on Tourism Legislation – 1987.

FIFTH SEMESTER

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - IX : ENTREPRENEURSHIP DEVELOPMENT - I

1. Small business sector: Definition – Nature and scope – Types of activity for a small business – History of self employment in India – ways to get into small scale business – starting a new business from scratch – Buying an existing business – Purchasing an operating franchise – current and future challenges in small business. Entrepreneurship: Definition of Entrepreneur – characteristics of entrepreneurship – kinds of risks faced by the entrepreneur – goal setting and vision for the business – risking time and money – planning and organizing – relationship management with reference to customers, employees, suppliers and others – understanding small business environment – special schemes for Technical Entrepreneurs – Government rules and regulations – planning for changing economic conditions. [20]
2. Starting a new unit: market survey – techniques and process – identification of opportunities – demand based, resource based, service based, import substitute and export promotion industries – location and site – factors influencing location and site – choice of technology, plant and equipment – sources of financing and financial incentives – IDBI, IFCI, ICICI, SFCs (with reference to Karnataka) techno-economic feasibility of the project – preparation of project report. [15]
3. Problem – solving and decision making – planning tools for establishing small scale industries – critical path method (CPM) and Project Evaluation and Review Techniques (PERT) – (New work formulation critical path, project scheduling with uncertain activity time, crashing procedures) creativity and innovation – strengths, weaknesses, opportunities and threats (SWOT) analysis – energy requirement and utilization – product selection and development – plant layout and process planning – principles of accounting – P & L A/C and Balance Sheet. [15]
4. Analysis and interpretation of Financial statements Books of Accounts – Liquidity, Profitability, Activity and Coverage Ratios and their significance – Cash flow and Funds Flow Analysis – Break even Analysis – Break-even chart – Computing Breaking Point – Management of credit – Trade credit and consumer credit – handling delinquent accounts. [10]

Total Hrs - 60

SUGGESTED READINGS:

Deshpande M.V., Entrepreneurship of Small scale Industries: Concept, Growth and Management, New Delhi, Deep & Deep Publications, D-124, Rajauri Garde, 1984.

B. (Vocational) TOURISM AND TRAVEL MANAGEMENTPAPER - X : INFORMATION TECHNOLOGY AND TOURISM

1. Information systems technology: Hardware, software and communication technology, storage and retrieval of data, transaction processing, office automation, document creation and presentation, financial transactions and information technology, tourism software, computer applications and tourism. [15]
2. Sources of information on tourism – Department of tourism, ITDC, State tourism departments, Air India, Railways, Private agencies – Travel agency and tour operators, hotel industry – media – news papers, magazines and advertisements – specialized publications – non-print media. [15]
3. Data Collection – sources of data – collection of data – categorization and measurement – sample surveys, analysis presentation of data – data communication and tourism concepts – posts and courier services – local area networks – telex – telephone – internet. [15]
4. Information system – MIS – functions – developing informations in tourism – internal records, market intelligence – market research – market research process – scope of market research in tourism. Computerized Reservation System (CRS) – Evolution – components of CRS – Major reservation systems – primary functions of CRS. Impact of Technology in tourism [15]

Total Hrs: 60SUGGESTED READINGS:

- A.K. Bhatia: Tourism Development, Principles and Practices,
Sterling Publishers, New Delhi.
Sanders Donald H: Computers in Business
An Introduction to Travel and Tourism: Dennis L. Foster (Mc Graw – Hill
International Editions)
Philip Kotler, Armstrong: Principles of Marketing

SIXTH SEMESTER

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - XI CONTEMPORARY TOURISM DEVELOPMENT

1. Common service: Link transport needs, eating outlets and bars; entertainment and recreation; tourist police; communications; book shops and libraries; photography; specific services; catering to diverse needs. Man-power development needs and awareness. [20]
2. Civil unrest; crime and arm twisting; red tapism and bureaucracy; tourism flows and impact. [10]
3. Tourism in Third World: Cultural and economic domination; Sex-tourism in Asia; carrying capacity; ignoring domestic tourists; community resources and demands of tourism. [15]
4. Emerging concepts: Eco-tourism, alternative tourism, soft tourism, health tourism, farm tourism, green tourism, space tourism, yoga and meditation Ayurvedic tourism, monsoon tourism., MICE Tourism. [15]

Total Hrs: 60

SUGGESTED READINGS:

Reports on World Tourism Organisation.

Report – Workshop on Tourism Legislation.

Encyclopedia of Tourism – Jafes Jafari. [Rouldedge, London, New York]

Basics of Tourism – Theory Operation & Practices.

[Krishan K. Karma, Mohinder Chand, Kanishka Publishers]

SIXTH SEMESTER

B.A. (Vocational) TOURISM AND TRAVEL MANAGEMENT

PAPER - XII : ENTREPRENEURSHIP DEVELOPMENT – II

1. Elements of Marketing and Sales Management – Market and Marketing Concept – Marketing Mix and its elements – product and market strategy – Advertising – Packaging – After sales service – spare parts management – channels of distribution – Distribution Trade – offs – transporting and storing function – overall cost of distribution. [15]
2. Dealing with Business Risks – Types of risks faced by the entrepreneur – Managing and controlling risks – eliminating, minimizing, shifting and absorbing risks – devices available to cope with risks – Insurance and risk management. Purchasing and Inventory control – Vendor Development – Economic order Quantity – Methods of valuing inventories – Pricing policies – Factors affecting individual prices – Average mark up and its computation. [15]
3. Industrial sickness in small scale sector – caused – technological obsolescence – Mis management of funds – Overstaffing – Remedial measures and turnaround strategies – System of predicating and preventing sickness in small scale industries. Product inspection – Quality Control – Quality Assurance – Total quality management Human Resource Planning and Management – Self Awareness and Development – Effective Communication and Interpersonal Relationships – Motivation – Leadership – Understanding human behavior – Managing Time & Stress [20]
4. Regulatory Framework – Licensing and Registration procedures – Municipal By laws and Insurance Coverage – Important provisions of Factories Act, Sale of Goods act and Partnership Act – Income Tax, Sales Tax and Excise Rules – Tax planning – using depreciation to reduce taxes – Maintaining proper Tax records – Social Responsibility and Business Ethics. [10]

Total Hrs: 60

SUGGESTED READINGS:

- Lawrence J. Gitman, Basic Managerial Finance, New York, Harper and Row Publishers, Inc. 1987.
- Lloyd L. Byars, Leslie W. Rue, Human Resource Management, Homewood, IL: Richard D. Irwin, Inc, 1987.
- Rao T.V. and Pareek Uday, Developing Entrepreneurship, New Delhi, Learning Systems, 1982.
- Rao T.V. and Pareek Uday, Personal Efficacy in Developing Entrepreneurship, New Delhi, Learning Systems, 1972.
- Welsh JA Jerry FW, Entrepreneurship Master Planning Guide – How to Launch a successful Business (Englewood Cliffs: Prentice Hall, 1983.)
- Department of Industrial Development, Incentives and concessions for