



Mangalore University

**Bachelor of Business Administration
(Tourism & Travel Management)
BBA(TTM)**

Scheme of Teaching & Evaluation

**For Bachelor of Business Administration
(Tourism & Travel Management)**

As per State Education Policy (SEP)

Academic Year 2024-25 Onwards

PREFACE

Tourism, with its multifaceted impact on people, the planet, and the economy, plays a crucial role in shaping global dynamics and local communities alike. Tourism significantly impacts people by creating opportunities for cultural exchange, economic growth, and social development. At its core, tourism facilitates interactions between people of different cultures, fostering mutual understanding and tolerance. Visitors immerse themselves in local traditions, cuisine, and lifestyles, enriching their own experiences while contributing to the preservation and promotion of cultural heritage.

Economically, tourism is a powerful driver of employment. It supports a wide array of sectors, including hospitality, transportation, retail, and entertainment. Jobs created directly in tourism and indirectly in related industries provide livelihoods for millions worldwide, particularly in developing regions where tourism can be a lifeline for communities.

Socially, tourism can empower local communities by showcasing their unique identity and promoting pride in cultural heritage. It encourages the preservation of traditions and crafts, often revitalizing cultural practices that might otherwise decline. Moreover, tourism can enhance infrastructure and services in destinations, benefiting residents' quality of life through improved facilities and amenities.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travellers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources,

including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to employment globally, providing numerous job opportunities across various sectors.

Rational and Nature of BBA(TTM) Program

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of the industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travellers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BBA (TTM) program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic background.

Learning Activities

Study Tours : The students of BBA (TTM) shall be required to undertake a study tour during their third semester (considering the climate conditions and other academic activities, it may be changed to 4th semester) for a period of 6-9 days maximum to important tourist destinations, national or international, in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, and knowing the inter-relationship between tourism and different industries. At least one leg of the journey must be by air to gain a primary knowledge of aviation and airline industry which students' study in foundation, major and minor courses. The possibility of involving different modes of transportation in the package may be utilized.

Industrial Visit/ Field Visit: The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing Industrial Visit/Field Visit reports, extreme caution must be exercised to ensure the report's material is of high quality.

Experiential Learning: An interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavors. In aviation and hospitality education, airport and airline visits are indispensable for extending learning beyond the traditional classroom. Students should be exposed to airline industry settings through field visit activities. Also, institutions should regularly organize industrial visits to expose students to current tourism and hospitality industry trends and best practices.

Community Engagement: The BBA (TTM) program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women entrepreneurial groups and farm tourism units. Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program

PEDAGOGY

The BBA (TTM)) program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, Cultural Exchange Programs, and National / International Destination Visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc

Eligibility of Teaching Faculty

Board of Studies (BOS) recommends that all Core, Electives, Optional and SEC courses must be taught by Teachers with MTTM, MTM, MBA (Tourism), MTHM and MTA.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratios**.

For 100 Marks Paper of 5 Credits: IA would have 20 Marks and the Semester End Examination would be for 80 Marks.

For 50 Marks Paper of 2 Credits: IA would have 10 marks and the Semester End Examination would be for 40 Marks.

Question Paper Pattern:

Model Question Paper (for 80 marks)

QP CODE
(Time: 3 Hours)

Title of the Paper

(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions. each sub question carries TWO marks.

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.
 - k.
 - l.

SECTION- B

Answer any SIX questions. Each question carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

SECTION – C

Answer any THREE questions.Each question carries TEN marks (3X10=30)

- 10.
- 11.
- 12.
- 13

Model Question Paper (For 40 marks)

QP CODE

Title of the Paper

Time: 3 Hours

[Max. Marks: 40]

SECTION- A

(5x2=10)

Answer any Five sub-questions each carries TWO marks

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.

SECTION- B

Answer any Two questions. Each carries FIVE marks (2X5=10)

- 2.
- 3.
- 4.

SECTION – C

Answer any Two questions.Each carries TEN marks (2X10=20)

- 5.
- 6.
- 7

BBA (Tourism & Travel Management) PROGRAM
Scheme of Teaching, Evaluation and Curriculum

SEMESTER I

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	Lang1.1	Language – I	Lang	4	80	20	100	3
2	Lang 1.2	Language – II	Lang	4	80	20	100	3
3	BBATM1.1	Tourism Principles and Practices	Core	5	80	20	100	5
4	BBATM1.2	Tourism Products and Resource of India – I	Core	5	80	20	100	5
5	BBATM1.3	Principles of Management	Core	5	80	20	100	5
6	BBATM1.4	Tourism in Karnataka	Core	4	80	20	100	3
7		Constitutional Values	Compulsory	3	40	10	50	2
Total				30	520	130	650	26

SEMESTER II

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1		Language – I	Lang	4	80	20	100	3
2		Language – II	Lang	4	80	20	100	3
3	BBATT M2. 1	Hospitality Management	Core	5	80	20	100	5
4	BBATT M 2.2	World Geography for Tourism – I	Core	5	80	20	100	5
5	BBATT M 2.3	Tourism Products and Resource of	Core	5	80	20	100	5

		India – II						
6	BBATT M 2.4	Tourism and Hospitality Marketing	Core	4	80	20	100	3
7		Environmental Studies	Compulso ry	3	40	10	50	2
Total				30	520	130	650	26

SEMESTER III

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1		Language – I	Lang	4	80	20	100	3
2		Language – II	Lang	4	80	20	100	3
3	BBATTM 3.1	Air Transportations and Operations	Core	6	80	20	100	5
4	BBATTM 3.2	World Geography for Tourism - II	Core	6	80	20	100	5
5	BBATTM 3.3	Basics of Financial Accounting	Core	6	80	20	100	5
6	BBATTM 3.4	Air Cargo Management	Core	3	40	10	100	2
7	BBATTM 3.5	Executive Development & Soft Skills	Compulsory*	3	40	10	100	2
Total				32	480	120	600	25

- Compulsory Course (Skill based) from Tourism Administration

SEMESTER IV

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1		Language – I	Lang	4	80	20	100	3
2		Language – II	Lang	4	80	20	100	3
3	BBATTM4.1	Travel Agency and Tour Operations Management	Core	6	80	20	100	5
4	BBATTM4.2	World	Core	6	80	20	100	5

		Geography for Tourism – III						
5	BBATM4.3	Basics of Cost Accounting	Core	6	80	20	100	5
6	BBATM4.4	Airline Ticketing	Core	3	40	10	50	2
7	BBATM4.5	Employability Skills	Compulsory*	3	40	10	50	2
Total				32	480	120	600	25

- **Compulsory Course (Skill based) from Tourism Administration**

SEMESTER V

Sl No	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBATM5.1	Leisure and Recreation Management	Core	6	80	20	100	5
2	BBATM5.2	Itinerary Development and Packaging	Core	6	80	20	100	5
3	BBATM5.3	Tourism Business Environment	Core	6	80	20	100	5
4	BBATM5.4	Front Office Management	Core	4	80	20	100	3
5	BBATM5.5	Entrepreneurship and Business Opportunities	Core	4	80	20	100	3
6	BBATM5.6	Internship/Project /Corporate Analysis	Skill Enhancement	3	40	10	50	2
TOTAL				29	440	110	550	23

SEMESTER VI

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBATM6.1	Travel Formalities	Core	6	80	20	100	5
2	BBATM6.2	Housekeeping Management	Core	6	80	20	100	3
3	BBATM6.3	Event Management	Core	6	80	20	100	5
4	BBATM6.4	Strategic Tourism Management	Core	4	80	20	100	3
5	BBATM6.5	Legal	Core	4	80	20	100	3

		Framework for Tourism Business						
6	BBATM6.6	Research Methodology	Skill Enhancement	3	40	10	50	2
Total				29	440	110	550	23
GRAND TOTAL							3600	148

**SEMESTER I
SYLABUS**

Course Code: BBATM1.1 Title of the Course: TOURISM PRINCIPLES & PRACTICES CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	6	60
Semester-End Examination	CIE	Total Marks
80	20	100
Pedagogy: Classroomslecture,tutorials,Groupdiscussion,Seminar, Case studies &fieldworketc.,		
Course Objectives:		
<ul style="list-style-type: none"> • To introduce the concept of tourism and travel management. • To expose the students to the theories and typologies of tourism • To explain the tourisms linkages with other disciplines of study 		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. b) The ability to explain the theories and practices of tourism. c) The abilitytoexplainthe motivationsbehindtravelbehaviorandabletoidentifytourismtrends d) Theabilitytoexplainthelinkagesoftourismindustrywithotherindustries		
Syllabus		
Module No.1: Introduction to Tourism and Hospitality Industry (12Hrs)		
Brief history of tourism worldwide and in India -Types and FormsofTourism:Inter-regionalandintra-regionaltourism,inboundandoutboundtourism,domestic,internationaltourism.FormsofTourism:religious,historical,social,adventure,health,business,conferences,conventions,incentives,sportsandadventure,seniortourism,specialinteresttourismlikecultureornatureoriented,ethnicro‘roots’tourism,S paceTourism-touristmotivators–socio-economiceffectsoftourismondestination.		
Module No.2: Tourism Principles, Theories and Practices(12Hrs)		
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network-Direct, Indirect and Support Services, Basic Components of Tourism - Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’sTourismAreaLifeCycle(TALC)-Doxey’sIrridexIndex–DemonstrationEffect–		

Crompton's Push and Pull model, Theory, Stanley Plog's Alo-centric and Psycho-centric Model of Destination Preferences

Module No.3: Travel Behaviour and Motivations(12Hrs)

Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism

Module No.4: Tourism and Modes of Transport.(12Hrs)

Transportation - Modes of transportation-Air transportation: national and private airlines-Chartered operations-major airports in India. Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Ind-Rail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise-Road Transportation: Coach Services, rent-a car, etc.

Module No.5: Tourism Organizations and Functions(12Hrs)

Roles and Functions of United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - India Tourism Development Corporation (ITDC), KSTDC, Jungle Lodges and Resorts of Karnataka.

Text Books:

1. Charles R Goeldner & J R Brent Ritchie, Tourism Principles, Practices, Philosophies, 2007, 10th Edition.
2. Sampad Kumar Swain and Jithendra Mohan Mishra, Tourism: Principles and Practices.
3. A.K Bhatia, Tourism Development, Principles and Practices, Sterling Publishers Pvt Ltd
4. M.R Dileep, Tourism, Transport and Travel Management, Routledge, Taylor & Francis Group.
5. David Timothy, Tourism and Transport – Modes, Networks and Flows, Channel View Publications.
6. Dr. Suryanath U Kamath, Formerly Reader, Department of History, Bangalore University – Jupiter Books, M.C.C. Publication, Bangalore.
7. Karnataka Sangathi, Kannada Development Authority, Bangalore
8. A Hand book of Karnataka-2005
9. Environmental studies- Benny Joseph- Tata Mc-Graw Hill

Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism,

Course Code: BBATT-1.2		
Title of the Course: TOURISM PRODUCTS AND RESOURCES OF INDIA –I CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
Semester-End Examination	CIE	Total Marks

80	20	100
Pedagogy: Classroomslecture, tutorials, Group discussion,Seminar, Casestudies&fieldworketc.		
Course Objectives:		
<ul style="list-style-type: none"> • To explain the concept of tourism products and resources. • To introduce various styles of Indian architecture • To describe various tourism products of north India 		
Course Outcomes: On successful completion of the course, the students will demonstrate:		
<ul style="list-style-type: none"> a) The ability to understand concepts of tourism products and resource and classifications. b) The ability to explain the process of architectural glory of India. c) The ability to comprehend the cultural diversity of India and its significance in country's tourism. d) The ability to understand the performing arts of India with their base and development. 		
SYLLABUS		
Module No.1 <u>Introduction to Tourism Products and Resources</u>(12Hrs)		
Definition of Tourism Products and Resources, Types of Tourism Products, concept, and classification of tourism resources in India- Tourism resource potential of India - Tourism Circuits in India- Ministry of Tourism, ITDC, ASI.		
Module No.2: Indian Architecture and Monuments(12Hrs)		
Contributions of Indian Architecture to the Country's Tourism, Various architecture & Architectural Styles in India, Heritage Tourism in India, UNESCO World Heritage sites and Monuments of India.		
Module No.3: Spiritual and Religious Tourism Resources of India(12Hrs)		
Introduction to spiritual and Sacred Journeys. Spiritual and religious travel motivations. Major places of religious and spiritual tourism Centers of different religions; Indian Customs and Traditions, Tourism and Culture. PRASHAD Scheme and Swadesh Darshan Scheme of Ministry of Tourism, Govt of India.		
Module No.4: Performing Arts Resources of India(12Hrs)		
Indian Classical Music –Hindustani and Carnatic, Major Music Festivals in India; Classical Dance Forms in India -Bharatanatyam, Kathak, Kuchipudi, Odissi, Manipuri; Folk Dances of North India, Major Dance Festivals of North India; different Fairs and Festivals of North India.		
Module No.5: Natural Tourism Resources of North India(12Hrs)		
National Parks, Biosphere Reserves and Wildlife Sanctuaries - Beaches- Hill stations- Deserts- Rivers-Mountains; Adventure Tourism – Concepts of Adventure tourism, adventure tourism resources- Land Based, Water Based and Air Based tourism resources.		
Skill Development Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. • Draft natural tourism circuits of India. • Draft travel itineraries for domestic tourism circuits in India. 		
Text Books:		
<ol style="list-style-type: none"> 1. Prof. N.K Sharma, Tourism Products of India, University Science Press, Bangalore 2. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 3. Manoj Dixit and Chatti Sheela, Tourism Products, 4. I.C. Gupta and S. Kasbekar – Tourism Products of India. 5. S.P. Gupta – Cultural Tourism in India. 6. A.L. Bhasham – Wonder that was India. 7. Sajnani, Manohar – Encyclopedia of Tourism Resources in India 8. Gupta & Krishnalal, S.P. - Tourism Resources and Monuments in India. 9. Lajpathi Rai – Development of Tourism in India 		

10. Banerjee, J.N. - The development of Hindu Iconography
11. Hamayan Khan – Indian Heritage
12. Percy Brown – Indian Architecture.

Note: Latest edition of textbooks may be used.

Course Code: BBATT-1.3		
Title of the Course: PRINCIPLES OF MANAGEMENT CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	05	60
Semester-End Examination	CIE	Total Marks
80	20	100
Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.		
Course Objectives:		
<ul style="list-style-type: none"> • To introduce the principles and concepts of the management • To familiarize the application of principles and concepts of management • To orient the students to applications of Management principles in Tourism industry. 		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate:		
<ul style="list-style-type: none"> ❖ the ability to understand the concepts of business management, principles, and function of management in a developing economy ❖ the ability to explain and undertake the process of planning and decision making in modern management system ❖ the ability to create organization structures based on authority, task, and responsibilities. ❖ the ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. ❖ the ability to understand the requirement of good control system and control techniques 		
SYLLABUS		
Module 1: Introduction to Management (12Hrs) Meaning, and definition of management, characteristics and significance of management, scope and functional areas of management, management and administration, management as science, arts or profession, evolution of management thought, contributions of F.W. Taylor in the field of scientific management. Peter F. Drucker and Fayol's contribution to modern management		
Module 2 Planning and Decision Making (12Hrs) Planning- meaning, definition, features, benefits, and limitations of planning- process of planning - how to make planning		

effective–types and forms of planning; MBO- process importance- making MBO effective; Decision Making – meaning- process- types of decisions; steps in decision making

Module 3 Organisation (12Hrs)Meaning – definition – features- principles of organisation- process-Types of organisations- line -functional- line & staff - matrix (in brief) - project (in brief)-committees (in brief) -Organisation chart-meanings & content - Organisation manual-meanings & content - Authority & power- (concepts only) - Delegation of authority-principles – benefits and problems of delegation of authority-Centralisation and Decentralisation -Span of management.

Module IV Directing (12Hrs)Meaning and nature of direction, Principles of direction. **Staffing** – meaning & significance - Process of staffing (in brief); Leadership – meaning, qualities – Styles of leadership. **Motivation** - meaning – importance and objectives, Morale, and Productivity. **Communication** – importance and objectives, Barriers in effective communication; steps to overcome barriers -Types of communication.

Module V Coordination and Control(12Hrs) Coordination –Meaning- Need - Principles –Control – Meaning – Process – Control Methods or Techniques; Management Audit concept - SWOC, KAIZEN, TQM, MIS, ISO, Change Management, Knowledge Management (Meaning only). Emerging Trends; Case Studies.

Books for Study and Reference:

- 1) Harold Koontz & Heinz Weihrich, Principles of management - Essentials of Management, Tata McGraw Hill, 10th edition (2015)
- 2) L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 6th Edition, (2013)
- 3) T.N. Chhabra, Principles and Practice of Management, Dhanpat Rai & Co Publication, (2018)
- 4) V. S. P. Rao Principles and Practice of Management, Konark Publishers, 1996 6.
- 5) V. S. P. Rao V Hari Krishna, Management: Text and Cases - Excel Publications (2005)
- 6) B.S. Raman & Chandrashekhar K, Principles of Management, New United Publishers (2021)

Course Code: BBATT-1.4
Title of the Course: Tourism in Karnataka
CORE COURSE

CourseCredits	No.of Hours perWeek	TotalNo. of TeachingHours
3	05	45
Semester-EndExamination	CIE	TotalMarks
80	20	100

Pedagogy:Classroomslecture,tutorials,Groupdiscussion,Seminar,Casestudies.

Course Objectives:

- To introduce the physical characteristics, demographics, and brief history of Karnataka.
- To describe the cultural heritage of Karnataka
- To explain the arts, crafts , fairs and festivals and cuisines of Karnataka

Course Outcomes: On successful completion Student will demonstrate:

- a) An understanding of geography of Karnataka.
- b) An ability to describe the tourism significance of Karnataka.

- c) An understanding geographical terminology.
- d) An understanding of touroperationbusiness.
- e) Anunderstandingofthetechniquesoftourpackagingandpreparationof tour itinerary.

SYLLABUS

Module No. 1: Introduction(10Hrs):The Physiography Settings - Area and Population; Climate; Rainfall; Soil Types; Water Resource; Mineral Resource; Forest; Mountain System; Geographical Divisions of Karnataka; Demographic study; History of Karnataka.

Module No 2: Karnataka Tourism Development(10Hrs): Role of state government in promoting tourism; Ministry of Tourism; K.S.T.D.C.; Role, Master Plan and Functions; State Tourism Policies; Jungle Lodges and Resorts; Karnataka Tourism Society; Major Hotel Chains in Karnataka; Major Tour Operators in Karnataka.

ModuleNo.3: Cultural and Heritage Tourism in Karnataka(08 Hrs): Fairs and Festivals of Karnataka, Language, Customs and Traditions, Cuisines; Art Forms – Music, Dance and Theatre; Folk Tourism Resources in Karnataka; Linguistic and Ethnic Diversities; Heritage Tourism Destinations – UNESCO Heritage sites and monuments of Karnataka.

ModuleNo.4: Nature-Based Tourism in Karnataka(10Hrs): Tourism in Western Ghats and Coastal regions of Karnataka –opportunities and challenges - Hill Stations - Important hill stations of Karnataka, Tourist facilities; Wild Life Sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism; Adventure Tourism –Types, Destinations, Facilities and amenities available at adventure spots.

ModuleNo.5: Culinary Tourism in Karnataka(07Hrs) – cuisines of different regions and communities in Karnataka – Coastal Cuisines, Malnad cuisines,**cuisines of North, Central and southern Karnataka**, Popular food, and beverages of Karnataka. Culinary influences – traditional food vs modern food. Past, Present and Future of authentic traditional food and beverages of Karnataka.

Skill Development Activities:

1. List outthemajor geographical landmarks of Karnataka
2. Drawthemap of Karnataka and point out the major tourist destinations of Karnataka.
3. Prepare the fact file of Karnataka Geography.

Text References

1. Dr. Ranganath and Dr. Suryanath, Geography of Karnataka – A concise History of Karnataka
2. P.Mallappa, Geography of Karnataka, Chethana Book Collection.
3. Dr. Sooryanatha Kamath, A concise History of Karnataka.
4. Divya Jose, Karnataka a Special guide Tailor made for foreign tourist, Kindle Edition.
5. Dr. Santhosh Kumar P.K, The infrastructuralDeterminants of Tourism Demand in Karnataka
6. Ansusekhar Guin and Madhuri Guin, Glimpses of Karnataka 9Sample Travel Plan.
7. Abdul Mannan Bagulia, Indian Geography, Anmol Publications Pvt. Ltd.,
8. Mohd, Abbas Khan, Encyclopedia of Indian Geography (3 Volumes), Anmol Publications Pvt. Ltd.,
9. Rosalin Hurst, Indian Geography- Perspectives, Concerns and Issues, Rawath Publishers and Distributors, 2009.
10. Bright P., World Geography with Geography of India, Bright Careers Institute,
11. Rohan Peter, Panorama of Indian Culture- Culture of Creativity, Dominent Publishers and Distributors.
12. IshwaraTopa, Indian Culture, Prakashan Kendra, 2000.

SEMESTER II

Course Code: BBATT-2.1 Title of the Course: HOSPITALITY MANAGEMENT CORE COURSE		
CourseCredits	No.of Hours perWeek	TotalNo. of TeachingHours
5	05	60
Semester- EndExamination	CIE	TotalMarks
80	20	100
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.		
Course Objectives: <ul style="list-style-type: none"> • To introduce the fundamental concept and history of Hospitality Industry • To explain the structure of hotels and resorts • To impart on various departments in the hotel and their functions. 		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ol style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department 		
SYLLABUS		
Module No. 1: Origin and History of Hotel Industry(12Hrs): The term ‘Hotel’; Evolution & Development of hospitality industry and tourism. Types of accommodation - supplementary and primary accommodations - Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, services,) – categorization of hotels – star classifications.–Hotel chains in India, famous hotels worldwide. Hotel Organisations – FHRAI,HAI, International Hotel Association (IHA) and functions		
Module No. 2: Hotel Organization(12Hrs) Need for Organizational charts – Major Departments and their functions in a hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance – Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.		
Module No. 3: Front Office(12Hrs): Front office - Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system.room rates and Tariffs. Travel Desk and its operations.		
Module No. 4: Housekeeping(12Hrs): Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
Module No. 5: Food and Beverage(12Hrs): Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.Types of plans and services: - Continental Plan –		

European Plan -American Plan – Modified American plan – Bermuda Plan.

Skill Developments Activities:

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.
4. List out the organizations associated with hotel industry and their role and functions

Text Books:

1. The Indian Hospitality Industry, Sandeep Munjal and Sudhanshu Bhushan, CRC Press, Taylor and Fancis.
2. Jatashankar Trivedi, Hotel Front Office – Operations and Management, Oxford Higher Education.
3. Negi.J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
4. Raghubalan, G. & Ragubalan S. (2009), Hotel Housekeeping Operations and Management, OUP, New Delhi.
5. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
6. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
7. Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.

Note: Latest edition of text books may be used.

Course Code: BBATT-2.2		
Title of the Course: WORLD GEOGRAPHY FOR TOURISM – I		
CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	05	60
Semester- End Examination	CIE	Total Marks
80	20	100
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Objectives:		
<ul style="list-style-type: none"> • To explain the meaning, concept and importance of geography in tourism. • To explain the IATA Areas and sub areas to the students • To introduce the North, Mid and South Atlantic regions of the world with popular tourist attractions 		
Course Outcomes: On successful completion of the course, the students will Demonstrate:		
<ol style="list-style-type: none"> a) Students should be able to remember and locate countries, cities, and other geographic features of IATA Area 1. b) Students will develop physical and political perspective of world geography of IATA Area 1 c) Study the climate, whether and tourism resources of the world in a regional approach. d) Gain knowledge on physical and human geography and tourism characteristics of North America. 		
SYLLABUS		
Module No.1: Introduction To Tourism Geography (12Hrs): Definition of Geography and Tourism Geography; Importance of Tourism Geography; Themes of Geography; Interrelation between Tourism and Geography; Components of Tourism Geography, Elements of Tourism Geography.		
Module No.2: Physical Geography of IATA Area – 1 (12Hrs): North America, South America, &		

Central America, Climatology; Major Natural Resources – waterfall, Rivers, Mountains, deserts. Map reading and plotting important cities on the map.
Module No.3: North-Atlantic Region(12Hrs): Countries and Capital cities of North- Atlantic Region; Tourism Geography and Travel Formalities of Canada, USA, Alaska, and Mexico. major tourist destinations in the region.
Module No.4: Mid-Atlantic Region(12Hrs): Countries and Capital cities of Mid-Atlantic Region; Tourism Geography and Travel Formalities of Columbia, Peru, Venezuela, Ecuador, Suriname, and Bolivia; Central America – Panama, Guatemala, Belize, Honduras, and Costa Rica; Caribbean Islands – Jamaica, Bermuda, Bahamas, Haiti, and Cuba. Major tourist destinations in the region.
Module No.5: South – Atlantic Region(12Hrs): Countries and Capital cities of South Atlantic Region; Tourism Geography and Travel Formalities of Argentina, Brazil, Chile, Paraguay, and Uruguay. Major tourist destinations in the region.
Skill Development Activities: a) Two cases on major tourism circuits from the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. b) Design travel itineraries for destinations of Mid-Atlantic region countries and document in the Skill Development Book. c) Draft tour itineraries for intra-continental tourism for Area I and document in the Skill Development Book.
Text Books: 1. Alan, A Lew, C Micheal Hall and Dallen Timothy, World Geography of Travel and Tourism – A Regional Approach, Elsevier, Butterworth Heinemann. 2. Babu P George and Alexandru Medelea International Tourism: World Geography and Development Perspectives. 3. Majid Husain, World Geography. 4. Worldwide Destinations – The Geography of Travel and Tourism, 8 th Edition, 5. IATA UFTA Course materials 6. Lonely Planets of respective countries. Note: Latest edition of text books may be used

Course Code: BBATT-2.3		
Title of the Course: TOURISM PRODUCTS AND RESOURCE OF INDIA – II		
CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	05	60
Semester- End Examination	CIE	Total Marks
80	20	100
Pedagogy: Classrooms lectures, tutorials, Group discussion, Seminar, Case studies & field work etc		
Course Objectives		
<ul style="list-style-type: none"> • To explain the Early paintings, Museums, and art galleries of India. • To introduce about the adventure and nature-based tourism resources of south India. • To describe about eco and farm tourism concepts and their developments in India. 		
Course Outcomes: On successful completion of the course, the students will demonstrate:		
a) The ability to understand significance of Indian paintings. b) The ability to explain the historical glory through museums and art galleries. c) The ability to comprehend the nature-based tourism in India. d) The ability to understand the concept of living heritage.		
SYLLABUS		

ModuleNo.1: Indian Paintings(12Hrs):Early Phase of Painting in India; Major Schools of Paintings - Ajantha Paintings, Chola Paintings, Vijayanagara Paintings, Mughal Paintings, Rajput Paintings, Ragamala Paintings, Tanjore Paintings, Mysore Paintings, Kerala Paintings, Modern Paintings.

ModuleNo.2: Museums and Art Galleries in India(10Hrs): Introduction, Types of Museums; Art Galleries and Libraries of India, Treasures of India.

ModuleNo.3: Adventure tourism in South India(12Hrs)– Land Based, Water Based, and Aero Based Adventure tourism activities; Major Adventure Tourism Destinations of South India.

ModuleNo.4: Nature Based Tourism Resources of South India(12Hrs):Concept of eco-tourism National parks, Biosphere reserves and wildlife sanctuaries, Beaches – Hill stations –rivers – Mountains.

ModuleNo.5: Recent Trends in Indian Tourism(14rs): Indian tribes and tribal tourism- Alternative Tourism, Rural Tourism, Farm Tourism, Plantation Tourism, Spice Tourism, Monsoon Tourism, Golf Tourism, Heritage Tourism, MICE Tourism, Medical Tourism, Literary Tourism, Space Tourism, Sports Tourism, Culinary and Wine Tourism, Educational Tourism, Disaster and Dark tourism.

TextBooks:

1. Prof. N.K Sharma, Tourism Products of India, University Science Press, Bangalore
2. Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India –A National Perspective”
3. Manoj Dixit and Chatti Sheela, Tourism Products
4. Robinet Jacob, Mahadevan P. Sindhu Joseph, “Tourism Products of India–A National Perspective”
5. I.C.GuptaandS.Kasbekar–TourismProductsofIndia.
6. S.P.Gupta–CulturalTourisminIndia.
7. A.L.Bhasham–WonderthatwasIndia.
8. Sajnani,Manohar–EncyclopediaofTourismResources inIndia.
9. Guptha&Krishnalal,S.P.-TourismResourcesandMonumentsinIndia.
10. LajpathiRai-DevelopmentofTourisminIndia
11. Banerjee,J.N.-The developmentofHinduIconography
12. HamayanKhan- IndianHeritage
13. PercyBrawen – IndianArchitecture

Note:Latesteditionoftextbooksmaybeused.

Course Code: BBATT- 2.4		
Title of the Course: TOURISM ANDHOSPITALITY MARKETING		
CORE COURSE		
CourseCredits	No.of Hours perWeek	TotalNo. of Tea
3	05	45
Semester-EndExamination	CIE	TotalM
80	20	100
Pedagogy: Classroom lecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldwork.		
Course Objectives		
<ul style="list-style-type: none"> • To introduce concept of hospitality marketing and marketing philosophies. • To explain the concept of Market segmentation and market positioning • To explain market dynamics market planning and various marketing strategies. 		
CourseOutcomes:Onsuccessful completion ofthecourse,thestudentwillbeabletodemonstrate:		
a) Understand the concept of hospitality marketing and market philosophies.		

- b) Gain knowledge on market segments and market positioning.
- c) Understand market dynamics and marketing environment.
- d) Develop ideas on Market planning, marketing strategies and channels of distribution.
- e) Demonstrate public relation in hospitality marketing and destination marketing.

Syllabus

Module No.1: Introduction to Tourism and Hospitality Marketing(10Hrs): Core Concept of Marketing: M Scope of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange, and tra Marketing: Marketing Philosophies-Service Characteristics of Tourism Products- The Service Marketin Tourism Marketing, Significance of Tourism Marketing.

Module No.2: Market Analysis, Segmentation and Positioning(10Hrs): Measuring and forec Forecasting Methods– Market Segmentation and Positioning-7P’s of service marketing and marketing mix.

Module No.3: Developing Marketing Environment(08Hrs): Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relations Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place.

Module No.4: Planning Marketing Program(07Hrs): Product and product strategies – Product-line-Prod Packaging-Pricing Considerations -Approach and Strategies-Distribution Channels and Strategies – Advertisi

Module No.5: Public Relation and Destination Marketing(10Hrs): Major activities of Public Relati Relations-Product Publicity- Corporate Communication – Lobbying-Counseling-The Public Relation Proc Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – M Process – Identifying Target Market Classification of Visitor Segments, Monit Competition of Visitors involves image Making, Developing Package of attraction and Amenities.

Textbooks:

1. Philip T. Kotler (Author), John T. Bowen (Author), James Makens, Marketing for Hospitality and T Education, New Delhi
2. Vinnie Jauhari, Hospitality Marketing and Consumer Behavior, CPC Press Taylor, and Francis.
3. Howard Feiertag Hospitality sales and marketing, CPC Press Taylor, and Francis.
4. Alan Fyall, Patrick Legohérel, Isabelle Frochot at el, Marketing for Tourism and Hospitality: Collab and Experiences, Routledge publisher.
5. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
6. Bennett J.A. Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lan
7. Kotler P (2012). Marketing Management, Pearson Education, New Delhi.
8. Stanton W.J. (1999) Fundamentals of Marketing, McGraw Hill, New York.
9. Neelamegham.S.(1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
10. Ramasamy V.S. & Namakumar.S. (1990). Marketing Management: Planning & Control, Macmillan, New

Note: All Core Courses, Optional Courses, Elective Courses & Skill Enhancement Courses are under Studies in Business Administration (TTM).
