

**CENTRAL UNIVERSITY OF ANDHRA PRADESH**  
**ANANTHAPURAMU**

**Learning Outcome-based Curriculum Framework (LOCF)**  
**for Undergraduate Programme**



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(Education Gives Humility)

**B Voc Tourism and Travel Management**  
**2021-22**

**Structure and Syllabus**  
(With effect from 2021-22 Batch)

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## Important Information to Students

- I. The minimum duration for completion of any UG Programme is 6 semesters (3 academic years) and the maximum duration is 12 semesters (6 academic years) or as per amendments made by the regulatory bodies from time to time. For completion of any programme, the maximum duration is double the duration of the programme concerned.
- II. A student should attend at least 75% of the classes, seminars, practicals in each course of study as may be prescribed and at least 60% in **redo** course.
- III. An on-campus elective course is offered only if a minimum of 10 students or 40% of the registered students in the class, whichever is higher, exercise their option for that course.
- IV. All theory courses in UG programmes carry a Continuous Internal Assessment (CIA) component to a maximum of 40 marks and End Semester Examination (ESE) for a maximum of 60 marks
- V. The students pursuing Undergraduate Programme should pass separately in both the CIA and ESE, i.e., the students need to secure 16 (40% of 40) out of 40 marks in the CIA and 24 (40% of 60) out of 60 marks in the semester-end examinations for theory courses.
- VI. Students failing to secure the minimum pass percentage marks in CIA are not be allowed to take the end semester exam of that particular subject in that semester. S/he has to **Redo** the course by attending the classes for a semester to gain the pass percentage in the internal tests in order to take the end semester examinations.
- VII. Students failing a course due to lack of attendance have to **redo** the course.
- VIII. The semester-end question paper pattern:
  - a. Section - A : should answer 5 out of 8 questions –  $5 \times 2 = 10$  Marks
  - b. Section - B : should answer all 5 questions with internal choice covering all units (for example: Q1 – a or b, Q2 - a or b, Q3 – a or b, Q4 – a or b, Q5 – a or b) –  $5Q \times 4M = 20$  marks
  - c. Section – C : should answer all 2 questions with internal choice (for example: Q1 – a or b, Q2 - a or b) –  $2Q \times 10M = 20$  Marks
  - d. Section - D : Case Study is compulsory –  $1Q \times 10M = 10$  Marks
- IX. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as Practical/ Thesis/ Dissertation etc.



**CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU**  
**BVoc in Tourism and Travel Management: Semester and Course-wise Credits**

Sem	Discipline Core (DSC) (L+T+P)	Discipline Elective (DSE) / Generic Elective (GE)	Ability Enhancement Compulsory Courses (AECC), Languages (L+T+P)	Skill Enhancement Courses (SEC)		Internship	Project Work	Lab	Total Credits
				Skill based (L+T+P)	Value based/ Add-on (L+T+P)				
I	DSC 1 (5) DSC 2 (5) DSC 3 (5) DSC 4 (5)	EL by MOOC-1 (2)	Communication Skills -I (5)	Computer Skills (3)	Value based/Add-on Course	--	--	Comp. Lab (2)	32
II	DSC 5 (5) DSC 6 (5) DSC 7 (5)	EL by MOOC-2 (3)	Communication Skills -II (5)	Python Programming (3)	Value based/Add-on Course	Internship During Intervening summer between II and III semesters	--	Comp. Lab (2)	28
III	DSC 8 (5) DSC 9 (5) DSC 10 (5) DSC 11 (5)	EL by MOOC-3 (2)	Basic Statistics (5)	Accounting and Financial Management (5)	Value based/Add-on Course	--	--	--	32

IV	DSC 12 (5) DSC 13 (5) DSC 14 (5) DSC 15 (5)	EL by MOOC-4 (3)	Research Methodology (4)	--	Value based/Add-on Course	--	--	Comp. Lab (1)	28
V	DSC 16 (5) DSC 17 (5) DSC 18 (5)	EL by MOOC- 5 (5)	Legal and Regulatory Framework in Tourism (5)	--	Value based/Add- on Course	--	Summer Training Project (5)	--	30
VI	DSC 19 (5) DSC 20 (5) DSC 21 (5)	DSE 1 (5) DSE 2 (5)	--	Computer Reservation System (2)	--	--	--	Comp. Lab (3)	30
Total	105	25	24	13	--	--	5	8	180
Perce ntage	58.33	13.90	13.33	7.22	--	--	2.78	4.44	--

**Total Credits = 180**

### **Alignment with CBCS**

The BVoc Tourism and Travel Management programme is aligned with Choice Based Credit System (CBCS) adopted by the Central University of Andhra Pradesh.

### **Types of Courses**

The following types of courses are offered under CBCS:

**Core Courses (CC).** A core course is a compulsory course. A student of BVoc Tourism and Travel Management has to take 21 such Tourism and Travel Management courses over six semesters.

**Elective Courses (EC).** An elective course is a course that is to be chosen from a specified set of courses. These courses are of two types.

**Discipline Specific Electives (DSE):** These are elective courses that provide advanced undergraduate training in specialised areas of Tourism and Travel Management. A set of two, semester- specific, courses of this kind are offered in the sixth semester of the Tourism and Travel Management programme. In this semester, a student has to take two such courses from the relevant semester's set of courses.

**Generic Electives (GE):** These courses, in disciplines other than Tourism and Travel Management, are intended to broaden the training of a student in the BVoc Tourism and Travel Management programme. A student of BVoc Tourism and Travel Management will take one such course, offered by another department, in each of Semesters I, II, III, IV & V.

**Ability Enhancement Compulsory Course (AECC).** Five such courses are to be taken, one in each Semester I, II, III, IV & V.

**Skill Enhancement Course (SEC).** A student is to take one such course in Semester I, II III and one in Semester VI.

**Massive Open Online Courses (MOOC):** Online Courses being a norm now, there are a lot of organizations out there that offer these MOOC courses. The University Grants Commission (UGC) along with the HRD (Human Resource Development) Ministry has launched the MOOC program in India for higher secondary, bachelors and masters degrees. This will cover a wide range of subjects that may or may not be taught in regular campus studies. As per the UGC instructions the BVoc Tourism and Travel Management offers MOOC courses in the I, II, III, IV & V semesters.

## UGC GUIDELINES FOR B Voc

Guidelines for Bachelor of Vocation (BVoc) Programme under the National Skills Qualifications Framework (NSQF)

### **Preface**

In pursuance of the University Grants Commission (UGC) scheme on skill development based higher education as part of college/university education leading to Bachelor of Vocation (B. Voc.) Degree, the university has decided to introduce the skill education-based degree programme leading to the award of the BVoc degree.

As per the UGC scheme and in coherence with the NSQF framework is designed with facilities for multiple exits/entry into the programme and, depending on the skill level attained may be awarded Diploma/ Advanced Diploma or a B. Voc degree at the end of the 6 semesters programme as the case may be. It is expected that the B. Voc. programme would enable its products making a meaningful participation the Tourism and Travel Management activities of the country through adequate employment and entrepreneurship.

### **Eligibility Criteria**

- a) To be eligible for admission to a bachelor's vocational degree programme of study, a candidate must have secured a minimum of 45% of the aggregate marks in class +2 level of a recognized Board of School Education or an equivalent grade/NSQF certification level, admission to first semester or level 4 of bachelor's vocational degree programme under NSQF can be made as per following categorization unless otherwise prescribed by Advisory Committee of Bachelor of Vocational Degree Programmes

*Category-1:* Candidates who have already acquired 50 prescribed NSQF certification level in a particular industry sector and opted for admission in the Bachelor of Vocational degree programme under same sector for which he/she was previously certified at school level.

*Category-2:* students who have acquired requisite NSQF certification Level but may like to change their sector and may enter in BVoc course in a different sector.

*Category-3:* Students who have passed 10+2 examination with conventional schooling without any background of vocational training.

*Category-4:* Students who have qualified equivalent examination from polytechnic in the same field may also be considered eligible.

- b) Equal weightage, at par with other subjects, would be given to vocational subjects at +2 level while considering candidates for admission.

**Duration:**

The duration of the B. Voc. Courses shall ordinarily be of three years duration which shall be evenly distributed into semesters. There shall be at least 90 teaching-learning days in a semester excluding the evaluation time.

**Programme Structure**

The B.Voc programmes shall have a mix of general and skill component in which 40.0% of the total content shall be of general nature including language courses in English while the remaining 60.0% of the content shall be on skill developing. The syllabi of the various programmes shall be approved and amended as may be needed from time to time by the concerned university authorities.

**Levels of Awards**

The certification levels will lead to Diploma/Advanced Diploma/B. Voc. Degree in one or more vocational areas and will be offered under the aegis of the University. This is out-lined in Table I.

**Table – I**

<b>Award</b>	<b>Duration</b>	<b>Corresponding NSQF</b>
Diploma	1 Year	5
Advanced Diploma	2 Years	6
B.Voc. Degree	3 Years	7

**Credit Distribution & Certification Levels**

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Course Duration	Exit Points / Awards
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semesters	Diploma
6	72	48	120	Four Semesters	Advanced Diploma
7	108	72	180	Six Semesters	BVoc Degree



### Credit Distribution Structure

The BVoc programme shall have multiple exit/ entry points. Any candidate admitted in such a Course of the university may complete all the six semesters successfully at one go and leave the university with a B. Voc Degree in the relevant skill sector opted by her/him. A student shall however have the option to exit from the course after successfully completing the first year with a certificate in the relevant trade and if the candidate opts to exit after successfully completing the second year of the programme. s/he may do so with an Advanced Diploma in the relevant Trade.

The full six semester Credit Distribution Structure of the course is as under:

Semester	Skill Component Credit	General Component Credit	Total Credit	Cumulative Credit at the end of the Semester
Semester I	18	12	30	30
Semester II	18	12	30	60
Semester III	18	12	30	90
Semester IV	18	12	30	120
Semester V	18	12	30	150
Semester VI	18	12	30	180

The curriculum is designed in a manner that at the end of year-1, year-2 and year-3, students are able to meet below mentioned level descriptors for level 5, 6 and 7 of NSQF, respectively:

### Level Descriptors under NSQF

Level	Process required	Professional Knowledge	Professional Skill	Core skill	Responsibility
Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, Processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools materials and information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and Some responsibility for other's works and learning
Level 6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard / non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or Study	Reasonably good in mathematical calculation, understanding of social, political and, reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning
Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Good logical and mathematical Skill understanding of social political and natural environment good in collecting and organizing information, communication and presentation skill	Full responsibility for output of group and development

*a. Professional knowledge is what a learner should know and understand with reference to the subject.*

*b. Professional skills are what a learner should be able to do.*

*c. Core skills refer to basic skills involving dexterity and use of methods, materials, tools and instruments used to perform the job including IT skills needed for that job.*

*d. Responsibility aspect determines the (i) nature of working relationship, (ii) level of responsibility for self and others, (iii) managing change and (iv) accountability for actions.*

# **Tourism and Travel Management**

## **SYLLABUS (w.e.f. Academic Year 2021-22)**

In pursuance of the University Grants Commission (UGC) scheme on Skill Development based higher education as a part of college/university education leading to Bachelor of Vocational (B. Voc.) Degree, The University has decided to introduce the skill education-based degree Programme leading to the award of BVoc Degree in Tourism and Travel Management.

The programme as per the UGC scheme and in coherence with NSQF framework is designed with facilities for multiple exits/entry into the programme and, depending on the skill level attained may be awarded Certificate/Diploma/Advanced Diploma or a BVoc Degree at the end of 6 semester programme as the case may be.

### **Programme Objectives - BVoc TTM**

At the end of the programme, the student should be able to:

- have an overview of all the relevant areas of Tourism and Travel Management
- understand the concepts thoroughly on Tourism and Travel Management.
- complete internships/projects in organizations and gain practical knowledge in the Tourism and travel sector.
- develop the skill and knowledge about Tourism and Travel Management.
- be industry ready and enhance employability skills to slide into Tourism and travel sector.
- be confident to start a small entrepreneurial activity in Tourism and travel Sector.
- gain confidence to be self-reliant and create employment opportunities for others in Tourism and travel Sector.

### **Programme includes**

- Internship in organisations during the intervening summer between II and III Semesters of the programme.
- Summer Training Project (STP) in organisations during the intervening summer between IV and V Semesters of the programme.
- Educational Tour (which is evaluated through report and presentation) of not more than 10 days and entire cost of the tour should be borne by the student.



**CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU**  
**B Voc Tourism and Travel Management: Programme Structure**

Total Number of Credits for BVoc TTM Programme: 180

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
<b>Semester – I</b>							
1	BTT 101	Computer Skills	5	45	00	10	35
2	BTT 102	Communication Skills – I	5	30	30	10	--
3	BTT 103	Introduction to Marketing	5	55	10	10	--
4	BTT 104	Principles and Practices of Management	5	55	10	10	--
5	BTT 105	Tourism Principles, Policies and Practices	5	55	10	10	--
6	BTT 106	Travel Management	5	55	10	10	--
7	BTT 107	MOOCs	2				--
		Add-on Course					
<b>Total</b>			<b>32</b>				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
<b>Semester – II</b>							
1	BTT 201	Python Programming	5	45	00	00	35
2	BTT 202	Communication Skills-II	5	30	30	10	--
3	BTT 203	Introduction to Hospitality	5	55	10	10	--
4	BTT 204	Tourism Products of India	5	55	10	10	--
5	BTT 205	Managerial Economics	5	55	10	10	--
6	BTT 206	MOOCs	3				--
7		Add-on Course					
<b>Total</b>			<b>28</b>				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
<b>Semester – III</b>							
1	BTT 301	Organizational Behavior	5	55	10	10	--
2	BTT 302	Customer Relationship Management	5	55	10	10	--
3	BTT 303	Basic Statistics	5	55	10	10	--
4	BTT 304	Accounting and Financial Management	5	55	10	10	--
5	BTT 305	Hotel Operations	5	55	10	10	--
6	BTT 306	Global Tourism Geography	5	55	10	10	--
7	BTT 307	MOOCs	2				--
		Add-on Course					
<b>Total</b>			<b>32</b>				

S. No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
<b>Semester – IV</b>							
1	BTT 401	Research Methodology	5	55	10	10	--
2	BTT 402	Human Resource Management in Travel and Tourism	5	55	10	10	--
3	BTT 403	Travel Agency and Tour Operations	5	55	10	10	--
4	BTT 404	Airline and Cargo Management	5	55	10	10	--
5	BTT 405	Special Interest Tourism	5	55	10	10	--
6	BTT 406	MOOCs	3				--
7		Add-on Course					
<b>Total</b>			28				
<b>Semester –V</b>							
S.No.	Course Code	Course Title	Number of Credits	L	T	S/P	Lab
1	BTT 501	Business Strategy and Entrepreneurship	5	55	10	10	--
2	BTT 502	Legal and Regulatory Framework in Travel and Tourism	5	55	10	10	--
3	BTT 503	Event Management and MICE	5	55	10	10	--
4	BTT 504	Basic Airfare and Ticketing	5	55	10	10	--
5	BTT 505	Summer Training Project	5	55	10	10	--
6	BTT 506	MOOCs	5				--
7		Add-on Course					
<b>Total</b>			30				
<b>Semester –VI</b>							
S.No.	Course Code	Course Title	Number of Credits	L	T	S/P	Lab
1	BTT 601	Sales and Distribution Management in Tourism	5	55	10	10	--
2	BTT 602	Responsible Tourism	5	55	10	10	--
3	BTT 603	Computer Reservation System	5	55	10	10	--
4	BTT 604	Tourism and Disaster Management	5	55	10	10	--
5	BTT	Elective – 1 (Group – A)	5	55	10	10	--
6	BTT	Elective – 2 (Group – B)	5	55	10	10	--
<b>Total</b>			30				

<b>GROUP - A: Electives</b>							
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>S/P</b>	<b>Lab</b>
1	BTT 611	Tour Guiding and interpretation	5	55	10	10	--
2	BTT 612	Tourist Behavior and Cross Cultural Management	5	55	10	10	--
3	BTT 613	Tour Leadership and Management	5	55	10	10	--
4	BTT 614	Airport Operations Management	5	55	10	10	--
5	BTT 615	International Tourism	5	55	10	10	--

<b>GROUP - B: Electives</b>							
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>S/P</b>	<b>Lab</b>
1	BTT 621	Basic Logistics and Supply Chain Management	5	55	10	10	--
2	BTT 622	Shipping and Multimodal Transport Management	5	55	10	10	--
3	BTT 623	Forex Management	5	55	10	10	--
4	BTT 624	Export Import Documentation					--
5	BTT 625	Cruise Operations and Management	5	55	10	10	--
<b>GRANT TOTAL</b>			<b>180</b>				

**Note:**

- Any online/MOOC course taken by the student must be approved by the competent authority
- L = Lectures, T = Tutorials, P = Presentations, S = Seminars

**Credit Distribution**

<b>Semester</b>	<b>Total Credits</b>	<b>Cumulative Credit at the end of the Semester</b>
Semester I	32	32
Semester II	28	60
Semester III	32	92
Semester IV	28	120
Semester V	30	150
Semester VI	30	180

**SEMESTER - I**

<b>Course Code</b> : BTT 101	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Computer Skills	<b>No. of Credits</b> : 5

**Course Objectives**

- Give students an in-depth understanding of why computers are essential components in business, education and society.
- To provide exposure to understand the services provided by different Operating systems and basic commands in MS-DOS.
- Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint. Completion of the assignments will result in MS Office applications knowledge and skills.

**Learning Outcome**

- Will be able to understand computing devices and will get acquainted with the personal use of computer hardware and software, the internet, networking and mobile computing.

**Unit I**

Computer Fundamentals: Components of a computer system. Classification of computers. Types of computers. Generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc. Personnel Computers: PC, Primary & Secondary storage device, other peripherals used with PC.

**Unit II**

Introduction to Operating Systems: Goals & Structure of O.S, Basic functions, Batch, multiprogramming. Multitasking, time sharing, parallel, distributed & real -time O.S.

Concept of MS—DOS: Internal and External commands, path, prompt, rmdir, time, ver, vol, echo, chkdisk, diskcopy, label, scandisk, replace, format, fdisk, Windows – windows explorer, print manager, control panel etc.

**Unit III**

Data Communication & Networks: Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.

## **Unit IV**

MSOFFICE: Focus is on teaching how to use Office suite properly.

- a. MSWord: The following features are explored for MSWord
  - i. Templates using existing templates and creating new templates.
  - ii. Complex Tables, Use of Pictures with text flowing around the picture, Sectioning, Captioning, Cross Referencing, Table of Contents.
  - iii. Using Equation editor for complex equations, Multiple Column format documents.

## **Unit V**

MS Excel & PowerPoint: Using complex equations for combining data, VLOOKUP function, Excel charts, Excel Sort, Excel Filter, Pivot Table.

MS PowerPoint: Using Animations and Transitions.

## **Textbook**

V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition, 2014

## **Reference**

Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.



<b>Course Code</b> : BTT 102	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Communication Skills – I	<b>No. of Credits</b> : 5

### Course Objectives

- to make the student communicate using the basics of grammar
- to help the student apply various basic grammatical concepts for language proficiency
- to enable the student to enhance their vocabulary

### Course Outcome

- Will be able to communicate in English in all respects of tourism business profession

### Unit I

Introduction to English pronunciation: spoken English, its need and importance-pronunciation-pronunciation and listening – pronunciation and spelling – intelligibility and a model of pronunciation-important features of pronunciation- sounds - production of speech sounds - word accent - intonation

### Unit II

Greeting and introduction - expressing opinions - asking questions/ asking information and giving information - giving instructions/ following instructions

### Unit III

Sentence and its types – parts of speech - tense and aspect - modals: positive and negative statements –conditionals - direct and indirect speech– active voice and passive voice

### Unit IV

Vocabulary – content and structural words – active and receptive/ passive use of vocabulary – learning vocabulary - understanding vocabulary in context - phrasal verbs - management vocabulary - making short presentation - presentation

### Unit V

Report writing: features of writing a good report – purpose of report writing – characteristics of a good report – importance of communication in report writing – guidelines for report writing – steps in report writing – structure of a report – types of reports and different formats - academic English

**Textbooks**

Coe, N. (2006) Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.

Eastwood, J (2005) Oxford Learner Grammar: Grammar Finder.

**References**

Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.

Pal, R., & Korlahalli, J. S. (1979). Essentials of Business Communications. Chand.

<b>Course Code</b> : BTT 103	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Introduction to Marketing	<b>No. of Credits</b> : 5

### Course Objectives

- Analyse, evaluate and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices.
- Apply the conceptual frameworks, theory and techniques to various marketing contexts.

### Learning Outcome

- Will be able to understand the concepts of marketing and apply them in the context of tourism

### Unit I

Understanding Marketing Management: Marketing for the new realities - Developing marketing strategies and plans - Creating long-term loyalty relationships - Marketing Mix: Product Marketing Mix - Service Marketing Mix - 4P's, 7P's of Marketing.

### Unit II

Capturing Marketing Insights: Collecting information and forecasting demand - Conducting marketing research- Connecting with Customers: Analysing consumer markets - Analysing business markets - Tapping into global markets.

### Unit III

Building Strong Brands: Identifying market segments and targets - Crafting the brand positioning - Creating brand equity - Addressing competition and driving growth.

Creating Value: Setting product strategy - Designing and managing services - Introducing new market offerings - Developing pricing strategies and programs.

### Unit IV

Communicating Value: Designing and managing integrated marketing communications - Managing mass communications: advertising, sales promotions, events, experiences and public

relations - Managing digital communications: online, social media and mobile - Managing personal communications: direct marketing, database marketing and personal selling.

### **Unit V**

Delivering Value: Designing and managing integrated marketing channels - Managing retailing, wholesaling and logistics. Marketing Responsibility for Long Term Success: Managing a holistic marketing organization for the long run.

### **Text Books**

Kotler, Philip. "Marketing Management-The Millennium Edition Prentice Hall of India Private Limited." New Delhi (2007): 35-8.

Ramaswamy, V. S., & Namakumari, S. (2002). Marketing Management: Planning, Implementation & control: Global perspective Indian context. MacMillan.

### **Reference**

Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). Marketing management: A south Asian perspective

Saxena, R. (2005). Marketing Management. Tata McGraw-Hill Education.

<b>Course Code</b> : BTT 104	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Principles and Practices of Management	<b>No. of Credits</b> : 5

### Course Objectives

- To provide conceptual understanding of principles and practice of management.
- To be able to analyse the various aspects of management in tourism and hospitality industry.

### Learning Outcome

- Will be able to apply knowledge to contemporary issues in management

### Unit I

Introduction to Management: Functions of Management - Principles of Management - Definitions of Management - Nature of Management - Evolution of Management Thought: Classical Approach and Modern Approaches.

### Unit II

Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in Planning Process - Objectives and Process of Planning – Strategies - Policies and Planning - Decision Making: Introduction to decision making and Significance of decision making - Types of Decisions - Decision making process.

### Unit III

Organisation: Meaning and Definitions of Organising - Benefits of Organising - Span of Management - Process of Organising - Authority Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction - Principles of Coordination - Types of Coordination.

### Unit IV

Human Resource Management and Staffing: Human Resource Management and Selection - Recruitment, Training - Performance appraisal and career strategy - Leadership: Definitions and Meaning of Leadership - Leadership Theories - Leadership Styles - Leadership Qualities.

## **Unit V**

Controlling: Control Techniques - Steps in Control Process - Types of Control - Importance of controlling and levels of controlling - Motivation Theories - Motivational Techniques. Managing Communication: Significance of communication in organizations - Communication as Process - Barriers to communication and gateways to effective communication.

### **Text Books**

Koontz, H. (2010). Essentials of Management. Tata McGraw-Hill Education.

Robbins, S. P., & Coulter, M. (2007). Principles of management.

### **References**

Prasad, L. M. (2000). Principles and Practice of Management. Chand.

Tripathi, P. C. (2008). Principles of Management. Tata McGraw-Hill Education.

<b>Course Code</b> : BTT 105	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Tourism Principles, Policies and Practices	<b>No. of Credits</b> : 5

### Course Objectives

- To realize the potential of tourism industry in India
- To understand the various elements of Tourism Management

### Learning Outcome

- Will be able to understand tourism policies in the national and international context

### Unit I

Tourism, an overview - Evolution of Tourism - Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

### Unit II

Tourism Industry; Structure and Components: 5A's of Tourism - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Ideals of Responsible Tourism - Alternate Tourism – Impacts of Tourism - MNC's in Tourism Industry

### Unit III

Tourism Theories - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences – SCOR Model for Tourism – Bull-whip Effect - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism.

### Unit IV

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC).

Indian Tourism Organizations: Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, APTA, APTDC, FHRAI, IHA, IATA, TAAI, IATO.

## **Unit V**

Tourism Planning: Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism - Development and Promotion - National Action Plan - National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

### **Text Books**

Bhatia, A. K. (2006). International tourism management. Sterling Publishers Pvt. Ltd.  
Charles, R. G., Ritchie, J. B., & Woorow, R. (2006). Tourism: Principles, Practices, Philosophies.

### **References**

Coltman, M. M. (1989). Introduction to Tourism and travel. An International Approach VanNostrand Reinhold.  
Franklin, A. (2003). Tourism: An Introduction. Sage.  
Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). The travel industry. AVI Publishing Company, Inc.  
Page, S., & Connell, J. (2006). Tourism: A Modern Synthesis. Cengage Learning EMEA.  
Youell, R. (1998). Tourism: An Introduction. Addison Wesley Longman Ltd.



<b>Course Code</b> : BTT 106	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Travel Management	<b>No. of Credits</b> : 5

### Course Objectives

- To realize the potential of travel industry in India.
- To familiarize with the Tourism policies in the national and international context.

### Learning Outcome

- Understand the various elements of Travel Management in the real-time market

### Unit 1

Growth of Travel through Ages: An Ancient Phenomenon - Accounts of Famous Travellers - Pleasure Travel - Religion as A Motivator - The Grand Tour - The Concept of the Annual Holiday - Industrial Revolution & The Development of Travel - Effects of The Great War on The Transport System - Advent of The Jet - Advent of High-Speed Trains.

### Unit II

Growth & Development of Modern Tourism: Post - Second World War Phenomenon - Causes of Rapid Growth, Types of tourists -Motivation for Travel Basic Travel Motivations - Social Significance of Travel - Evolution of Demand - Factors Influencing the Growth Of Tourism - Tourism Organisations - Recommendation Of The UN Conference - Tourist Organisation In India.

### Unit III

Tourism Product: Concept of Tourism Product - Characteristics of Tourism Products - Nature of Tourism Products - Types of Tourism Products - Tourism demand, supply and policies - Measurement of tourism demand -Basic tourism supply components - Tourism policy - Tourism Planning.

### Unit IV

Tourist Transport: Air Transport - Security of Aircraft and Passengers - Road, Rail, Water Transport - Transport as an Attraction - Impacts of Tourism: Economic Impacts, Environmental Impacts, Socio-cultural Impacts, Cultural and Political Impacts – DGCA Regulations

### Unit V

Tourism Marketing & Promotion - Monitoring Progress - Time Factor - Environment Planning - Regional Planning Considerations - Development of Infrastructure - Regional Development - Tourism & Economic Value of Cultural Resources - Cultural Tourism In India.

### **Text Books**

Gosh, B. (2009). *Tourism & Travel Management*, 2E. Vikas Publishing House Pvt Ltd.  
Leiper, N. (2004). *Tourism Management (Vol. 455)*. Frenchs Forest: Pearson Education.

### **References**

Agnihotri, V. (2007). *A Complete Book on Tourism and Travel Management*. Cyber Tech Publications.  
Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). *The travel industry*. AVI Publishing Company, Inc.  
Robinson, P. E. T. E. R. (2009). Travel and Management: An Introduction. *Operations Management in the Travel Industry*, 1-13.

**SEMESTER - II**

<b>Course Code</b> : BTT 201	<b>Core/ Optional</b> : Core
<b>Course Title</b> : Python Programming	<b>No. of Credits</b> : 5

**Course Objectives**

- To provide exposure to problem-solving skills through programming.
- To train students on the basic concepts of the Python programming language.
- To impart hands-on experience with the concepts for thorough understanding.

**Learning Outcome**

- Will be able to use Python tools and techniques to tackle the world of data

**Unit I**

**Introduction to Python Programming:** Features/characteristic of Python - Basic syntax - Basic Data Types - Simple input-output - Precedence of operators - Type conversion - Conditional Statements - Looping: for, while, nested loops; Terminating loops - skipping specific conditions - Scope and extent of variables - Testing and debugging principles.

**Unit II**

**Strings & Lists:** Concept - escape characters - String special operations - String formatting operator - Single quotes - Double quotes - Triple quotes - Raw String - Unicode strings - Built-in String methods - List Type Built-in Methods - Special Features of Lists.

**Unit III**

**Tuples, Dictionaries & Functions:** Tuples - Tuple Operators and Built-in Functions - Special Features of Tuples - Dictionaries, Operators, Built-in Functions, Built-in Methods, Dictionary Keys – Functions - Calling Functions - Creating Functions - Formal Arguments - Positional Arguments - Default Arguments – Variable - length Arguments.

**Unit IV**

**Files and Input/output:** File Objects, File Built-in Function, File Built-in Methods, File Built-in Attributes, Standard Files, Command-line Arguments, File System, File Execution, Persistent Storage Modules.

**Unit V**

**Python for Data Science:** Matplotlib, importing libraries in python, Basic Scatter plot, Creating Axes, Line plot. Customization: Title & Axis labels, Adding Legend, Annotations, Plot Styles, Histograms, Bar Graphs, Box and Whisker Plots.

Pandas: Series, Data Frames, Reading CSV, Excel and JSON files, Analyzing Data.

## **Textbooks**

Beginning Python From Novice to Professional, Second Edition [Authors: Hetland, Magnus Lie]

ISBN-13: 978-9380501604 **ISBN-10: 9380501609**

Python Data Analytics, Second Edition 2018, Author: Fabeo Nelli, Apress

## **References**

Barry, Paul, Head First Python, 2nd Edition, O Rielly, 2010 ISBN: 9781491919521

Lutz, Mark, Learning Python, 5th Edition, O Rielly, 2013 ISBN: 9781449355722

Lutz, M. (2001). *Programming python*. " O'Reilly Media, Inc."

Seitz, J., & Arnold, T. (2021). *Black Hat Python: Python Programming for Hackers and Pentesters*. No Starch Press.

<b>Course Code</b> : BTT 202	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Communications Skills - II	<b>No. of Credits</b> : 5

### Course Objectives

- To argue how it is easy for one to speak, read and write a language if one is exposed to listening
- To create a positive social behaviour which you may have to inculcate among students
- To make the student effective in both reading and writing skills;

### Learning Outcome

- Will be able to enhance their academic and professional capabilities in reading and writing.

#### Unit I

Listening Skills: Listening as a Basic Skills Communication Introduction - The emergence of listening as a skill and its meaning - Kinds of Listening - Listening skills in question - Need for listening skills - Acquisition of listening skills – Activities

#### Unit II

Speaking Skills: Speaking/listening-oral communication - Dos and Don'ts while speaking and listening - Importance of oral communication in real-life situations - Revise the phonetics and pronunciation – Activities

#### Unit III

Reading Skills: Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension - Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions – Activities

#### Unit IV

Writing Skills: Guidelines for effective writing - writing styles for application, resume, personal letter, official/business letter, memo, notices etc. - outline and revision.

#### Unit V

Activities: a) Formatting personal and business letters - b) Organizing the details in a sequential order - c) Converting a biographical note into a sequenced resume or vice-versa - d) Ordering and sub-dividing the contents while making notes- e) Writing notices for circulation/boards.

**Text Book**

Oxford Guide to Effective Writing and Speaking by John Seely.

**References**

English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

The Lost Art of Listening by Michael P. Nichols, PhD Guilford press, Third Edition

<b>Course Code</b> : BTT 203	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Introduction to Hospitality	<b>No. of Credits</b> : 5

**Course Objectives**

- To acquaint students with an understanding of hospitality industry.
- To develop the understanding about the hospitality industry among students.

**Learning Outcome**

- Able to obtain working knowledge of the skills and functions necessary to be an effective, efficient hospitality professional

**Unit I**

Introduction to The Hospitality Industry and Careers in Hospitality Sector: Defining hospitality and Tourism - Characteristics of the hospitality Industry - Ways to improve services in hospitality industry - Service and total quality management - Careers in Tourism and travel - Opportunities in Conventions and Expositions - Careers in Recreation, Leisure, Amusement and Theme parks - Growth opportunities in Allied areas.

**Unit II**

The Hotel Business: Key players in this sector - Overview of Hotel industry - Full-service hotels - Limited-service hotels - Extended-stay hotels - Convention hotels and conference centers – Resorts - timeshares and condohotels.

Managed Services Offered in Hospitality Business: In-flight and airport services - Elementary and Secondary School Nutritional Program - Colleges and Universities Services - Health Care Services.

**Unit III**

Recreation, Theme Parks and Club Operations: Defining Recreation - Leisure and Wellness service - Government Sponsored Recreation facilities Club management - Changing trends in recreation and leisure.

Commercial Food Services Operations: Overview: profit-making (commercial) foodservices - Food and beverage operations in hotels - Upscale restaurants - casual-service (mid-scale) restaurants - Family-service restaurants.

#### **Unit-IV**

Business of Food Service Industry: Management of amusement and theme parks - Overview of the entertainment industry - managing the man power - the new emerging trends in food service industry.

Management Invention in Food Service: Planning and making budget of outlets - Preparations of financial account - Maintaining par stock - Inventory procedure.

#### **Unit-V**

Meetings, Incentive Travel, Conventions and Exhibitions (Mice): Professional meeting management - Preparing for wedding - Banquet management - Expo (Trade Show) management - Special events management.

Gaming Entertainment Industry: Defining Gaming Industry - Size and Scope of Gaming entertainment in India - Key players in the industry - Trends in the gaming entertainment industry.

#### **Text Books**

Introduction to Hospitality Management by Walker, J. R. Pearson

Walker, J. R., & JOSIELYN, T. (2009). *Introduction to hospitality* (p. 656). Pearson/Prentice Hall.

#### **References**

Jones, P. (2002). *Introduction to hospitality operations: An indispensable guide to the industry*. Continuum.

Welcome to Hospitality by Chon K.S. and Raymond: Thomson Educational Publishing.



<b>Course Code</b> : BTT 204	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Tourism Products of India	<b>No. of Credits</b> : 5

### Course Objectives

- To make student familiarise vast Tourist resources of India;
- To conceptualize a tour based on variety of themes; and

### Learning Outcome

- Will be able to identify and manage emerging tourist destinations, traditions and resources

### Unit I

Introduction to Tourism Products of India: The concept of Tourism Products of India - Characteristics and classifications - Tourism Product Development - Crucial elements of Tourism Product designing - Destination/Product Life Cycle - Product feasibility Study - Physical features of India:- Northern Mountains, Peninsular plateau, Indo-Gangetic Plain, Thar dessert, Coastal plains and Islands.

### Unit II

Tourism Varieties of India Adventure Tourism: Elements and classification - Beach Tourism and Destinations of India - Heritage Tourism: Role of UNESCO and heritage preservation in India - Health Tourism: Methods approved by AYUSH - Medical Tourism: Growth and Promotion of Medical Tourism Industry in India.

### Unit III

Popular Tourist Destinations: Destinations in Each State of the Indian Country - Destination Management & Destination Marketing: Importance of Destination Management - Principles and Theories of Destination Management - The nature of tourism destinations -Destination Planning and Policy - Management of the Tourist destination - Segmenting and Monitoring the Tourist Market.

### Unit IV

Fairs and Festivals: - Significance of Fairs and Festivals -Kumbha, Pushkar, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Onam, Durga Puja, Ramalila Diwali - Kartik Purnima, (Dev Deepavali, Guru Parb), Dashahara (Kullu), Rathayatra, Bhrawafat, Id-ul-Fitr, Easter & Christmas, Carnival (Goa), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava, Desert Festival

## **Unit V**

Dance Forms and Music: Indian Art forms - History of Dance Styles– Classical Dance Forms:- Bharatanatyam – Kathak –Kathakali – Kuchipudi – Manipuri –Mohiniyattam –Odissi – Tribal Dances in India - Classical Music:- Hindustani Music - Carnatic music -Main Gharanas of North Indian Music - Musical instruments.

## **Text Books**

A.L. Basham (2004), The Wonder that was India, Picador Publications, ISBN:9780330439107  
Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow. SBN:9788189267292

## **Reference**

Sarina Singh, Mark Elliott, Abigail Blasi, Anirban Mahapatra (2013); Lonely Planet India, Lonely Planet Publications, ISBN:978-1742204123

<b>Semester</b> : II	<b>Core/ Elective</b> : Core
<b>Course Code</b> : BTT 205	<b>No. of Credits</b> : 5
<b>Course Title</b> : Managerial Economics	<b>Course Instructor:</b>

### Course Objective

- To help the learner get introduced to the economic concepts; and
- To make the students familiarise with the importance of economic approaches in managerial decision making and

### Learning Outcome

- Will be able to understand the economic aspects in tourism and travel industry

### Unit-I

**Introduction:** Meaning - definition - scope of managerial economics - role and responsibilities of managerial economics - distinction between economics and managerial economics - circular flow of activities.

### Unit-II

**Demand analysis:** Demand, Law of Demand - Exceptions of Law of Demand - Change In Demand And Quantity Demanded - Elasticity of Demand- Concept - Types of Elasticity of Demand - Factors Involved In Demand Forecasting - Purposes of Forecasting - Demand Estimation for Censurable Durables and Non-Censurable.

### Unit-III

**Supply Analysis:** Supply - Law of Supply - Change in Supply and Quantity Supply - Elasticity of Supply – Concept - Types of Elasticity of Supply - Demand and Supply Equilibrium.

### Unit-IV

**Production:** Production Function Short Run Production - Long Run Production - Cost Curves - Revenue Curves – Break-Even Point.

**Market Structure:** Perfect Competition: - Features And Price Determination – Monopoly:- Features and Price Determination - Types Of Price Discrimination.

### Unit-V

Monopolistic Competition: Meaning and Concept – Oligopoly: Features - Kinked Demand Curve - Types of Pricing Policies - Factors Affecting Pricing Policy - Role of Government in Different Economic Systems and Policies.

**Text Books**

Thomas, C.R., Charles, S.M and Sarkar, S. Managerial Economics. Ninth Edition

Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications.  
ISBN 978-81-8054-914-4

**References**

Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). *Managerial economics*. John Wiley & Sons.

William, F. S., & Stephen, G. M. (2021). *MANAGERIAL ECONOMICS*. John Wiley.

**SEMESTER - III**

<b>Course Code</b> : BTT 301	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Organizational Behaviour	<b>No. of Credits</b> : 5

**Course Objectives**

- To familiarize the learners with the concepts of organizational behaviour.
- To enable the learner to get acquainted with the contemporary issues in management.

**Learning Outcome**

- Will be able to understand the behaviour in organisations.

**Unit I**

Introduction to OB – Definition-Relationship with other fields- Theoretical frame works - environmental context-Globalization-Diversity of work force.

**Unit II**

Foundations of Behavior: Personality – Meaning-Role of Heredity-Self-Esteem -Self Efficacy - Socialization Process – Person-Situation Interaction-Big 5 Personality Traits -Organization Skills.

**Unit III**

Work Motivation – Meaning-Primary Motive-Secondary Motives – Approaches-Content Theories-Process Theories-Contemporary Theories-Application of Theories in Work Place-Job Design

**Unit IV**

Groups- Nature of Groups-Dynamics Of Informal Groups-Dysfunctions Of Groups And Teams- Teams In Modern Work Place – Leadership – Styles – Strategies - Behavioural.

**Unit V**

Negotiation – Skills – Management-Introduction to OD Interventions - Stress – Emergence of Stress – Causes- Organizational Culture – Definition – Characteristics – Emergence of Cultures - Maintaining A Uniform Culture - Changing Organizational Culture - Culture and Climate Differences - Challenges of Organizations in the Post Globalized Era.

**Text Books**

Fred Luthans (1998) Organizational Behaviour. New Delhi: McGraw-Hill International Edition.

**References**

K Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya Publishing Company.

Udai Pareek (2004) Understanding Organizational Behaviour. New Delhi: Oxford University Press.

<b>Course Code</b> : BTT 302	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Customer Relationship Management	<b>No. of Credits</b> : 5

### Course Objectives

- To make students aware the importance of customer relationships.
- To learn how to improve the efficiency of the business through CRM.
- To make students learn how to use technology for business effectiveness.

### Learning Outcome

- Will be able to understand various ways of managing the customers with different methods

### Unit I

Background and study, Marketing – Evolution of CRM Practice and new Paradigms - CRM – Conceptual framework of CRM – Current status of CRM in Indian business

### Unit II

CRM and Services Marketing - Tools for CRM - Campaign Management – Public Relations – Key Account Management - Measuring the effectiveness of CRM -

### Unit III

Significance of Customer Retention, - CRM And Knowledge Management – Life Time Value of The Customer - Customer Loyalty and Involvement - CRM Implementation And Effectiveness – Management Of Relationships

### Unit IV

Strategies for Profitable Dialog with Customers, Sales Force Automation, Marketing Automation - Internal Relationships - External Relationships and Supplier Relationships - Electronic Relationships.

### Unit V

Customer Database Management and Data Warehousing - Real-World Applications - Customer Relationship Management Analytics-Data Mining Techniques – Software solutions for CRM

**Text books**

Jagdish N. Sheth and others – Customer Relationship Management – McGraw Hill William G.  
Mark Godson – Relationship Marketing – Oxford University Press, 2009

Zikmund – Customer Relationship Management – Wiley – 2005

**References**

Green – CRM at the speed of light – Tata McGraw Hill

Stanley A. Brown – Customer Relationship Management – PricewaterhouseCoopers



<b>Course Code</b>	: BTT 303	<b>No. of Credits</b>	: 5
<b>Course Title</b>	: Basic Statistics	<b>Core/ Elective</b>	: Core

### Course Objectives

- To make the students learn a meaningful way of understanding and presenting data and to recognize patterns.
- To get acquainted with the basic applications of statistical inference through simple regression analysis.
- To emphasise on developing an understanding of what the data can tell.

### Learning Outcome

- Will be able to understand the statistical tools for data analysis and apply them at the right place in a right way

### Unit I

Introduction to Data - Types of Variables - Data Collection Principles - Types of Studies - Types of Measurement: - Nominal, Ordinal, Interval, Ratio - Other Types of Data - Visual, Text, Images and Etc - Examining Numerical Data Graphical Methods - Histograms and Other Graphs - Numerical Methods: - The Average, The Standard Deviation, Etc.

### Unit II

Measures of central tendency - Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean for grouped and ungrouped data; Merits and Demerits - Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation - Measures of Skewness.

### Unit III

Basic Definitions and Rules For Probability - Conditional Probability - Probability Distributions:- Binomial, Poisson, Uniform and Normal Distributions - Sampling and Estimation - Random Sampling - Introduction to Sampling Distributions - Relationship Between Sample Size and Standard Error - Point Estimates.

### Unit IV

Testing of Hypotheses - Hypothesis - Steps in Hypothesis Testing - Measuring the Power of a Hypothesis Test - Hypothesis Testing of Means and Proportions - Hypothesis Testing for Differences between Means and Proportions.

## **Unit V**

Regression Analysis - Meaning and Definition - Types of Regression - Regression Lines - Properties of Correlation and Regression Co-Efficients - Comparison of Regression and Correlation.

### **Text Books**

Hooda R.P., “*Statistics for Business and Economics*”, 2nd edition, Macmillan India Ltd., 2010.

J.K. Sharma - *Business Statistics* - Pearson Publications.

### **References**

David S. Moore - *The Basic Practice of Statistics*-W.H. Freeman & Company

Levine D.M., Krehbiel T.C. and Berenson M.L., “*Business Statistics: A First Course*”, Pearson Education Asia, 2nd edition, New Delhi, 5<sup>th</sup> Edition, 2009.

Morse L.B., “*Statistics for Business and Economics*”, HarperCollins college Publishers, New York, 1994.

S.P. Gupta. *Statistical Methods*. Sulthan Chand and Sons. Latest Edition.

<b>Course Code</b> : BTT 304	<b>Core/ Elective</b> : <b>Core</b>
<b>Course Title</b> : Accounting and Financial Management	<b>No. of Credits</b> : <b>5</b>

### Course Objectives

- To acquaint the students with the fundamental principles of financial, cost and management accounting.
- To enable the students to understand different methods of financial analysis

### Learning Outcome

- Will be able to prepare, analyse and interpret financial statements.

### Unit I

Financial Accounting - Accounting Principles and Conventions- Double Entry System- Introduction to Accounting Types - Preparation of Journal, Ledger-Trail Balance.

### Unit II

Accounting Cash Books -Preparation of Final Accounts --Profit and Loss Account - Balance Sheet

### Unit III

Financial Analysis – Financial Statements – Techniques of Financial Analysis – Ratio Analysis – Financial Ratios – Uses And Limitations Of Ratio Analysis – Funds Flow Analysis – Cash Flow Analysis - Cost Accounting– Elements Of Cost – Cost Accounting – Objectives – Cost Sheet – Classification Of Cost – Techniques Of Costing.

### Unit IV

Nature of financial management - Introduction-Scope of Finance-Finance Function - Financial Goal Profit Maximization V/S Wealth Maximization-Finance Functions- Investment, Financing and Dividend Decisions-Functions Of Financial Market-Classification Of Financial Market-Skeleton Of Financial System.

### Unit V

Capital Budgeting: Nature of Investment Decisions; Investment Evaluation Criteria – Net Present Value - Internal Rate of Return - Profitability Index - Payback Period - Accounting Rate Of Return - NPV And IRR Comparison – Capital – Rationing - Risk Analysis In Capital Budgeting.

**Text Books**

Maheswari.S.N -Financial And Management Accounting, Vikas Publication House, New Delhi  
Pandey.I.M., Financial Management, Vikas Publications

**References**

Datarrajan Cost Accounting-A Managerial Emphasis, Pearson Publications.  
LAL, J Cost Accounting for Management, Himalaya Publishing House Mumbai  
R.N. Anthony: Management Accounting – Text and Cases (Irwin)

<b>Course Code</b> : BTT 305	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Hotel Operations	<b>No. of Credits</b> : 5.00

### Course Objectives

- To provide a brief understanding about the hotel industry and its operations.
- To help the student to learn and find career opportunities in hotel industry.

### Learning Outcome

- Will be able to understand and the hotel operations and choose career in the area

### Unit I

Introduction: Overview of Accommodation Industry in India – Classification of Hotels – Heritage Hotels - Network Demand & Supply for Accommodation in India - Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non-Commercial & Commercial Establishments.

### Unit II

Functions of Front Office Management: Organization Structure – Functions - Attributes and Skills of Manager & Executives - Reservation & Cancellation Procedures - Handling Individual and Groups - Solving Guests' Problems -Automation/ CRS in Front Office - Travel Desk.

### Unit III

Functions of House Keeping: Organization Structure – Functions - Works of Executive House Keeper - Rooms and Floor Cleaning Practices and Interior Decorations - Types of Rooms - House Keeping Control Desk - Housekeeping Supply Rooms – Uniforms - Housekeeping Practices - Co-ordination with Other Departments.

### Unit IV

Food and Beverage Services: Organization Structure – Department-Food Production:– Organization, Kitchen, Buffets - Beverages Operation:- Functions, Outlets of F & B - Types of Meal Plans - Types of Restaurant – Menu - Room Service - Catering Services- Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways.

### Unit V

Administration and Finance: Finance & Accounts - Sales and Marketing – Administration - Revenue Management - Yield Management - Personnel Management - Training and Development - Safety Management - Management of Distribution Channel.

### **Text Books**

Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.  
Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.

### **References**

Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi.  
Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.  
Foskett, J.C.D. & Gillespie, C. (2002). Food and Beverage Management, Pearson Education, England.  
Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.  
Spears, C.M. (2003). Food Service Organisation. A Managerial & Systems Approach, Prentice Hall, New Delhi.  
Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.

<b>Course Code</b> : BTT 306	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Global Tourism Geography	<b>No. of Credits</b> : 5

### Course Objectives

- To create awareness on travel destinations, geographic features, customs and traditions and travel industry
- To create awareness on cultural values and traditions

### Learning Outcome

- Will be able to understand the tourism potential of various tourist destinations. Geographic features, customs and traditions

### Unit I

Introduction to World Geography: Elements of Geography - Branches of Geography – Physiography - Drainage systems - World’s climatic zones and Vegetation - Latitudes and Longitudes - Importance of Geography in Tourism - Study of maps.

Indian Geography: Physiography - Climate and Vegetation - Natural and manmade attractions in India - Distinguished features of Indian Geography.

### Unit II

IATA Areas, Codes and Time Calculation: IATA Area classifications - IATA Geography - IATA City codes — Airport codes and Airline codes - International Time Line - Time Zones - Calculation of Local Times - Flying Time - Day Light Saving Time – Freedom of Air

Planning and Development of Tourism in different climatic regions: Tourism development in European Union and Asia Pacific Region - Popular destination countries and cities in the world - Political Conditions of Countries and their impact on Tourism.

### Unit III

Geography of North America and South America: Physical Geography – Topography - Climatic Regions - Transport Network, Countries in the Continents- Natural and Man-made Attractions.

### Unit IV

Geography of Europe and Africa: Physical Geography – Topography - Climatic Regions - Transport Network - Countries in the Continents - Natural and Man-made Attractions.

## **Unit V**

**Geography of Asia and Australia:** Physical Geography – Topography - Climatic Regions - Transport Network - Countries in the Continents - Natural and Man-made Attractions.

### **Text Books**

Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.

Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.

### **References**

Boniface, B. G., & Cooper, C. P. (1994). *The Geography of Travel and Tourism* (No. Ed. 2). Butterworth-Heinemann Ltd.

Williams, S. W. (2002). *Tourism Geography*. Routledge.



**SEMESTER - IV**

<b>Course Code</b> : BTT 401	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Research Methodology	<b>No. of Credits</b> : 5

**Course Objectives**

- To orient the students towards the basics of research, process of research.
- To enable the students in choosing appropriate method to research problem.

**Learning Outcome**

- Will be able to take up research projects with statistical methods and project report writing

**Unit I**

Introduction to Research - Types of Research - Research Process - Criteria of Good Research and Ethics –Research Methods vs Methodology-Problems Encountered by Researchers in India.

**Unit II**

Review of Literature - Research Gap - Research Problem –Research Design and its types-Features of a good research design- Objectives – Scope – Hypothesis – Limitations - Identifying Methodology.

**Unit III**

Sampling - Sample Size - Sampling Techniques –census and sample survey- Sample Design-Preparation of Questionnaire -Measurements of scaling- Sources of error in measurement

**Unit IV**

Data Collection –Primary Data- Secondary data- Qualitative Data - Quantitative Data - Data Analysis and Interpretation - Statistical Tools for Data Analysis - Introduction to SPSS - E-VIEWS

**Unit V**

Preparation of Report –steps in writing report - layout of research report- Referencing Styles – Annexures- Bibliography.

**Text Books**

1. Kothari, C. R and Gaurav, G. Research Methodology Methods and Techniques. 4<sup>th</sup> Edition, New Age International Publishers. ISBN 9789386649-22-5

**References**

1. Ranjit Kumar. 2014. Research Methodology: A Step-by- Step Guide for Beginners, 4<sup>th</sup> Edition, SAGE Publications. ISBN 978-1-84920-300-5
2. Uwe Flick. 2012. Introducing Research Methodology: A Beginner’s Guide to Doing a Research Project, Sage Publications. *ISBN*: 8601406063730

<b>Course Code</b> : BTT 402	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Human Resource Management in Tourism and Travel	<b>No. of Credits</b> : 5

### Course Objectives

- To understand basic elements of human resource practices.
- To appreciate the contribution of human resources practices in success tourism business.

### Learning Outcome

- Will be able to learn the methods and mechanics utilization of human resources in tourism sector

### Unit I

Human Resources Management: Context and Concept of Human Resources Management Organization and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in Indian Context

### Unit II

Human Resource Planning: Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction in tourism industry – Hiring Trends in Tourism Industry.

### Unit III

Employees Assistance Programmes: Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment – Competency Standards in Tourism Sector- Retention strategies

### Unit IV

Human Resource Development: Concept – Climate and Culture of HRD, Mechanisms of HRD: Training and Development – Methods and Evaluation of Training& Development Programmes - Potential Appraisal

### Unit V

Compensation: Concepts-Job Evaluation-Principles and Determinants of Compensation - Productivity, Employee Morale- - Quality of WorkLife (QWL). Career Planning in Tourism- Compensation Issues in Tourism Sector.

**Text Books**

Pramod Verma: Personnel Management in Indian Organisations, 3<sup>rd</sup> edition Oxford & IBH Publishing Co. Ltd. ISBN-13 978-8120401044.

Venkata Ratnam C.S. & Srivatsava B.K.: PERSONNEL MANAGEMENT AND HUMAN RESOURCES, Tata Mc-Graw Hill ISBN: B003R5GDBK.

**References**

Bohlander, Snell, Sherman: MANAGING HUMAN RESORUCES, Thomson –South Western ISBN:0324007248

Human Resource Management- Text and Cases-- VSP Rao excel books ISBN:9788174468956  
Monappa, Arun & Sayiadin, Mirza (1979) Personal Management,2<sup>nd</sup> edition New Delhi: Tata McGraw Hill.

<b>Course Code</b> : BTT 403	<b>Core/ Elective</b> : <b>Core</b>
<b>Course Title</b> : Travel Agency and Tour Operations	<b>No. of Credits</b> : <b>5</b>

### Course Objectives

- To understand the significance of travel agency and tour operation business
- To know the current trends and practices in the tourism and travel trade sector.
- To develop adequate knowledge and skills applicable to travel industry.

### Learning Outcome

- Will be able to choose career in the area

#### Unit I

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

#### Unit II

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a Travel Agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

#### Unit III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

#### Unit IV

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of Costs - Components of tour cost - Preparation of Cost Sheet - Tour pricing - Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

#### Unit-V

Role and Responsibility of Travel Trade Associations: Objectives - Roles and Functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI.  
 Travel Documents and Software: Travel agency documents and formats used in operations, TAV, MCO and their role. Different software used in Travel and Tour business.

**Text Books**

Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.

Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

**References**

Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.

Roday. S, Biwal.A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

<b>Course Code</b> : BTT 404	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Airline and Cargo Management	<b>No. of Credits</b> : 5

### Course Objectives

- To understand the structure and dynamics of airlines and air cargo industry.
- To enable the students to acquire skills in managing airlines and cargo.

### Learning Outcomes

- Will be able to get acquainted with various operations, management of airlines and cargo.

### Unit I

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

### Unit II

Airport management: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Special passengers - Baggage handling – Procedures and Practices. Major Strategic airlines alliances, Privatization and De-regulation, Linkages between Aviation and Tourism Industry, The future of airports and Airline.

### Unit III

Introduction to fare construction - Mileage principles - Special fares - Passenger ticket - Multiple Purpose Document (MPD) - Billing and Settlement Plan - International Credit cards. Case studies of selected Airlines.

### Unit IV

Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships - Cargo with special attention - Introduction to dangerous goods - Live Animal Regulation.

### Unit V

Cargo Documentation: Air way bill - Charges collection advice - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods - Cargo companies.

**Text Books**

Gautam, P. (2015). Online Airline Ticketing System.

Jagmohan Negi (2005) Air Travel Ticketing and Fare construction, Kanishka, New Delhi.

**References**

Air Cargo Tariff Manual.

IATA Training Manual.

IATA live Animals Regulation Manual.

Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.

<b>Course Code</b> : BTT 405	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Special Interest Tourism	<b>No. of Credits</b> : 5

### Course Objectives

- to get acquainted with basic minimum standards to be maintained by the Adventure Service providing organisations.
- to help the learner to work and to indulge into new Adventure/Sports Tourism entrepreneurship.

### Learning Outcomes

- Will be able to create opportunities in various areas of specific interest tourism

### Unit I

**Basics of adventure Tourism** – Principles and Concepts – Different types - - Significance and Challenges - Organizations and Training Institutes in India – Sports authority of respective states

### Unit II

**Land, Water and Air Based Adventure Activities** - Basic Minimum Standards - IMF Rules for Mountain Expedition - Tools and Equipment used in Land, Water and Air based activities - Popular Tourist Destinations in the world and India

### Unit III

**Sports Tourism:** Principles of Sports Tourism and Management - Categories - Sports Tourist Profiles - Sports Tourism Industry - Suppliers of Sports Tourism Goods and Services - Indicators of Sports Tourism Demand - Management of Sport Events - Sports Marketing and Sponsorship

### Unit IV

**Wellness Tourism:** Historical Perspective of Healing and Bath - Dimensions of Health, Wellness and Well-Being – Spirituality – **Tools for Wellness:** Medicine, Therapy: - Therapeutic Recreation, Psychology, Nutrition, Rehabilitation, Cosmetics - **Leisure, Lifestyle and Tourism:** Therapeutic Recreation, Psychology, Nutrition, Rehabilitation, Cosmetics. Factors Influencing Health and Wellness Tourism - Spa Tourism, Ayurveda Tourism, Holistic Tourism, Spiritual Tourism, Ashram Tourism



**Unit V**

**Medical and Health Tourism:** Forms and Typologies - Factors affecting Health Tourism – AYUSH - Yoga & Meditation Tourism - Important Yoga Centres in India

**Text Books**

Buckley. R. Adventure Tourism Management, CABI Publishing, ISBN: 978-1845931223

Gupta. V.K, Tourism in India. Gyan Publishing House, Delhi, ISBN: 978-8121201247

**References**

Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers. ISBN:978-8173200625

Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publishing House. ISBN:978-8173913501

**SEMESTER - V**

<b>Course Code</b> : BTT 501	<b>Core/ Elective</b> : <b>Core</b>
<b>Course Title</b> : Business Strategy and Entrepreneurship	<b>No. of Credits</b> : <b>5</b>

**Course Objectives**

- To understand the dynamics of strategy formulation and implementation;
- To appreciate the scope for entrepreneurship in tourism; and
- To enable the students to initiate start-ups in Tourism and travel

**Learning Outcome**

- Will be able to choose their careers becoming entrepreneurs

**Unit I**

Strategic Management Process – Environmental Scanning and Analysis – Strategy Formulation – Michael Porter on Strategy - BCG Matrix – Generic strategies – Integration Strategies - Outsourcing strategies – Offensive and Defensive strategies – Strategic Alliances – Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

**Unit II**

Role of Entrepreneurship in Economic Development – Entrepreneurial Competencies – Functions of Entrepreneurship – Types of Entrepreneurs

**Unit III**

Entrepreneurship Theories & Approaches – Entrepreneurial Motivation – Entrepreneurial Climate – Myths about Entrepreneurship.

**Unit IV**

Entrepreneurship in Tourism – Opportunity Identification – Business Plan - Feasibility Report – Funding options - Organizational Framework for Promotion and Development of Tourism and Travel Business.

**Unit V**

Creativity and Innovation – Roadblocks to Creativity – Promotion of Start-ups – Small Scale Entrepreneurs – MSMEs and Respective State Entrepreneurship Training Institutions – Skill India Council Schemes

**Text Book**

Kazmi, A., & Kazmi, A. Strategic management. McGraw-Hill Education.

Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.

**References**

John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.

Michael E. Porter (1985), Competitive Advantage, Free Press, New York.

Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.

Thomson. A. A., Stickland. A.J. & Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.

<p><b>Course Code</b> : BTT 502</p> <p><b>Course Title</b> : Legal and Regulatory Framework in Tourism and Travel</p>	<p>Core/ Elective : <b>Core</b></p> <p>No. of Credits : <b>5</b></p>
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**Course Objectives**

- To create awareness on legal and regulatory terminology related to tourism and travel industry.
- To be able to relate legal framework in relation to day-to-day activities of tourism and travel industry

**Learning Outcome**

- Will be able to understand the legal procedures in tourism and travel sector

**Unit I**

Introduction To Contract Law - Formation Of Agreement- Business Contracts - Termination Of Contracts - Consumer Protection Act :- Unfair Trade Practices.

**Unit II**

Laws Relating to E-Commerce - Cyber Crimes - Environmental Protection Laws - Ancient Monuments and Archaeological Sites and Remains Act, 1958 - Ancient Monuments Preservation Act, 1904 – UNESCO and WTO Regulations

**Unit III**

National Tourism Policy, 2002 - Guidelines of Code of Conduct for Safe And Honourable Tourism, 2010 -Guidelines Approval And Registration Of Incredible India Bed And Breakfast Homestay Establishments - Guidelines For Inbound Form Operators - Guidelines For Adventure Tour Operators.

**Unit IV**

Pass port (Entry into India) Act, 1920 - AP Tourism laws (AP tourism, Culture and Heritage Board Act - Indian Tolls (AP Amendment) Act, 2002 - AP Tourism Authority - Discussion on a few state tourisms laws (J& K, Himachal Pradesh, Delhi, Kerala, Rajasthan, Tamil Nadu, etc)

**Unit V**

Surface, Sea and Air Transport Laws in Relation to Carriage Of Passengers Within The Legal Framework - Connectivity And Economic Development - Ethics In Tourism and travel Industry - Environmental Protection Laws - Service Tax.

## Textbooks

Legal Aspects of Business: Akhileshwar Pathak (2010), Fourth Edition, TMH, ISBN: 978-0-07-068197-2

Legal Aspects of Business: Daniel Albuquerque (2014), Third Edition, Oxford University Press, ISBN: 978-0-19-807710-7.

## References

Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

Foreign Exchange Management Act, [http://finmin.nic.in/the\\_minister/dept\\_eco\\_affairs/america\\_canada/fema\\_acts/index.html](http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html)

Foreigners Registration Act,  
[http://www.immigrationindia.nic.in/registration\\_requiements.html](http://www.immigrationindia.nic.in/registration_requiements.html)

The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>

Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

<b>Course Code</b> : BTT 503	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Event Management and MICE	<b>No. of Credits</b> : 5

### Course Objectives

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism

### Learning Outcome

- To enable the students to take up project works and start-ups in the area

### Unit I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event - Event Planning and organizing.

### Unit-II

The Dynamics of Event Management: - Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management – Problem Identification, Solving and Crisis Management – Crowd Management Plan – Legal Compliances

### Unit-III

Introduction To MICE: Planning MICE, Components of The Conference Market, Characteristics of Conferences and Conventions, MICE as a Supplement to Tourism - The Nature and Demand Of Conference Markets- The Economic and Social Significance Of Conventions, Process Of Convention Management – MICE and Social Responsibility

### Unit-IV

Event Marketing – Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Ethics in Event Management – Case Studies of Events of National and International Importance.

### Unit-V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

### **Text Books**

Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.  
Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.  
Van der Wagen, L. (2010). Event management. Pearson Higher Education AU.

### **References**

Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.  
Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.  
David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.  
Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.  
Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

<b>Course Code</b> : BTT 504	<b>Core/ Elective</b> : <b>Core</b>
<b>Course Title</b> : Basic Airfare and Ticketing	<b>No. of Credits</b> : <b>5</b>

**Course Objectives**

- To get the students acquainted with Aviation Industry
- To make the students familiarise with the basic aviation fare structure.

**Learning Outcome**

- Will be able to understand the nuances of airline routing, airfare construction, documentation and handling ticketing

**Unit I**

**Introduction to Airline Industry:** Important international conventions (Warsaw Convention, Bermuda Convention and Chicago Convention) - Freedoms of Air – IATA Traffic conference area and subareas – Role of IATA and ICAO – Latest trends in aviation in India – Problems and prospects of Indian Aviation Industry.

**Unit II**

**Familiarization with OAG:** 3 Letter codes and airport codes, airline designated codes, Minimum Connecting Time (MCT), Global Indicators.

**Familiarization with PAT:** Introduction to general terms and abbreviations, PAT extracts, general rules, fares and fare rules.

**Unit III**

**Familiarization with Air Tariff:** Currency rules – NUC conversation factors – IROE – ICER – Journey types and pricing units – Fare selection – IATA Billing and settlement Plan (BSP).

**Planning itinerary by air:** Itinerary terms – Fares and fare selection – County and currency codes – fares and fees – International mileage and routing systems – Extra mileage allowance (EMA) – Extra mileage surcharge (EMS).

**Unit IV**

**Introduction to Fare construction:** One way through fare construction with MPM, TPM, EMA, EMS and HIP check – Round and Circle trip fare construction with selection of break point and CTM check – Child and Infant Fares – Special Fares – Surcharges – Consolidator and net fares.



## **Unit V**

**Documentation:** Understanding the E Ticket – EMDs – Travel Information Manual (VISA, Passport, Currency, Customs, and Health) – Immigration formalities at the airport for Inbound and Outbound tourists - General ethics to be followed by the airline staff and ticketing agents.

### **Text Books**

Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.  
Gupta, S.K. (2007). International Airfare and Ticketing – Methods and Techniques, New Delhi: UDH Publishers and Distributers (P) Ltd.

### **References**

Air Traffic Manuals.  
Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

<b>Course Code</b> : BTT 505	<b>Core/ Elective</b> : <b>Core</b>
<b>Course Title</b> : Summer Training Project	<b>No. of Credits</b> : <b>5</b>

### **Project Objective**

- To enable the student to observe and learn the implementation of the concepts and principles in a real time situation

### **Project Outcome**

- Will have knowledge about the application of concepts and practices in the industry

### **Information about the Project**

The students are imparted theoretical inputs through classroom learning. As prospective employees in the corporate organizations the students of BVoc (TTM) are expected to observe and learn the implementation of the concepts and principles in a real time situation. Therefore, the students are expected to work for 8-10 weeks in an organization under the mentorship of external guide in the organization and an internal guide from the University. After returning from the summer training in the organization, during the subsequent semester, the students, under the supervision internal guide of the University are expected to compile data, analyse and interpret data, give their findings and their learning experience about the project. They are expected to prepare a report and submit to the University as a Summer Training Project.

### **Evaluation Pattern**

Summer Training Project is a 5 Credit course and evaluated for 100 marks which are divided into two parts i.e., Project Report and Viva-Voce. Project report carries 50 Marks and Viva-Voce carries 50 Marks.

**SEMESTER - VI**

<b>Course Code</b> : BTT 601	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Sales and Distribution Management in Tourism	<b>No. of Credits</b> : 5

**Course Objectives**

- To get the students familiarized with the concepts, techniques and dynamics of sales Management
- To enable the students with respect to distribution and channel management in Tourism perspective

**Learning Outcome**

- Will be able to apply the techniques to tourism and sales and distribution management and create an ideal distribution channel.

**Unit I**

**Personal Selling:** Types of Selling – Alternative Sales Structures: Network Marketing – Mail Order Selling – Element of Direct Marketing – Teleshopping – Telemarketing – Systems Selling – The Selling Process – Strategies and Styles – Formulating Sales Objectives – Sales Forecasting – Estimating Market and Sales Potential.

**Unit II**

**The Sales Force:** Size of The Sales Force - Sales Organization Based on Customer, Geography, Product And Combinations And Current Trends – Sales Training Programs And Motivating The Sales Force – Sales Force Compensation, Sales Incentives And Sales Force Evaluation – Controlling The Sales Effort – Sales Quotas, Sales Territories, Sales Audit.

**Unit III**

**Physical Distribution:** Participants in The Physical Distribution Function – Environment Of Physical Distribution – Channel Design Strategies and Structures – Marketing Intermediaries - Selecting Channel Members, Setting Distribution Objectives and Tasks – Target Markets and Channel Design Strategies.

**Unit IV**

**Managing the Marketing Channel:** Product, Pricing and Promotion Issues in Channel Management and Physical Distribution – Motivating Channel Members – Evaluating Channel Member Performance – Vertical Marketing Systems – Retail Co-Operatives, Franchise Systems and Corporate Marketing Systems.

## **Unit V**

**E-enabled selling and distribution:** e-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems.

### **Text Books**

Satish K. Kapoor & Purva Kansal (2003), Basic of Distribution Management- a Logistical approach, Prentice-Hall India.

Tapan K. Panda & Sunil Sahadev (2005), Sales and distribution Management, Oxford University Press.

### **References**

Bert Rosenbloom, Marketing Channels: a Management View, Dryden press.

Bowersox & Closs, Logistical Management, Tata McGraw Hill.

Charles Futrell: Sales management, Pearson Education Books

Coughlan, Anderson, Stern & El Ansary, Marketing Channels, Prentice-Hall India.

Efraim Turban, Jae Lee, David King & H. Michael Chung (2000), Electronic Commerce: a Managerial Perspective, Pearson Education Inc.,

Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: Sales management, McGraw Hill.

Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: Sales Management, Prentice-Hall India.

<b>Course Code</b> : BTT 602	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Responsible Tourism	<b>No. of Credits</b> : 5

### Course Objectives

- to understand and appreciate the significance of responsible tourism;
- to be familiar with various approaches and ethical practices with respect to tourism

### Learning Outcome

- Will be exposed to concepts of sustainable and responsible tourism

### Unit I

**Sustainable Tourism and Development:** Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.

### Unit II

**Sustainable Tourism Planning:** Topographical Analysis - Analysis of Local Resources - Land Use Pattern (EIA, EIS, EMS) & Community and Socio- Economic and Cultural Conditions - Evaluation Of Impact of Tourism Site - Zoning System - Carrying Capacity

### Unit III

**Approaches to Sustainable Tourism:** Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management - Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.

### Unit IV

**Quality Standards for Sustainable Tourism:** ISO 14000 – Role of WTTC, UNWTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.

### Unit V

**Ecotourism:** Basics of Ecology - Function and Management of Ecosystem-Biodiversity and its Conservation-Food Cycle and Food Chain-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology - Mass Tourism Vs Ecotourism - Ecotourism Activities & Impacts - Eco-friendly Facilities and Amenities.

### **Text Books**

- Fennel, D. A. (1999), *Ecotourism –An Introduction*, Routledge Publication.
- Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.

### **References**

- Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
- Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
- Ralf Buckley (2004), *Environment Impacts of Ecotourism*, CABI, London.
- Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.
- Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.

<b>Course Code</b> : BTT 603	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Computer Reservation System	<b>No. of Credits</b> : 5

### Course Objectives

- To familiarize the learner about booking of tickets through CRS and constructing airfares.
- To extend hands on training to standard CRS packages like Amadeus, Galileo etc.

### Learning Outcome

- Will be able to book flight tickets through softwares

#### Unit I

Introduction - Flight availability - Selling Air Segments - Passenger Name records

#### Unit II

Supplementary Data - Modifying a PNR - Fare Displays

#### Unit III

Itinerary Pricing - Issuing Tickets - Advance Seat Assignments

#### Unit IV

Queues - Customer Profiles - Reference Information

#### Unit V

Hotel Reservation - Car Rentals - Miscellaneous Entries

\*NOTE: Based on the industrial preference and training material availability the CRS can be opted from the available CRSs.

### References

Amadeus training software.

Galileo training software.

<b>Course Code</b> : BTT 604	<b>Core/ Elective</b> : Core
<b>Course Title</b> : Tourism and Disaster Management	<b>No. of Credits</b> : 5

### Course Objectives

- To aware the student about the problems and issues faced by tourism industry because of natural and man-made disasters.
- To help the Student react and act accordingly at the time of a disaster when guiding tourists.
- To familiarize the students with the

### Learning Outcome

- Will be able to address and mitigate the losses that occur due to disasters.

### Unit I

Understanding Disasters - Understanding the Concepts and definitions of Disaster, Hazard, Vulnerability, Risk, Capacity – Disaster and Development, and Disaster Management - Types, Trends, Causes, Consequences and Control of Disasters - Global Disaster Trends - Emerging Risks of Disasters – Climate Change and Urban Disasters

### Unit II

Impacts of Disasters - Difference between Accidents and Disasters - Simple and Complex Disasters -Refugee problems – Multi-faceted Impacts of Disasters on Tourism - Principles of Psychosocial Issues and Recovery during Emergency Situations - Relationship between Disasters and Tourism Development and vulnerabilities - Role of a Travel and Tourism Stake holders

### Unit III

Disaster Management Cycle and Framework - Preparedness, Capacity Development - Disaster Communication – Search and Rescue — Incident Command System – Relief and Rehabilitation – Post-disaster activities - Refugee operations during disasters - Human Resettlement and Rehabilitation - Inter-sectoral coordination during disasters - Reconstruction and Redevelopment (IDNDR, Hyogo Framework of Action, Sendai Framework for Disaster Risk Reduction)

### Unit IV

Disasters and Tourism Development - Factors Affecting Tourism at A Destination – Vulnerabilities - Differential Impacts - Impact Of Development Projects Such As Dams - Climate Change Adaptation - Relevance Of Indigenous Knowledge -Appropriate Technology and Local Resources (All Of Their Influences on Tourism Activities)



## **Unit V**

Disaster Risk Management in India Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health - Waste Management Institutional arrangements - DM Act and Policy - Other related policies.

**Practicals:** First Aid - CPR, Fire Rescue - Emergency Evacuations - Snake and Insects Bites - Food Poisoning etc.

- **All students should attend at least one workshop organized by NDRF during the semester**
- **Case Studies on Disaster Management with respect to Tourism**

## **Reference Books**

Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.

Management of Natural Disasters in Developing Countries, H.N. Srivastava & G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages

## **References**

An overview on Natural & Man-made Disasters and their Reduction, R K Bhandani, CSIR, New Delhi

Disaster Preparedness Kit, American Red Cross

Manual on Natural Disaster Management in India, M C Gupta, NIDM, New Delhi

World Disasters Report, 2009. International Federation of Red Cross and Red Crescent, Switzerland

<b>Course Code</b> : BTT 611	<b>Core/ Elective</b> : Elective
<b>Course Title</b> : Tour Guiding and Interpretation	<b>No. of Credits</b> : 5

### Course Objectives

- To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.
- To orient them to the nitty-gritty's of this profession.

### Learning Outcome

- Will be able to take up tour guiding as a career option

### Unit I

Tour Guiding: Introduction to Tour Guiding and Tour Escorting - Difference Between Tour Guiding and Tour Escorting -Role of a Tour Guide - Tour Guiding in India -Characteristics of a Tour Guide -Steps to Becoming a Tour Guide - Presenting Yourself - Making Sense of Cultural Differences

### Unit II

Guiding Techniques: Understanding The Dynamics Of Tour Guiding -Practical Tips - Mechanics Of Tour Guiding - Tools of the Trade.

### Unit III

Practical Guiding: Guiding At A Monument -Guiding At A Religious Site - Guiding At A Museum - Guiding On An Archaeological Site - Guiding On A Nature Walk - Guiding On A Walking Tours - Guiding On A Coach - Designing And Conducting Heritage Walks.

### Unit IV

Situation Handling: Handling Difficult Tourists - Handling Questions - Handling Emergencies - Searching For Information - Responsible Guiding - Designing And Conducting Heritage Walks.

### Unit V

Managing Guiding Business: How to Plan an Itinerary -Partners In Business - Setting Up A Tour Guiding Business - Code Of Conduct For Tour Guides In India (MoT).

**Text Books**

Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)

**References**

G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.

Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L) Mitchell,

<b>Course Code</b> : BTT 612	<b>Core/ Elective</b> : Elective (Group-A)
<b>Course Title</b> : Tourist Behavior and Cross-cultural Management	<b>No. of Credits</b> : 5

### Course Objectives

- To familiarise the importance of culture and cross-cultural linkages in tourism.
- To get to understand the motivators and deterrents of tourist behavior.
- To identify the trends in tourism market on tourist behavior.

### Learning Outcome

- Will be able to understand the behaviour of tourists of different cultures around the globe

### Unit I

Introduction to Tourist Behavior and Culture: Determinants of Tourist Behavior - Globalization - tourism and culture - cultural diversity - tourist behavior: importance, models of Tourism behavior (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.) - Indian outbound travel market - Factors affecting tourist behavior;

### Unit II

Theoretical Framework: Cultural Theories and Practices – Culture - Intercultural Theories - Motivators &; Models Of Purchase Decision-Making Process (Mathieson And Wall; Stimulus Response Model (Middleton); Etc.)

### Unit III

Typologies of Tourist Behavior: Typologies and their Critique - Marketing Applications - Tourism-Specific Market Segmentation Tourism Demand And Markets: Global Pattern Of Tourism Demand; Nature Of Demand In Tourism Market; Consumer Behavior And Markets In Different Sectors Of Tourism.

### Unit IV

Consumer Behavior and Marketing in Tourism: The Emergence of New Markets and Changes in Tourist Demand - Quality and Tourist Satisfaction – Trends - Host-Guest Interactions and their Impacts: Physical, Social, Cultural, Environmental – Tourist - Guide Interaction and its impact.

### Unit V

**Culture:** Cultural Practices and Tourism Impacts on Culture - Cultural Differences - Cultural Variability-Sources of Differences - Cross Cultural Comparisons: Concepts and Challenges - Cultural Shock - Differences among International Societies Like Asia, Australia, India Etc.

**Text Books**

Horner, Susan, and Swarbrooke, John (2007). *Consumer Behavior in Tourism*, 2/e. Burlington: Butterworth-Heinemann. (L)

Reisinger, Yvette (2009). *International Tourism: Cultures and Behaviors*. Burlington: Butterworth-Heinemann

**References**

Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behavior: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.

Hooker, John (2003). *Working Across Cultures*. Stanford: Stanford University Press.

<b>Course Code</b> : BTT 613	<b>Core/ Elective</b> : Elective (Group-A)
<b>Course Title</b> : Tour Leadership and Management	<b>No. of Credits</b> : 5

### Course Objectives

- To orient the students about the scope of tour escorting as a career option.
- To help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations.
- To familiarize them to the nitty-gritty's of this profession and to deliver key skills.

### Learning Outcome

- Will be able to take up career in tour guiding and escorting profession

### Unit I

**Tour Leadership:** Introduction to tour leadership - Characteristics of tour escorting profession - difference between tour escorting and tour guiding - Advantages and disadvantages of choosing tour escorting as a profession - Tour management in India and abroad - Skills and competencies required to be a tour manager - Presenting yourself - Challenges faced by a tour manager

### Unit II

**Roles and Duties :** Pre-trip Duties / Preparation - Understanding tour client profile - Tour Escort File:- checklist at the point of departure - Responsibilities at the Airport:- Meet and Greet - Airport Check-In Procedures - Customs and Immigration - Group Clearance- Luggage Responsibilities at the hotel:- Check In, Check out, Rooming List, Meal requests - Responsibilities during sight-seeing tours:- On-Tour Operation / Conduct; Organising Commentary:- Commentary / Storytelling - Destination Briefing - Time Schedule - Points of Interests - Getting a “Mental Picture” of Routing & Landmarks - Handling microphone -Operating Instructions/ Routing - Computing Time / Distance / Routing Technology - Map Reading - Luggage Handling - Familiarisation of coach - Working with the local driver – Gratuities - Working with the Local Guide.

### Unit III

**Responsibilities on a train/cruise:** Embarkation - Initial Briefing/Duties Aboard Ship / Train – Disembarkation.

### Unit IV

**Group management and situation handling:** Why people go on tours? - Group control and Setting Limits - Handling difficult tourists - Communication Skills - Typical Day-to-Day Problems - Listening Skills - Conflict Resolution - Keeping your Cool – Creativity - Tips to keep group happy - Ethical and Professional Considerations - Handling emergency situations.

## **Unit V**

**Other roles and responsibilities Other functions:** The Professional Daily Briefing - Dealing with FAQ's - Taking care of logistics - Dine Around, Shopping / Commissions / Ethics - Safety of guests - **Arrival preparations:-** Briefing instructions and Reconfirming Flights - Tour Conclusion and feedback - Tools of the trade for the tour manager - Understanding cross cultural differences.

### **Text books**

Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)

### **References**

Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.

Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

<b>Course Code</b> : BTT 614	<b>Core/ Elective</b> : Elective (Group-B)
<b>Course Title</b> : Airport Operations Management	<b>No. of Credits</b> : 5

### Course Objectives

- To provide a framework of the civil airport operation in a practical context and prepares the students for different modules.
- To gain insight into how the civil aviation operation has responded to technological change and increased threat perception,
- To utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.

### Learning Outcome

- Will be able to understand and manage the airport management with conceptual knowledge

### Unit I

**Overview of The Airline Industry:** link between Airline and transportation - Effects of technological developments and innovation on Airport operation - Effective management and leadership skills in the Airport business - The threat to civil airport - the way we are post-9/11- Threat assessment and risk management - Security management systems and culture - Passengers security - Cargo security - Security quality control

### Unit II

**Standard Envelopes for Traffic Documents:** Use of Airlines Documents - Guidelines for Establishing Aircraft Ground Times - Common Use Terminal Equipment (CUTE) Systems - Aircraft Emergency Procedures - Aircraft/Airport Security Procedures - Quality Management System - Performing Airport Handling Quality Audit -E-Invoicing Standards

### Unit III

**Facilitation and Security and Contingency Planning:** Passenger Handling - Class or Type of Fare - Denied Boarding Compensation - Inadmissible Passengers and Deportees - Items Removed from a Passenger's Possession by Security Personnel - Hold Loading of Duty-Free Goods - Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation - Recommendations for the Handling of Passengers with Reduced Mobility (PRM) - Acceptance and Carriage of Passengers with Reduced Mobility (PRM) - Carriage of Passengers with Communicable Diseases - General Guidelines for Passenger Agents in Case of Suspected Communicable Disease



## Unit IV

**Baggage Handling:** Interline and On-Line Transfer Baggage - Baggage Theft and Pilferage Prevention – ULD- Baggage Codes for Identifying ULD Contents and/or Bulkloaded Baggage - Cargo/Mail Handling - Preparation for Loading of Cargo - Securing of Load - Collection of Sacks and Bags - Handling of Damaged Cargo - Handling of Pilfered Cargo - Handling Wet Cargo - Handling Perishable Cargo - Handling and Protection of Valuable Cargo - Handling and Stowage of Live Animals - Handling of Human Remains - Acceptance Standards for the Interchange of Transferred Unit Load Devices - Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage - Handling, Mail Documents , Aircraft Documents Stowage, Special Load— Notification to Captain (General, Special Load—Notification to Captain , Special Load— Notification to Captain

## Unit V

**Cargo Trends and Forecasts:** Cargo operations DGR,LAR, Aircraft Handling and Loading - Provision and Carriage of Loading Accessories - Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification - Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions,

## Text Books

RigasDoganis,(2010) Flying Off Course Routledge (4th Ed).

Trompenaars &Woolliams,(2006) Business Across Cultures, Capstone Publishing

## References

Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, October 2010, Vol. 16, Issue 5 (pp. 11-13)

K. Jack Riley(2011), Air Travel Security Since 9/11, Rand Corporate Publication.

Robert W. Poole(2008), Risk Based Aviation Security, Joint Transport Research Center.

Spekman& Isabella (2000), Alliance Competence, Wiley Holden (2002), Cross Cultural Management, Pearson

Stephan Holloway (2003), Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.)

<b>Course Code</b> : BTT 615	Core/ Elective	<b>: Elective (Group-B)</b>
<b>Course Title</b> : International Tourism	No. of Credits	<b>: 5</b>

### Course Objectives

- To understand the Indian International Relations and its impact on tourism.
- To expose the students to the trends in outbound and inbound tourism of India.
- To provide an understanding on the role played by international and national organizations in promoting international tourism.

### Learning Outcome

- Will be able to understand tourism from the international perspective

### Unit I

Domestic and International Tourism: Definition, Nature and scope - Role of Government in promotion of Domestic and International tourism in India - Types of International and Domestic Tourism – Indian international relations with its neighboring countries: its impact on Tourism.

### Unit II

Economic impact of international tourism - Factors affecting Global & regional tourist movements - Contemporary trends in international tourist movements - Characteristics of Inbound tourism and patterns of India's major international market - Long -term tourism growth trends - Tourism growth in major regions.

### Unit III

Alternative tourism – Meaning, types and importance - Case studies of alternative tourism destinations: India, Costa Rica and Brazil - Barriers to travel: Economical, Political, Health and environmental risk.

### Unit IV

Patterns and characteristics of India's outbound tourism - Case study of Dubai, Singapore, Malaysia and Thailand - Domestic tourism in India - Major tourist generating states in India - International Conventions: Warsaw 1924, Chicago 1944.

### Unit V

International organizations viz. WTO, WTTC, IATA, PATA, ASTA UFTAA - National tourism organizations viz MOTGOI, TAAI, IATO - Development of transportation, technology & automation worldwide – Case studies on intercontinental transportation routes.

### **Text Books**

A.K. Bhatia (2021), International Tourism, Sterling Publishers Pvt. Ltd; third edition. ISBN-10: 9386245507, ISBN-13: 978-938624550

Robert C Mill and Alastair M Morrison, The Tourism System, Kendall/Hunt Publishing Co, U.S.; 7th Revised edition, ISBN-10: 0757599761, ISBN-13: 978-0757599767

### **References**

A K Bhatia (2020), Tourism Development: Principles & Practices, Sterling Publishers Pvt.Ltd; Second Edition, ISBN-10: 9386245620, ISBN-13: 978-9386245625

Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices, Oxford University Press, ISBN-10: 0198072368, ISBN-13: 978-0198072362

Stephen J. Page, Tourism Management: An Introduction, S.Chand (G/L) & Company Ltd; 4th edition, ISBN-10: 0080969321, ISBN-13: 978-0080969329

<b>Course Code</b> : BTT 615	<b>Core/ Elective</b> : Elective (Group-B)
<b>Course Title</b> : International Tourism	<b>No. of Credits</b> : 5

### Course Objectives

- To understand the Indian International Relations and its impact on tourism.
- To expose the students to the trends in outbound and inbound tourism of India.
- To provide an understanding on the role played by international and national organizations in promoting international tourism.

### Learning Outcome

- Will be able to understand tourism from the international perspective

#### Unit I

Domestic and International Tourism: Definition, Nature and scope - Role of Government in promotion of Domestic and International tourism in India - Types of International and Domestic Tourism – Indian international relations with its neighboring countries: its impact on Tourism.

#### Unit II

Economic impact of international tourism - Factors affecting Global & regional tourist movements - Contemporary trends in international tourist movements - Characteristics of Inbound tourism and patterns of India's major international market - Long -term tourism growth trends - Tourism growth in major regions.

#### Unit III

Alternative tourism – Meaning, types and importance - Case studies of alternative tourism destinations: India, Costa Rica and Brazil - Barriers to travel: Economical, Political, Health and environmental risk.

#### Unit IV

Patterns and characteristics of India's outbound tourism - Case study of Dubai, Singapore, Malaysia and Thailand - Domestic tourism in India - Major tourist generating states in India - International Conventions: Warsaw 1924, Chicago 1944.

#### Unit V

International organizations viz. WTO, WTTC, IATA, PATA, ASTA UFTAA - National tourism organizations viz MOTGOI, TAAI, IATO - Development of transportation, technology & automation worldwide – Case studies on intercontinental transportation routes.

### **Text Books**

A.K. Bhatia (2021), International Tourism, Sterling Publishers Pvt. Ltd; third edition. ISBN-10: 9386245507, ISBN-13: 978-938624550

Robert C Mill and Alastair M Morrison, The Tourism System, Kendall/Hunt Publishing Co, U.S.; 7th Revised edition, ISBN-10: 0757599761, ISBN-13: 978-0757599767

### **References**

A K Bhatia (2020), Tourism Development: Principles & Practices, Sterling Publishers Pvt.Ltd; Second Edition, ISBN-10: 9386245620, ISBN-13: 978-9386245625

Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices, Oxford University Press, ISBN-10: 0198072368, ISBN-13: 978-0198072362

Stephen J. Page, Tourism Management: An Introduction, S.Chand (G/L) & Company Ltd; 4th edition, ISBN-10: 0080969321, ISBN-13: 978-0080969329

<b>Course Code</b> : BTT 621	<b>Core/ Elective</b> : Elective (Group-B)
<b>Course Title</b> : Basic Logistics and Supply Chain Management	<b>No. of Credits</b> : 5

### Course Objectives

- To provide basic understanding about the logistics and supply chain management.
- To gives a clear view on the flow of activities in the real time applications.

### Learning Outcome

- Will be able to understand basic logistics, supply chain management procedures in Tourism and Travel Industry

### Unit-I

Logistics And Supply Chain Management: Logistics- Role, Scope, Functions And Importance – Integrated Logistics Management – Concept – Importance - Types of Supply Chains and Examples - Process Views Of Supply Chain - Supply Chain Drivers and Metrics - Strategic, Tactical, and Operational Decisions in Supply Chain - Supply Chain Management:- Functions, Significance - Differences Between Logistics and Supply Chain Management - Importance of SCM in Tourism Industry - Logistics and SC Network Design - Network Design in a Supply Chain -Network Design in an Uncertain Environment.

### Unit II

Planning Demand and Supply: Demand Forecasting - Managing Uncertainty in Supply Chain Inventory Management – MRP- DRP - Transportation Management- Distribution Networks- Warehousing Management - Sourcing Decisions in Supply Chain- Third and Fourth Party Logistics Providers - Purchasing and Supplier Management Sourcing - Vender Identification, Selection, Evaluation, Development - Suppler Relationship Management

### Unit III

Pricing And Revenue Management: Role of Pricing and Revenue Management in a Supply Chain - Pricing and Revenue Management for Multiple Customer Segments - Coordination in a Supply Chain: Bull Whip Effect, Lack of Coordination in a Supply Chain, CPFR; Supply Chain Performance Measures

### Unit IV

Global Logistics and SCM: International Logistics and Supply Chain Management – Importance of Logistics And SCM to International Business - Designing Global Supply Chain Networks - Globalisation and Supply Chain Challenges

## **Unit V**

IT and SCM: The Applications Enabling Technologies for Supporting Logistics And Supply Chain Decision Role Of It In Logistics And SCM – ERP - Impact Of Internet And E-Commerce - Internet Enabled Supply Chains: E-Operations, E-Marketplaces, E-Procurement, E-Logistics, E-Fulfillment, Web Services - Supply Chain Automation and Supply Chain Integration - Supply Chain Performance Measurement System

Case Studies: Green Supply Chain, Score Model, Fisher Framework, Hau Lee Framework, Ford, Toyota, Dell Supply Chain

## **Text Books**

Chopra, S., Meindl, P., Kalra, D.V.(2010), Supply Chain Management: Strategy, Planning and Operations. Pearson ,.

## **References**

Coyle, Bardi and Langley (2003), Thomson the Management of Business Logistics., 7th edition, Thomson Southwestern

David Simchi-Levi, Philip Kaminsky (2003), Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, 2nd edition, Graw Hill.

Irwin (2001), Strategic Logistics Management, 4 Ed. McGraw .Hill

Raghuram and Rangaraj, (2003) Logistics and SCM., Macmillan.

Spear Steven & Bowen H.Kent, Decoding the DNA of the Toyota Production System, Havard Business Review, Sept-Oct 1999.

Vinod V Sople, Logistics Management Pearson Education

<p><b>Course Code</b> : BTT 622</p> <p><b>Course Title</b> : Shipping and Multimodal Transport Management</p>	<p><b>Core/ Elective</b> : Elective (Group-B)</p> <p><b>No. of Credits</b> : 5</p>
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### Course Objectives

- To provide basic understanding of various Regulatory and Facilitation Organizations and Intermediaries
- To help the learner make a career in shipping and transport industry.

### Learning Outcomes

- Will be able to understanding of conventions, cargo handling equipment, movement of cargo, security concerns.

### Unit - I

**Regulatory and Facilitation Organizations and Role Of Intermediaries:** Role of national and International regulatory and facilitation organizations (IMO, UNCITRAL, UNCTAD, ICC, ICU, Ministry of Shipping and Commerce, Customs & Excise, WTO) - Introduction to International Trade and economics of sea Transport Agency Role and Functions - Ship chandlers - Cargo Consolidating agents - Customs house agents - Freight Forwarders – Stevedores - Liner and Streamer agents - Charterers agents - National and International Agency associations Multi model transport operators agency Contractors .

### Unit-II

**Maritime Labour Conventions and Recommendations:** Merchant Shipping Conventions, 1976 – Seaport Development - Indian Dock Labour Act and Regulations - Role of ILO and International Labour convention.

### Unit-III

**CMS and Cargo Handling Equipment:** Cargo Handling Process -Types of Cargo transportation systems – Dry Bulk, Break Bulk, Liquid Bulk - Cargo handling equipment - Various equipment like Cranes, Conveyor systems, Pipe lines, Liquid cargo pumping systems, Self-unloading ships, Wagon tippers, and Automated bagging machines.

### Unit –IV

**Shipping (Cargo) Regulations:** Merchant Shipping Carriage of Cargo Rules, 1995 – Understanding the role of the Director General of Shipping - Commerce and Customs in the Implementation of National Law like the Merchant Shipping Act Indian COGSA - Multi model Transportation goods act - Customs act - National foreign trade policy International Conventions



/ regulations and codes relating to Bulk cargo – Customs procedures (Unified Customs Protocol)  
- Indian Law of Contracts - Shipping Procedures & Shipping Procedures in India – import & Export Procedure - Customs Procedures & Container Freight Stations – ICD, -INCO Terms – Documentation such as Bill of Lading, Proforma Invoice, Actual Invoice – Liability and Insurance

### **Unit-V**

**Hazardous Material Shipping Procedure:** International and National regulations for transportation of Hazardous material in bulk and packaged form (IMDG code) - Environment protection requirements involved in transportation of Hazardous Cargo - Responsibilities of importer / exporter, shippers and agents - dangerous goods declaration - classes of dangerous goods - procedures for handling dangerous materials - Security: Port Security, Marine Security, Cargo Security - Traffic Control - Technology and Equipment used in port security - Maritime frauds

### **Text books**

J. Mark Rowbotham Introduction to Marine Cargo Management, Lloyd's Practical Shipping Guides

Prem Nath Dhar Global Cargo Management: Concept, Typology, Law And Policy Kanishka Publishers Distributors

### **References**

Bes J,(1992). Chartering Shipping Terms. London: Barker and Howard.

Branch. A , (1999). Elements of Shipping (7th Ed). London .

Brodie P(1999). Commercial Shipping Handbook Lloyds of London Press.

Packard William V(2004),. Cargoes Shipping Books (2nd Ed).

<b>Course Code</b> : BTT 623	<b>Core/ Elective</b> : Elective (Group-B)
<b>Course Title</b> : Forex Management	<b>No. of Credits</b> : 5

### Course Objectives

- To acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.
- To give the students a scope to find career in banking and financial institutions

### Learning Outcome

- Will be able to deal with foreign exchange management

### Unit I

**International Monetary System:** Evolution of the international monetary system- Bimetallism - Gold standard - Bretton Woods system - Flexible exchange rate regime - Current exchange rate arrangements (Basic Idea).

### Unit II

**Concepts and Provisions:** Concepts of authorized person - Categories of Authorized dealers - current account transaction - capital account transaction- Regulation and management of foreign exchange: FEMA (Main Objectives) - realization and repatriation of foreign exchange.

### Unit III

**Foreign Exchange Market:** Structure of Foreign exchange market (Global & Indian) - Participants in foreign exchange market - Types of transactions & foreign exchange market -Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets - Forward Market: Concept of forward rate, long and short forward positions, forward premium and discount.

### Unit IV

**Exchange Rate:** Concept and its determinants - BSR and BBR - Types of Exchange Rates - Government intervention and government influence on exchange rates - Buying Power: Concept and its effect on Travel trends.

### Unit V

**Foreign Exchange Rules in India:** Residents and Non-Residents Accounts in foreign currency - Import and Export of Foreign exchange, - Import and Export of Indian currency - Foreign exchange facilities or restrictions in India (Basic Idea) - Foreign exchange rules in India for Tourists.

**Text books**

Apte, P.G., Multinational Financial Management, New Delhi: Tata McGraw Hill, 1998

Jeevanandam C, Foreign Exchange & Risk Management, New Delhi: Sultan Chand & Sons.

**References**

Cheol S. Eun & Bruce G. Resnick, International Financial Management, McGraw Hill.

Levi, Maurice, International Finance, New York: McGraw Hill Inc.

Madura, Jeff, International Corporate Finance, Cengage Learning.

RBI Guidelines on Foreign Exchange (Latest)

<b>Course Code</b> : BTT 624	<b>Core/ Elective</b> : Elective (Group-B)
<b>Course Title</b> : Export Import Documentation	<b>No. of Credits</b> : 5

### Course Objectives

- To provide the basic understanding of export and import procedure and Documentation
- To help the student in professional life when working at airports or cargo companies.

### Learning Outcomes

- Will be able to get acquainted with all types of documentation related to exports and imports

#### Unit I

Export Procedures and Documentation: Types of Exports - Types of Exporters - Institutional framework for promotion of exports - Legal Framework governing exports - Need for export Procedure and Documentation.

#### Unit II

Export Procedures: Pre-shipment - shipment and Post-shipment Procedures - Foreign Trade Policy

#### Unit III

Export Documentation: Mandatory Documents for Export- Commercial and regulatory Documents - Multimodal Transport Documentation

#### Unit IV

Export Incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives -Procedures and documentation for availing incentives - Trading Houses- Export and trading houses schemes – criteria, procedures and documentation -Policy and procedures for EOU/FTZ/EPZ/SEZ units - Incoterms and its usage.

#### Unit V

Import Procedure and Documentation: Types of Imports - Need for Licensing - Types of Licensing - Import Procedures and Documentation

**Text Books**

C. Rama Gopal, Export Import Procedures: Documentation and Logistics, New Age International

Francis Cherunilam, International Trade and Export Management

**References**

Desai, H.B. Indian shipping Perspectives, Delhi : Anupam Publications

EXIM Policy & Handbook of EXIM Procedure – VOL I & II

Kapoor, D. C., Export Management, Jain Book Depot

Mahajan, A Guide on Export Policy Procedure & Documentation, Snow White Publications Pvt. Ltd

<b>Course Code</b> : BTT625	<b>Core/ Elective</b> : Elective
<b>Course Title</b> : Cruise Operations and Management	<b>No. of Credits</b> : 5

### Course Objectives

- To critically reflect on the image of cruising and consider different types of cruises
- To understand the scale and scope of the cruise market
- To understand the roles and responsibilities on a cruise ship, the personnel structures, contracts, and organizations relevant to cruise vessels

### Learning Outcome

- Will be able to understand the itinerary planning, products along with other issues related to cruise management

### Unit I

**Cruise Operations and Cruise Products:** History and Image of cruising – Cruise brands and market – Acquisitions and Mergers – Marketing actions and Alliances – The Cruise product – Brand value and vessel classification.

### Unit II

**Cruise Geography and Itinerary planning:** Primary cruising regions: The Caribbean – Europe and the Mediterranean – North America – Oceania and the South Pacific – other Cruise Destinations – Itinerary planning – Tourist Motivation – Shore Excursions – Case studies.

### Unit III

**On Board Services:** Roles and responsibilities on a cruise ship – Management of hotel services – Customer Service – Management of F&B services – Food production and service delivery system – Customer demands and operation capabilities – Planning wine list.

### Unit IV

**Management of facilities on Cruise:** Revenue and Yield management – Administering accommodation – Aesthetics and Ergonomics – Accommodation systems – Environmental Issues – Training staff – Skill Development – Learning and development – Learning of Cultures.

### Unit V

**Maritime Issues, Legislation and Safety:** Shipping Industry – Marine Security – Marine Pollution – Sanitation and Cleanliness – Maritime Organizations – Vessel Sanitation Program – Safety and risk assessing – Providing services to customers with special needs – The Norovirus.

### **Text Books**

Ahuja S, Cruise Operations Management. Elsevier Science (Reprint Technical Science & Engineering) (1 January 2010), ISBN-10 : 9789380501611, ISBN-13 : 978-9380501611

Philip Gibson, Cruise Operations Management: Hospitality Perspectives (The Management of Hospitality and Tourism Enterprises). A Butterworth-Heinemann Title; 1st edition (23 June 2006), ISBN-10 : 0750678356, ISBN-13 : 978-0750678353

### **References**

Cletus Fernandes, Food & Beverage service for students of Hospitality: For Hotel and Cruise line operations. Notion Press; 1st edition (29 October 2020), ISBN-10 : 1636697712, ISBN-13 : 978-1636697710

Philip Gibson, Cruise Operations Management. Routledge; Second edition (1 February 2012); Taylor & Francis Books India Pvt. Ltd. ISBN-10 : 036747526X, ISBN-13 : 978-0367475260

Philip Gibson and Richard Parkman, Cruise Operations Management: Hospitality Perspectives. Routledge; 3rd edition (4 October 2018), ISBN-10 : 113850517X, ISBN-13 : 978-1138505179