



**CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU**  
**B.Voc. Tourism and Travel Management**

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 B.Voc. Degree in Tourism and Travel Management.

**Objectives of the Programme**

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

1. Have an overview of all the relevant areas of Tourism and Travel Management
2. Understand the concepts thoroughly on Tourism and Travel Management.
3. Complete internships/projects in organizations and gain practical knowledge in the Tourism and Travel sector.
4. Develop the skill and knowledge about Tourism and Travel Management.
5. Be industry ready and enhance employability skills to slide into Tourism and Travel sector.
6. Be confident to start a small entrepreneurial activity in Tourism and Travel Sector.
7. Gain confidence to be self-reliant and create employment opportunities for others in Tourism and Travel Sector.

**Structure of the Programme:**

Total Number of Credits for the B.Voc. Programme: 180

S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester – I						
1	TT101	Fundamentals of Computer Skills	5	55	10	10
2	TT102	Effective Communication Skills	5	30	30	10
3	TT103	Introduction to Marketing	5	55	10	10
4	TT104	Principles and Practices of Management	5	55	10	10
5	TT105	Tourism Principles, Policies & Practices	5	55	10	10
6	TT106	Travel Management	5	55	10	10
Total			30			
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester – II						
1	TT151	Computer Skills-II	5	55	10	10
2	TT152	Effective Communication Skills-II	5	30	30	10
3	TT153	Introduction to Hospitality	5	55	10	10
4	TT154	Tourism Products of India	5	55	10	10
5	TT155	Managerial Economics	5	55	10	10
6	TT156	Global Tourism Geography	5	55	10	10
Total			30			
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester – III						
1	TT201	Organizational Behavior	5	55	10	10
2	TT202	Customer Relationship Management	5	55	10	10
3	TT203	Basic Statistics	5	55	10	10
4	TT204	Accounting and Financial Management	5	55	10	10
5	TT205	Hotel Operations	5	55	10	10
6	TT206	Tourism and Disaster Management	5	55	10	10
Total			30			

S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester – IV						
1	TT251	Research Methodology	5	55	10	10
2	TT252	Human Resource Management in Travel & Tourism	5	55	10	10
3	TT253	Travel Agency & Tour Operations	5	55	10	10
4	TT254	Airline & Cargo Management	5	55	10	10
5	TT255	Adventure & Sports Tourism	5	55	10	10
6	TT256	Eco Tourism	5	55	10	10
		Total	30			
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester –V						
1	TT301	Legal and Regulatory Framework in Travel & Tourism	5	55	10	10
2	TT302	Entrepreneurship and Business Strategy in Tourism	5	55	10	10
3	TT303	Medical & Wellness Tourism	5	55	10	10
4	TT304	Event Management & MICE	5	55	10	10
5	TT305	Basic Airfare & Ticketing	5	55	10	10
6	TT306	Summer Training Project	5	55	10	10
Total			30			
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T	S/P
Semester –VI						
1	TT351	Sales & Distribution Management in Tourism	5	55	10	10
2	TT352	Sustainable Tourism & Environment	5	55	10	10
3	TT353	Future Trends in Travel & Tourism	5	55	10	10
4	TT354	Ethics in Travel & Tourism	5	55	10	10
Semester VI GROUP A: Electives						
1	TT355	Tour Guiding and interpretation	5	55	10	10
2	TT355	Tourist Behavior and Cross CulturalManagement	5	55	10	10
3	TT355	Tour Leadership and Management	5	55	10	10
4	TT355	Event Planning and Management	5	55	10	10
5	TT355	Event Logistics	5	55	10	10

<b>Semester VI GROUP B: Electives</b>						
<b>1</b>	TT356	Basic Logistics and Supply Chain Management	5	55	10	10
<b>2</b>	TT356	Shipping and Multimodal Transport Management	5	55	10	10
<b>3</b>	TT356	Forex Management	5	55	10	10
<b>4</b>	TT356	Computer Reservation System	5	55	10	10
<b>5</b>	TT356	Airport Operations and Management	5	55	10	10
<b>TOTAL</b>			<b>30</b>			
<b>TOTAL</b>			<b>180</b>			

### Credit Distribution Structure

<b>Semester</b>	<b>Total Credits</b>	<b>Cumulative Credit at the end of the Semester</b>
Semester I	30	30
Semester II	30	60
Semester III	30	90
Semester IV	30	120
Semester V	30	150
Semester VI	30	180

Assessment Pattern: 40% of internal [formative evaluation -- two best out of three tests (for a maximum of 15 marks each = 30marks) and seminar/assignments/attendance (10 marks)] and 60% (summative evaluation --end of semester exam)

## TEACHING AND EVALUATION REGULATIONS

### Special features

The special features of the University's academic set up include a flexible academic programme that encourages interdisciplinary courses. The assessment of examinations of the Undergraduate and Postgraduate courses is continuous and internal.

### **Semester system**

The courses are organized on the semester pattern. The academic year consists of two semesters of 16 to 18 weeks each. July – December is the Monsoon and January – June is the winter semester.

### **Continuous internal assessment**

The examination system of the University is designed to test systematically the student's progress in class, laboratory and field work through continuous evaluation in place of the usual "make or mar" performance in a single examination. Students are given periodical tests, short quizzes, home assignments, seminars, tutorials, term papers in addition to the examination at the end of each semester. A minimum of three such assignments/tests are administered as part of the internal assessment process

### **Attendance and progress of work**

A minimum attendance requirement of 75% of the classes actually held in each course (at least 60% if the same course is repeated for writing the end-semester examinations, and for visually challenged students) and participate, to the satisfaction of the Academic Unit, in seminars, sessionals and practical's as may be prescribed, mandatory. The progress of work of the research scholars and their attendance is regularly monitored by their supervisors. Absence from classes continuously for 10 days shall make the student liable to have his/her name removed from the rolls of the University. Absence on medical grounds should be supported by a certificate which has to be submitted soon after recovery to the respective Academic Unit. Coordinator can condone the requirement of Minimum attendance up to 5% only for regular or repeat courses.

### **Evaluation regulations**

1. The performance of each student enrolled in a course will be assessed at the end of each semester. Evaluation of all U.G/ P.G is done under the Grading System. There will be 7 letter grades; A+, A, B+, B, C, D and F on a 10 point scale which carries 10,9,8,7,6,5,0 grade points respectively.
2. The final result in each course will be determined on the basis of continuous assessment and performance in the end semester examination which will be in the ratio of 40:60 in case of theory courses and 60:40 in laboratory courses (practicals).
3. The mode of continuous assessment will be decided by the University. For B.Voc. (Tourism and Travel Management) programme, Continuous assessment will be done for 40 marks and semester-end examination is conducted for 60 marks. The students will be given a minimum of three units of assessment per semester in each course from which the

best two performances will be considered for the purpose of calculating the result of continuous assessment. The record of the continuous assessment will be maintained by the Academic Unit. Three Internal tests will be conducted for 15 marks each, out of which two best of three test scores will be considered for 30 marks. Out of the remaining 10 marks, 5 marks will be awarded for assignments, class presentations and class participation of the student and remaining 5 marks will be awarded for punctuality and attendance of the student.

Marks for attendance will be considered as follows:

95% or more	-	5 Marks
90-94%	-	4 Marks
85-89%	-	3 Marks
80-84%	-	2 Marks
75-79%	-	1 Mark.

4. Semester end examination pattern contains 4 sections for 60 marks  
 Section A: Student needs to answer 5 out of 8 questions which is assessed for 10 marks (2x5=10 marks)  
 Section B: Student needs to answer 4 out of 6 questions which is assessed for 20 marks (4x5=20 marks)  
 Section C: Student needs to answer 2 out of 3 questions which is assessed for 20 marks (2x10=20 marks)  
 Section D: Student needs to answer this compulsory question which is assessed for 10 Marks (1x10=10 marks)
5. At the end of the semester examination, the answer scripts shall be evaluated and the grades scored by each student shall be communicated to the Coordinator, for onward transmission to the Office of the Controller of Examinations. Wherever required, the faculty/ Coordinator may moderate the evaluation.
6. (a) Students should obtain a minimum of 'D' grade in each course in order to pass in the Under graduate/ Postgraduate. Students who obtain less than 'D' Grade in any course, may be permitted to take the supplementary examination in the course/s concerned usually within a week after the commencement of the teaching of the next semester or in accordance with the schedule notified. Appearance at such examinations shall be allowed only once. Those students who get less than 'D' grade in the supplementary examination also shall have to repeat the course concerned or take an equivalent available course with the approval of the Coordinator. Such approval should be obtained at the beginning of the semester concerned.  
  
 (b) In order to be eligible for award of medals/prizes and ranks etc., the students should complete the course within the prescribed duration without availing supplementary or

repeat examinations. Further, Grade value obtained in the supplementary/repeat/improvement examination shall not be taken into account for the said purpose. Candidates attempting in Supplementary/Improvement exams are also not eligible for medals.

(c) Medals are awarded to only those who have passed/completed the course in that current academic year only.

7. A student of UG/ PG, is expected to clear more than 50 % of the courses offered in that semester in order to be promoted to the next semester A student may have a maximum of two backlogs where the number of the courses in a semester are four and a maximum of three backlogs where the number of courses in a semester are more than four at any given point of time including the backlogs of the previous semester, if any.
8. Students who are permitted to appear in supplementary examinations in course/s in accordance with clauses 5(a) above will be required to apply to write the examination concerned in the prescribed form and pay the prescribed examination fee by the date prescribed for the purpose.
9. (a) A student in order to be eligible for the award of BA/BSc/M.A/ B.Voc Courses must obtain a minimum of 'D' grade in each course. The results of successful candidates will be classified as indicated below on the basis of the CGPA: CGPA of 8.0 and above and up to 10.0 I Division with Distinction CGPA of 6.5 and above and < 8.0 I Division CGPA of 5.5 and above and < 6.5 II Division CGPA of 6.0 II Division with 55% CGPA of 5.0 and above and < 5.5 III Division (b) To satisfactorily complete the programme and qualify for the degree, a student must obtain a minimum CGPA of 5. There should not be any 'F' grades on records of any student for making himself/herself eligible for award of the degree. The division obtained by a student will be entered in his/her provisional cum consolidated grade sheet and in the Degree certificate.
10. No student shall be permitted to take a supplementary examination for the second time of the same course except in the case of one repeating the entire course.
11. Students who are not found eligible to take semester examinations and also those who are not promoted to the next semester of the course may be considered for readmission to the concerned semester of the immediately following academic year. Such students should seek readmission before the commencement of the classes for the concerned semester or within a week of the commencement of the concerned semester if they are appearing in the supplementary examinations. Such students are given an option either to undergo instruction for all the courses of the semester concerned or to undergo instruction in only such courses in which they have failed on the condition that the option once exercised will be binding on the student concerned.

12. At the specific written request of the student concerned, answer scripts of the semester examinations may be shown to him/her, but not returned to the candidates. The result of the continuous assessment of the students will, however, be communicated to students immediately after the assessment.
13. In the case of a request for re-evaluation of end-semester examination answer books, the Academic Unit shall constitute a Grievance Committee consisting of 3 or 4 teachers to examine the complaints received from the students of the School regarding their assessment. Such requests from the students should reach the Coordinator, within 15 days of the announcement of the results.

Note: If a student is not satisfied with the evaluation by the Academic Unit level Grievance Committees, the Coordinator, on a request from the student may refer the matter to the Controller of Examinations for getting the paper evaluated by an external examiner, whose evaluation will be final. The fees for external evaluation in all such cases shall be Rs. 500/- per paper which shall be paid by the student concerned.

14. (a) Students absenting themselves after payment of fees from a regular semester examination are permitted to appear in the supplementary examination subject to fulfilling the attendance requirement. The application for the supplementary examination in the prescribed form along with the prescribed fee should reach the office of the Controller of Examinations through the Coordinator by the date prescribed.
- (b) Students may opt an audit/Extra course within the Academic Unit or outside, provided he/she fulfils 75% of attendance requirement and the regular internal assessments for an audit/Extra course for including it in the additional grade sheet.
- (c) Option once exercised for audit/extra courses shall be final.

### **Improvement examination**

- i) The facility for improvement shall be open to all students securing 'D' grade and above and who want to improve their grade irrespective of the CGPA obtained by them. However, one should clear all courses of a particular semester in which he/she intends to take an improvement examination. Appearance at such examination in the course will be allowed only once. One can improve a maximum of four courses of their respective programmes as detailed below: One course at the end of the first semester, two courses at the end of the second semester, three courses (to be taken from 1st & 3rd semesters) at the end of the third semester and four courses at the end of the fourth semester. No further chance will be given under any circumstances.
- ii) The improvement examinations will be conducted along with the supplementary examinations within a week of the commencement of the teaching of the next semester or as per the schedule prescribed.



- iii) For the purpose of determining the Division, the better of the two performances in the examinations will be taken into consideration.
- iv) The grade sheet of a student will indicate full information of the examinations taken by him/her. Both the Grades obtained in the 1st and 2nd attempts will be shown in the grade sheets.
- v) The Application for improvement examination in the prescribed form along with the prescribed Examination Fee should reach the office of the Controller of Examinations within a week of the commencement of the teaching of the next semester through the Academic Unit by the prescribed date.
- vi) Students who have completed the course without availing the improvement facility in accordance with the schedule prescribed by the University are allowed to avail the un-availed chances within a maximum period of six months after completion of the course. Such exams are to be taken when the regular or supplementary/improvement exams are held.


#### **Special Supplementary Examinations:**

The UG/PG Students who after completion of the prescribed duration of the course are left with backlogs are eligible to appear for special supplementary exams subject to a maximum of two courses where number of courses in a semester are four and a maximum of three courses where the number of courses in a semester are more than four. Appearance in such exams shall be allowed only once. Special supplementary exams are to be conducted when the regular supplementary/ improvement exams are held.

**Note:** Supplementary and Special Supplementary examinations cannot be written in same semester.

#### **GRADE SHEET**

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Range of % of Marks</b>
A+	10	90 to 100
A	9	80 to <90
B+	8	70 to <80
B	7	60 to <70
C	6	50 to <60
D	5	40 to <50
F	0	<40

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 101</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>30 hours</b> Tutorials : <b>30 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>FUNDAMENTALS OF COMPUTER SKILLS</b>

**Course Objectives:**

1. This course will introduce the student to Computer and Communication Fundamentals and its convergence.
2. Some of the productivity tools to be taught in the course.

**UNIT I**

**Computer Fundamentals:** What is a computer? - Components of a computer system. Classification of computers - Types of computers - Brief history of evolution of computers - Generation of computers - Computer hardware and software - Input/output devices - internet and web surfing etc. Personnel Computers: PC & Types of Computers, Primary & Secondary storage device - Other peripherals used with PC.

**UNIT II**

**Data Processing:** Types - Data processing cycle - Computer in Business.

**UNIT III**

**Data Communication & Networks:** Introduction of Communication – Communication Media - 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.

**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**

**MSExcel:** Using complex equations for combining data, VLOOKUP function, Excel charts, Excel Sort, Excel Filter, and Pivot Table.

**MSPowerPoint:** Using Animations and Transitions.

### **Text Books/References:**

1. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
2. V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition, 2014

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 102</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EFFECTIVE COMMUNICATION SKILLS - 1</b>

**Course Objectives:**

1. To make the student communicate well augmenting basics of grammar.
2. To apply various basic grammatical concepts for language proficiency.
3. To enhance vocabulary and language.

**UNIT I**

**Introduction to English Pronunciation:** English Sounds - Word Accents - Intonations.

**UNIT II**

Greeting and Introduction - Expressing Opinions - Tense and Aspect - Asking Questions/ Asking information and Giving information.

**UNIT III**

Prepositions - Giving Instructions/ Following Instructions - Modals: Positive and Negative statements - Report Writing: Introduction and Formal Reports.

**UNIT IV**

Understanding Vocabulary in context - Phrasal Verbs - Management Vocabulary - Making Short Presentation - Presentation.

**UNIT V**


Direct and Indirect Speech - Academic English- Criteria for good Technical Writing - Technical Writing.

**Text Books:**

1. Eastwood, J. (2005). Oxford Learner Grammar: Grammar Finder.
2. Coe, N. (2006). Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.

**Reference Books:**

1. Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.
2. Pal, R., & Korlahalli, J. S. (1979). Essentials of Business Communications. Chand.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 103</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>INTRODUCTION TO MARKETING</b>

**Course Objectives:**

1. Analyse, evaluate and respond to environmental & competitive changes, their impact on marketing planning, strategies and practices.
2. Apply the conceptual frameworks, theory and techniques to various marketing contexts.
3. Design marketing and sales plan appropriate to the needs of customers and contexts.

**UNIT I**

**Understanding Marketing Management:** Defining 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 marketingand 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:**

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

### **References:**

1. Ramaswamy, V. S., & Namakumari, S. (2002). Marketing Management: Planning, Implementation & control: Global perspective Indian context. MacMillan.
2. Saxena, R. (2005). Marketing Management. Tata McGraw-Hill Education.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 104</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>

**Course Objectives:**

1. To provide conceptual understanding of principles and practice of management.
2. To familiarize with the contemporary issues in management.
3. To be able to analyse the various aspects of management in tourism and hospitality industry.

**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: Definitions and Meaning of Motivation - Motivation Theories - Motivational Techniques.


**Managing Communication:** Significance of communication in organizations - Communication is Process - Barriers to communication and gateways to effective communication.

### **Text Books**

1. Robbins, S. P., & Coulter, M. (2007). Principles of management.
2. Koontz, H. (2010). Essentials of Management. Tata McGraw-Hill Education.

### **References**

1. Prasad, L. M. (2000). Principles and practice of management. Chand.
2. Tripathi, P. C. (2008). Principles of Management. Tata McGraw-Hill Education.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 105</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOURISM PRINCIPLES, POLICIES AND PRACTICES</b>

**Course Objectives:**

1. To realize the potential of tourism industry in India
2. To understand the various elements of Tourism Management
3. To familiarize with the Tourism policies in the national and international context.

**UNIT I**

**Tourism an overview:** 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, Attractions – Accommodation - Activities - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., - Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism

**UNIT III**

Tourism Impacts - 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 - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism - MNC's in Tourism Industry.

**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**


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:**

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

### **References:**

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: I</b>	Course Instructor:
Course Code : <b>TT 106</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TRAVEL MANAGEMENT</b>

**Course Objectives:**

1. To realize the potential of travel industry in India.
2. To understand the various elements of Travel Management.
3. To familiarize with the Tourism policies in the national and international context.

**UNIT 1**

**Growth of Travel through Ages:** An Ancient Phenomenon - Accounts of Famous Travellers - Pleasure Travel - Religion as A Motivator - The Grand Tour - The Origin Of 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, Meaning & Nature of Tourism - Basic Components of Tourism - Elements of Tourism - Types of tourism - Types of tourists -Motivation for Travel Basic Travel Motivations - Social Significance Of Travel - Evolution Of Demand - Factors Influencing The Growth Of Tourism - Tourism Organisations - Need For Organisation -Recommendation Of The Un Conference - The National Tourist Organisation - 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.

#### **UNIT V**

Tourism Marketing & Promotion - Monitoring Progress - Time Factor - Environment Planning - Regional Planning Considerations - Economic & Social Significance of Tourism - Economic Benefits - The Multiplier Effect - Development Of Infrastructure - Regional Development - Effects On Employment - Tourism & Economic Value Of Cultural Resources - Cultural Tourism In India.

#### **Text Books:**

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



**CENTRAL UNIVERSITY OF ANDHRA PRADESH  
ANANTHAPURAMU**

**Tentative Timetable  
B.Voc Tourism & Travel Management: Semester I**

Day	9:00 -10:55 AM	11:00 AM– 1 PM		2PM – 3PM	3PM – 4PM
Monday	IM	TM	<b>B R E A K</b>	IM	
Tuesday	TM	IM		PPM	PPM
Wednesday	ECS	TPPP		ECS	TPPP
Thursday	CS-1	ECS		Computer LAB	Computer LAB
Friday	CS-1	TM		Computer LAB	Computer LAB
Saturday	PPM	TPPP		PPM	

IM: Introduction to Marketing –

TM: Travel Management –


PPM: Principles and Practices of Management –

TPPP: Tourism Principles, Policies and Practices –

ECS: Effective Communication Skills -

CS -1 :

Dean Incharge

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 151</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>30 hours</b> Tutorials : <b>30 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>COMPUTER SKILLS-II</b>

**Course Objectives:**

3. This course will introduce the student to Operating systems and Python language; and
4. This course will enable the student to learn programming languages.

**UNIT I**

**Introduction to Operating Systems:** Types of operating systems like

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

B. Basic commands in Linux such as listing files, viewing contents in files, creating and deleting directories, moving and copying files and/or directories, man pages, pipes, ps and top commands, killing processes - Basic philosophy of the Unix operating system's view of access rights on files / directories, setting permissions on files / directories, vi/ emacs editors.

**UNIT II**

**Introduction to Python Programming:** Features/characteristic of Python, Basic syntax, Writing and executing simple program, Basic Data Types, Declaring variables, Performing assignments, arithmetic operations, Simple input/output, Precedence of operators, Type conversion, Conditional Statements: if, if-else, nested if/else Looping: for, while, nested loops; Terminating loops, skipping specific conditions. Scope and extent of variables; Testing and debugging principles.

**UNIT III**

**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.

Tuples & Dictionaries: Tuples, Tuple Operators and Built-in Functions, Special Features of Tuples; Introduction to Dictionaries, Operators, Built-in Functions, Built-in Methods, Dictionary Keys.

#### **UNIT IV**

**Functions:** Functions, Calling Functions. Creating Functions, Formal Arguments, Positional As Default Arguments. Why Default Arguments? Default Function Object Argument Variable-length Arguments, Non-keyword Variable Arguments (Tuple), Keyword Variable Arguments (Dictionary)

#### **UNIT V**

**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.


#### **Text Books:**

1. Beginning Python From Novice to Professional, Second Edition [Authors: Hetland, Magnus Lie] ISBN-13: 978-9380501604 ISBN-10: 9380501609

#### **Reference Books:**

1. Barry, Paul, Head First Python, 2nd Edition, O Rielly, 2010 ISBN: 9781491919521
2. Lutz, Mark, Learning Python, 5th Edition, O Rielly, 2013 ISBN: 9781449355722



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 152</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EFFECTIVE COMMUNICATIONS SKILLS-II</b>

**Course Objectives:**

1. To make the student effective in both reading and writing skills; and
2. To enable the student to enhance their academic and professional capabilities in reading and writing.

**UNIT I**

**Reading Skills:** Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension;

**UNIT II**

**Reading Skills(contd.):** Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions.

**UNIT III**

**Activities:** a) Active reading of passages on general topics - b) Comprehension questions in multiple choice format- c) Sort comprehension questions based on content and development of ideas

**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.

**Recommended Books:**

1. Oxford Guide to Effective Writing and Speaking by John Seely.
2. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 153</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>INTRODUCTION TO HOSPITALITY</b>

**Course Objectives:**

1. To acquaint students with an understanding of hospitality industry and working knowledge of the skills and functions necessary to be an effective, efficient hospitality professional.
2. To develop the understanding about the hospitality industry among students.

**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 condo hotels.

**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:**

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

#### **References**

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 154</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOURISM PRODUCTS OF INDIA</b>

**Course Objectives:**

1. To study the vast Tourist resources of India;
2. To conceptualize a tour based on variety of themes; and
3. To identify and manage emerging tourist destinations.

**UNIT I**

**Introduction to Tourism Products of India:** Definition and 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 desert, Coastal plains and Islands.

**UNIT II**

**Tourism Varieties of India Adventure Tourism:** Elements and classification - Beach Tourism: Prerequisites of Beach Tourism, Beach tourism destinations of India - Heritage Tourism: Role of UNESCO and heritage preservation in India - Health Tourism: Methods approved by Ayurveda and rejuvenating the body, Yoga and Meditation - Characteristics and Functions of Yoga, Essentials and importance of Yoga practice - Medical Tourism: Growth and promotion of medical tourism industry in India.

**UNIT III**

**Popular Tourist Destinations:** Maharashtra, Tamilnadu, Delhi, Uttar Pradesh, Rajasthan, West Bengal, Bihar, Kerala, Karnataka, Himachal Pradesh, Goa, Madhya Pradesh

**Destination Management & Destination Marketing:** Definition and 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, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, MeenakshiKalyanam, Holi, Gangaur, Onam, Dirga Puja, Ramalila Diwali. Kartik Purnima, (Dev Deepavali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter & Christmas, Carnical (Goa), BurhawaMangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, KhajurahoMahotsva, Desert Festival

#### UNIT V


**Dance Forms and Music:** 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:

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

#### References:

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 155</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>MANAGERIAL ECONOMICS</b>

**Course Objective:**

1. This course is designed to help undergraduate students to introduce the economic concepts; and
2. It also familiarise with the students the importance of economic approaches in managerial decision making to understand the applications of economic theories in business decisions.

**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 on pricing policy - Role of government in different economic systems and policies.

### **Text Books:**

1. Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications. ISBN 978-81-8054-914-4
2. Thomas, C.R., Charles, S.M and Sarkar, S. Managerial Economics. Ninth Edition,



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: II</b>	Course Instructor:
Course Code : <b>TT 156</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>GLOBAL TOURISM GEOGRAPHY</b>

**Course Objectives:**

1. It gives introduction and analysis of specific world travel destinations, including the exploration of geographic features, customs and traditions, population centers, visitor attractions, political, religious, language and other cultural differences as these relate to and travel industry.
2. It is designed to teach students specific geographic knowledge, and develop a deeper understanding and empathy for cultural values and traditions that exist outside their own culture.

**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 City codes - Airport codes and Airline codes - International Time Line - Time Zones - Calculation of Local Times - Flying Time - Day Light Saving Time.

**Planning and Development of Tourism in different climatic regions:** Tourism development in European Union and Pacific Asia Region - Top 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:**

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.




**CENTRAL UNIVERSITY OF ANDHRA PRADESH  
ANANTHAPURAMU**

**Tentative Timetable**  
**B.Voc Tourism & Travel Management: Semester-II**  
**(W.E.F. 8<sup>th</sup> January, 2020)**

Day	9:00 AM -10:55 AM	11:00 AM– 1:00 PM		2:30PM-3:30PM	3:30PM-4:30PM
Monday	ME	IH		ME	IH
Tuesday	TPI	CS-II		CS - II (LAB)	
Wednesday	CS-II	ECS-II		CS- II (LAB)	
Thursday	GTG	ME		GTG	
Friday	GTG	TPI		TPI	
Saturday	IH	ECS-II		ECS-II	

IH: Introduction to Hospitality –  
 ECS-II: Effective Communication Skills –  
 ME: Managerial Economics for Tourism –  
 TG: Global Tourism Geography –  
 CS-II: Computer Skills-II –  
 TPI: Tourism Products of India –

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 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 201</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>ORGANIZATIONAL BEHAVIOUR</b>

**Course Objectives:**

1. Familiarizing the students with the concepts of organizational behaviour.
2. Familiarizing the students with the contemporary issues in management.

**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-Behavioral.

**Unit V**


Negotiation– Skills– Management-Introduction To OD Interventions - Stress – Emergence Of Stress – Causes- Organizational Culture – Definition– Characteristics: Strong And Weak Cultures-How Cultures Start-Maintaining A Uniform Culture-Changing Organizational Culture-Culture And Climate Differences - Challenges Of Organizations In The Post Globalized Era.

**Text Books:**

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

**References:**

1. Udai Pareek (2004) Understanding Organizational Behaviour. New Delhi: Oxford University Press. 2 K Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya Publishing Company.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 202</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>CUSTOMER RELATIONSHIP MANAGEMENT</b>

**Course Objectives:**

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

**UNIT I**

Background and study, Marketing - Evolution and new Paradigms - CRM – Definition and the Basic Concepts.

**UNIT II**

CRM and Services Marketing - Tools for CRM - Campaign Management – Public Relations

**UNIT III**

Significance Of Customer Retention, Key Account Management - 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.

**Text books:**

1. Jagdish N. Sheth and others – Customer Relationship Management – McGraw Hill  
William G. Zikmund – Customer Relationship Management – Wiley – 2005
2. Mark Godson – Relationship Marketing – Oxford University Press, 2009

**References:**

1. Stanley A. Brown – Customer Relationship Management – PricewaterhouseCoopers
2. Green – CRM at the speed of light – Tata McGraw Hill

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 203</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>BASIC STATISTICS</b>

**Course Objectives:**

1. The students will learn first a meaningful way of understanding and presenting data and to recognize patterns.
2. Some basic applications of statistical inference are learnt through simple regression analysis.
3. Throughout the course emphasis will be on developing an understanding of what the data can tell.

**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:**

1. Hooda R.P., “Statistics for Business and Economics”, 2nd edition, Macmillan India Ltd., 2010.
2. J.K. Sharma - Business Statistics - Pearson Publications.

#### **References:**

1. Levine D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics: A First Course”, Pearson Education Asia, 2nd edition, New Delhi, 5 th Edition, 2009.
2. Morse L.B., “Statistics for Business and Economics”, HarperCollins college Publishers, New York, 1994.
3. S.P. Gupta. Statistical Methods. Sulthan Chand and Sons. Latest Edition.
4. David S. Moore - The Basic Practice of Statistics-W.H. Freeman & Company

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 204</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>ACCOUNTING AND FINANCIAL MANAGEMENT</b>

**Course Objectives:**

1. To acquaint the students with the fundamental principles of financial, cost and management accounting.
2. To enable the students to prepare, analyse and interpret financial statements.

**UNIT I**

**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 II**

**Capital Budgeting** 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.

**UNIT III**

**Financial Accounting 1** Accounting Principles and Conventions- Double Entry System- Introduction to Accounting Types - Preparation Of Journal, Ledger-Trail Balance.

**UNIT IV**

**Accounting** Cash Books -Preparation of Final Accounts --Profit And Loss Account - Balance Sheet.

**UNIT V**

**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 – CostSheet–  
Classification Of Cost – Techniques Of Costing.

**Text Books:**

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

**References:**

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 205</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>HOTEL OPERATIONS</b>

**Course Objectives:**

1. It provides a brief understanding about the hotel industry and its operations.
2. It gives a scope for the student to find a career in hotel industry.

**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, NonCommercial& 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:

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

### References:

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: III</b>	Course Instructor:
Course Code : <b>TT 206</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOURISM AND DISASTER MANAGEMENT</b>

**Course Objectives:**

1. To aware the students about the problems and issues faced by tourism industry because of natural and man-made disasters.
2. It will help them to react and act accordingly at the time of a disaster when guiding tourists.
3. The practicals of first aid and accidental responses will help them to save lives in their professional lives.

**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 - Political, Social, Economic impacts of Disasters influencing Tourism - Principles of psychosocial issues and recovery during emergency situations - Equity issues in disasters - Relationship between Disasters and TourismDevelopment and vulnerabilities - Different stake holders in Disaster Relief

**UNIT III**

**Disaster Management Cycle and Framework:** Disaster Management Cycle –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 issues during and after disasters - Inter-sectoral coordination during disasters - Models in Disasters - Role of a Travel & Tourism Stake holders:- Tour Managers and Tourist in Disaster Management - 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**

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.

##### **Case Studies**

##### **Text Books:**

1. Manual on Natural Disaster Management in India, M C Gupta, NIDM, New Delhi
2. World Disasters Report, 2009. International Federation of Red Cross and Red Crescent, Switzerland

##### **Reference**

1. An overview on Natural & Man-made Disasters and their Reduction, R K Bhandani, CSIR, New Delhi
2. Management of Natural Disasters in Developing Countries, H.N. Srivastava & G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages
3. Disaster Preparedness Kit, American Red Cross
4. Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.



**CENTRAL UNIVERSITY OF ANDHRA PRADESH  
ANANTHAPURAM**

**Tentative Timetable**

**B.Voc (Tourism & Travel Management): Semester III**

**(W.e.f. 20<sup>th</sup> August, 2020)**

Day	9AM-11AM	11AM – 1PM	<b>L U N C H  B R E A K</b>	2PM-3PM	3PM – 4PM
Monday	HO	FA		HO	
Tuesday	BS	CRM		CRM	BS
Wednesday	BS	HO		FA	
Thursday	OB	CRM		OB	
Friday	TDM	FA		TDM	
Saturday	TDM	OB			

OB: Organisational Behaviour

HO: Hotel Operations-

CRM: Customer Relationship Management-


BS: Basic Statistics-

FA: Financial and Cost Accounting –

TDM: Tourism and Disaster Management-

Dean Incharge



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT251</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>RESEARCH METHODOLOGY</b>

**Course Objectives:**

1. The course intends to orient the students towards the basics of research, process of research.
2. It will enable a student choose a method appropriate to one's own research problem.
3. It will also speak about certain basic elements and the craft of project report writing with a view to improve its overall quality.

**UNIT-I**

**Introduction:** Definition of Research - Types of Research - Research Process - Criteria of Good Research and Ethics - Problems Encountered by Researchers in India.

**UNIT-II**

Review of Literature - Research Gap - Research Problem – Objectives – Scope – Hypothesis – Limitations - Identifying Methodology.

**UNIT-III**

Sampling - Sample Size - Sampling Techniques - Preparation of Questionnaire - Measurements of scaling.

**UNIT- IV**

Data Collection - Qualitative Data - Quantitative Data - Data Analysis and Interpretation - Statistical Tools for Data Analysis - Introduction to SPSS -E-VIEWS and R Software.

**UNIT-V**


Preparation of Report - Referencing Styles - Annexures.

**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. RanjitKumar. 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>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT252</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>HUMAN RESOURCE MANAGEMET IN TOURISM AND TRAVEL</b>

**Course Objectives:**

1. To understand basic elements of human resource practices.
2. To know the methods and mechanics of human resources utilization in tourism sector.
3. To appreciate the contribution of human resources practices in success tourismbusiness.

**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:

1. PramodVerma: PERSONNEL MANAGEMENT IN INDIANORGANISATIONS,3<sup>rd</sup> edition Oxford & IBH Publishing Co. Ltd. ISBN-13 978-8120401044.
2. VenkataRatnam C.S. &Srivatsava B.K.: PERSONNEL MANAGEMENT AND HUMAN RESOURCES, Tata Mc-GrawHill ISBN: B003R5GDBK.

### References:

1. Bohlander, Snell, Sherman: MANAGING HUMAN RESORUCES, Thomson –South Western ISBN:0324007248
2. Monappa, Arun&Sayiadin, Mirza (1979) Personal Management,2<sup>nd</sup> edition New Delhi:Tata McGraw Hill.
3. Human Resource Management- Text and Cases-- VSP Rao excel books ISBN:9788174468956

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT253</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TRAVEL AGENCY AND TOUR OPERATIONS</b>

**Course Objectives:**

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

**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, ATAIOI, 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:**

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

**References:**

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal.A& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT254</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>AIRLINE &amp; CARGO MANAGEMENT</b>

**Course Objectives:**

1. To understand the structure and dynamics of airlines and air cargo industry.
2. To gain a thorough insight into various operations, management of airlines and cargo.
3. To enable the students to acquire skills in managing 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 - Miscellaneous Charges order (MCO)/ Electronic miscellaneous document(EMD) - 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:**

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

**References:**

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA live Animals Regulation Manual.



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT255</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>ADVENTURE &amp; SPORTS TOURISM</b>

**Course Objectives:**

1. It gives details about the various types of adventure/sports and the relation of adventure/sports in tourism industry.
2. This will make them to work and to indulge into new Adventure/Sports Tourism Business.

**UNIT I**

**Definition, Nature and classification of adventure Tourism;** Adventure Tourism in Context of Other Tourism Types. Future Trends of Adventure Tourism in India. Significance and Challenges of Adventure Tourism- Litter, Waste, Pollution, Destruction of Flora and Fauna - Adventure Tourism Organizations and Training Institutes In India.

**UNIT II**

**Land-Based Adventure Activities:** Mountaineering, Trekking, Rock Climbing, Safaris, Motor Rallies Etc. Basic Minimum Standards for Land Based Adventure Tourism Related Activities- IMF Rules for Mountain Expedition. Tools and Equipment Used in Land-Based Adventure Tourism. Popular Tourist Destinations for Land-Based Adventure Activities in The World with Special Reference to India

**UNIT III**

**Water-Based Adventure Activities:** Rafting, Kayaking, Canoeing, Surfing, Water Skiing, Scuba Diving Etc. Basic Minimum Standards for Water Based Adventure Tourism Related Activities. Tools and Equipment Used in Water-Based Adventure Tourism. Popular Tourist Destinations for Water-Based Adventure Activities in The World with Special Reference to India.

**UNIT IV**

**Air -Based Adventure Activities:**Paragliding, Parasailing, Ballooning, Bungee Jumping, Hang Gliding, Etc. Basic Minimum Standards for Air Based Adventure Tourism Related Activities. Tools and Equipment Used in Air-Based Adventure Tourism. Popular Tourist Destinations for Air-Based Adventure Activities in The World with Special Reference to India.

## **UNIT V**


**An Overview of Sports:**Sports Tourism and Sports Management, Purpose and Scope of Sports Management, Categories of Sports Tourism- Competitive, Cultural, Traditional and Adventure Sports -Sports Tourism Concepts and Definitions - Sports Tourist Profiles - Sports Tourism Industry, Suppliers Of Sports Tourism Goods And Services, Indicators of Sports Tourism Demand. Government and Sport Tourism - Career Opportunities and Sources of Employment in Sports Management - Management of Sport Events (Opening Ceremony, Closing Ceremony, Formation of Various Committees and Their Responsibilities) - Sports Marketing and Sponsorship - Upcoming Sports Destinations In India.

### **Text Books:**

1. Buckley.R.Adventure Tourism Management, CABI Publishing, ISBN: 978-1845931223
2. Gupta.V.K, Tourism in India. Gyan Publishing House, Delhi, ISBN: 978-8121201247

### **References:**

1. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers. ISBN:978-8173200625
2. Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publishing House. ISBN:978-8173913501

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: IV</b>	Course Instructor:
Course Code : <b>TT256</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>ECO TOURISM</b>

**Course Objectives:**

1. It is to understand the significance of ecotourism.
2. It will help to comprehend the theories and practices of ecotourism.
3. To be familiar with the model ecotourism projects.
4. To use the theoretical knowledge to manage ecotourism resources.

**UNIT-I**

**Fundamentals of Ecology:** Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Food Cycle and Food Chain-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology.

**UNIT-II**

**Ecotourism:** Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.

**UNIT-III**

**Ecotourism Development:** Sustainable Ecotourism - Resource Management - Socio-economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible Ecotourism- Ecotourism Programming.

**UNIT-IV**

**Eco Tourism Activities:** Trekking, Canoeing, Cycling, Rock climbing, Angling, Snorkelling, Bird Watching, Camping, Safari, Yoga & Meditation, Mountain expeditions, Folk Dance and Music, Ethnic Cuisine.

**Ecotourism Development Agencies-** Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.

## **UNIT-V**

**Conservation of Ecotourism:** Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

### **Text Books:**

1. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.

### **References:**

1. Weaver, D. (2001), the Encyclopedia of Ecotourism, CABI Publication.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
3. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
4. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.



**CENTRAL UNIVERSITY OF ANDHRA PRADESH  
ANANTHAPURAMU**

**Tentative Timetable**

**B.Voc (Tourism & Travel Management): Semester - IV**

**(W.E.F. 8<sup>th</sup> January 2020)**

Day	9 AM-11 AM	11AM– 1AM	<b>L U N C H  B R E A K</b>	2:30-3:30PM	3:30-4:30PM
Monday	TA&TO	A&ST		TA&TO	
Tuesday	TA&TO	HRMTT		HRMTT	
Wednesday	HRMTT	RM		RM	
Thursday	Eco Tourism	A&ST		A&ST	
Friday	Eco Tourism	A&CM		Eco Tourism	
Saturday	A&CM	RM		A&CM	

TA&TO: Travel Agency & Tour Operations -

RM: Research Methodology -


ACM: Airline and Cargo Management –

HRMTT: Human Resource Management in Tourism and Travel -

A&ST: Adventure and Sports Tourism –

Eco Tourism –

Dean Incharge

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: V</b>	Course Instructor:
Course Code : <b>TT301</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>BUSINESS STRATEGY &amp; ENTREPRENEURSHIP</b>

**Course Objectives:**

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

**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 – Problems faced by Small Scale Entrepreneurs

**Text Books:**

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

**References**

1. Thomson. A. A., Stick land. A.J. &Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
2. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
3. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
4. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
5. Miller. A &Dess.G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: V</b>	Course Instructor:
Course Code : <b>TT302</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>LEGAL AND REGULATORY          FRAMEWORK IN TOURISM AND          TRAVEL</b>

**Course Objectives:**

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

**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.

**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:

1. Legal Aspects of Business: Akhileshwar Pathak (2010), Fourth Edition, TMH, ISBN: 978-0-07-068197-2
2. Legal Aspects of Business: Daniel Albuquerque (2014), Third Edition, Oxford University Press, ISBN: 978-0-19-807710-7.

### References:

1. 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.
2. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
3. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
4. 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)
5. Foreigners Registration Act, [http://www.immigrationindia.nic.in/registration\\_requirements.html](http://www.immigrationindia.nic.in/registration_requirements.html)

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: V</b>	Course Instructor:
Course Code : <b>TT303</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>MEDICAL AND WELLNESS TOURISM</b>

**Course Objectives:**

1. To get the learner acquainted with the concepts of Medical and Wellness Tourism
2. To understand the potential of Medical and Wellness Tourism
3. To enable students to create employment in the field

**UNIT I**

**Origin and Development** of Wellness Tourism Over Ages - Health as A Motivator to Travel - Ancient Centres Of Healing and Bath. - Concept, Definitions and Dimensions of Health, Wellness and Well-Being – Spirituality – Quality of Life (QOL) – Typologies of Health Tourism - Factors Affecting Growth Of Health Tourism.

**UNIT II**

**Leisure, Lifestyle and Tourism:** – Tools for Wellness: Medicine, Therapy: - Therapeutic Recreation, Psychology, Nutrition, Rehabilitation, Cosmetics. Factors Influencing Health and Wellness Tourism. Forms Of Health Tourism- Medical Tourism, Spa Tourism, Ayurveda Tourism, Yoga & Meditation Tourism, Holistic Tourism, Spiritual Tourism, Ashram Tourism.

**UNIT III**

**Concept and Dimensions Of Holistic Health Care:** - The Body, Mind And Spirit Relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

**UNIT IV**

**Yoga and Meditation:** Origin and Development Of Yoga And Meditation In India - Different Forms Of Yoga And Meditation - The Impact Of Yoga And Meditation In The Body And Mind. International Yoga Day - Some of The Important Yoga Centres In India.

## **UNIT V**


**Medical Tourism:** - Concept, Typology Evolution of Medical Tourism - Benefits Of Medical Tourism - Economics Of Medical Tourism -Global Medical Tourism Scenario - Countries Promoting Medical Tourism - Indian Medical Tourism - Potential And Problems - Market Size And Growth – Ethics And Social Responsibility In Medical Tourism

### **Text books:**

1. Vishnudevananda Swami, The Complete Illustrated Book of Yoga
2. Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur
3. Pruthi, Raj (2006) Medical Tourism in India, Arise Pub, New Delhi
4. Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad.
5. Balakrishnan (2006) Kalarippayattu, Penguin Books,

### **Reference books:**

1. Smith, M. and Puczko, L. (2009) Health and wellness tourism
2. Sivananda Yoga Vedanta Centre (2000) The New Book of Yoga, Ebury Press

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: V</b>	Course Instructor:
Course Code : <b>TT304</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EVENT MANAGEMENT AND MICE</b>

**Course Objectives:**

1. To familiarize the students with the essentials of Event Management;
2. To understand the potential of MICE and Event Tourism; and
3. 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.

**UNIT-II**

**The Dynamics of Event Management:** Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

**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**

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

### **References**

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: V</b>	Course Instructor:
Course Code : <b>TT305</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>BASIC AIRFARE AND TICKETING</b>

**Course Objectives:**

1. This course is about basic aviation fare structure.
2. The learner 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:**

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

### **References:**

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

Course code: **TT306**

## **Summer Training Project**

### **Objective:**

The students are imparted theoretical inputs through classroom learning. As prospective employees in the corporate organizations the students of B.Voc (TTM) and B.Voc (RMIT) are expected to observe and learn the practical 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, with the support of the faculty in 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.

### **Methodology:**

Since the students could not work in the organization for 8-10 weeks during summer because of COVID-19 and the lockdown imposed throughout the country, the current batch of students during their Fifth Semester, shall be given small projects on studying the company profiles in the respective industry sectors, Study the financial status , study the Balance sheets, Industry Profile, Promoters, Product range , Future projections, etc... and draw a comparison between any two companies in the same sector. The students will give their comparative analysis of the two companies and prepare a report.

### **TEMPLATE of the Project Report:**

- Introduction about the companies.
- Industry Profile
- Company Profiles
- Promoters and Board of Directors
- Shared values of the Company
- Comparison of Financial status
- Product range offered by the Companies
- Sales figures of the two Companies
- Manpower resources of the Companies
- Comparative Analysis and Interpretation of the data
- Findings and Suggestions
- Overall Learning Experience
- References.



**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.



**CENTRAL UNIVERSITY OF ANDHRA PRADESH  
ANANTHAPURAM**

**Tentative Timetable**

**B.Voc. (Tourism & Travel Management): Semester - V**

**(W.e.f. 20<sup>th</sup> August, 2020)**

Day	9 AM -11 AM	11AM– 1PM		2PM-3PM	3PM-4PM
Monday	MWT	LRF	<b>B R E A K</b>	LRF	
Tuesday	MWT	LRF		EMM	
Wednesday	BAT	EMM		MWT	BAT
Thursday	BSE	EMM		SP	SP
Friday	BSE	BAT		SP	
Saturday	BSE				

BSE- Business Strategy & Entrepreneurship in Tourism-

LRF- Legal andRegulatory Framework in Tourism and Travel-


MWT- Medical and Wellness Tourism-

EMM- Event Management and MICE-

BAT- Basic Airfare and Ticketing-

SP-Summer Training Project-

Dean incharge

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT351</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>SALES AND DISTRIBUTION MANAGEMENT IN TOURISM</b>

**Course Objectives:**

1. To get the learners familiarized with the concepts, techniques and dynamics of sales Management, distribution and channel management in Tourism perspective
2. To enable learners 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:**

1. Tapan K. Panda & Sunil Sahadev (2005), Sales and distribution Management, Oxford University Press.
2. Satish K. Kapoor & Purva Kansal (2003), Basic of Distribution Management- a Logistical approach, Prentice-Hall India.

### **References:**

1. Charles Futrell: Sales management, Pearson Education Books
2. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: Sales management, McGraw Hill.
3. Bert Rosenbloom, Marketing Channels: a Management View, Dryden press.
4. Coughlan, Anderson, Stern & El Ansary, Marketing Channels, Prentice-Hall India.
5. Bowersox & Closs, Logistical Management, Tata McGraw Hill.
6. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: Sales Management, Prentice-Hall India.
7. Efraim Turban, Jae Lee, David King & H. Michael Chung (2000), Electronic Commerce: a Managerial Perspective, Pearson Education Inc.,

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT352</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>SUSTAINABLE TOURISM AND ENVIRONMENT</b>

**Course Objectives:**

Learner will be able to:

1. understand and appreciate the significance of sustainable development;
2. be familiar with the various approaches and practices for STD; and
3. gain exposure to the implementation of STD principles through relevant case studies.

**UNIT I**

**Sustainable 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 Development:** Meaning- Principles - 10 Rs-Agenda 21 for Tourism and Travel Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration.

**UNIT III**

**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 IV**

**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 V**


**Quality Standards for Sustainable Tourism:** ISO 14000 – Role of WTTC, UN-WTO, 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 Udhamandalam and Sikkim-Beach Tourism in Goa.

### **Text Books:**

1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.

### **References:**

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

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT353</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>FUTURE TRENDS IN TOURISM AND TRAVEL</b>

**Course Objectives:**

1. It gives a wide view on the upcoming trends in both travel industry and tourism industry.
2. Student will be equipped with the latest information which will help him both academically and professionally.
3. Student will be able to meet up to the requirement of global standards.

**UNIT I**

Digital Technology in Tourism - Online Development of Package Tours - Advances of Information Technology in E-Tourism - Use of Virtual Reality and Artificial Intelligence.

**UNIT II**

**Trends in Tourism:** Polar Tourism - Space Tourism - Dark Tourism – Voluntourism - Luxury Tourism - Brick Tourism - Gastronomy Tourism etc.

**UNIT III**

**Travel Trends:** Solo Travel - Eco Travel - Leisure Travel - Genealogy Travel - Genetic Exploration - Off The Beaten Track Travel -Transformative Travel etc.

**UNIT IV**

**Issues and challenges:** facing Tourism and Travel industry -The factors Affecting on the Risk Management of the Travel Agencies -Emerging markets and destinations - Changes in travel motivation caused by demographic and economic factors.

**UNIT V**

**Threats:** The major threats that can influence Tourism and Travel development - WTO emphasis threats- Terrorism; Natural disasters; Health scares; Oil price rises, Economic and political uncertainties – Destination Threats.


**Text Books:**

1. Miltiadis D. Lytras. (2011), Digital Culture and E-tourism, [Information Science Reference](#).
2. Verma. Anil. (2010), Emerging Trends in Tourism, ICFAI University.

**References:**

1. <http://www.manticpoint.com/blog/facing-new-threats-challenges-and-risk-in-todays-travel-industry>
2. [https://www.google.co.in/books/edition/OECD Tourism Trends and Policies 2020/UE7UDwAAQBAJ?hl=en&gbpv=1&dq=new+trends+in+tourism+industry&printsec=frontcover](https://www.google.co.in/books/edition/OECD_Tourism_Trends_and_Policies_2020/UE7UDwAAQBAJ?hl=en&gbpv=1&dq=new+trends+in+tourism+industry&printsec=frontcover)



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT354</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>ETHICS IN TOURISM AND TRAVEL</b>

**Course Objectives:**

1. To enable the learner understand the need and importance of ethics
2. To make learner familiarise with the theories and concepts related to ethics and values
3. To get the learners becoming a responsible professional towards the society

**UNIT-I**

**BUSINESS ETHICS: AN OVERVIEW** - What is Tourism Ethics - Business ethics and importance - Business Ethics in different Organizational contexts - Globalization: key context for business ethics - Sustainability: A goal for business ethics – Ethics and Religion – Indian Ethos

**UNIT-II**

**ETHICAL THEORIES** - Normative ethical theories and descriptive ethical theories - Western Modernist ethical theories - Alternative perspectives on ethical theories - Models of ethical decision making - Individual and situational influences on decision making

**UNIT –III**

**STAKEHOLDERS OF BUSINESS AND ETHICS** - Shareholders As Stakeholders: Understanding Corporate Governance - Ethical Issues In Corporate Governance - Financial Management: Overview and Ethical Perspective - Employees, Consumers, Suppliers, Competitors - Ethical Challenges Of Globalization - Ethical Issues, Marketing and The Consumer - Globalization and Consumers Module - Consumers and Corporate Citizenship - Ethical Issues and Suppliers, Competitors - Corporate Citizen in The Business Community - Sustainability and business relationships

**UNIT-IV**

**CORPORATE GOVERNANCE - Framing Business Ethics- CSR, stakeholders and Citizenship** - Corporation - Corporate Social Responsibility - Stakeholder theory of firm - Corporate accountability - Corporate citizenship- Contextualizing Business Ethics- **Corporate**

**Governance, Accounting and finance:** - Tools and Techniques of Business Ethics Management  
- Role of various agencies in ensuring ethics in corporation - Role of various agencies in ensuring ethics in corporation - Setting standards of ethical behaviour - Managing stakeholder relations - Assessing ethical performance - Organizing for Business Ethics management.

#### **UNIT-V**


**ETHICS, CIVIL SOCIETY AND IT** - Information Technology and its Moral Significance to Business - IT Code of Conduct - Data Identity and Security - Crime and Punishment – **Environment and Business Ethics:** Business Ethics and Environmental Values - The Dimensions of Pollution and Resource Depletion - Ethics of Pollution Control - Ethics of Conserving Depletable Resources - **Civil Society and Business Ethics- Government, Regulation and Business Ethics-** Ethical Issues in The Relation Between Business and Government

#### **Text Books:**

1. Fennell, D. A. (2006). *Tourism ethics* (Vol. 30). Channel View Publications.
2. Chakraborty, S. K. (1997). Business ethics in India. *Journal of Business Ethics*, 16(14), 1529-1538.

#### **References:**

1. Lovelock, B., & Lovelock, K. (2013). *The ethics of tourism: Critical and applied perspectives*. Routledge.
2. Sternberg, E. (2000). Just business: Business ethics in action.
3. Drucker, P. F. (1981). What is business ethics?. *The Public Interest*, 63, 18.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT355</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOUR GUIDING AND INTERPRETATION</b>

**Course Objective:**

1. To orient the students about the scope of tour guiding as a career option.
2. It will 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.
3. It will also orient them to the nitty-gritty's of this profession.

**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

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

### Reference

1. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT355</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOURIST BEHAVIOR AND CROSSCULTURAL MANAGEMENT</b>

**Course Objectives:**

1. Understand the motivators and deterrents of tourist behavior.
2. Understand the trends in tourism market on tourist behavior.
3. Understanding the importance of culture and cross-cultural linkages in tourism.

**UNIT I**

**Introduction to Tourist Behavior and Culture:** The Global environment globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behavior; importance of tourist behavior; factors affecting tourist behavior; models of Tourism behavior (Nicosia model; Um and Crompton; Woodside and Lysons; Mayo and Jarvis; etc.); Indian outbound travel market.

**UNIT II**

**Theoretical Framework:** Introduction To Cultural Theories And Practices; Basics Of Culture; Intercultural Theories; Motivators & Determinants Of Tourist Behavior; Models Of Purchase Decision-Making Process (Mathieson And Wall; StimulusResponse Model (Middleton); Etc.)

**UNIT III**

**Typologies of Tourist Behavior:** Typologies and Their Critique; Marketing Applications Of Typologies; 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:** Marketing Mix and Tourist Behavior; 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; Culture and Values. Cross Cultural Comparisons: Concepts and Challenges; Cultural Influences on Tourist Behavior, Social Interactions; Cultural Shock; Influence on Services; Cultural Influences on Ethics; Differences among International Societies Like Asia, Australia, India Etc.; Multicultural Competence.

### **Text Books**

1. Horner, Susan, and Swarbrooke, John (2007). Consumer Behavior in Tourism, 2/e. Burlington: Butterworth-Heinemann. (L)
2. Reisinger, Yvette (2009). International Tourism: Cultures and Behaviors. Burlington: Butterworth-Heinemann

### **References**

1. Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behavior: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
2. Hooker, John (2003). Working Across Cultures. Stanford: Stanford University Press.

 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT355</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>TOUR LEADERSHIP AND MANAGEMENT</b>

### Course Objectives:

1. This course is to orient the students about the scope of tour escorting as a career option.
2. This course will 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.
3. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

### 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 & 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**

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

#### **References**

1. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)



 <b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b>	
<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT355</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EVENT PLANNING AND MANAGEMENT</b>

**Course Objectives:**

1. To understand the techniques and strategies required to plan an event.
2. To understand the importance of event planning.
3. Have basic knowledge about various responsibilities of event manager.

**UNIT I**

**Understand Event:** Characteristics -Classification of events - Reason and need for events - Major event organizations: - ICPB, CVB, ICCA - Introduction to MICE:- components, TA's and TO's as MICE planners - Introduction of PCO.

**UNIT II**

**Event Management & Planning:** Introduction – Importance - Planning event:– Determining the purpose of your event, What is the Goal of Your Event? Understanding Your Event's Audience :- Need Analysis - Event Planning Process - Event Budgeting: Introduction & Importance - Fixed Cost & Variable Cost - Volume Profit Analysis - Break Even Analysis - Making the budget - Do's & Don'ts of budgeting - Expenditure and Revenue considerations of an event.

**UNIT III**

**Event Marketing:** Introduction & Objectives of event marketing - Types of media and marketing - PR and its use within event management- Product launches / PR events - Using media - Advertising campaigns - Road shows and marketing campaigns- e- marketing- Event Sponsorships – Marketing through a event - Importance of sponsorship: – for event organizer, for sponsor - Type of sponsorships.

## UNIT IV

**Event Risk management:** Introduction – Importance - Objective Of Risk Management - Types - Legal Risks - Physical Risks - Financial Risks - Moral And Ethical Risks - The Risk Management Process Event Evaluation:- its importance and problem areas, performance assessment indicators.

## UNIT V


**Event Laws & permission:** Permissions required for holding an event - General details - Police permissions - Traffic police –Ambulance - Fire brigade -Municipal corporation - Indian Performing Rights Society(IPRS) -Phonographic Performing License - Entertainment Tax - Permissions for open ground events -License for serving liquor - Waste Management & Green Events.

### Text Books

1. Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'. London : CABI
2. Shone, A. and Parry, B.(2008).Successful Event management(2e). Canada: Cengage learning
3. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.

### References

1. Wagen, L.V.D. and Carlos, B.R.(2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.

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Course Code : <b>TT355</b> Core/ Elective : <b>Core</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EVENT LOGISTICS</b>

**Course Objectives:**

1. Understand the techniques and strategies required to plan an event.
2. Understand the technical aspects of event logistics.
3. Identify and develop event resources.

**UNIT I**

**Event Staffing:**Forming Event Team - Recruitment and Selection - Training Of Staff And Volunteers -Staff Briefing - Event Rehearsal -Event Networks & Supply Chain: Importance, Handling Vendors & Service Contractors - Negotiating With Vendors & Service Contractors - Bidding For Events.

**UNIT II**

**Event Venues And Physical Settings:**Determinants Of Site And Venue Selection - Types Of Venues - Site Inspection- Site Layout And Plans - Seating Plans -Protocol And VIP Services - Event Venue Signage -Event Technology:-LED Displays, E-Podiums, E-Posters, Webinar, Virtual Reality, Gamification, Apps, Beacons, Near Field Communication, Cloud Computing.

**UNIT III**

**Event Registration:**Importance and Process, Pre-Registration – Introduction, Benefits and Methods -Onsite Registration - Concurrence Of Participant List With Master File -Registration Layout, Payments, Distribution Of Kits And Badges Etc -Events Planning Checklists: Determinants And Importance – Types.

## UNIT IV

**F&B Services:**Importance -Major Considerations:- Audience, Price/Cost, Type And Duration Of Event -Changing Approaches (Hygiene, Vegetarianism, Environment Etc.) - Types Of Food Functions -Food Plan - Control Plan -Beverage Services:- Common Practices And Emerging Trends - Beverage Control Functions.

## UNIT V


**Events Theme:**Colour– Décor - Focal Points – Fabrics – Furnishing – Lighting -Audio Visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs And Disabled Requirements.

### Text Books

1. Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'. London : CABI
2. Shone, A. and Parry, B.(2008).Successful Event management(2e). Canada: Cengage learning
3. Silvers, J. R.(2012). Professional Event Coordinator(2e). Wiley

### References

1. Wagen, L.V.D. and Carlos, B.R.(2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd.

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Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>BASIC LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>

**Course Objectives:**

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

**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 SCMin 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 - Supplier 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

aSupply 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 AndSCM to International Business - Designing Global Supply Chain Networks - Globalisationand 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, HauLee Framework, Ford, Toyota, Dell Supply Chain

#### **Text Books**

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

#### **References**

1. David Simchi-Levi, Philip Kaminsky (2003), Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, 2nd edition, Graw Hill.
2. Raghuram and Rangaraj, (2003) Logistics and SCM., Macmillan.
3. Irwin (2001), Strategic Logistics Management, 4 Ed. McGraw .Hill
4. Vinod V Sople, Logistics Management Pearson Education
5. Spear Steven & Bowen H.Kent, Decoding the DNA of the Toyota Production System, Havard business Review, Sept-Oct 1999.
6. Coyle, Bardi and Langley (2003), Thomson the Management of Business Logistics., 7th edition, Thomson Southwestern

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Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>SHIPPING AND MULTIMODAL TRANSPORT MANAGEMENT</b>

**Course Objectives:**

1. Basic Understanding of conventions, cargo handling equipment, movement of cargo, security concerns.
2. Will help them to make a career in shipping and transport industry.

**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

1. J. Mark Rowbotham Introduction to Marine Cargo Management , Lloyd's Practical Shipping Guides
2. Prem Nath Dhar Global Cargo Management: Concept, Typology, Law And Policy Kanishka Publishiners Distributors

### References

1. Branch. A , (1999). Elements of Shipping (7th Ed). London .
2. Brodie P(1999). Commercial Shipping Hankbook Lloyds of London Press.
3. Bes J,(1992). Chartering Shipping Terms. London: Barker and Howard.
4. Packard William V(2004),. Cargoes Shipping Books (2nd Ed).



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Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>FOREX MANAGEMENT</b>

**Course Objectives:**

1. This paper is to acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.
2. This will give them a scope to find career in banking and financial institutions

**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

1. Jeevanandam C, Foreign Exchange & Risk Management, New Delhi: Sultan Chand & Sons.
2. Apte, P.G., Multinational Financial Management, New Delhi: Tata McGraw Hill, 1998

### References

1. Cheol S. Eun & Bruce G. Resnick, International Financial Management, McGraw Hill.
2. Madura, Jeff, International Corporate Finance, Cengage Learning.
3. Levi, Maurice, International Finance, New York: McGraw Hill Inc.
4. RBI Guidelines on Foreign Exchange (Latest)

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Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>EXPORT IMPORT DOCUMENTATION</b>

**Course Objective:**

1. Basic Understanding of export and import procedure and Documentation
2. Will help the student in professional life when working at airports or cargo companies.

**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

1. C. Rama Gopal, Export Import Procedures: Documentation and Logistics, New Age International
2. Francis Cherunilam, International Trade and Export management

### References

1. Mahajan ,A Guide on Export Policy Procedure & Documentation, Snow White Publications Pvt. Ltd
2. Kapoor, D. C., Export Management ,Jain Book Depot
3. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
4. Desai, H.B. Indian shipping Perspectives, Delhi :Anupam Publications

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<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course: <b>COMPUTER RESERVATION SYSTEM</b>

**Course Objectives:**

1. This course is about booking of tickets through CRS and constructing airfares.
2. The course will extend hands on training to standard CRS packages like Amadeus, Galileo etc.

**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**

1. Amadeus training software.
2. Galileo training software.

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<b>B.Voc. Programme</b> Tourism and Travel Management <b>Semester: VI</b>	Course Instructor:
Course Code : <b>TT356</b> Core/ Elective : <b>Elective - 2</b> No. of Credits : <b>5.00</b> Lectures : <b>55 hours</b> Tutorials : <b>10 Hours</b> Seminars/Projects : <b>10 Hours</b>	Title of the Course:  <b>AIRPORT OPERATIONS MANAGEMENT</b>

**Course Objectives:**

1. This Operational Module provides a framework of the civil airport operation in a practical context and prepares you for the following modules.
2. Gain insight into how the civil aviation operation has responded to technological change and increased threat perception,
3. This is an intensive module that utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.

**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

1. RigasDoganis,(2010) Flying Off Course Routledge (4th Ed).
2. Trompenaars & Woolliams,(2006) Business Across Cultures, Capstone Publishing

#### References

1. Spekman&Isabella(2000), Alliance Competence, Wiley Holden (2002), Cross Cultural Management, Pearson
2. Stephan Holloway (2003), Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.)
3. Reference Book/s

4. Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, October 2010, Vol. 16, Issue 5 (pp. 11-13)
5. Robert W. Poole(2008), Risk Based Aviation Security, Joint Transport Research Center.
6. K. Jack Riley(2011), Air Travel Security Since 9/11, Rand Corporate Publication.