

**UNIVERSITY OF CALICUT**  
(Abstract)

B A Programme in Travel and Tourism under Choice based Credit Semester System – Scheme and Syllabus – implemented with effect from 2009 admission – approved - Orders issued.

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**GENERAL AND ACADEMIC BRANCH – I ‘B’ SECTION**

No. GA I/B1/6070/05

Dated, Calicut University. P.O., 06.07.2009

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- Read : 1. U.O. No. GAI/J2/3601/08 (Vol. II) dated 19.06.2009.  
2. Minutes of meeting of the Board of Studies in Travel and Tourism held on 29.06.2009.  
3. Orders of the Vice-Chancellor in file of even No. dated 03.07.2009

**ORDER**

Choice based Credit Semester System and Grading have been introduced for UG Curriculum in the colleges affiliated to this University with effect from 2009 admission onwards and the Regulations for the same implemented vide paper read 1<sup>st</sup> above.

The Board of Studies in Travel and Tourism at its meeting held on 29.06.2009 approved the syllabi prepared for Bachelor of Tourism Management and also resolved that the proposed syllabi and regulations of BTM ( Bachelor of Tourism Management) shall be applicable for BA (Travel and Tourism) and B Com (Travel and Tourism) under Choice based Credit Semester System with effect from 2009 admission onwards.

Taking into account the urgency of the matter the Vice-Chancellor after having considered the matter has approved the minutes of the Board of Studies in Travel and Tourism held on 29.06.2009 exercising the powers of the Academic Council and subject to ratification by the Academic Council.

Sanction has therefore been accorded for implementing the scheme & syllabus of B.A Programme in Travel and Tourism under Choice based Credit Semester System in the colleges affiliated to the University with effect from 2009 admission onwards.

Orders are issued accordingly .

Scheme and Syllabus appended herewith.

Sd/-  
**DEPUTY REGISTRAR (G&A I)**  
For REGISTRAR

To  
The Principals of all affiliated colleges -  
offering BA Travel and Tourism.

Copy to: Controller of Examination /EX Sn/EGI/DR and AR B A Branch/Library/  
System Administrator (with a request to upload in the University website/  
SF/DF/FC

Forwarded / By order

**SECTION OFFICER**

**UNIVERSITY OF CALICUT**  
**(Abstract)**

**B.A. Programme in Travel and Tourism Under Choice Based Credit Semester System –Syllabus of complementary course– implemented with effect from 2009 admission – approved – Orders issued.**

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**GENERAL AND ACADEMIC BRANCH – I ‘B’ SECTION**

No.GAI/B1/6070/05

Dated, Calicut University P.O, 07.10.2009

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- Read: 1. U.O. No. GAI/J2/3601/08 (Vol.II) dated 19.06.09  
2. U.O. of even no. dated 06.07.09  
3. Minutes of the meeting of the Board of Studies in Travel & Tourism held on 25.09.2009

**ORDER**

Choice Based Credit Semester System and grading has been introduced for UG curriculum in the colleges affiliated to this University with effect from 2009 admission onwards and the regulations for the same implemented vide paper read first above.

The Scheme and Syllabus of BA programme in Travel and Tourism under Choice Based Credit Semester System was implemented in the colleges affiliated to the University with effect from 2009 admission as per the decision of the academic bodies vide University Order referred second above.

The Board of Studies in Travel and Tourism at its meeting held on 25.09.09 resolved to finalise and approve the syllabus of complementary course for other BA programmes including BA History under Choice Based Credit Semester System as detailed below.

1. History and Tourism - I Semester
2. Tourism in Kerala - II Semester
3. Tourism in India - III Semester
4. Tourism Industry & Travel Geography – IV Semester

The Vice-Chancellor after having considered the matter has accorded sanction to implement the decision of the Board of Studies in Travel & Tourism taken at its meeting held on 25.09.09 subject to ratification by Academic Council.

The University Order read second above stands modified to this extent.

Orders are therefore issued accordingly

The revised syllabus is appended herewith.

Sd/-  
DEPUTY REGISTRAR (G&A-I)  
For REGISTRAR.

To

The Principals of all Arts and Science Colleges.  
Copy to: CE /Ex. Section /EG Section/DR/AR- BA Branch/  
Library/ GAI 'F' Section/ System Administrator  
( with a request to upload the syllabus in  
the University website) /SF/DF/ FC

Forwarded/By Order

**UNIVERSITY OF CALICUT  
REGULATIONS GOVERNING BACHELOR OF ARTS  
(TRAVEL & TOURISM)  
UNDER CUCCSSUG 2009**

1.0. Title of the programme

This DEGREE shall be called BACHELOR OF ARTS (BA) (TRAVEL & TOURISM).

2.0. Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 40% marks in aggregate, is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

3.0 Duration of the programme

The duration of the (BA) (TRAVEL & TOURISM) programme of study is three academic years with six semesters.

4.0 Medium of instruction

The medium of instruction and examination shall be English.

5.0 Subjects of study : Total number of courses for the whole (BA) (TRAVEL & TOURISM) Program is 30.

It is divided in to five groups namely-

1. Common courses
2. Core courses
3. Complementary courses and
4. Open Courses
5. Elective Courses

The subjects of study leading to the award of Bachelor of Arts (BA) (TRAVEL & TOURISM) shall comprise the following:

## BA Travel And Tourism

### Semester I

Course	Title with Code	Contact Hours	Credits
Common	A01 Communication Skills in English	4	3
Common	A02 Critical Reasoning, Writing and Presentation	5	3
Common	A07(1) Communication Skill in the Languages other than English	4	4
Core	BTIB01 Fundamentals of Tourism	6	4
Compl	BT IC01 Business Statistics	6	4
		25	18
Compl*	BTIC02 History of Tourism	3	2

### Semester II

Course	Title with Code	Contact Hours	Credits
Common	A03 Reading literature in English	4	4
Common	A04 Indian Constitution, Secularism and Sustainable environment	5	4
Common	A08 Translation and communication in languages other than English	4	4
Core	BTIIB02 Tourism Principles Practices and Ethics	6	4
Compl.	BTIIC03 Financial Accounting	6	4
		25	20
Compl*	BTIIC04 Tourism in Kerala	3	2

## Semester III

Course	Title with Code	Contact Hours	Credits
Common	A05 Literature and contemporary issues	5	4
Common	A09(1)Literature in Malayalam/Hindi/Other Indian/World languages other than English	5	4
Core	BTIIIB03 Aviation Management	5	4
Core	BTIIIB04 Tourism in Kerala	5	4
Compl.	BTIIIC05 Business Regulatory framework	5	4
		25	20
Compl*	BTIIIC06 Tourism in India	3	2

## Semester IV

Course	Title with Code	Contact Hours	Credits
Common	A06 History and Philosophy of Science	5	4
Common	A10 Culture and Civilization (with a compulsory component on Kerala Culture)	5	4
Core	BTIVB05 Travel Geography	5	4
Core	BTIVB06 Introduction to Hospitality	5	4
Compl.	BTIVC07 IT for Business	5	4
		25	20
Compl*	BTIVC08 Tourism industry and Travel Geography	3	2

## Semester V

Course	Title with Code	Contact Hours	Credits
Core	BTVB07 Travel Management	5	4
Core	BTVB08 Hotel Operation	5	3
Core	BTVB09 Business Research Methods	4	3
Core	BTVB10 Air Fares & Ticketing	4	3
Core	BTVB11 Human Resource Management	4	3
Open	BTVD01 Event Management (For other Streams)	3	4
		25	20

## Semester VI

Course	Title with Code	Contact Hours	Credits
Core	BTVIB12 Travel Agency and Tour Operation Management	5	4
Core	BTVIB13 Principles of Marketing	5	4
Core	BTVIB14 Innovative Practices in Tourism	5	4
Core	BTVIB15 Entrepreneurship Development	5	4
Core Elective	BTVIB(E)16 Tourism in India	3	2
Core	Project BTVIB17(Pr)	2	4
		25	22

\* These complementary courses are intended for other BA programmes including BA history

5.2 The courses offered for BA Travel & Tourism should not affect the work load of the existing teachers.

#### 6.0 Attendance

A candidate shall attend at least a minimum of 75% of the number of classes actually held for each of the courses in a year to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in a year, he shall not be allowed to appear for any examination in that year. However the University may condone shortage, if the candidate applies for it as laid down in University procedures and if the Vice chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

#### 7.0 Internal Assessment

All courses except project report/placement training report shall have internal assessment as specified in the common regulations for CCSSUG 2009. Provisions of the clause 9.1 and 9.2 of the common regulation are applicable in the case of internal assessment.

#### 8.0 External Examination

8.1 The University shall conduct semester examinations carrying 75 marks for each of the courses. The duration of examination shall be three hours for each course. Provisions of clause 9.3, 9.4 and 9.5 of the common regulation for CCSSUG 2009 will be applicable for external examinations.

#### 9.0 Project Report

9.1 During the sixth semester the candidate shall do a project for a business organization.

9.2 The candidate shall prepare and submit a project report to the Department.

9.3 The report shall be printed and spiral bound with not less than 50 A4 size pages.

The project report should be submitted to the Head of the Department one month before the last working day of the sixth semester.

9.4 Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

- 9.5 The project can be done individually. The student can get assistance from the department. A teacher can guide maximum 15 students for project work at a time.
- 9.6 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.
- 9.7 Duration of project work  
The duration for project work is maximum 3 weeks.
- 9.8 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report.
- 9.9 Structure of the report  
Title page  
Certificate from the organization ( for having done the project work)  
Certificate from guide  
Acknowledgements  
Contents  
Chapter 1: Introduction (Organization profile, Research problem, objectives of the study, Research Methodology etc).  
Chapter II : Review of literature  
Chapter III and IV :Data Analysis ( 2 or 3 chapters)  
Chapter V : Summary, Findings and Recommendations  
Appendix ( Questionnaire, specimen copies of forms, other exhibits etc)  
Bibliography ( Books, journal articles etc. used for the project work) .
- 9.10 Evaluation of project report  
The project report shall be subject to double evaluation :
- 9.11 The candidate should get a minimum of D grade for project report for a pass.
- 9.12 If the candidate fails to get a minimum D grade in project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners.
- 10.0 Viva Voce
- 10.1 At the end of sixth semester candidate shall attend a comprehensive viva voce conducted in the presence of external examiner.
- 10.2 The candidate should get a minimum D grade in the viva voce for a pass in viva voce examination and an aggregate D grade in the core project course. If the



candidate fails to get D grade in project/ Viva he/she has to reappear for that part only.

11 Requirement for passing the course : For passing the BA Travel & Tourism programme, the student shall be required to achieve a minimum of 120 credits of which 38 credits shall be from common courses, 62 credits from core and elective courses, 16 credits from complementary courses and 4 credits from open courses.

**12. In all other matters regarding the conduct of BA Travel & Tourism programme in the affiliated colleges under calicut university under choice based credit semester system which are not specified in this regulation the common regulation CUCCSSUG 2009 will be applicable.**

**NOTE:** The complementary courses BTIC02, BTIIC04, BTIIC06 and BTIVC08 are intended for other BA programmes including BA History.

Lecture Hours per week: 6

Credit: 4

**Objective:** To invoke interest in students with basic concepts and contents of tourism studies.

**Module I**

Tourism through Centuries (India & World), Ancient, Medieval and Modern history of tourism Factors influencing the growth of tourism

**Module II**

Significance of Tourism, social, economic cultural – Definition of travel, Traveller, Visitor, Excursionist, Tourist, Picnic – Concept, leisure and business.

Typology and forms of tourism – International, Inbound, Outbound, inter regional, intra regional, domestic, international, national and other forms Social tourism.

**Module III**

Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leeper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility, Interrelationship of elements.

**Module IV**

Introduction to tourism industry – Travel agency – History – Operation/Functions – Types. Tour Operators – Functions – Types. Accommodation Industry-Types – Classification – Supplementary – Souvenir Industry & Shopping – Transportation (Air, Water, Land) – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.) Role and functions of NTO and tourism authorities of various levels (National, State, Local)

**Module I**

Motivation – Definition – Physical, Cultural, Inter-personals and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Career opportunities in tourism industry – International travel requirements (Passport, Visa, Health Certificates & Insurance).

**Reference**

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

**Lecture Hours per week: 6****Credits: 4****Aim:** To enable the students to acquire knowledge of mathematics and statistics.**Objective:** At the end of this course, the students should have understood:

- Set operations, matrix and Mathematics of finance
- Statistical tools and their applications

**Module I**

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system.

Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system

of simultaneous linear equations.

15

Hours

**Module II**Theory of equations: meaning, types of equations –simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ( $ax^2 + bx + c = 0$  form only) problems on business application.

10

Hours

**Module III**Progressions: Arithmetic progressions finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding n<sup>th</sup> term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of Finance - simple and compound interest. (Simple problems only).

15

Hours

**Module IV**

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency

Distribution. Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and

Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtosis and Lorenz curve.

20

Hours

**Module V**

Regression and correlation: Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations

- Index number - Unweighted indices - Consumers price and cost of living indices.

15 Hours

(Theory and problems may be in the ratio of 20% and 80%respectively)

**Activity:**

Develop an Amortization Table for Loan Amount – EMI Calculation.  
Prepare a Overhead Machine / Labour hour rate through matrices.  
Prepare a Bank Statement using Simple interest and Compound interest.  
Prepare a Case study.

**REFERENCE BOOKS**

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
3. Sanchethi and Kapoor, Business Mathematics.
2. Gupta S.P. - Statistical Methods
4. Navaneethan P. - Business Mathematics
5. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
6. P.R. Vittal - Business Mathematics and Statistics

## **BTIC02 HISTORY OF TOURISM**

Lecture Hours Per Week: 3

Credits: 2

### **Module I**

Historical Background - Travel in Ancient Era - Romans and Travel - Dark era of Tourism - Renaissance and Tourism - Industrial Revolution - Impact - Beginning of Tour Operation and Hotel Industry - Thomas Cook and his role - 20<sup>th</sup> century - Evolution of Airline Industry - Automobile Industry - World Wars and Its Influence on Travel - Post War Period and Phenomenon Growth of Tourism.

### **Module II**

Tourism Concepts - Definition - Elements - Tourism System Model - Basics - Classification of Tourism - International - Domestic - Inbound - Outbound - Leisure - Business Tourism - Travel Motivators.

### **Module III**

Tourism Typology - Cultural Tourism - Eco Tourism - Sustainable Tourism - Alternative Tourism - Responsible Tourism - MICE Tourism - Wild Life Tourism - Health Tourism (Definition and Concepts).

### **Module IV**

Impacts of Tourism - Contribution to Foreign Exchange - Tourism Receipts and Balance of Payment - Employment Generation - Social Aspects of Tourism - Social Impacts - Cultural Impacts - Environmental Impacts (Negative and Positive - Introduction only).

### **References**

1. Bhatia, A.K., International Tourism, Kanishka Publications, New Delhi.
2. Cooper, Fletcher, Wanhill, Gilbert, Tourism Principles and Practices, Prentice Hall.
3. McIntosh and Goeldner/Ritchie, Tourism Principles, Philosopher, Practice John Wiley.
4. Pran Seth, Successful Tourism Management.

## **BTIIB02 TOURISM: PRINCIPLES, PRACTICES AND ETHICS**

Lecture Hours Per week: 6

Credits : 4

**Objective :** To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

### **Module I**

Tourism Demand – Demand - Meaning, Definition, Measurement of Tourism Demand, Tourist Statistics – Types of tourist statistics – Methods of measurement – Problems – Statistical review of spenders and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

### **Module II**

Tourism Impacts an overview – Economic benefits and issues with examples from the national context – Applicability of Multiplier effect in tourism – Social impacts (Positive and Negative) – Cultural impacts (negative and positive) – Environmental impacts (positive and negative) – Green’s checklist of Environment impacts.

### **Module III: Planning and Developments**

Development of tourism, Evolution of destination, Tourism area life cycle concept (TALC), stages in development – tourism planning – needs and importance of planning – steps in tourism planning – Environmental and other considerations in tourism planning – carrying capacity meaning types – visitor management, meaning, various visitor management measures.

### **Module IV**

Tourism policy – meaning and scope – importance – tourism policy in India, familiarization of recent policies (82, 92, 2002) – recent tourism policies in Kerala – familiarization, Kerala tourism vision 2025 – Responsible tourism policies – implementation process.

### **Module V**

Ethics – meaning and importance, level of business, ethics, stakeholders level, social level, internal policy level, ethical issues concerning tourism – Environment consideration, Cultural ethics, Waste management in tourism – need for involvement of local community, ethics in marketing.

### **References**

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. www.worldtourism.org

**Lecture Hours per week: 5****Credits: 4**

## Module I

Introduction - Nature of financial Accounting - scope – object –limitation – Accounting concepts and conventions- Financial accounting standards –Object of accounting standard – Accounting Standard Board of India-International and Indian Accounting Standards -

5

Hours

## Module II

Capital Expenditure, Revenue Expenditure and deferred revenue expenditure – Capital and revenue receipts - Final accounts of sole trader- not –for- profit organizations – accounting from incomplete records – statement of affairs method and conversion method.

20

Hours

## Module III

Hire Purchase and Installment System -Meaning – Features of hire purchase agreement – Distinction between hire purchase and sale –Interest calculation – Recording of transaction in the books of both parties - Default and repossession – Installment system – Features – Distinction between hire purchase and installment .

10

Hours

## Module IV

Departmental Accounts - Meaning – Objects – Advantage-Accounting procedure – Allocation of express and incomes – Interdepartmental transfers – Provision for unrealized profit - Branch Accounts - Features – Objects- Types of branches – Dependent branches – Account Systems –Stock and Debtors System –Independent branch – Features – Inter-branch transactions – In transit items –Incorporation of branch trial balance in Head Office books (simple problems only ) – Distinction between branch and departmental Accounts

20

Hours

## Module V

Accounting for hotels and restaurants – Introduction, disclosure principles, material concept objective concept, depreciation, different methods, business of running a hotel, revenue earning and non revenue earning departments, heads of revenue and heads of expenditure. Working papers, journals, posting, preparation of trial balance, completing working paper, preparation of final statement, adjusting ledger accounts, closing the accounts, preparation of post closing TB (Cash book, petty cash book, purchase book, sales book, returns, accounting ledgers in use ledger accounts, trading accounts, P&L accounts and Balance sheet).

(Theory and problems may be in the ratio of 30% and 70%respectively)

1. Dr. S.N. Maheswari , Financial Accounting

2. Shukla, M.C., T.S. Grewal and S.C.Gupta, Advanced Accounts  
S.Chand&Co., New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L.Gupta, Fundamentals of  
Financial Accounting, Ane Books Pvt. Ltd., New Delhi - 110002
4. Grewal and Gupta, Advanced Accounting
5. Dr. Goyal V.K., Financial Accounting, Excel Books,New Delhi – 110028
6. Radhaswamy and R.L. Gupta, Advanced Accounting,Sultan Chand & Sons,  
New Delhi
7. R.K.Malhotra, Financial Management in Hotels and Restaurant Industry,  
Anmol  
Publishers
8. S.Kr. Paul, Advanced Accounting,
9. P.C. Tulasian, Pearson Editions, Introduction to Accounting
10. Jain & Narang, Financial Accounting



## **BTIIC04 TOURISM IN KERALA**

Lecture Hours Per Week: 3

Credits: 2

### **Module I**

Kerala tourism: an overview - geographical features of Kerala in brief - climate - flora and fauna - favourable condition for tourism growth in Kerala.

### **Module II**

Cultural Tourism in Kerala - Classical Art forms - Folk Arts - Martial art forms - handicrafts - painting - forts - palaces - museums - art galleries - parks - other man-made attractions (in brief only)

### **Module III**

Natural Resources - Major Wildlife Sanctuaries - Waterfalls - National Park - biodiversity - hill stations - caves - beaches - backwaters - islands - mangroves - farms and plantations - ecotourism in Kerala (all in brief).

### **Module IV**

Developments in Kerala tourism: Department of Tourism - Role of KTDC, DTPC, TRKL, BRDC, KITTS - Ecotourism Directorate - Kerala Tourism Policy - Tourism Vision Statement - Kerala Tourism Promotion - Travel Marts - Road Shows - Publicity Materials - Sustainable Tourism Prospectives in Kerala - public and private participation.

### **References**

1. Rajan Gurukkal, Raghava Warriar, A Cultural History of Kerala, Vol. 1.
2. Lonely Planet - Kerala
3. Roughguide - Kerala and South India.
4. A. Sreedhara Menon - Cultural Heritage of Kerala
5. Kerala, Starkworld Communications.
6. Tourism Companion, Dept. of Tourism, Govt. of Kerala.
7. [www.keralatourism.org](http://www.keralatourism.org)

Lecture Hours Per week: 5

Credits: 4

Objectives: To Understand the structure and dynamics of airline industry.  
To Study the international airfares, regulations and formalities to travel.

**Module I: History**

Origin of civil aviation – History of civil aviation in India – public and private sector airlines in India – open sky policy. Role of AAI and DGCA. A brief account of IATA/ICAO – Warsaw – Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

**Module II: Airlines**

Types of Airlines: Scheduled and non scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew – inflight services – types of class-up grading and down grading.

**Module III: Organisational structure of Airlines**

Airline organization, Organization structure, various departments and functions – staff in airlines, career prospects in airlines, major airlines in the world, case study of Air India, British Airways, Jet Airways.

**Module IV**

Airport management, different airports in India (domestic & international) – Guidelines for airport management – airport facilities – the check-in formalities – Baggage and excess baggage checking – registered and unregistered baggage – piece & weight concept – excess baggage ticket (EBT) – pooling of baggage – free carry on items – carriage of live animals – dangerous goods – BSP.

**Module V**

Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation.

**References**

1. Introduction to Airline Industry: IATA Study KIT
2. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
4. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Stephen Shaw, Airline Marketing and Management, Ashgate
7. Airport, aircraft and airline security, Kenneth C Moore, utterworth heinmann
8. Airline Business in 21<sup>st</sup> Century, Regas Doganis, Routledge

Lecture Hours Per week: 5

Credits: 4

**Objective :** To promote tourism in Kerala.

### **Module I**

Kerala tourism: an overview – geographical features of Kerala in brief, climate, flora and fauna, society and culture, favourable condition for tourism growth in Kerala.

### **Module I**

Cultural resources – Style of architecture, classical art forms, folk arts, martial art forms, traditional art forms, handicrafts, painting, forts, palaces, museums, art galleries, parks, other man-made attractions.

### **Module III**

Natural resources: Flora and fauna, major wild life sanctuaries, waterfalls, national park, biodiversity, hill stations, caves, beaches, backwaters, islands, mangroves, farms and plantations, ecotourism in Kerala (all in brief).

### **Module IV**

Developments in Kerala tourism: Department of Tourism, role of KTDC, DTPC, TRKL, BRDC, KITTS, Ecotourism Directorate, Kerala tourism policy, Tourism vision statement, Kerala tourism promotion, Travel marts, Road shows, publicity materials, sustainable tourism prospectives in Kerala, public and private participation, role of local bodies in tourism.

### **References**

1. Rajan gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet – Kerala
3. Roughguide-Kerala and South India
4. A Sreedhara Menon: Cultural Heritage of Kerala
5. Kerala, Starkworld Communications
6. Tourism Companion – Dept. of Tourism, Govt. of Kerala
7. [www.keralatourism.org](http://www.keralatourism.org)

Lecture Hours per week: 5

Credits: 4

**Objectives:**

1. To provide Students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on.
2. To identify the emerging legal issues in a digital networked environment.

**Module I**

Law – Definition - Characteristics – Need- Classification – Sources of law- Nature of business law-The Indian Contract Act,1872 – Contract- Nature and classification of contracts-offer and acceptance-consideration- capacities of parties-free consent-coercion- undue influence – misrepresentation- fraud- mistake- void agreements-discharge of contract- breach of contract and remedies-contingent contracts-quasi-contracts

30

Hours

**Module II**

Special contracts-contract of indemnity- meaning – nature- right of indemnity holder and indemnifier – contract of guarantee-meaning – nature and features- surety and co-surety – rights and liabilities- discharge of surety from his liability – contract of bailment and pledge- rights and duties of bailer and bailee , pledge and pledge- pledge by non owners- agency- creation of agency – duties and liabilities of agent and principal-termination of agency .

15

Hours

**Module III**

Sale of Goods Act, 1930-contract for sale of goods-Meaning – essentials of a contract of sale – conditions and warranties- caveat emptor-sale by non owners- rules as to delivery of goods- auction sale -rights of unpaid seller

10

Hours

**Module IV**

The Negotiable Instruments Act,1881- Negotiable instruments – meaning – characteristics – types – cheques – promissory note and bill of exchange – crossing of cheques - holder and holder in due course negotiation and types of endorsement – dishonor of negotiable instrument & provisions of section 138 – noting and protest

10

Hours

**Module V**

The Consumer Protection Act,1986 – Definition – of consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

5

Hours

**Module VI**

The Information Technology Act, 2000 – Digital signature – digital signature certificate – electronic records and governance - certifying authorities – cyber crimes – offences and penalties under-IT Act,2000.

5 Hours

**REFERNCE BOOKS:**

1. Business Laws – Balchandani
2. Business Laws – S.D.Geet and M.S. Patil
3. Business Laws- S.S. Gulshan
4. Business & Industrial Law B.S.Moshal
5. Business and Commercial Laws- Sen and Mitra
6. An Introduction to Mercantile Laws – N.D.Kapoor
7. Business Laws – N.M. Wechlakar
8. Business Laws- M.C. Kuchal

## **BTHIC06 TOURISM IN INDIA**

Lecture Hours Per Week: 3

Credits: 2

### **Module I**

India's rich heritage - archaeological sites - ancient monuments and diverse, monuments and architecture, religion and religious festivals - cultural and artistic heritage of India - dance, music, sculpture, painting, etc.

### **Module II**

Himalayas - the proud crown of India - Himalayan ranges, valleys, peaks, meadows, hill stations - mountaineering and adventure tourism in Himalayas.

### **Module III**

Wildlife Resources of India - Major national parks and wildlife sanctuaries in India - bio-reserve centres - bio diversity and eco system - Wildlife Protection Act, 1972 (Introduction).

### **Module IV**

Fairs and Festivals in India - desert tourism in India - beaches & backwaters.

### **Module V**

Major attractions in North India, Major attractions in South India.

### **References**

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India - A Travellers Companion by Pran Nath Seth.
3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi - 7.
5. Cultural Tourism & Heritage Management - by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi - 19.
7. Tourism in India - K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by Susheela Misra Arnold Publishers, New Delhi - 29.

Lecture Hours per week: 5

Credits: 4

**Objectives:**

To familiarise with IATA codes, time calculation and the major tourist attraction across the world.

**Module I**

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

**Module II**

Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

**Module III**

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

**Module IV**

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

**Module V**

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

**Reference**

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism – Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
8. Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

Lecture Hours per week: 5

Credits: 4

**Objectives:** To explore various aspects of value creation through hospitality industry.

**Module I**

History – current scenario – Hospitality – meaning definition – Hotel – definition – classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

**Module II**

Introduction to hospitality industry and its distinctive characteristics – seven P's of marketing in hospitality marketing (product, price, place, promotion, people, process and physical evidence).

**Module III**

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, house keeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

**Module IV**

Case study of major hotel chains in India – Taj, Obroi, ITC Welcome Group, Ashok, Leela International, Sheraton, Marriot, Radison, Hilton (with of details of location, class of service, types of properties, number of properties).

**Module V**

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organisations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

**References**

1. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis . L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Tourism and Hotel Management (Anmol Pub. New Delhi)
8. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
9. John R Walker - Introduction to Hospitality Management – Pearson Education India
- 10 S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi



**Time : 5 Hours week****Credits : 4****Course Objectives**

1. To familiarize the students with the office automation and communication technologies used in business, and
2. To make them proficient in using computer for routine tasks like data retrieval, data analysis, accounting and report generation.

**Module I**

Office automation- objectives- office automation technology- office equipment- document generation- dictation systems, electronic typewriters- document distribution – copier, telex, facsimile and personal computer- workstations – printers and storage technologies- computer networks- LAN, WAN, Virtual Private Networks, ISDN, email, message systems, computer conferencing, information retrieval systems- Desktop publishing.

**Module II**

Microsoft Office- Word processing- characteristics of word processing- MS Word for word processing- creating, formatting and printing documents in MS Word- inserting objects from other MS applications – merge printing documents- MS Excel for spread sheet applications- creating, formatting and printing worksheets- functions in Excel- goal seek, scenario management- financial functions- PMT, NPV, IRR, IPMT, ISPMT- statistical functions- AVERAGE, MEDIAN, AVEDEV, CORREL, INTERCEPT, MAX, MIN- database in spreadsheet- DMAX, DMIN, DAVERAGE, DCOUNT graphics in Excel- creating formatting and printing graphs – Microsoft Powerpoint- creating presentations in Powerpoint- applying templates- recording narration- presenting animation- inserting hyperlink – inserting slide number, date and time- inserting picture into slide- slide transition- running slide show.

**Module III**

Database system- characteristics of database system- database management system- components- relational database system- popular relational database packages and their features: MS Access, MS SQL Server, and Oracle- Database administrator – functions of database administrator- database security- access rights and access control- login and passwords- physical security measures- backing up database for security- Microsoft Access- creation of database in MS Access- designing and running queries in Access: append query, update query, delete query, crosstab query- report generation in MS Access- creating report in design view- creating report using Wizard – formatting and printing of report.

#### **Module IV**

The Internet- Internet protocol suite- domain name system- Internet and its possibilities for business communication – Internet tools- email, FTP, WWW, bulletin board, telnet- portals- search engines- website- intranet and extranet- Electronic Data Interchange- objectives and advantages of EDI- EDI formats- business applications of EDI.

#### **Module V**

Computerised accounting – Tally- company creation ( without inventory) – account classification – types of vouchers- voucher entry- financial statements and report generation- cashflow statement, fundsflow statement, ratio analysis.

(**Note** : About half of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel, Access and Powerpoint. A few sessions may also be used for web browsing and email communications).

#### **Books :**

1. Management information Systems, Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi, 2002.
2. Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.
3. Implementing Tally 6.3, A.K. Nadhani and K.K. Nadhani, BPB Publications, New Delhi 2001.

4. Fundamental of Database Systems, Elmasri and Navathe, Addison Wesley, New Delhi.

## **BTIVC08 TOURISM INDUSTRY AND TRAVEL GEOGRAPHY**

Lecture Hours Per Week: 3

Credits: 2

### **Module I**

Introduction of Tourism industry - nature and characteristics - definitions - hotel and supplementary accommodations - functional departments of a hotel - classifications - travel agency business - functions - tour operators and functions - air lines and functions (in brief).

### **Module II**

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

### **Module III**

Africa & Middle East - Tourist destinations - attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

### **Module IV**

Europe & America - tourism destinations - attractions and accessibility of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

### **Reference**

1. Cooper and Fletcher, Tourism Principles and Practices, Prentice Hall.
2. Dennis L Foster, An Introduction to Hospitality, Prentice Hall.
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism Delmar (1999).
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007).
5. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers and Distributors.
6. Alan Lew, C. Michael Hall, Dallen J., Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth - Heinemann.
7. Colin Michael Hall, Stephen J. Page - The Geography of Tourism and Recreation Environment, Place and Space, Routledge.
8. Babu P. George, Alexendru Nedelea - International Tourism World Geography & Development Perspectives, Abhijeet Publications.

**BTVB07**

## **TRAVEL MANAGEMENT**

**Lecture Hours per week: 5**

**Credits : 4**

**Objectives:** To familiarise travel modes and documents

### **Module I**

Development of tourism transport – means of transport – tourist transportation system – upmarket and low market travellers – various modes – role of transportation in tourism – major entry points in India – history of transportation – air transportation, public transportation system – coaches, automobile ferries, cruises, types of cruises, major cruise routes, railway, major rail systems in the world, special tourist trains, place on wheels, Royal orient, golden chariot, houseboats, role of railways in Indian tourism, car rentals, major car rental companies, inter state road transportation in India, major roads in India, transportation laws and regulation, referring, Railway time tables.

### **Module II**

Travel organization – aims, objectives, functions and activities of IATA, UFTAA, PATA, FIATA, IATO, UNWTO, ICPB, IRCTC.

### **Module III**

Foreign – exchange – Forex earnings in tourism, exchange facilities in tourism, exchange rate system, fluctuation in exchange rates, reasons, impact of fluctuations on tourism, role of RBI, Introduction of FEMA, E-payment system, Credit Card, Debit Card, UATP, types of credit cards.

### **Module IV**

Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states – emigration requirements, ECNR, documents required to get passport in India – TIM, types of information in TIM.

### **Module V**

CRS/GDS: Evolution, growth, types of major GDSs, Amadeus, Galileo, SABRE, Abucus, World Span (History and Operations) (Students may be familiarized to operate one or two GDS packages)

### **References**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
5. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
6. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)7.
7. Study Kit for IATA/UFTAA8.
8. Foundation Course:
  - Module – I – Introduction to tourism
  - Module – II – Travel Geography
  - Module – III – Air Transport
  - Module – IV – Air Fares & Ticketing

**BTVB08**

## **HOTEL OPERATIONS**

**Objective:-** To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.

### **Module I**

Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

### **Module II**

House keeping department – definition, organisation structure, functions, job descriptions of executive house keeper, assistant house keeper, house keeping equipments types of rooms and beds, role of house keeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

### **Module III**

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of executive ‘chef’. Structure of food production department, duties, floor plan of kitchen, flow of activities.

### **Module IV**

Hotel Marketing Department its functions, organisation structure, job descriptions, hotel sales, methods used, back office functions and organisation structure, various accounting tools, role of H.R. management in hotels, H.R. manager in a hotel – service tips for hospitality personnels, role of managers in hospitality industry.

(The students have to be familiarized with various operations in different departments in a hotel through practicals industrial visits)

### **Reference**

1. Front Office operations-James Bardi
2. PRINCIPLES OF HOTEL FRONT OFFICE OPERATIONS – SUE BAKER, PALM BRADLEY & JEREMY HUYTON
3. FRONT OFFICE MANAGEMENT - S K BHATNAGAR - FRANK BROS.
4. F & B SERVICE - DENNIS LILYCRAP
5. F & B SERVICE A TRIANING MANUAL – SUDHIR ANDREWS
6. HOTEL HOSTEL & HOSPITAL HOUSEKEEPING - LENNEX, BRANSON
7. HOTEL HOUSEKEEPING A TRAINING MANUAL – SUDHIR ANDREWS
8. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
9. Michael. L. Kasavana and Richard. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)

10. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
11. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Torusim and Hotel Management (Anmol Pub. New Delhi)
12. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
13. John R Walker - Introduction to Hospitality Management – Pearson Education India
14. 10 S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

Lecture Hours per week: 4

Credits: 3

**Objectives: This course is designed to enable students for acquiring basic knowledge in business research methods and to develop basic skill in them to conduct survey researches and case studies**

#### Module I

Business research – meaning and definition – features of business research – theory building- induction and deduction theory – concept – operational definition – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

10 Hours

#### Module II

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview and depth interview and projective techniques – process of problem definition – ascertaining decision makers objectives , understanding background of the problem- isolate and identify problem from symptoms, determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

15 Hours

#### Module III

Meaning of research design – methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error.

15 Hours

#### Module IV

Measurement and scaling – nominal - ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic ,mail and internet.

10 Hours

#### Module V

Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table – contingency table –graphs – measures of central tendency and index number – interpretation.

15 Hours

#### Module VI

Preparation of research report – format – report writing stages – gathering material and data -make overall format - make detailed outline – write first draft - rewrite – final word processing and publishing.

10 Hours

#### Reference:

1. Donald R.Cooper and Pamela S. Schindler, Business Research Methods, Latest edition, Irwin McGRAW-HILL International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David white, Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.



3. Neresh K. Malhotra, Marketing research, latest edition, Pearson Education.
4. Teresa Branic & William K. Roche (Edt), Business research methods, Jaico
5. William G. Zikmund, Business research methods, Thomson
6. Wilkinson T.S. and Bhandarkar P.L. ,Methodology and Techniques of social research, Himalaya.
7. S N Murthy & U Bhojanna, Business Research Methods, Excel Books, New Delhi - 110028.
8. Jan Brace, Questionnaire design. Kogan Page India
9. Michael V.P., Research Methodology in Management, Himalaya.
10. Dipak kumar Bhattacharyya, Research Methodology, Excel Books, New Delhi - 110028.
11. R. Paneerselvan, Research Methodology, Prentice-Hall of India
12. Ajai S Gaur & Sanjaya S Gaur, Statistical Methods for Practice & Research, Response Books, New Delhi- 110044.
13. Kultar Singh, Quantitative Social Research Methods, Response Books, New Delhi- 110044.

Lecture Hours per week: 4

Credits: 3

**Objectives:** To equip the students the mechanism of airfare ticketing exercise.

**Module I**

Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators.

**Module II**

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

**Module II**

Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

**Module IV**

Internal fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

**References**

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism  
- Module – II – Travel Geography  
- Module – III – Air Transport  
- Module – IV – Air Fares & Ticketing

Lecture Hours per week: 4

Credits: 3

Objectives: To give a conceptual understanding of human resource practices in organizations.

**Module I**

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.

10 Hours

**Module II**

Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods..

10 Hours

**Module III**

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

10 Hours

**Module IV**

Performance appraisal and career planning. Need and importance- objectives- process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development.

10 Hours

**Module V**

Compensation management and grievance redressal. Compensation planning- objectives-Wage systems- factors influencing wage system-. Grievance redressal procedure- discipline- approaches- punishment-essentials of a good discipline system. Labor participation in management.

15 Hours

## REFERENCE BOOKS:

Human Resource Management- Text and Cases-- VSP Rao

Human Resource Management—Snell, Bohlander

Personal Management and Human Resources—Venkata Ratnam .Srivasthava.

A Hand Book of Personnel Management Practice—Dale Yolder.

**Lecture Hours per week: 3****Credits : 4**

**Objective:** To inspire and inform students on the dynamic area of event management

1. Tourism Industry – Scope and importance – career prospects – major components – Accommodation – Classification of Hotels – Transportation – Air/Land/Water-Tour Operators and Travel agencies.
2. Business Tourism – Tourism – Definition and growth of tourism - Major categories – Leisure & business tourism - Business tourism Definition – difference between Leisure and business tourism – MICE Tourism – Role of business tourism in world tourism – Business tourism in India – facilities available in India and Kerala.
3. Event Management – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.
4. Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.
5. Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart.

**Reference:**

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002.

3. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
4. Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
5. Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
6. Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

## **BTVIB12 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT**

Lecture Hours per week: 5

Credits: 4

**Objective:** To understand various skills necessary for travel agency and tour operation business

### **Module I**

Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.

### **Module II**

Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

### **Module III**

Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

### **Module IV**

Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

### **Module V**

Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

### **References**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

Lecture Hours per week: 5

Credits: 4

## Objectives:

- To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- To expose the students to the latest trends in marketing.

Module I Introduction: Nature, scope and importance of marketing – Evolution of marketing concepts; Marketing mix, marketing environment. Consumer Behaviour – Consumer buying process - Factors influencing consumer buying decisions – Creating Customer Value – Satisfaction – Loyalty - Market Selection - Market segmentation – concept, importance and bases - Target market selection - Positioning concept - importance and bases - Product differentiation vs. market segmentation.

20 Hours

Module II Product: Meaning and importance - Product classifications - Concept of product mix – Branding – Creating Brand Equity - packaging – labeling - After-sales services - Product life-cycle - New Product Development – Pricing - Significance - Factors affecting price of a product - Pricing policies and strategies.

15 Hours

Module III Promotion: Nature and importance of promotion - Communication Process - Types of promotion – advertising - personal selling – public - Relations - sales promotion - Promotion mix and factors affecting promotion mix decisions - Communication planning and control.

10 Hours

Module IV Marketing Channels and Value Networks - meaning and importance - Channel Levels - Wholesaling and retailing – Factors affecting choice of distribution channel – Retailing - Types of retailing – store based and non-store based retailing - chain stores - specialty stores - supermarkets - retail vending machines - mail order houses - retail cooperatives - Management of retailing operations - Retailing in India: changing scenario – Market Logistics.

15 Hours

## Module V

Recent issues and developments in marketing: Social Marketing, Marketing ethics; recent developments in marketing – online marketing - direct marketing - green marketing - relationship marketing - Marketing of Services – Conceptual frame work – Characteristics of Services – Classification of Services – Marketing mix in Service Marketing – Effective management of Services marketing.

15 Hours

**REFERENCE BOOKS:**

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. et al Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing : An Introduction, Pearson.
6. P N Reddy & Appanniah, Essentials of Marketing Management.
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.

**Lecture Hours per week: 5**

**Credits : 4**

**Module 1.** MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathi maidan, Delhi etc.

**Module 2.** Voyage tourism-tourist ships or cruiseliners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outerspace – international space station – space travelers – training needed for space traveler – lunar tourism.

**Module 3.** Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc.

Naturopathy treatments – general idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation.

Recent advancements in medical tourism and superspecialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism Sidha & Unani – cost effectiveness in India.

**Module 4.** Professionalisation of tourism – strategic management in tourism – impact of globalisation on tourism & travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism,

**Module 5.** Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations – benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.

References:

1. Tourism Development Revisited. Edited by Sutheshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.



5. Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi.
6. Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice – Dr. P.O. George (In press).
8. [www.incredibleindia.org](http://www.incredibleindia.org)
9. [www.keralatourism.org](http://www.keralatourism.org)
10. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi – 6

Lecture Hours per week: 3

Credits: 2

**Objectives:** On successful completion of this course, the students should have understood

- EDP, Project management
- Institutional support to entrepreneurial development

#### Module I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship -

Intrapreneur - Role of entrepreneurship in economic development.

5 Hours

#### Module II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

10 Hours

#### Module III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

15 Hours

#### Module IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

15 Hours

#### Module V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

10 Hours

#### REFERENCE BOOKS:

1. Simon Bridge Ken O'Neill Stan Cromie, Understanding Enterprise, Entrepreneurship and Small Business, Palgrave McMillan India
2. Entrepreneurial Development: S.S.Khanka
3. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
4. Project Management : S.Choudhury
5. Project Management : Denis Lock

**Lecture Hours per week: 3****Credits : 2**

**Module 1.** India's rich heritage – archaeological sites – ancient monuments and diverse, monuments and architecture, Religion and religious festivals – cultural and artistic heritage of India – dance, music, sculpture, painting etc.

**Module 2.** Himalayas – the proud crown of India – Himalayan ranges, valleys, peaks, meadows, hill stations – mountaineering and adventure tourism in Himalayas.

**Module 3.** Wildlife resources of India – national parks and wildlife sanctuaries in India – bioserve centres – bio diversity and eco system – Wildlife Protection Act, 1972.

**Module 4.** Fairs and festivals in India – desert tourism in India – beaches & backwaters.

**Module 5.** Tourism in the north-east of India-Island of India – South India attractions – tourism awards – best performing states.

**References:**

1. India – A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India – A Travellers Companion by Pran Nath Seth
3. Tourism Products of India – Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India – V.K. Gupta, Gian Publishing House, Delhi – 7.
5. Cultural Tourism & Heritage Management – by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India – Gillian wright, Penguin Books, New Delhi – 19.
7. Tourism in India – K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by Susheela Misra Arnold Publishers, New Delhi – 29.

9. Atlas to India' wildlife – A.N. Jagganatha Rao T.T. Maps & Publications, Madras – 44.
10. [www.incredibleindia.org](http://www.incredibleindia.org)
11. An Introduction to History of India – Graeme D Westlake, Indus Publishers, Delhi -2.
12. Rajasthan, Agra, Delhi – a travel Guide by Philipward Penguin Books, New Delhi – 29.