

B.A. TOURISM AND TRAVEL MANAGEMENT
UG - SCHEME OF EXAMINATIONS: CBCS PATTERN
(For the students admitted during the academic year 2018-2019 and onwards)

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – 1									
I	18TAM11L	Part - I: Language: Tamil - I	06	25	75	100	30	40	03
II	18ENG12L	Part - II: English - I	06	25	75	100	30	40	03
III	18BTM13C	Core - I: Tourism Principles and Practices	05	25	75	100	30	40	04
III	18BTM14C	Core - II: Fundamentals of Travel	05	25	75	100	30	40	04
III	18BTM15A	Allied - I: Management Concepts For Tourism	06	25	75	100	30	40	05
IV	18ENV1GE	Environmental Studies	02	25	75	100	30	40	02
Semester – II									
I	18TAM21L	Part - I: Language: Tamil - II	06	25	75	100	30	40	03
II	18ENG22L	Part - II: English - II	06	25	75	100	30	40	03
III	18BTM23C	Core - III: Global Tourism Geography	05	25	75	100	30	40	04
III	18BTM24C	Core - IV: Tourism Resources in India – I	05	25	75	100	30	40	04
III	18BTM25A	Allied - II: Business Economics for Tourism	06	25	75	100	30	40	05
IV	18VAL2GE	Value Education – Gandhian Thoughts	02	25	75	100	30	40	02

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – III									
I	18TAM31L	Part - I: Language: Tamil - III	06	25	75	100	30	40	03
I	18ENG32L	Part - II: English - III	06	25	75	100	30	40	03
III	18BTM33C	Core - V: Tourism Resource in India – II	04	25	75	100	30	40	04
III	18BTM34C	Core - VI: World Tourism Destinations	04	25	75	100	30	40	04
III	18BTM35A	Allied - III: Hospitality Management	06	25	75	100	30	40	05
IV	18BTM36S	Skill Based Subject - I: Communicative Skills for Tourism	04	25	75	100	30	40	03

Semester – IV									
I	18TAM41L	Part - I: Language: Tamil - IV	06	25	75	100	30	40	03
I	18ENG42L	Part - II: English - IV	06	25	75	100	30	40	03
III	18BTM43C	Core - VII: Travel Agency and Tour Operation Management	04	25	75	100	30	40	04
III	18BTM44C	Core - VIII: Destination Development & Management	04	25	75	100	30	40	04
III	18BTM45A	Allied - IV: Ecotourism	06	25	75	100	30	40	05
IV	18BTM46S	Skill Based Subject - II: Business Communication & Personality Development	04	25	75	100	30	40	03
V	18EXA4GE	Extension Activities: NCC/NSS/SPORTS/YRC	-	-	-	-	-	-	01

Part	Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – V									
III	18BTM51C	Core - IX: Airlines And Airport Management	06	75	25	100	30	40	04
III	18BTM52C	Core - X: Basic Airfares And Ticketing	06	75	25	100	30	40	04
III	18BTM53C	Core – XI: Tourism Marketing	06	75	25	100	30	40	04
III	18BTM54C	Core - XII: Human Resource Management	05	75	25	100	30	40	04
IV	18BTM55S	Skill Based Subject - III: E-Tourism	04	75	25	100	30	40	03
IV	18BTM5EL	Non-Major Elective Paper - I: Travel Formalities	03	25	75	100	30	40	02
Semester – VI									
III	18BTM61C	Core - XIII: Tourism Entrepreneurship	06	75	25	100	30	40	04
III	18BTM62C	Core - XIV: International Business	06	75	25	100	30	40	04
III	18BTM63C	Core -XV: Customer Relationship Management	06	75	25	100	30	40	04
III	18BTM64V	Internship & Viva Voce / Project / National Tour & Report *	04	80	20	100	40	40	15
IV	18BTM65S	Skill Based Subject - IV: Business Tourism	05	75	25	100	30	40	03
IV	18BTM6EL	Non-Major Elective Paper - II: Airport Formalities	03	25	75	100	30	40	02
Total/Credits						3600			140

* Internship & Viva Voce – 80 Marks for Internship & 20 Marks for Viva Voce
National Tour – Compulsory component & a report needs to be submitted post tour

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - I: TOURISM PRINCIPLES AND PRACTICES	I	18BTM13C

Objectives:

- To understand the various elements of tourism management.
- To evaluate the role of various tourism organizations

UNIT I

1. Introduction –Tourism, Excursion, Leisure and Recreation; Tourist, Visitor, Traveler
2. Historical Development – Roman Empire, Trade Routes, Grand Tour& Renaissance
3. Paid Holidays and Concept of Annual Holidays
4. Tourism Systems & Tourism Network

UNIT II

1. Characteristics of Tourism
2. Structure and Components of Tourism
3. Typology of Tourism
4. Types & Forms of Tourism

UNIT III

1. Travel Motivations
2. Crompton’s Push and Pull Theory
3. GIT, FIT & Affinity Group Travel
4. Factors influencing the Growth of Tourism

UNIT IV

1. Demand and Supply in Tourism
2. Impacts of Tourism
3. Tourism Area Life Cycle(TALC)
4. Present trends in Domestic and Global tourism

UNIT V

1. Need for Tourism Organization–UNWTO, WTTC, ICAO, IATA, PATA & UFTAA
2. Tourism Organizations in India – TAAI, IATO, FHRAI, Ministry of Tourism
3. National Tourism Policy & Action Plan
4. State Government role in Tourism development – DoT, Govt. of Tamil Nadu

Books Recommended for Reference:

1. Swain, S. K., & Mishra, J. M. (2012), Tourism: Principles and Practices. Oxford University Press.
2. Sunetra Roday, Archana Biwal, Vandana Joshi (2009), Tourism: Operations and Management Oxford University Press.
3. A.K. Bhatia (2008), International Tourism Management, Sterling Publications, New Delhi.
4. Pran Nath Seth (2003), Successful Tourism Management, Sterling Publications, New Delhi,

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - II: FUNDAMENTALS OF TRAVEL	I	18BTM14C

Objectives:

- To study the concepts and requirements of travel
- To gain in depth knowledge on air travel and the required documents

UNIT -I

1. Passport – Definition, Types, and Documents required
2. Visa – Definition, Types, Visa Refusal
3. Miscellaneous Travel Documents
4. Citizenship - Types, Methods of Acquisition

UNIT-II

1. Air Ticket - Types, Reading & Interpreting
2. Boarding Pass
3. Frequent Flyer Cards
4. Baggage, Baggage Tags and Stickers

UNIT-III

1. Travel Insurance – Need & Coverage, Service Providers
2. Foreign Exchange – Local Currency, Third-Country Currency, Universal Currency
3. FERA and FEMA Acts
4. Travelers Cheque, International Currency Cards

UNIT-IV

1. Airport Facilities
2. Airport Do's and Don'ts
3. Health Certificates
4. Airport Quarantine

UNIT- V

1. Immigration and Emigration – Procedures, Forms
2. Customs and Duty
3. Eye Scanning and Biometrics
4. Frisking, Electronic Security Check, Thermal Cameras and Sensors

Books Recommended for Reference:

1. Kamra, K.K. and Chand, Mohinder (2002), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, and Distributors, New Delhi.
2. Swain, S. K., & Mishra, J. M. (2012), Tourism: Principles and Practices, Oxford University Press.
3. IATA Training Manual, 5.9 Edition
4. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ALLIED – I: MANAGEMENT CONCEPTS FOR TOURISM	I	18BTM15A

Objectives:

- To understand the various functional areas of management in tourism industry
- To enable the student to analyze the management process in tourism organization.

UNIT I

1. Meaning, Role, Functions, Importance and Process
2. Principles – Taylor’s & Fayol’s
3. Management and Administration
4. Levels of Management

UNIT II

1. Planning- Nature, Characteristics
2. Importance, Steps and Types
3. Objectives- Setting,
4. Process of Management by Objectives (MBO)

UNIT III

1. Nature and Purpose of Organizing
2. Formal and Informal Organisation
3. Organisation Structure and Process
4. Delegation and Decentralization

UNIT IV

1. Directing- Scope, Creativity
2. Leadership- Styles and Qualities
3. Motivation –Types & Maslow and X & Y Theory
4. Communication- Types, Process and Barriers

UNIT V

1. Control- System and Process
2. Staffing – Meaning and Types
3. Current Global Environment
4. Present Business Trends and Practices

Books Recommended for Reference:

1. Harold Koontz and Heinz Weihrich(2012), Essentials of Management: An International Perspective, Mc Graw Hill Education.
2. T. Ramasamy (2017), Principles of Management, Himalaya Publishing House.
3. Ramesh B Rudani (2013), Principles of Management, Tata McGraw Hill.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ENVIRONMENTAL STUDIES	I	18ENV14E

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE– III: GLOBAL TOURISM GEOGRAPHY	II	18BTM23C

Objectives:

- To study the relationship of geography with tourism and travel
- To gain knowledge on the major tourism destinations across the world.

UNIT I

1. Geography:Physical, Cultural, Destination
2. Continents, Countries, Major Cities
3. Three letter City Codes: Coding and De-Coding
4. Major Airports and Codes

UNIT II

1. 24 hour Time Clock
2. World Time Zones
3. International Date Line
4. Time Calculation

UNIT III

1. Traffic Conference Area I
2. Traffic Conference Area II
3. Traffic Conference Area III
4. Global Indicators

UNIT IV

1. Transportation modes
2. Transport in North America
3. Transport in South America
4. Transport in Africa

UNIT V

1. Transport in Europe and Trans-Siberian
2. Transport in Far East
3. Transport in Middle East
4. Transport in Australia

Books Recommended for Reference:

1. Boniface B. & Cooper C (2009), Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann, New Delhi.
2. Rosemary Burton (1995), Travel Geography, Pitman Publishing, New Delhi.
3. IATA Module, 5.9 Edition.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - IV: TOURISM RESOURCES IN INDIA-I	II	18BTM24C

Objectives:

- To familiarize different types of tourism resources in India
- To identify and manage emerging tourism destinations in India

UNIT I

1. Introduction to Indian Geography
2. Location and Landscapes
3. Indian States and Capitals
4. Introduction to Natural and Manmade Resources

UNIT II

1. Mountains and Hill Stations in India
2. Beaches in India
3. Islands
4. Caves and Deserts

UNIT III

1. Wildlife Sanctuaries
2. National Parks
3. Biosphere Reserves
4. Wetlands

UNIT IV

1. Adventure Tourism
2. Adventure tourism destinations
3. Museums and Galleries
4. Forts and Palaces

UNIT V

1. Cruises and Luxury Trains
2. Tourism Circuits
3. Novel Tourism: Rural, Medical, MICE, Tribal and Sports Tourism
4. Land of All Seasons and Reasons

Books Recommended for Reference:

1. Punja, S, Great Monuments of India, Hong Kong: Odyssey Guides
2. Singhanian, N (2015), Indian Art and Culture, McGraw Hill Education
3. Bisht, R S (2002), National Parks of India, Publication Division
4. Indian Tourism Products, Robinet Jacob, Abhijeet Publications, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ALLIED – II: BUSINESS ECONOMICS FOR TOURISM	II	18BTM25A

Objectives:

- To understand the basic concepts in economics
- To help them acquire necessary skills in the application of economic tools in managerial decision making.

UNIT I

1. Business Economics- Nature; Scope&Characteristics
2. Microeconomics and Macroeconomics
3. Application - Wealth Oriented, Welfare Oriented, Scarcity Oriented, Development Oriented
4. Indian Scenario- Before and After LPG

UNIT II

1. Demand Analysis -Meaning of Demand &Law of Demand
2. Determinants of Demand Factors
3. Elasticity of Demand
4. Demand Forecasting and its methods.

UNIT III

1. Supply - Meaning and Law of Supply
2. Determinants of Supply
3. Factors Affecting Supply
4. Business Environment and Market Structure

UNIT IV

1. Inflation and Deflation
2. Balance of Trade (BOT) and Balance of Payments(BOP)
3. Economic impacts of Tourism
4. Tourism Multiplier Effects

UNIT V

1. Five Year Plans in Tourism Development
2. Role of Public and Private Sector in Tourism
3. FDI, Green Field Investment
4. Impacts of Tourism on Indian Economy

Books Recommended for Reference:

1. Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.
2. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
3. Drivedi DN (2001), Managerial Economics, Vikas, New Delhi.
4. Maddala (2004), The Economics of Leisure and Tourism, Oxford Butterworth-Heinemann, New Delhi.
5. Romila Chawla (2004), Economics of Tourism & Development, Sonali Publications, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	VALUE EDUCATION – GANDHIAN THOUGHTS	II	18VAL24E

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - V: TOURISM RESOURCES IN INDIA-II	III	18BTM33C

Objectives:

- To study the cultural and heritage tourism destinations in India
- To familiarize with art forms , customs & traditions

UNIT I

1. Cultural and Heritage Tourism
2. Religions in India
3. Pilgrimage Tourism in North India
4. Pilgrimage Tourism in South India

UNIT II

1. Introduction to UNESCO, ASI and INTACH
2. UNESCO Heritage sites in North India
3. UNESCO Heritage sites in South India
4. Monuments

UNIT III

1. Introduction to Arts and Performing Arts
2. Music, Forms and Music Festivals
3. Dance, Forms and Dance Festivals
4. Paintings and Types

UNIT IV

1. Architecture in South India
2. Architecture in North India
3. Sculptures
4. Handicrafts and Types

UNIT V

1. Fairs
2. Festivals
3. Indian Cuisine
4. Indian Costumes

Books Recommended for Reference:

1. J.K. Chopra (2014), Indian Heritage and Culture, Unique Publishers.
2. Jack Randall (2011), Heritage Tourism, DPH- New Delhi.
3. S.P. Gupta, Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
4. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - VI: WORLD TOURISM DESTINATIONS	III	18BTM34C

Objectives:

- To obtain an insight on the worldwide destinations.
- To study the major tourism destinations in the world.

UNIT -I

1. North America
2. Central America
3. South America
4. Adjacent Islands

UNIT-II

1. United Kingdom
2. Scandinavian Countries
3. Eastern Europe
4. Western Europe

UNIT-III

1. Middle East Countries
2. Central and Middle Asia
3. China
4. SAARC Countries

UNIT- IV

1. Singapore and Malaysia
2. Japan, Hong Kong, South and North Korea
3. Cambodia, Indonesia, Myanmar
4. Other Far East Countries

UNIT-V

1. North Africa
2. South Africa
3. Indian Ocean Islands
4. Australia, New Zealand

Books Recommended for Reference:

1. World Atlas
2. IATA Books
3. Oxford Encyclopedia
4. Web Reference: www.wikipedia.com
5. Destination Manuals of Thomas Cook, Cox & Kings

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ALLIED – III: HOSPITALITY MANAGEMENT	III	18BTM35A

Objectives:

- To enable the students understand the essentials of hospitality management.
- To understand the various departments and their functioning in the hotel

UNIT I

- 1.Introduction to Hospitality; Hospitality & Culture
2. Hotel–Definition, Evolution and Growth
3. Types of Hotels; Chain of Hotels – Domestic, International
4. Major Departments of a Hotel

UNIT II

1. Front Office –Introduction
2. Sections, Hierarchy, Duties and Responsibilities
3. Tariff and Meal plans, Types of Rooms
4. Check in and Checkout Procedures

UNIT III

1. Food Production – Introduction
2. Sections, Duties and Responsibilities
3. Types of Menu, Courses of Menu
4. Famous Cuisines of the World

UNIT IV

1. Food and Beverage Department – Introduction
2. Hierarchy, Duties and Responsibilities
3. F&B Outlets and Functions
4. Types of Services

UNIT V

1. House Keeping Department – Introduction
2. Sections, Hierarchy, Duties and Responsibilities
3. Public Areas of a Hotel
4. Lost and Found procedure

Books Recommended for Reference:

1. John R.Walker (2011), Introduction to Hospitality Management, Pearson, Noida.
2. Jack D. Ninemeier & Joe Perdue (2011), Discovering Hospitality and Tourism, Pearson, Noida.
3. Philip Kotler, John T. Bowen (2011), Marketing for Hospitality and Tourism, Fifth Edition, Pearson, Noida.
4. Sudhir Andrews (2013), Hotel Operations, McGraw Hill Education, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	SKILL BASED SUBJECT – I: COMMUNICATIVE SKILLS FOR TOURISM	III	18BTM36S

Objectives:

- To learn the basics of communication needed for tourism industry.
- To understand the basics of business correspondence.

UNIT -I

1. Introduction to Communication
2. Tourism & Communication – Role & Importance
3. Basic Grammar, Sentences and Phrases, Punctuation
4. Industry Jargons – Tourism, Hotels, Airports

UNIT-II

1. Listening Process
2. Types of Listening
3. Barriers to Listening
4. Improving Listening Abilities

UNIT-III

1. Purpose of Reading
2. Reading Process
3. Essentials of Reading
4. Improving Reading Skills

UNIT- IV

1. Ice breaking
2. Rising to the occasion
3. Description of Objects
4. Meetings and Greetings

UNIT-V

1. Etiquette
2. Letters and Emails
3. Presentations
4. Social Networking

Books Recommended for Reference:

1. Anjanee Sethi, Bhavana Adhikari (2011), Business Communication, McGraw Hill, New Delhi.
2. Kathiresan & Dr. Radha, Business Communication, Prasanna Publishers, Chennai.
3. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
4. Munter Mary (2002), Managerial Communication: Effective Writing &Speaking, PHI, New Delhi.
5. Gearing up for a Career- TANSICHE

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - VII: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	IV	18BTM43C

Objectives:

- To understand the working mechanism of the travel agency.
- To learn the various skills necessary for tour operation business.

UNIT I

1. Introduction – Travel Agent, Tour Operator, Principal Service Provider
2. Types of Travel Agents, Tour Operators
3. Travel Agency Vs. Tour Operation Company – Differences, Major Brands
4. Linkages & Integration in Travel Trade

UNIT II

1. Functions of a Travel Agency and Tour Operator
2. Sources of Income of Tour Operation and Travel Agency Business
3. Setting up a Travel Agency, Tour Operation Company
4. Diversification of Travel Agency and Tour Operation Business

UNIT III

1. Itinerary – Definition, Preparation
2. Resources for Preparing an Itinerary
3. Tour Brochure – FIT, Fixed Departures
4. CRS, GDS, Online Travel Agents (OTA's)

UNIT IV

1. Tour Components and Packaging
2. Tour Costing, Pricing and Pricing Strategies
3. Preparation of Tour Quotation
4. Tour Profit Report

UNIT V

1. Tour Booking Conditions
2. Role of Tour Managers
3. Ethics of Travel Agency Business
4. Future of Travel Agency Business

Books Recommended for Reference:

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.
3. Holloway, J.C (2002), The Business of Tourism, Prentice Hall, London.
4. Roday. S, Biwal. A & Joshi. V (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. IATA Books 5.9 edition.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – VIII: DESTINATION DEVELOPMENT AND MANAGEMENT	IV	18BTM44C

Objectives:

- To understand the various structures of tourism products.
- To effectively plan and manage tourism destinations.

UNIT -I

1. Destination – Definition, Meaning and Concepts
2. Characteristics of Destinations
3. Types of Destinations
4. Destinations and Products

UNIT-II

1. Destination Management Company (DMC) & Destination Management Systems (DMS)
2. Destination Selection Process
3. Destination Planning Guidelines
4. Sustainable Design

UNIT-III

1. Destination Image
2. Development of Destination Image
3. Measurement of Destination Image
4. Destination Branding Perspectives and Challenges

UNIT- IV

1. Six ‘A’s framework for tourism destinations
2. Destination Marketing Mix
3. Distribution Channels
4. Marketing Strategies

UNIT-V

1. Destination Promotion and Publicity
2. Role of Stakeholders
3. Public Private Partnership
4. Destination Competitiveness

Books Recommended for Reference:

1. Nigel Morgan (2001), Destination Branding: Creating the Unique Proposition, BH
2. Shalini Singh (2003), Tourism in Destination Communities, CABI Publishing
3. Bhatia A.K. (2011), Destination Development, Himalaya Publications.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ALLIED – IV: ECOTOURISM	IV	18BTM45A

Objectives:

- To learn the concepts and emerging ideas in ecotourism.
- To understand different techniques adopted for ecotourism development.

UNIT I

1. Ecotourism: Introduction and Definition
2. Ecotourists – Types & Characteristics
3. Ecotourism Planning
4. Benefits of Ecotourism

UNIT II

1. Biodiversity
2. Core and Buffer Zones
3. Eco Hotspots in India - Activities
4. UNESCO site: Western Ghats

UNIT III

1. Mass Tourism
2. Carrying Capacity
3. Community Based Tourism
4. Sustainable Tourism

UNIT IV

1. Ecological Foot Prints
2. Environment Impact Assessment
3. Environmental Audit
4. Coastal Zone Management

UNIT V

1. Impact of Tourism on Environment
2. Impact of Tourism on Society and Culture
3. Tourism Ethics, Human-Animal Conflicts
4. International Ecotourism Society – UNDP, WWF, TIES

Books Recommended for Reference:

1. Fennel, D. A (1999), Ecotourism -An Introduction, Routledge Publication, New York.
2. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, USA.
3. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
4. Sukanta K Chaudhury, Mittal (2005), Cultural, Ecology and Sustainable Development, New Delhi.
5. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	SKILL BASED SUBJECT - II: BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT	IV	18BTM46S

Objectives:

- To learn the concept and methods of communication and personality enhancement
- To enhance holistic development of students and improve their employability skills

UNIT I

1. Introduction to Business Communication
2. Classification and Methods of Communication
3. Barriers to Effective Communication
4. Role of Communication

UNIT II

1. Business Writing
2. Official Correspondence
3. Technical Writing: Objectives and Characteristics
4. Writing Tasks in workplace - Proposals, Paper, Reports

UNIT III

1. Curriculum Vitae
2. Body Language
3. Group Discussion
4. Interview

UNIT IV

1. Team work
2. Meetings
3. Telephone Etiquette
4. Video Conferencing

UNIT V

1. Public Speaking & Presentations
2. Making Contacts
3. Negotiation skills
4. Crisis Communication

Books Recommended for Reference:

1. Anjaneethi, Bhavana Adhikari (2011), Business Communication, McGraw Hill, New Delhi.
2. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
3. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
4. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
5. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – IX: AIRLINES AND AIRPORT MANAGEMENT	V	18BTM51C

Objectives:

- To study the structure and functions of airline industry
- To understand the process and procedures related with air travel

UNIT I

1. History of Aviation
2. ICAO, Chicago Convention
3. Bilateral Agreements, Freedoms of the Air, Open Sky Policy
4. Warsaw Convention

UNIT II

1. Common Air Transport Terms and Definitions
2. Air Transport Abbreviations and Meanings
3. Types of Airlines & Aircrafts
4. Parts of an Aircraft

UNIT III

1. Airport Facilities – Domestic, International, and Greenfield
2. Immigration, Emigration and Customs
3. Air Traffic Control (ATC)
4. Airport Management, Ground Handling Companies (GHC's)

UNIT IV

1. Baggage – Types, Allowances, Excess Baggage and Oversized Baggage
2. Electronic Goods, Dangerous Goods, Prohibited Items
3. Special Passengers
4. Frequent Flyer Programs

UNIT V

1. Classes of Service
2. In-flight Service and Seating Arrangements
3. DGCA, AAI
4. Latest trends and advancements in Civil Aviation

Industrial Visit - Airport

Books Recommended for Reference:

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.
2. Manjeet Singh (2003), Travel and Ticketing Management, Sublime Publications, Jaipur.
3. IATA Training Manual, 5.9 Edition

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – X: BASIC AIRFARES AND TICKETING	V	18BTM52C

Objectives:

- To study the international airfares, regulations and travel formalities.
- To familiarize with the various traffic documents

UNIT I

1. Referring PAT, Coding and Decoding
2. Journey: Concept, Types, Anatomy
3. IATA Areas, Global Indicators
4. Fare Selection Criteria, Fare Type, World Time Zones, International Date Line

UNIT II

1. Currency Rule, NUC conversion
2. Point to Point Fare Calculation, Specified Routing
3. Fare Construction Formula, One Way, HIP, BHC
4. Fare Construction

UNIT III

1. Fare Break Point, General Guidelines
2. RT and CT formula, CTM Check and Secondary Fares
3. Importance of Stop- Over and Connections
4. Children and Infants Fare

UNIT IV

1. STD,MPD, Credit Cards Terms and Condition, UATP Cards
2. Passenger Ticketing and Baggage
3. Restrictions by Carrier, Tax Reference
4. TFC: Types, Identification, General Conversion Procedure

UNIT V

1. Security Surcharge, Ticketing Procedure
2. BSP
3. Validation Equipment
4. Commissions and Service Fee

Books Recommended for Reference:

1. Jagmohan Negi (2005), Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.
2. Philip G. Davidoff, Doris S. Davidoff (2002), Air Fares and Ticketing, Prentice Hall, USA.
3. Jeanne Semer – Purycki (2002), International Travel Fares and Ticketing, Prentice Hall, USA.
4. IATA module, Air Fares and Ticketing, 5.9 edition

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE - XI: TOURISM MARKETING	V	18BTM53C

Objectives:

- To equip the students the basics of marketing with special reference to tourism.
- To understand different techniques adopted for effective marketing.

UNIT I

1. Marketing: Definition, Need, Process
2. Evolution of Marketing
3. Functions & Approaches of Marketing
4. Importance of Marketing in Tourism

UNIT II

1. Services Marketing and Types
2. Nature and Characteristics of Tourism Services
3. Tourism Marketing System
4. Marketing Mix

UNIT III

1. Product Decision Making
2. Product Mix Dimensions
3. Product Strategies
4. Product Life Cycle

UNIT IV

1. Market Segmentation
2. Targeting
3. Positioning & Branding
4. Pricing – Concept, Influencing Factors & Strategies

UNIT V

1. Distribution Channels for Tourism
2. Promotional Mix
3. Sales Promotion Techniques
4. Issues and Challenges in Tourism Marketing

Books Recommended for Reference:

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Kotler Philip (2006), Marketing Management, PHI, Delhi.
3. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – XII: HUMAN RESOURCE MANAGEMENT	V	18BTM54C

Objectives:

- To learn the various managerial skills necessary for the success of tourism industry.
- To enable the students to understand the procedures and practice applied for the manpower training and placement.

UNIT I

1. HRM – Introduction, Meaning and Definition
2. Evolution of HR Practices
3. Functions of HRM
4. Organizational structure of HR Department

UNIT II

1. Human Resource Planning –Meaning and Definition
2. Job Analysis, Job Evaluation
3. Recruitment and Selection
4. Induction

UNIT III

1. Human Resource Development –Meaning and Definition
2. Training & Development
3. Promotion& Transfers
4. Employee Retention

UNIT IV

1. Compensation
2. Rewards and Incentives
3. Performance Appraisal, Potential Appraisal
4. Employee Attrition

UNIT V

1. Role of HR Managers
2. Employee Morale
3. Quality of Work Life (QWL)
4. Latest trends in HRM

Books Recommended for Reference:

1. John Bratton (2017), Human Resource Management Theory and Practice, Palgrave.
2. K Aswathappa (2010), Human Resource Management Texts and Cases, McGraw Hill, Sixth Edition, New Delhi.
3. Gary Dessler (2011), A Framework for Human Resource Management, Pearson, Noida.
4. David B. Balkin & Robert L. Cardy (2010), Managing Human Resources, PHI, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	SKILL BASED SUBJECT - III: E - TOURISM	V	18BTM55S

Objectives:

- To study the use of information and communication technologies in tourism.
- To understand entrepreneurial and managerial aspects of electronic business in tourism.

UNIT -I

1. E-tourism - Definition, Introduction, Drivers, Components
2. Historical Development
3. Data Processing and Communication
4. Applications of IT in Tourism Industry

UNIT-II

1. Computer Reservation System (CRS)
2. Hotel Reservation System (HRD) & Hotel Distribution System (HDS)
3. Global Distribution System (GDS)
4. Destination Management System (DMS)

UNIT-III

1. Business to Business (B2B)
2. Business to Customer (B2C)
3. Customer to Business (C2B)
4. Customer to Customer (C2C)

UNIT- IV

1. Online Travel Agencies (OTAs)
2. Online Booking Trends & Challenges
3. Role of Social Media
4. E – Marketing & Promotion

UNIT-V

1. Customer Retention Challenges
2. Cloud Computing, Electronic Payment Systems, Artificial Intelligence
3. Economic Implications
4. Future of E-tourism

Books Recommended for Reference:

1. Philip Kotler (2013), Marketing Management, 14 Ed, Pearson
2. Hare Ram Singh (2011), E- Marketing, ABD Publishers.
3. Devashish Dasgupta (2011), Tourism Marketing, Pearson, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	NON MAJOR ELECTIVE - I: TRAVEL FORMALITIES	V	18BTM5EL

Objectives:

- To understand the basic tourism concepts, structure and the functions of tourism industry.
- To enable the students to familiarize with travel documents

UNIT I

1. Introduction and Definition - Tour, Tourist, Tourism
2. Difference between Traveler, Tourist, Visitor, Excursionist
3. Structure & Components of Tourism
4. Types of Tourism – Domestic, Inbound, Outbound

UNIT II

1. Forms of Tourism
2. Contemporary trends in Tourism
3. Basic Travel Motivators
4. Role of Transport in Tourism – Road, Rail, Water & Air

UNIT III

1. Passport - Definition and Types
2. VISA - Definition and Types
3. Travel Insurance, Health Certificates
4. Citizenship - Types, OCI, PIO, RP

UNIT IV

1. Travel Agent- Types of Travel Agents, Major Travel Agents
2. Functions of a Travel Agent
3. Tour Operators – Types, Major Tour Operators
4. Package Tours, Types

UNIT V

1. Itinerary – Meaning, Definition, Itinerary Planning
2. Components of a Tour Package
3. Costing of a Tour
4. Tour Brochure

Books Recommended for Reference:

1. A.K.Bhatia (2008), International Tourism Management (Revised Edition), Sterling Publication Pvt. New Delhi.
2. Jagmohan Negi (2005), Air Travel Ticketing and Fare construction, Kanishka, New Delhi.
3. K.P. Jha (2011), International Tourism Management, ALP Books, New Delhi.
4. IATA (2008), Foundation Course Textbook, 5.9 Edition, Montreal

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – XIII: TOURISM ENTREPRENEURSHIP	VI	18BTM61C

Objectives:

- To study the structure and process of entrepreneurship
- To enable the students to explore and develop entrepreneurial traits.

UNIT -1

1. Entrepreneurship - Definition, Structure & Concepts
2. Nature, Growth and Importance
3. Classification and Types
4. Theories of Entrepreneurship

UNIT-II

1. Entrepreneurial Traits & Myths
2. Entrepreneurial Motivation
3. Qualities of an Entrepreneur
4. Entrepreneur Vs. Professional Management

UNIT-III

1. Project Identification
2. Project Formulation
3. Budget and Planning Process
4. Institutions Aid & Financial Institutions support

UNIT-IV

1. Process of Tourism Entrepreneurial Development
2. Search for a Tourism Business Idea
3. Concept and Classification of Tourism Projects
4. Tourism Marketing Channels

UNIT-V

1. Setting-Up Quality Standard
2. Development of Women Entrepreneurs
3. Small Scale Industry- Types, Incentives & Subsidies
4. Sickness of Small Scale Industry and Remedies

Books Recommended for Reference:

1. Vasanth Desai (2003), Dynamics of Entrepreneurial Development and Management, Himalaya Publication House, New Delhi.
2. Peter F. Drucker (1995), Innovation & Entrepreneurship, Harper & Row, New York.
3. Stephen Page, Jovo Ateljeve (2009), Tourism Entrepreneurship: International Perspective, Butterworth-Heinemann, London.
4. Melodi Botha, Felicité Fairer, Wessels, Berendien Lubbe (2006), Tourism Entrepreneurship, Juta and Company Ltd, Canada.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – XIV: INTERNATIONAL BUSINESS	VI	18BTM62C

Objectives:

- To understand the structure and function of international business.
- To get an insight on domestic and international trade

UNIT I

1. International Business - Meaning, Concept, Importance
2. Evolution, Development and Factors of International Business.
3. Globalization & Business
4. Multi-National Companies

UNIT II

1. Foreign Investment, FDI & FPI
2. Green Field Investment
3. Investments in Tourism
4. Business Synergy & Strategic Alliance

UNIT III

1. Trade in Intermediate Products and Services
2. Terms of Trade
3. The National Competitive Advantage
4. Balance of Payments

UNIT IV

1. National Regulations & Multilateral Regulations
2. International Economic Institutions
3. Regional Economic Integration
4. Environment: Socio-Cultural, Economic, Political & Ethical

UNIT V

1. Currencies & Exchange Rates
2. Imports & Exports and promotion measures
3. International Market Strategy
4. Cross-Culture Management & Host Country Heterogeneity

Books Recommended for Reference:

1. K. Aswathappa (2017), International Business, McGraw Hill Education.
2. Vyuptakesh Sharan (2011), International Business Management, Pearson Education, Delhi.
3. Richard M. Hodgetts & Fred Luthans, International Management, McGraw- Hill, International Edition.
4. Warren J. Keegan, Global Marketing Management, PHI, New Delhi

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE – XV: CUSTOMER RELATIONSHIP MANAGEMENT	VI	18BTM63C

Objectives:

- To study the customer relationship process and the strategies used
- To gain awareness on the emerging trends in CRM

UNIT I

1. Indian Market – An Introduction
2. Consumer Vs. Customer
3. Customer Relations – Importance
4. Relationship Marketing

UNIT II

1. Introduction to CRM
2. Framework
3. Scope and Evolution
4. Levels of CRM

UNIT III

1. Customer Information Database
2. Data Warehousing
3. Data Mining & Data Analysis
4. Data Base Management System (DBMS)

UNIT IV

1. Customer Acquisition
2. Customer Retention
3. Customer Loyalty
4. Customer Profitability & Value Modelling

UNIT V

1. eCRM – An Introduction
2. Benefits and Data Handling in eCRM
3. Ethical issues in CRM
4. Emerging Technologies in CRM

Books Recommended for Reference:

1. Urvashi Makkar, Harinder Kumar Makkar, Customer Relationship Management, TATA McGraw Hill, New Delhi
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, Delhi.
3. Leon G. Schiffman, Leslie Lazar Kanuk, Ramesh Kumar. S (2010), Consumer Behaviour, Pearson, New Delhi.
4. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	INTERNSHIP& VIVA VOCE / PROJECT / NATIONAL TOUR& REPORT	VI	18BTM64V

Internship & Viva Voce

Each Candidate has to undergo internship in Tourism and allied industries for a period of 45 days. Their performance during the period will be evaluated by the concerned mentors on various competencies like attitude, attendance, interest, understanding and involvement. An assessment report duly signed by the concerned head of the organization along with a certificate has to be submitted after the successful completion of Internship.

Project

1. A project on the selected area of tourism research has to be undertaken during the sixth semester & report of the same to be submitted by the students. A presentation on the report should be made.
2. The project report shall be between 30 to 50 pages word processed in 12 point front (single spaced) in A4 size paper.
3. The project report should be submitted before the end of the sixth semester examination.
4. Valuation of the project shall be conducted by a panel of examiners not less than two (one external and one internal).
5. Viva Voce examination will be conducted to examine the quality of the project work.

National Tour

The students will be taken on a National Level Tour for about 10 to 15 days to gain practical knowledge & exposure on all the aspects of tourism. The learning objectives include Destination Selection, Tour Planning, Itinerary Preparation, Ticket & Accommodation booking, Transfer and Guide Arrangements. Students are to be evaluated based on the components like active participation, involvement and punctuality. A precise post-tour report has to be submitted.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	SKILL BASED SUBJECT - IV: BUSINESS TOURISM	VI	18BTM65S

Objectives:

- To study the structure, functioning and the components of tourism business.
- To enable the students to manage and organize events.

UNIT -I

1. History and Definition
2. Characteristics of Business Tourism
3. Typology of MICE
4. Stakeholders

UNIT-II

1. Buyers
2. Corporate Buyers
3. Association and Entrepreneurial Buyers
4. Public Sector Buyers

UNIT-III

1. Suppliers
2. Destination
3. Venues and Accommodation
4. Transport and Ancillary services

UNIT- IV

1. Intermediaries working on behalf of the suppliers
2. Intermediaries working on behalf of the buyers
3. NTO
4. Importance of MICE

UNIT-V

1. Nature of Marketing
2. Image/ Branding
3. Advertising and Publicity
4. Sponsorship

Books Recommended for Reference:

1. George Fenich (2011), Meetings, Incentives, Conventions and Expositions, Pearson.
2. Swarbarook and Hooner (2007), Business Tourism, Routledge.
3. Devashish Dasgupta (2011), Tourism Marketing, Pearson, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	NON MAJOR ELECTIVE - II: AIRPORT FORMALITIES	VI	18BTM6EL

Objectives:

- To familiarize the students with the fundamentals of air travel
- To obtain an insight on air travel and travel documents

UNIT -I

1. Introduction to Airports – Domestic, International
2. Common Air Transport Terms and Definitions
3. Air Transport Abbreviations and Meanings
4. Airline Phonetics

UNIT-II

1. Types of Airlines & Aircrafts
2. Airport Facilities
3. Departure Formalities
4. Arrival Formalities

UNIT-III

1. Classes of Service
2. In- Flight Services
3. Special Passengers
4. Frequent Flyer Programs

UNIT- IV

1. Baggage
2. Prohibited Items & Dangerous Goods
3. Customs & Duty
4. Immigration&Emigration

UNIT-V

1. Health Certificates
2. Travel Insurance
3. Currency
4. Latest trends in Civil Aviation

Books Recommended for Reference:

1. K.P. Jha (2011), International Tourism Management, Alp Books, New Delhi.
2. IATA Foundation Course Modules
3. Official Airline Guides
4. Travel Information Manual