



# **BANGALORE UNIVERSITY**

## **Regulations governing the Five Year Integrated Master of Tourism Administration (MTA) Programme under Choice Based Credit System (CBCS)**

**2014-15**

# **BANGALORE UNIVERSITY**

## **Regulations Governing the Choice Based Credit System (Semester Scheme) of M.T.A (5 year Integrated) Programme in the Faculty of Commerce**

*(Framed under Section 44 (1) (c) of the KSU Act 2000)*

### **Preamble**

New challenges in higher education have led to a paradigm shift in reconceptualising this sector in terms of what constitutes Higher Education and what the goals of this education ought to be. Traditional educational systems rely on information based knowledge. However the shortcomings in collapsing the task of knowledge acquisition to largely an exercise in imparting information are increasingly felt in society with profound consequences. The need of the hour is to move towards a more holistic approach that integrates providing of skills and specialized training with the values necessary to make a student into a better human being and a useful member of society. Thus the role of Universities and colleges in the 21<sup>st</sup> Century extends far beyond traditional knowledge creation and dissemination to encompass new expectations for innovations that will have broader social and economic benefits. Bangalore University wishes to initiate qualitative and substantial changes in its undergraduate and post-graduate programmes, to cater to the needs of students with diverse talents, aspirations and professional requirements. It wishes bring in flexibility into system by allowing multiple exit options with multiple degrees. Students will have the option to exit after 2-years with award of Associate degree (Advanced Diploma). The successful completion of 3-years of the under-graduate programme would lead to the award of the Bachelor degree, as at present. Successful completion of the fourth-year of the under-graduate programme or fourth-year of the integrated post-graduate programme or first-year of the two-years post-graduate programme will lead to award of the Bachelor degree with Honours in a subject, provided the student has studied that subject in all the three years of the under-graduate or the integrated programme. In colleges where the postgraduate or integrated Master's programmes are not offered, the continuation of the under-graduate programme for the fourth year or offering of the post-graduate programme are optional. It is up to the college to have the Honours programme or not. The graduates of these colleges can seek admission to the first year of the post-graduate programmes in the post-graduate departments in the university or in the colleges where they are offered, as at present. The present post-graduate programmes in subjects have been restructured to have exit option with the Honours degree in the subjects at the end of the first year of the post-graduate programmes. The successful completion of the second-year of the post-graduate programmes would lead to Masters Degrees in the subjects.

The Restructured Choice Based Credit Systems make the product of a University at par with the global practices in terms of academic standards and evaluation strategies, retaining the structures of the present undergraduate and post-graduate programmes. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible. Hence the Bangalore University thought it fit to introduce Choice Based Credit System in all the Undergraduate and Post-graduate Programmes with multiple exit options with multiple degrees in the Faculties of Arts, Science and Commerce, effective from the academic year 2014-15. For multifaceted development of students, curriculum emphasizes on wide variety of courses to enhance their knowledge in several core courses including those in languages and subjects in Arts, Science and Commerce, and value-based and skill development courses.

The University Grants Commission has asked all the universities in the country to implement the Choice Based Credit System (CBCS) in all the under-graduate and post-graduate programmes. The State Higher Education Council has also communicated general guidelines in this regard.

### **The Salient Features of the Credit Based Semester Scheme**

Each course shall carry certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally 1 to 2 hours of instructions per week in a semester is assigned one credit. In terms of evaluation, one credit is equivalent to 25 to 50 marks in a semester. On this basis, generally, a two-year four-semester under-graduate programme will have 64 credits, a three-year six-semester degree program will have 104-108 credits and a four-year eight-semester Honours degree programme will have 156 credits. The general features of the Credit Based Semester Scheme are:

- a) The relative importance of subjects of study is quantified in terms of credits.
- b) The subjects of study include foundation, core and skill development courses.
- c) The programme permits horizontal mobility in course selections.
- d) The students shall take part in co-curricular and extra-curricular activities.
- e) The declaration of result is based on the Aggregate Percentage of marks obtained as well as on Aggregate or Cumulative Grade Point Average (CGPA) earned.

## **1. TITLE AND COMMENCEMENT**

- a) These regulations shall be called “The Regulations Governing the Choice Based Credit System(Semester Scheme) in the Undergraduate and Integrated Masters Degree Programmes with Multiple Exit Options in the Faculties of Arts, Science and Commerce”.
- b) These regulations shall come into force from the academic Year 2014-15 for the M.T.A (5 year Integrated) Programme.

## **2. DURATION OF THE PROGRAMME**

Durations of the undergraduate programmes shall extend over FOUR semesters (TWO academic years) for the Associate Degree(Advanced Diploma), SIX semesters (Three academic years) for the regular Bachelor Degree, EIGHT semesters (Four academic years) for the Bachelor Degree with Honours and TEN semesters (Five academic years) for the Integrated Masters Degree. Each semester shall consist of at least 16 weeks of study with a minimum of 90 working days (excluding the time spent for the conduct of final examination of each semester).

## **3. MASTER OF TOURISM ADMINISTRATION (M.T.A 5 YEAR INTEGRATED) PROGRAMME**

### **OBJECTIVES**

- 1. To develop ready to be employed skilled professionals in the Travel & Tourism sectors.
- 2. To develop researchers and consultants in the area of Tourism Administration.
- 3. To develop Entrepreneurs in the field of tourism.
- 4. To develop administrators with an all-round vision of tourism planning and development who can act as potential think tank.
- 5. To develop Holistic managers with inter disciplinary knowledge.
- 6. To develop Business Philosophers to propagate social responsibility and accountability.

### **Scope or opportunities or career options for student**

The students are placed in different Sectors of Tourism Industry such as:

- Travel agencies
- Tour operator
- Airlines/Airport
- Travel Desk in star hotels
- IT Companies as Travel Co-ordinator
- Hospitals as Customer relation executives
- Event Management Companies.
- Hospitality
- Banking
- Cruise liners
- Entrepreneurship
- Retail sector
- Allied service sector.

### **4. ELIGIBILITY FOR ADMISSION**

Admission requirement and Admission Test:

- (i) Candidates who have completed two-year Pre-University course of Karnataka State or equivalent thereto and have secured at least 50% of marks in the aggregate of all papers studied at the qualifying examination are eligible for admission into this course.
- (ii) In the case of SC/ST/Cat-I students, the minimum percentage of marks required shall be 45% in aggregate (Karnataka students only).
- (iii) Admission will be based on Entrance Test which is conducted by the concerned department/ School of Business Studies, Bangalore University, Bangalore. Rank list shall be prepared based on marks scored both in the Entrance Test and qualifying examination on 50:50 basis.

(iv)The Entrance Test will be of 90 minutes duration. The Entrance Test question paper shall contain 100 multiple choice questions. The Test Paper shall contain 20 % of questions from General Knowledge, 20 % from English language, 20 % from current affairs, 20 % from History, Geography, Philosophy & Culture and the rest 20% from travel and tourism industry.

## **5. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMMES**

(i)The course of study for 5 year Integrated Course in M.T.A (Master of Tourism Administration) shall extend over a period of 5 academic years comprising of two semesters in each academic year. Each semester comprises of 16 weeks of class work excluding the duration of examination.

(ii)The candidate shall complete his/her degree within eight (8) academic years from the date of admission to the first semester.

(iii)The candidate has to study and complete all the ten semesters to get the Master's degree.

(iv) A candidate after joining the M.T.A. course can opt out of the course after successful completion of 2 years (i.e., four semesters) wherein he/she will be awarded Advanced Diploma in Tourism Administration. After successful completion of 3 years (i.e., six semesters) he/she will be awarded B.T.A. (Bachelor of Tourism Administration) Degree. After the successful completion of 4 years (i.e., eight semesters) he/she will be awarded an Honours Degree in Tourism Administration. After the successful completion of 5 years (i.e., tenth semester) he/she will be awarded Master Degree in Tourism Administration.

## **6. MEDIUM OF INSTRUCTION**

The medium of instruction and examination shall be English or Kannada.

## **7. SUBJECTS OF STUDY**

Subjects of study shall comprise the following:

### **7.1 PART-I: LANGUAGES:**

Two languages are allowed out of which one shall be English as compulsory subject and the other shall be either an Indian Language or a Foreign language.

Kannada, Sanskrit, Hindi, Tamil, Telugu, Malayalam, Marathi, Konkani, Urdu,

Persian, Arabic, English, German, French, Latin, Russian and Japanese.

- (a) In addition to English, a candidate shall opt for any one of the two languages studied at the Pre-University or equivalent level. However, the candidate may opt for Kannada even if it is not studied at the Pre-University or equivalent level. With the permission of the University, a candidate may opt for any other language listed above even if the candidate has not studied that language at PUC or equivalent level.
- (b) Speech/ Hearing/visually impaired/mentally challenged and study disabled students are exempted from studying one of the languages prescribed under para 7.1 above.

### **7.2 PART-II: TOURISM ADMINISTRATION SUBJECTS**

A candidate shall study the tourism administration subjects as mentioned in Annexure-1.

### **7.3 PART-III:**

#### **A) Foundation, Skill Development or Interdisciplinary Courses**

(Common for all Programmes):

- i) Compulsory courses in the first, second and third semesters one in each semester
  1. Constitution of India and Human Rights
  2. Environment and Public Health
  3. Computer Applications and Information Technology

- ii) Any three skill development courses in the fourth, fifth and sixth semesters, one in each semester as prescribed by the concerned faculty and approved by the Academic Council.

The courses may include the following:

1. Entrepreneurship
2. Communication skills
3. Life Skills and Personality Development
4. Human Resource Development
5. Legal Aid and Awareness
6. A Foreign Language such as German, French or Japanese, etc.
7. Indian History, Culture and Diversity
8. Science and Life
9. Banking and Finance
10. Building Mathematical ability
11. Capital and stock market

- iii) One soft core course or allied subject each in the seventh and eight semesters of the honours program or in the first and second semesters of the post-graduate programmes, and one open elective in the ninth semester of the integrated masters programmes as prescribed by the respective Board of studies and approved by the Academic council. The soft core courses may include research methodology course, one of the foreign languages such as German, French etc. and any other course prescribed by the university from time to time.

**B) Extension and Co-curricular and Extra-curricular Based Activities**

A student shall opt for one of the following activities offered in the college, in each of the first four semesters of the undergraduate programmes. The activity carries a credit each and will be internally assessed for 50 marks.

- a) N.S.S. / N.C.C
- b) Sports and Games



- c) Physical Education or Activities related to Yoga
- d) Field studies / Industry Implant Training
- e) Involvement in campus publication
- f) Publication of articles in news papers, magazines or other publications
- g) Community work such as promotion of values of National Integration, Environment, Human rights and duties, Peace, Civic sense etc.
- h) A Small project work concerning the achievements of India in different fields
- i) Evolution of study groups/seminar circles on Indian thoughts and ideas
- j) Activity exploring different aspects of Indian civilizations
- k) Involvement in popularization programmes such as scientific temper
- l) Computer assisted/web-based learning and e-library skills
- m) Innovative compositions and creations in music, performing and visual arts etc.
- n) Other Activities such as Cultural Activities as prescribed by the University.

Evaluation of Co-curricular and Extra Curricular Activities shall be as per the procedure evolved by the university from time to time.

## **8. ATTENDANCE AND CHANGE OF SUBJECTS**

- 8.1 A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily. There shall be no minimum attendance requirement for the Co-Curricular and Extra-Curricular activities.
- 8.2 For the purpose of calculating attendance, each semester shall be taken as a Unit.

- 8.3 A student who fails to complete the course in the manner stated above shall not be permitted to take up the University examination.
- 8.4 If a candidate represents his/her institution/University/ Karnataka State/ Nation in Sports/ NCC/ NSS/ Cultural or any officially sponsored activities he/she may be permitted to claim attendance for actual number of days participated, based on the recommendation of the Director/ Head of the Department of the concerned Institution or Coordinator of the School of Business Studies concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participated based on the recommendation of the Director/ Head of the Department of the concerned Institution or Coordinator of the School of Business Studies concerned.

## **9. ELIGIBILITY TO TEACH**

M.T.A/ M.B.S/ M.Com/ M.B.A/ M.F.A or equivalent Post graduate degree holders from a recognized University with a minimum of 55% are eligible to teach and evaluate the subjects including (except languages and compulsory additional subjects) subjects mentioned in this regulation. Languages and additional subjects shall be taught by the Post Graduates or faculty with higher qualification as recognized by the respective Board of Studies.

## **10. PEDAGOGY**

- (i) It will be blend of lectures, seminars, case studies, visits, guest lectures designed by the course teachers. The whole exercise will be a participative learning process.
- (ii) There will be 25-30 contact hours per week. This includes practical and visits to institutions / organizations.

## **11. INTERNSHIP /ON-THE-JOB TRAINING/ PROJECT DISSERTATION**

### **11.1 Internship Training (04 weeks i.e. 01 Month)**

Each student shall select one Tourism/Hospitality organization for his/her training after completion of IV semester examination. The student shall study the Profile, organization structure and operational procedures of various departments and submit training report during V Semester. Internship shall be valued by both the internal and external examiners for 60 Marks and the viva shall be conducted by the BOE for 40 marks and the marks shall be added in the V Semester. (Total marks = Report (60 marks) + Viva (40 marks) = 100 Marks).

### **11.2 On-the-Job training (8 Weeks i.e. 02 Months)**

Each student shall select on-the-job training in any one of the Tourism/Hospitality organization during X Semester. The student shall study the Profile, organization structure and operational procedures of various departments and submit a report at the end of the X Semester. It shall be valued by the examiners both Internal and external for 200 Marks. (Report (150 marks) + Viva (50 marks) = 200 Marks).

### **11.3 Project Dissertation**

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during IX semester and the same shall be approved by the HOD/Co-ordinator and guide under whom the student is expected to work.

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during IX semester and the same shall be approved by the HOD/Coordinator and guide under whom the student is expected to work.

The student will formulate the research problem and work on it (Collect, Analyze and Interpret the data) during IX semester and prepare a Research Report and submit the same at the end of IX semester. Project Dissertation guidance to eight students by a faculty member involves a work load of five hours per week equivalent to a theory paper in a semester. The report shall be valued for 150 Marks by the University and VIVA-VOCE shall be conducted for 50 marks by the BOE. (Dissertation (150 Marks) + Viva (50 Marks) = 200 Marks).

## **12. COURSE MATRIX**

Refer **Annexure – 1**.

## **13. SCHEME OF EXAMINATION**

There shall be a University examination at the end of each semester.

- 13.1 Each paper shall be of 100 marks. The End Semester Examination (ESE) shall be for 70marks and Continuous Internal Assessment (CIA) marks shall be for 30 marks. However, in Practical-oriented papers it will be 70 marks for ESE and 30 marks for practical. The practical examination for 30 marks shall be conducted by two examiners, one internal and the other external. Practical examination includes assessment of lab record and assessment of the practical done and its procedure. The statement of marks sheet and the answer books of practical examinations shall be sent to the Registrar (Evaluation) by the Coordinator of the School of Business Studies immediately after the practical examinations once received from the respective Heads of Institutions.
- 13.2 Duration of Examination for ESE shall be 3 hours.
- 13.3 The minimum for pass in each paper of the Semester is 40% of marks in each of the ESE and also 50% in the CIA/Practical. For a pass in a semester a student is required to secure a minimum of 50% marks in the aggregate.
- 13.4 The internal assessment marks will be distributed as follows:

Test – 10 marks

Assignment & Presentation – 10 marks

Attendance – 10 marks.

(75% of attendance = 0 marks; 76% - 85% of attendance = 4 marks; 86% - 95% of attendance = 8 marks and above 95% of attendance = 10 marks)

- 13.5 The Internal assessment marks shall be communicated to the Registrar (Evaluation) at least 10 days before the commencement of the University examinations and the Registrar(Evaluation) shall have access to the records of such periodical assessments.
- 13.6 There shall be no minimum in respect of internal assessment marks.
- 13.7 Internal assessment marks shall be shown separately in the marks card. A candidate who has failed or rejected the result, shall retain the internal assessment marks.
- 13.8 The minimum marks for pass in University examination paper/Study Tour Report/ Internship Training Report/ On-the-Job Training report/ Dissertation is 40% of marks and 50% of aggregate marks for all the papers put together in the particular semester.

#### **14. REGISTRATION FOR EXAMINATIONS**

A candidate shall register for all the papers of a semester when he/she appears for the examination of that semester for the first time.

#### **15. CONDUCT OF EXAMINATION AND EVALUATION**

- 15.1 There shall be End Semester Examination and Practical examinations at the end of each semester, ordinarily during November for odd semesters and during May for even semesters, as prescribed in the Scheme of Examinations. There shall be a Board of Examiners for setting, scrutinizing and approving the question papers and scheme of valuation.
- 15.2 About 50% of the examiners appointed for setting of question papers and valuation work in each semester shall be external.
- 15.3 There shall be double valuation for all semesters (**I to X**) for all the theory papers, Study Tour Report, Internship Training Report, Dissertation and On-the-Job Training Report. The average marks of first and second examiners shall be taken as final for the award of marks.

- 15.4 In case of 20% or more difference in the marks awarded by the Internal and the external valuer, the script shall be referred to the third valuer (who shall be an external) and the marks awarded by the third valuer shall be the final award.
- 15.5 Challenge Valuation: A student who desires to apply for revaluation of the marks awarded to him/her may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days after the announcement of results. Such candidates shall be provided with a photo copy of the answer book after concealing the name of the valuers.
- The answer script, for which challenge valuation is sought for, shall be sent to another external examiner. The average of the marks awarded in the challenge valuation and marks of the earlier valuation which is closer to the challenge valuation shall be the final award.
- 15.6 A candidate is allowed to carry 2 uncleared papers in a particular semester to the subsequent semesters, provided that at no point of time he shall carry more than 5 papers.
- 15.7 The candidate shall submit the record book for practical examination duly certified by the course teacher and the HOD/ Coordinator. It shall be evaluated at the end of the Semester at the practical examination.
- 15.8 A candidate who fails in a lower semester examination may go to the higher semester. However, no candidate shall be permitted to take the (a) fifth semester examination unless he/she passes all the papers of the first semester examination and (b) No candidate shall be permitted to take the sixth semester examination unless he/she passes all the papers of the first and second semester examinations.

## **16. CLASSIFICATION OF SUCCESSFUL CANDIDATES**

The results of successful candidates at the end of IV, VI, VIII and X semesters shall be classified on the basis of aggregate percentage of marks obtained in all the four, six,

eight or tenth semesters and the Aggregate or Cumulative Grade Point Average (CGPA) for the award of:

- i) Associate Degree (Advanced Diploma) in Tourism Administration
- ii) Bachelor of Tourism Administration
- iii) Bachelor of Tourism Administration (Honours)
- iv) Master of Tourism Administration

16.1 Declaration of Classes on the basis of Percentage of Aggregate Marks:

First Class with Distinction	70% and above (A+, A++ or O)
First Class	60% and above but less than 70% (A)
High Second Class	55% and above but less than 60% (B+)
Second Class	50% and above but less than 55% (B)
Pass Class	40% and above but less than 50% (C)

16.2 Each semester result shall also be declared in terms of grades. An eight point grading system which is based on the actual absolute marks scored and alpha – sign grade as described below shall be adopted.

**Range of Marks:**

% Marks	Below40	40-<50	50-<55	55-<60	60-<70	70-<80	80-<90	90-100
Alpha-Sign Grade:	D	C	B	B+	A	A+	A++	O
Grade Point	<4	4-<5	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	≥9

- 16.3 The Semester Grade Point Average shall be computed by dividing the sum of the Grade Point Weights (GPW) of all the subjects of study by the maximum credits for the semester. The Grade Point Weights are in turn calculated as the product of the grade points earned in the subject and the credits assigned to that subject. The details are given in Appendix B. Appendix B gives a summary of marks and credits assigned to different subjects of study in M.T.A (5 year Integrated) Degree programme in all the semesters. These tables are followed with illustrations of computing semester grade point averages and aggregate or Cumulative Grade Point Averages (CGPA).
- 16.4 The Aggregate or Cumulative GPA (CGPA) at the end of the fourth, sixth, and eight semesters shall be calculated as the weighted average of the semester grade point averages. The CGPA is obtained by dividing the total of semester credit weightages by the maximum credits for the programme.
- 16.5 A candidate shall be declared to have passed the B.T.A degree programme if he/she secures at least an aggregate GPA of 5.0 (or Course Alpha-Sign Grade B) in each semester.
- 16.6 The candidates who pass all the semester examinations in the first attempts in Two/Three/Four academic years or Four/Six/Eight Semesters are eligible for ranks provided they secure 60% and above marks or at least an Alpha-Sign Grade A.
- 16.7 The results of the candidates who have passed the VI/VIII semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- 16.8 A candidate who passes the semester examinations in parts is eligible for only class and not for ranking.



## **17. REJECTION OF RESULTS**

- 17.1 A candidate may be permitted to reject the result of the whole examination of any semester. Rejection of result paperwise/subjectwise shall not be permitted. The candidate who has rejected the result shall appear for the immediately following examination.
- 17.2 The rejection shall be exercised only once in each semester and the rejection once exercised cannot be revoked.
- 17.3 Application for rejection along with the payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the College of study together with the original statement of marks within 30 days from the date of publication of the result.
- 17.4 A candidate who rejects the result is eligible for only class and not for ranking.

## **18. PATTERN OF THE QUESTION PAPER**

Each theory question paper shall ordinarily consist of three sections to test conceptual skills, understanding skills, comprehensive skills and application skills.

For the students studying in the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> semesters (UG Level) the question paper pattern is:

SECTION – A (based on conceptual skills)

ANSWER ANY TEN SUB-QUESTIONS

1. a, b, c, d, e, f, g, h, i, j, k, l (Marks – 10 x 2 = 20)

SECTION – B (based on analytical skills)

ANSWER ANY FOUR QUESTIONS

2, 3, 4, 5, 6, 7 (Marks – 4 x 5 = 20)

SECTION – C (based on Application/ Practical oriented skills)

ANSWER ANY TWO QUESTIONS

8, 9, 10 (Marks – 2 x 15 = 30)

For the students studying in the 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> semesters (PG Level) the question paper pattern is:

SECTION – A (based on conceptual skills)

ANSWER ANY TEN SUB-QUESTIONS

1. a, b, c, d, e, f, g, h, i, j, k, l (Marks – 10 x 2 = 20)

SECTION – B (based on analytical skills)

ANSWER ANY FOUR QUESTIONS

2, 3, 4, 5, 6, 7, (Marks – 4 x 5 = 20)

SECTION – C (based on application / practical oriented skills)

ANSWER ANY TWO QUESTIONS

8, 9, 10 (Marks – 2 x 10 = 20)

SECTION – D (Case study)

ANSWER THIS COMPULSORY QUESTION

11. (Marks – 1x 10 = 10)

## **19. TRANSFER OF ADMISSION**

Transfer of admissions is permissible only for III and V semesters for the students of other universities and within the University.

### **19.1 Conditions for transfer of admission of students within the University**

- (i) His/Her transfer admission shall be within the intake permitted to the college.
- (ii) Availability of same combination of subjects studied in the previous college.
- (iii) He/she shall fulfill the attendance requirements as per the University Regulation.

- (iv) He/She shall complete the programme as per the regulation governing the maximum duration of completing the programme.

## **19.2 Conditions for transfer admission of students of other Universities**

- i) A Candidate migrating from any other University may be permitted to join III/V semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of Bangalore University.
- ii) His/Her transfer admission shall be within the intake permitted to the college.
- iii) He/she shall fulfill the attendance requirements as per the University Regulation.
- iv) The candidate who is migrating from other Universities is eligible for overall class and not for ranking.
- v) He/She shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation.

## **20. POWER TO REMOVE DIFFICULTIES**

If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

### **20.1 Repeal and Savings**

The existing Regulations governing three years Bachelor degree programmes in the faculties of Arts, Science and Commerce shall stand repealed. However, the above Regulations shall continue to be in force for the students who have been admitted to the course before the enforcement of this regulation.

## Annexure-1

## COURSE MATRIX

## I SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 1	T.A 1.1	English Paper – I	T	04	03	30	70	100	2
	T.A 1.2	Language Paper – I (Kannada/Hindi/Sanskrit/Additional English)	T	04	03	30	70	100	2
Part 2	T.A 1.3	Fundamentals of Tourism Industry	T	04	03	30	70	100	2
	T.A 1.4	Tourism Products & Resources	T	04	03	30	70	100	2
	T.A 1.5	Geography of Tourism in India	T	04	03	30	70	100	2
	T.A 1.6	Hospitality management	T	04	03	30	70	100	2
Part 3		FC –Constitution of India and Human Rights	T	03	03	30	70	100	2
		CC & EC	-	-	-	50	-	50	1
I semester Total of Credits									15

## II SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 1	T.A 2.1	English Paper – II	T	04	03	30	70	100	2
	T.A 2.2	Language Paper –II (Kannada/Hindi/Sanskrit/Additional English)	T	04	03	30	70	100	2
Part 2	T.A 2.3	Principles of Management	T	04	03	30	70	100	2
	T.A 2.4	Geography of World Tourism	T	04	03	30	70	100	2
	T.A 2.5	Fundamentals of F& B operations	T	04	03	30	70	100	2
	T.A 2.6	<b>Study Tour report &amp; Viva</b>	P	04	Study tour report	40	60	100	2
Part 3		FC – Environment & public health	T	03	03	30	70	100	2
		CC & EC	-	-	-	50	-	50	1
II semester Total of Credits									15

### III SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 1	T.A 3.1	Communicative English – I	T	04	03	30	70	100	2
	T.A 3.2	Foreign Language - French– I	T	04	03	30	70	100	2
Part 2	T.A 3.3	Tour operations Management	T	04	03	30	70	100	2
	T.A 3.4	Tourism product-I ( Indian history)	T	04	03	30	70	100	2
	T.A 3.5	Tourism Development & Policies	T	04	03	30	70	100	2
	T.A 3.6	Tourism Marketing	T	04	03	30	70	100	2
	T.A 3.7	Front Office Operations	T	04	03	30	70	100	2
Part 3		FC – Computer applications & IT	T	03	03	30	70	100	2
		CC & EC	-	-	-	50	-	50	1
III semester Total of Credits									17

## IV SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 1	T.A 4.1	Communicative English – II	T	04	03	30	70	100	2
	T.A 4.2	Foreign Language - French – II	T	04	03	30	70	100	2
Part 2	T.A 4.3	Travel Agency Management	T	04	03	30	70	100	2
	T.A 4.4	Tourism Product – II (Indian Architecture & Culture )	T	04	03	30	70	100	2
	T.A 4.5	Event Management	T	04	03	30	70	100	2
	T.A 4.6	House Keeping Operations	T	04	03	30	70	100	2
	T.A 4.7	<b>Study tour report &amp; Viva</b>	P	04	Study tour report	40	60	100	2
Part 3		SDC – Entrepreneurship	T	03	03	30	70	100	2
		CC & EC	-	-	-	50	-	50	1
IV semester Total of Credits									17

## V SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A 5.1	Tourism Product – III (Karnataka History)	T	04	03	30	70	100	3
	T.A 5.2	F & B Management- I	T	04	03	30	70	100	3
	T.A 5.3	Accounting & Finance in Tourism	T	04	03	30	70	100	3
	T.A 5.4	Tourism Research Methodology	T	04	03	30	70	100	3
	T.A 5.5	Health & Wellness Tourism	T P	04 02	03 03	30 20	70 30	100 50	2 1
	T.A 5.6	<b>Internship report &amp; Viva</b>	P	04	Internship report	50	50	100	3
Part 3		SDC –Human Resource Development	T	03	03	30	70	100	2
V semester Total of Credits									20



## VI SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A 6.1	Tourism Product – IV (Karnataka Architecture & Culture)	T	04	03	30	70	100	3
	T.A 6.2	F & B Management – II	T	04	03	30	70	100	3
	T.A 6.3	Airfares & Ticketing Management	T P	04	03	30	70	100	2
				02	03	-	50	50	1
	T.A 6.4	GDS –Global Distribution System	T	04	03	30	70	100	3
	T.A 6.5	Tourism Economics	T	04	03	30	70	100	3
	T.A 6.6	<b>Study Tour Report &amp; Viva</b>	P	04	Study tour report	40	60	100	3
Part 3		SDC – Life Skills and Personality Development	T	04	03	30	70	100	2
VI semester Total of Credits									20

## VII SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A 7.1	Organisational Behaviour in Tourism	T	04	03	30	70	100	4
	T.A 7.2	Principles of Heritage Management	T	04	03	30	70	100	4
	T.A 7.3	Tourism Laws	T	04	03	30	70	100	4
	T.A 7.4	Eco – Tourism	T	04	03	30	70	100	4
	T.A 7.5	Cost & Management Accounting in Tourism	T	04	03	30	70	100	4
	T.A 7.6	Foreign Language – Spanish – I	T	04	03	30	70	100	4
		Soft Core – Emerging trends in Travel & Tourism industry	T	03	03	30	70	100	2
VII semester Total of Credits									26

## VIII SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A 8.1	International Business Environment	T	04	03	30	70	100	4
	T.A 8.2	Principles of Museology & Conservation	T	04	03	30	70	100	4
	T.A 8.3	Global Tourism	T	04	03	30	70	100	4
	T.A 8.4	Supply Chain Management	T	04	03	30	70	100	4
	T.A 8.5	E – Commerce in tourism	T	04	03	30	70	100	4
	T.A 8.6	Foreign Language – Spanish – II	T	04	03	30	70	100	4
Part -3		Soft Core – Emerging trends in Hospitality industry	T	03	03	30	70	100	2
VIII semester Total of Credits									26

## IX SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A 9.1	International Airlines Management	T	04	03	30	70	100	4
	T.A 9.2	Corporate Governance & Ethics in Tourism	T	04	03	30	70	100	4
	T.A 9.3	Advanced Tourism & Hospitality Management	T	04	03	30	70	100	4
	T.A 9.4	Cargo Management	T	04	03	30	70	100	4
	T.A 9.5	Customer Relationship Management	T	04	03	30	70	100	4
	T.A 9.6	<b>*On-the-Job Training</b> + <b>#Log Book</b>	P	08	-	40	60	100	3
					-	-	-	100	1
Part 3		Open Elective– International Business Relations for Tourism	T	03	03	30	70	100	2
IX semester Total of Credits									26

**#Log book** is to be maintained by the individual student during the On-the-Job Training (day wise) at the organization/ Industry and the same is submitted to the University (which may be used for the academic purpose only).

## X SEMESTER

	Subject Code	Subjects	Paper	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
						IA	Exam	Total	
Part 2	T.A10.1	Travel Media & Journalism	T	04	03	30	70	100	4
	T.A 10.2	Transport Management	T	04	03	30	70	100	4
	T.A 10.3	Public Relations	T	04	03	30	70	100	4
	T.A 10.4	<b>*Project Dissertation and Viva</b>	Project Work	18	Report Evaluation	50	150	200	10
X semester Total of Credits									22

### SOFT CORE SUBJECTS:

- Emerging trends in Travel & Tourism Industry
- Emerging trends in Hospitality Industry

### OPEN ELECTIVE:

- International Business Relations for Tourism.

## APPENDIX – A

### COURSE PATTERN, SCHEME OF EXAMINATIONS AND CREDITS for

#### B.T.A./B.T.A.(Hons.)/M.T.A. (Integrated)

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
a) I/ II Semester								
Part 1	2 Languages	2T	2x4	2x3	2x30	2x70	2x100	2x2
Part 2	4 Tourism Administration papers	4T	4x4	4x3	4x30	4x70	4x100	4x2
Part 3	Foundation Course	1T	1x3	1x3	1x30	1x70	1x100	1x2
	CC & EC	-	-	-	50	-	50	1
Per Semester Total of Credits								15
b) III / IV Semester								
Part 1	2 Languages	2T	2x4	2x3	2x30	2x70	2x100	2x2
Part 2	5 Tourism Administration papers	4T	4x4	4x3	4x30	4x70	4x100	4x2
		1T	1x4	1x3	1x30	1x70	1x100	1x2
Part 3	SDC	1T	1x3	1x3	1x30	1x70	1x100	1x2
	CC & EC	-	-	-	50	-	50	1

Per Semester Total of Credits								17
c) V/ VI Semester								
Part 2	6 Tourism Administration papers	6T + 1P	6x4 + 1x2	6x3 + 1x3	6x30	6x70 + 1x50	6x100 + 1x50	5x3 +1x2 +1x1
Part 3	SDC	1T	1x3	1x3	1x30	1x70	1x100	1x2
Per Semester Total of Credits								20
d) VII Semester of the Honours Programme								
6 Tourism Administration papers		6T	6x4	6x3	6x30	6x70	6x100	6x4
Soft core		1T	1x3	1x3	1x30	1x70	1x100	1x2
Semester Total of Credits								26
e) VIII Semester of the Honours Programme								
6 Tourism Administration papers		5T	5x4	5x3	5x30	5x70	5x100	5x4
		1T	4	1x3	1x30	1x70	1x100	1x4
Soft core		1T	1x3	1x3	1x30	1x70	1x100	1x2
Semester Total of Credits								26
d) IX Semester of M.T.A.(Integrated) Programme								
6 Tourism		5T	5x4	5x3	5x30	5x70	5x100	5x4

Administration Papers& Dissertation	On-the-Job Training  +  Log book	08   -	On-the-Job training report  -	1x40   -	1x60   -	1x100   1x100	1x3  +  1x1
Open Elective	1T	1x3	1x3	1x30	1x70	1x100	1x2
Semester Total of Credits							26
<b>e) X Semester of M.T.A.(Integrated) Programme</b>							
3 Tourism Administration	3T	3x4	3x3	3x30	3x70	3x100	3x4
Papers & On-the- Job Training	Project Dissertation	18	Report Evaluation	1x50	1x150	1x200	1x10
Semester Total of Credits							22
<b>Programme Grand Total of Credits</b>							<b>156</b>

\*There may be one of the special papers in lieu of the Project work.



## **APPENDIX – B**

### **COMPUTATION OF SEMESTER GRADE POINT AVERAGE**

### **AND AGGREGATE GRADE POINT AVERAGE**

#### **Eight Point Alpha – Sign Grading Scale:**

#### **Range of Marks:**

% Marks:	Below40	40-<50	50-<55	55-<60	60-<70	70-<80	80-<90	90-<100
Alpha-Sign Grade:	D	C	B	B+	A	A+	A++	O
Grade Point	3	4	5	5.5	6	7	8	9

**Table 1: Table of Subjects of Study, Marks and Credits for B.T.A Degree**

Subjects/ Semester	I		II	III		Total
	L1	L2	TA	FC/SDC/SC	CC/EC	
I	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
II	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
III	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
IV	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
V	-		600(18)	100(2)	-	700(20)
VI	-		600(18)	100(2)	-	700(20)

**Table 2: Table of Subjects of Study, Marks and Credits for B.T.A (Hons.) Degree**

Subjects/ Semester	I		II	III		Total
	L1	L2	TA	FC/SDC/SC	CC/EC	
I	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
II	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
III	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
IV	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
V	-		600(18)	100(2)	-	700(20)
VI	-		600(18)	100(2)	-	700(20)

VII	-	600(24)	100(2)	-	700(26)
VIII	-	600(24)	100(2)	-	700(26)

**Table 3: Table of Subjects of Study, Marks and Credits for M.T.A (5 year Integrated)  
Programme**

Semester	I		II	III		
Subjects	L1	L2	BS	FC/SDC/SC	CC/EC	Total
I	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
II	100(2)	100(2)	400(8)	100(2)	50(1)	750(15)
III	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
IV	100(2)	100(2)	500(10)	100(2)	50(1)	850(17)
V	-		600(18)	100(2)	-	700(20)
VI	-		600(18)	100(2)	-	700(20)
VII	-		600(24)	100(2)	-	700(26)
VIII	-		600(24)	100(2)	-	700(26)
IX	-		700(24)	100(2)	-	800(26)
X	-		300(12)+200(10)	-	-	500(22)

**Computation of Semester GPA:**

The Semester Grade Point Average shall be computed by dividing the sum of the Grade Point Weights (GPW) of all the subjects of study by the maximum credits for the semester. The grade point weights are in turn calculated as the product of the grade points earned in the subject and the credits assigned to that subject.

**I Semester Marks:**

Subject	L1	L2	S1	S2	S3	FC	CC/EC	Total
Max. Marks	100	100	150	150	150	100	50	800

Marks Obtained	67	78	118	125	136	85	39	648
Grade Point (G.P.)(1)	6.7	7.8	7.9	8.3	9.1	8.5	7.8	---
Credits(2)	2	2	3	3	3	2	1	16
G.P. Weights (1x2)	13.4	15.6	23.7	24.9	27.3	17.0	7.8	129.7

Semester Aggregate Marks: **648 / 800 = 81.0%**

Semester Grade Point Average (GPA) = Total Grade Point Weights/ Maximum Credits for  
the Semester

= 129.7 / 16 = **8.106**

Semester Alpha Sign Grade: **A++**

**Calculation of Aggregate or Cumulative GPA (CGPA):**

The aggregate or cumulative GPA (CGPA) at the end of the eighth semester shall be calculated as the weighted average of the semester grade point averages. The CGPA is obtained by dividing the total of semester credit weightages by the maximum credits for the programme. An illustration is given below.

Semester	I	II	III	IV	V	VI	VII	VIII	Total
Total Marks/ Semester	800	800	800	800	1000	1000	700	700	6600
Total Marks Secured	648	640	717	698	902	911	635	644	5795
Semester GPA(3)	8.106	8.0	8.96	8.72	9.025	9.1	9.075	9.2	---
Semester Credits(4)	16	16	16	16	20	20	26	26	156
Semester Credit Weightages, 3x4	129.7	128.0	143.4	139.5	180.5	182.0	236.0	239.2	1378.3

Aggregate Percentage of Marks = 5795 / 6600 = 87.80 %

Classification of Result: ***First Class with Distinction***

Programme Alpha Sign Grade: **A++**

Aggregate or Cumulative Grade Point Average (CGPA) = Total of Semester Credit

Weightages / Maximum Credits for the programme

$$= 1378.3 / 156 = \mathbf{8.835}.$$

## **I Semester**

### **T.A 1.1 – ENGLISH- I**

As per the University syllabus prescribed for BBM degree.

### **T.A 1.2 – LANGUAGE- I**

As per the University syllabus prescribed for BBM degree.

## **T.A 1.3 Fundamentals of Tourism Industry**

### **Objectives:**

- To provide the concept and nature of Tourism and its significance.
- To equip with various tourism systems that are related to Tourism Industry.

### **Unit-1**

**Basics of Tourism:** Definition, Objectives, Components- Attraction-Natural & Manmade, Accessibility, Accommodation and Amenities, Types of Tourism, Types of tourists, Terms- Excursionist, Traveler, Transit traveler, Visitor.

### **Unit -2**

**Nature and Significance of Tourism:** Nature of tourism, Significance-Positive impact of Tourism-Socio-cultural, Economic and Environmental, Emerging trends in Tourism.

### **Unit -3**

**Tourism Industry:** Important features-Segments of Tourism Industry-factors contributing growth of tourism industry Problems in tourism industry in India –New Issues and Challenges in tourism industry in India, Steps taken by Indian Government –Future of tourism industry in India.

### **Unit- 4**

**Travel Trade Organization:** Travel Agencies and Tour operators- Types and Functions, Transportation Sectors –Modes, Advantages and disadvantages

### **Unit- 5**

**Tourism System** –Tourism system- Functioning of system-Demand and supply side, Constituents of Leiper's Models-Tourists, Geographical elements and Tourism industry-Tourism Area Life Cycle (TALC) – Push and Pull Theory - Mathieson and Wall Model - Stanley Plog's Model of Destination Preferences, Tourism statistics-Types, Methods of Measurement .

### **Books for Reference:**

1. Pran Seth- Successful Tourism Management
2. Burkart and Medik-Tourism Past, present and Future

3. A K Bhatia-International Tourism Management
4. Tourism Business-Kings Publication
5. M Mananad-Tourism and Hotel Industry in India
6. Sudhir Andrew-Front Office Manual.

## **T.A 1.4 Tourism Products & Resources**

### **Objectives:**

- To highlight the Major concepts of Tourism related to the activities concerned.
- To equip with special concepts and emerging trends of the Tourism Products.

### **Unit-1**

**Historical Development of Tourism:** Overview-Trade commerce as motivation-Exploring new lands-Travel for religious purpose-Travel accounts for adventures- Early Pleasure Travel –The Grand tour – Concept of Annual Holidays –Paid holidays.

### **Unit -2**

**Tourism & Transport:** Historical development of transport-Rail transport-organized rail travel-sea transport-Motor car-Air transport & Jet travels.

### **Unit- 4**

**Nature based Tourism products in India-** Wildlife Tourism-Important national parks and wildlife sanctuaries of India-Importance of preservation & conservation of wildlife for tourism promotion-Beach tourism-Island Tourism (Andaman & Nicobar Islands), Hill tourism in India (Major hill stations of India).

### **Unit -4**

**Major Concepts of Tourism-** Adventure concept of tourism-Types of adventure sports-Cultural concept of- tourism-India as Cultural tourism destination MICE tourism- Meeting, Incentive, Conference / Convention and Medical Tourism in India.

### **Unit- 5**

**Special Interest tourism products** –Sports tourism-education tourism- Food tourism, Wine Tourism, Event Tourism -Music tourism-Theatres – Theme parks.

### **Books for Reference:**

1. A K Bhatia-International Tourism Management, sterling publishers.
2. JagmohanNegi – B.R. Publishing corporation Delhi – 110 052.
3. A K Bhatia-Tourism Principles, Policies and Development, sterling publishers.
4. J K Sharma-Tourism Planning
5. P C Sinha-Tourism Planning-Anmol Publications

## **T.A 1.5 Geography of Tourism in India**

### **Objectives:**

- To provide the concept and types of geography related to tourism in India.
- To equip with skills related to geography of tourism in India.

### **Unit – 1**

Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills.

### **Unit – 2**

Latitude & Longitude- Knowledge of International Dateline- Local Time- Standard Time- Indian Standard Time –Greenwich Mean Time- Calculation of Time- Weather & Climate- Elements of Weather & Climate-Impact of Weather and Climate on Tourism.

### **Unit-3**

Geography of tourism in India:

- a) Physical divisions of India
- b) Rivers of India
- c) Seasons of India
- d) Natural & Cultural Heritage of India

### **Unit – 4**

Tourism Development in India:

- a) India the subcontinent
- b) Trends of Tourism Development in India.
- c) Importance of Tourism Industry in the Economy of India.

### **Unit - 5**

Importance of Geography in Tourism: Spatial perspectives; Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- Concept of GIS- definition- Use of GIS modules in Tourism Planning and Development.

### **Books for Reference:**

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade
3. Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Elliots, Prentice Hall Edn. 2001.

## **T.A 1.6 Hospitality Management**

### **Objectives:**

- To provide the meaning and concept of Hospitality and its Industry.
- To equip with the major sections/units of the Hospitality Industry / Hotel Industry.

### **Unit-1**

Hospitality- Introduction, concept, development over the ages in context of Indian and international hospitality-Hotel-Definition-Types-Ownership and management of Hotels-Sole Proprietorship, Partnership, Group, Chain hotels and Franchise hotel business.

### **Unit -2**

Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..

### **Unit- 3**

Hotel facilities and services-Hotel tariff plans-Types of guest rooms - Inter and Intra Departmental Linkages and Coordination.

### **Unit -4**

Job description and Specification-Meaning- Difference between Job description and specification - Job description and specification of departmental managers and other staff.(Important ones).

### **Unit- 5**

Future of Hospitality Industry, Changing trends, issue and challenges  
Importance of Hospitality industry in India

### **Books for Reference:**

1. Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
2. Tourism and the hospitalities Joseph D. Fridgen
3. Welcome to Hospitality Kye-Sung Chon, RoymondSparrowe
4. Hospitality Mgt. Kevin Baker, Jeremy Hayton
5. Hotels for Tourism Development Dr. JagmohanNegi
6. Principles of grading and classification of hotels, tourism restaurant & resorts - Dr. J. Negi



## **II SEMESTER**

### **T.A 2.1 – ENGLISH-II**

The same syllabus which is prescribed for II Semester BBM

### **T.A 2.2 – LANGUAGE-II**

The same syllabus which is prescribed for II Semester BBM

## **T.A 2.3 Principles of Management**

### **Objectives:**

- To provide the concept and nature of Management & its role in the Tourism Organisation.
- To equip with latest and modern management techniques implemented in the Tourism industry.

### **Unit-1**

Management- An overview, definition, Nature, Scope, functions and Management as a profession. Evolution of Management thought- Taylor's Scientific Management, Henry Fayol's theory, Elton Mayo and Hawthorn experiments.

### **Unit- 2**

Planning- Concept, meaning, nature, importance, limitations, planning process, types of plans. Decision making- meaning, types, steps in decision making and problems in decision making. Span of Control– meaning and factors governing span of Control.

### **Unit- 3**

Authority and responsibility-meaning and types.Delegation of Authority- meaning, advantages and barriers.Decentralization- meaning, advantages and determinants.Departmentation- meaning and types of departmentation.

### **Unit- 4**

Organization- meaning and principles of Organization.Coordination- meaning, features, requisites for effective co-ordination and difficulties in co-ordination.

### **Unit-5**

Managerial control-meaning, Need for control, steps in control, essentials of effective control system, controlling tools and techniques – Budgeting and non-budgeting techniques. Brief idea of Modern Management Techniques – MBO, MBE, TQM & JIT.

### **Books for Reference:**

1. Management- An overview by Appannaiah and Reddy
2. Principles of Management by P C Tripathi and P N Reddy
3. Essentials of Management-Koontz and O'Donnel

4. Management - James A.F.Stoner, R.Edward Freeman and Daniel R. Gilbert.
5. Management- Tasks and Responsibilities – Peter F. Drucker

## **T.A 2.4 Geography of World Tourism**

### **Objectives:**

- To provide the concept and types of Geography related to tourism across the globe.
- To equip with skills related to Geography of Tourism in World.

### **Unit – 1**

**Asia-** Physical divisions, Climate, Transportation System- Tourism in East Asia (China, Japan and Korea)– Tourism in South–East Asia (Malaysia, Singapore and Thailand) – Tourism in South Asia (India, Maldives and Sri Lanka) – Tourism in West Asia (Saudi Arabia and Iraq)

### **Unit – 2**

**North America** – Physical divisions, Climate, Transportation System – Tourism in Canada- Tourism in U.S.A. - Hawaiian Island Tourism.

**South America-** Physical divisions, Climate – Transportation System – Tourism in South America (Argentina, Brazil and Venezuela)

### **Unit – 3**

**Europe** – Physical divisions, Climate, Transportation System – Tourism in West Europe (France, Greece, Italy, Switzerland and United Kingdom) – Tourism in East Europe (Russia) – Tourism in North Europe (Denmark, Norway and Sweden) – Tourism in South Europe (Portugal and Spain)

### **Unit – 4**

**Africa**– Physical divisions, Climate, Transportation System– Tourism in East Africa (Tanzania and Kenya) – Tourism in West Africa (Ghana) and Tourism in South Africa.

### **Unit – 5**

**Australia**– Physical divisions, Climate, Transportation System - Tourism in Australia (New South Wales-Sydney & Canberra, Queensland- Brisbane, South Australia- Adelaide, Tasmania, Victoria- Melbourne, and Western Australia- Perth)

**New Zealand** -Tourism in New Zealand (Auckland&Wellington).

### **Books for reference:**

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. World wide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.

3. Geography of Travel and Tourism, Hudson, Lloyds and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Elliotts, Prentice Hall Edn.2001

## **T.A 2.5 Fundamentals of Food & Beverage Operations**

### **Objectives:**

- To provide the concept of Food Service and Catering Industries.
- To equip with fundamental operations of Food and Beverage activity.

### **Unit – 1**

Introduction to food service industry-catering Industry in India – classification of food service industry. Restaurant: Meaning and types. Types of meal sessions.Layout of a restaurant.

### **Unit-2**

Organizational hierarchy of F&B department in (large, medium & small) hotels.Duties& responsibilities of various F&B personnel.Intra& Inter-departmental relationship. Qualities required for F&B staff.

### **Unit-3**

Non alcoholic and alcoholic beverages – Classification, meaning, types & brand names. Bar: Meaning & types of bar.

### **Unit-4**

Purchase of commodities in F &B service industry, Introduction- types of commodities, Purchase specifications, Types of food purchase, storage of commodities, seasonal availability of commodities.

### **Unit – 5**

Scope and future of food service industry – Environmental factors influencing the industry – Employment opportunities. Handling situations. CRM: Importance of customer relationship and guest satisfaction.

### **Books for Reference:**

1. Food & Beverage Costing – JagmohanNegi – Himalaya Publishing Company.
2. Food & Beverage Service – John A.Cousins&Lillicrap – ELBS
3. Food & Beverage Service – Sudhir Andrews – Tata Mcgraw Hill
4. Food & Beverage Management – Sudhir Andrews – Tata Mcgraw Hill
5. Food & Beverage Service – R.Singaravelavan – Oxford

## **T.A 2.6 Study Tour Report**

### **III SEMESTER**

#### **T.A 3.1 Communicative English – I**

**Objectives:**

1. To understand the use of the English language for non-literary purposes.
2. To acquire skills that enable the student to undertake a job.
3. To apply the knowledge of the language to seek new avenues.

1. Language and Communication – Definition, Linguistic Communication, Barriers to Communication, Importance of Communication
2. Non-Verbal Communication-Definition, Personal appearance, Posture, Gestures, Facial Expression, Eye Contact and Space Distancing.
3. Communication in Organisation – Pattern of Communication and Management of Communication
4. Dyadic Communication – Face to Face Communication, Telephonic Conversation, Interviews, Instruction and Dictation.
5. Meetings- Definition ,Purpose, Procedure, Chairmanship,Participation and Physical Arrangement.
6. Seminars and Conferences – Types of Discussion Groups, Regulation Speech, Conducting Seminars, Organizing Conferences and Evaluating Oral Presentation.
7. Group Discussion – Definition, Group Dynamics, Purposes and Organization.
8. Audio Visual Aids – Basic Principles and Guidelines.
9. Formal Reports – Definition , Preparatory Steps, Types and Structure.
10. Style- Importance of Professional Writing, Features of written Communication,Choice of words and phrases, Sentences structure and length ,paragraph Structure and Length and Final Draft.

**Book Prescribed :**

Krishna Mohan and Meera Banerji : Developing Communication Skills – Macmillan India Ltd.

## **T.A3.2 Foreign Language - French – I**

### **Objectives:**

- To provide the concept of International language –French at Elementary level -1.
- To equip with basic grammar, writing and spoken French at Elementary level - 1.

LESSON 1 : Identifier les personnes

Interagir – tu/ vous

Verbeetre, verbs en `er`

Masculin /Feminin

LESSON 2 : Prepositions + noms de villesou de pays

Professions verbs d'action

Verbs – Sortir,Partir,Avoir,Aller

C'est un/C'estune +nom+adjective

LESSON 3: Les nombres

Le singulier/le pluriel

Du,dela,des.....

Avoir,vouloir,connaitre

LESSON 4: Les possesifs

Exprimer ses gouts/opinions

Se situer dans le temps

La negation

Verbs faire,dire

LESSON 5: Les jours de la semaine

Les mois

Intonation,opinion

Les articles defines/indefinis

Les prepositions de lieu

LESSON 6: Caracteriserquelqu'un

Exprimer son gout/opinion

Les demonstratives

Les mots composes

### **Reference:**

**Bienvenue en france Tome 1 Methode de francais**

## **T.A 3.3 Tour Operations Management**

### **Objectives:**

- To provide the concept of Tour Packaging and Tour Operations.
- To equip with Itinerary development and knowledge about various International and National Tourism Organisation.

### **Unit-1**

**Concept of Tour:** Definition, Types- Domestic, International-Inbound & Outbound, Hosted Tour, Escorted Tour, Independent Tour, and Custom designed Tour, Prepackaged Tour components, Advantages of Selling Tours.

### **Unit -2**

**Tour Packaging Management**-Origin and development of tour packaging- Tour formulation-factor affecting tour formulation-Tour design and selection process-planning-research- -marketing-the tour brochure-the tour costing and pricing.

### **Unit -3**

**Itinerary development:** Introduction- Meaning and definition-types of itineraries-how to develop an effective itinerary- Preparation of tour itinerary to north India& central India (Destinations to be included: Delhi-Agra-Jaipur-Jodhpur-Bikaner-Haridwar-Rishikesh-Mathura-Varanashi-Chardham-Vaishno Devi-Khajuraho-Dharmasala-Kulu-Shimla-Manali).South India including Karnataka, Tamilnadu, Andhra Pradesh, Kerala), Tour itinerary for Goa.

### **Unit- 4**

**International Travel Documents & formalities:** Travel formalities and Regulations-Passport, VISA, Customs, Immigrations and Foreign Exchange

### **Unit- 5**

**Domestic Tourism Organization:** Role and Contribution of ITDC, STDC, KSTDC, DOT, TAAI, TAFI and IATO.

### **Books for Reference**

1. A K Bhatia-Tourism Development, Principles and Practices, Sterling Pub.
2. Mohinder Chand-Travel agency Management, Anmol Publications
3. IATA Study Materials
4. Charles R. Goeldner, J. R. Brent Ritchie-Tourism Principles, Practices and Philosophies
5. L K Singh-Management of Travel Agency
6. GwendaSyratt-Mannual of Travel Agency Practice

## **T.A 3.4Tourism Product – I (Indian History)**

**Objectives:**

- To provide the concept of Indian History from the ancient period and role of the same in promoting Tourism.
- To equip with historical happenings at the past .

**Unit – 1**

Introduction, Sources of Indian History-Pre-Historic India  
Indus Valley and Vedic Age

**Unit - 2**

Age of Mahajanapadas (Jainism and Buddhism) - Mauryan Empire -  
Gupta Empire – History of Kushana's

**Unit - 3**

History of Medieval India – Delhi Sultanate – Mughals in India – Cultural  
Changes – Bhakti Movement – Maratha Empire

**Unit - 4**

History of South India – Sangam Age, Chola's, Chera's, Pandya's – Pallava  
Culture - Alwar's and Nayanar's

**Unit – 5**

Advent of Europeans to India – Establishment of British Rule – Impact of  
British Administration on Indian Economy, Society and Education - Social  
And Religious Reform Movement – Indian National Movement – Gandhian  
Era.

**Books for Reference**

1. A.L.Basim : The wonder that was India, London, 1991
2. R.C.Majumdar : An Advanced History of India, 1967
3. K.A.NilakanthaSastri: A History of South India, 1958
4. Percy Brown : Indian Architecture, 2 vols. 1971

## **T.A 3.5 Tourism Development and Policies**

**Objectives:**

- To provide the concept of principles and policies of Tourism in India.
- To equip with operational dimensions of Tourism Administration in India.

**Unit-1**

**Travel Motivation:** Overview- Evolution of demand for tourism-growth factors for tourism demand-types of tourism demand-features of tourism demand- Travel motivators and motivations.

#### **Unit -2**

**Tourism Administration in India:** The Sargent committee-Ad hoc Tourist traffic committee – Tourism information offices in India- Functions- Tourism information offices overseas- Criteria for opening overseas office- Ministry of Tourism.

#### **Unit -3**

**Development of Tourism in India** – Meaning of Tourism development- components of tourism development-Guidelines for tourism development- tourism industry in India-why tourism declared as an industry-consequences of declaring tourism as industry-future tourism perceptive.

#### **Unit- 4**

**Role of Tourism Organizations-** Level of involvement of Government-factors influencing type of organizations-UN Conference recommendations –National Tourism organization(NTO)- Functions of NTO-Organization and works of WTO.

#### **Unit- 5**

**Tourism planning & Policy in India:** Tourism planning –definition-goals & significance-tourism planning process –Approaches to tourism planning-WTO guidelines for tourism planning-National tourism policy-Karnataka tourism policy.

#### **Books for Reference:**

1. A K Bhatia-International Tourism Management, sterling publishers.
2. JagmohanNegi – Tourism Management, B.R. Publishing corporation Delhi – 110 052.
3. A K Bhatia-Tourism Development, Principles and Practices, Sterling Pub
4. Charles R. Goeldner, J. R. Brent Ritchie-Tourism Principles, Practices and Philosophies
5. Chris Cooper-Tourism Principles & Practices

## **T.A 3.6Tourism Marketing**

#### **Objectives:**

- To provide the concept of Marketing in Tourism Service Industry.
- To equip with service marketing elements and relevance to tourism.

**Unit –1Introduction:** Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services,characteristics of Service marketing,

**Unit – 2 Tourism Marketing:** Meaning & Definition- Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research.



### Unit -3

**Tourism Marketing mix-** meaning, elements. Market Segmentation- definition, benefits, Segmentation bases, Criteria to effective segmentation. Product Positioning- definition, determinants, steps and errors in product positioning, Target Marketing.

### Unit -4

#### **The 4 P's of Marketing:**

**Product :** meaning, Importance of new product, steps in new product development, why new product fails, New product strategies, product life cycle. Branding - meaning of brand & branding, role, merits of branding, essentials of a good brand name. Product packaging- meaning, objectives, functions.

**Price:** Meaning and definition of price & pricing, objectives of pricing, factors influencing pricing decisions, pricing Strategies

**Place:** Channels of Distribution.

### Unit -5

**Promotion:****Sales Promotion-** Meaning, objectives, role of sales promotion, limitations, kinds of sales promotion.**Advertising** – Meaning, role, types of advertising. **Personal selling-** definition, methods, essentials of effective selling, merits and demerits.**Other P's:** People, Physical Evidence and Process.

### REFERENCES

1. Kotler, Philip, Bowen John, Makens James: Marketing for Hospitality and Tourism; Pearson Education. Edn 2006
2. Marketing management- C N Sontakki
3. Morrison Alistair. M, Hospitality and Travel Marketing, Delmar Thomson Publications, Edn. 2002
4. Christian Gronroos, Service Management and Marketing MA, Lexington Books Edn. 1996
5. Ravishankar, Service Marketing
6. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
7. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
8. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
9. Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

## **T.A 3.7 Front Office Operations**

### **Objectives:**

- To provide the concept and practices of Front Office in a 5 Star Hotel.

- To equip with the fundamental operations of Front Office department of a Hotel.

**Unit-1** ORGANISATION TO FRONT OFFICE AND RECEPTION – Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, preparing night clerks reports, Records and formats used in receptions, Guest Activities and Guest arrival flow charts, specimen of formats used.

**Unit-2** RESERVATION – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry, - use of letter fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations & VIP reservations, instant reservation, instant reservation systems, Central reservation systems, Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

**Unit-3** REGISTRATION – Various types of registration and method, Documents Generated Registration process  
Registration procedures for Indians and Foreigners  
Walk-ins, Guests with Reservations, Groups, Crews, Transit Passengers.  
Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

**Unit – 4** INFORMATION – Functions of information section, Guest Alphabetical Index rack, Message Handling, Handing Guest Rooms keys, handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information flow chart, specimen formats used.

**Unit- 5** LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff Organization, Duty – rota, and work schedule, luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc. Valet car parking & Allied Guest Service, Forms and Formats used, Bell Desk Terminology.

## **PRACTICALS**

- Layout of Front Office
- Types of Rooms and Room Terminology
- Duty Chart / Rota
- Forms and Formats used in Various Sections of the Front office
- Currencies and Capital of Various Countries in World
- Various of Airlines
- Layout of Bell Desk and Travel Desk
- Forms and Formats used in Bell Desk
- Flow Charts of Reception – Reservation – Registration- Information

- Types of Guest and their handling
- Registration Terminology

**Books for Reference:**

1. Front office manual – Sudhir Andrews
2. Front office Management – S.K.Bhatnagar
3. Front office – Peter Abboll
4. Front office – Khan
5. Front office Management – R.K.Singh

## **IV SEMESTER**

### **T.A 4.1 Communicative English – II**

### **T.A 4.2 Foreign Language - French – II**

**Objectives:**

- To provide the concept of International language –French at Elementary level -2.
- To equip with basic grammar, written and spoken French at Elementary level - 2.

LESSON 7: Argumenter avec des mots simples

Verb+nom

Verb+infinitive

Oui/si/non/moiaussi/moi,non plus

Loisir/activites

LESSON 8: se situer dans le temps

Demander et donner l'heure

Interagir tu/vous

L'infinitif, les pronoms compléments

LESSON 9: Exprimer un jugement

Les dialogues, communication

Les phrases en bon ordre

Environnements

LESSON 10: Les verbes de I,II,III groups

Futur proche, passé récent

Conditionnel présent-vouloir

Futur Simple

LESSON 11: Les verbes auxiliaires être/avoir

Pour présent, futur, Impératif

La cuisine Française

Preparer la nourriture  
LESSON 12: Unejournée – les parents  
Stage.Jugement/opinion  
Les prepositions de lieu  
Interagir-tu/vous  
LESSON 13: Sport. Le pronom 'on'  
Les pronoms relatifs 'que'/qui  
Informationsculturelles  
Dialogues . Redaction de texts  
Verbesd'action

**Reference:**

**Bienvenue en France Tome 1 Methode de francais**

## **T.A 4.3 Travel Agency Management**

**Objectives:**

- To provide the concept of a travel agency and its management.
- To equip with fundamental operations of a travel agency and International tourism Organisations.

**Unit-1**

**Managing Travel agency:** -Origin and growth of travel agencies. An overview of the travel agents in India, local travel agents, Organization structure of travel agency, Operational Departments of a Travel agency, Managerial responsibilities, Job description of a travel counselor/Counter staff.Linkages of travel agency business.

**Unit -2**

**Approval Procedure** –How to set up a travel agency, Recognition of a travel agency, IATA rules and regulations for approval of travel agency , Procedure for the Approval from GOI of Travel Agency.

**Unit -3**

**Managing Tour Escort Services-** Definition, Role a tour escort. Consideration for a tour escort, Preparation of a tour escort, managing special situation,

**Unit- 4**

**Managing Tourist Guide service-**Tourist services, Tourist guides-Definition, categorization, Duties and responsibilities of a tourist guide, guiding in historical monuments, guiding in wildlife parks, training of a tourist guide.

**Unit- 5**

**International Tourism Organization:** Role and Contribution of WTO, IATA, ASTA, UFTAA, PATA

**Books for Reference:**

1. JagmohanNegi – Tourist Guide & Tour Operation, Kanishka Publishers
2. A.K.Bhatia –Tourism Development, Principles and Practices, Sterling Publishers Private Limited
3. JagannathaShakunthala – India – Travel Agents Manual, Department of Tourism, New Delhi.
4. Panda, Mishra &Parida –Tourism Management, University Press, HYD.

## **T.A 4.4 Tourism Product - II (Indian Architecture & Culture)**

**Objectives:**

- To provide the concept of Indian Architecture and Culture from the ancient period and role of the same in promoting tourism.
- To equip with architecture and cultural events of the past.

**Unit - 1**

Pre-Historic Art in India – Art of Harappa - Jaina and Buddhist Iconography – Stupa, Chaitya, Vihara – Mauryan Art – Gupta Art, Paintings of Ajanta - Gandhara Art

**Unit - 2**

Shatavahana and Mathura Art – Art and Architecture of South India – Dravida, Nagara and Vesara Style – Chola's and Pallava's Art and Architecture

**Unit - 3**

Hindusthani and Carnatic Music in India – Classical Dance Forms of India – Hindu Philosophy – Sikhism- Acharyatraya's – Islam and Sufism – Delhi Sulthanate Cultural Contributions – Mughal's Art and Architecture

**Unit - 4**

Christianity in India – Western impact on Indian Art and Architecture – Museums in India – Festival's of India

**Books for Reference**

1. Percy Brown: Indian architecture, 2 vols,(relevant chapters), 1971
2. A.R.Longhurst: Hampi Ruins.
3. S.Rajashekara: Karnataka Architecture, 1982.
4. S.Settar: The Hoysala Temples, 1982.
5. A.V.Narasimha Murthy (Ed.): Archaeology of karnataka, 1978.
6. S.Rajashekara: Early Chalukya art at Aihole, 1984.
7. K.R. Srinivasan: South Indian Temples, 1971.
8. D. Devakunjari: Hampi, 1970.
9. G.V. Rao; Temples and legends of Karnataka, 2003.

## **T.A 4.5Event Management**

### **Objectives:**

- To provide the insight into Event and Advertising Industries.
- To equip with fundamental operations of Event Management companies/ Events.

### **Unit -1 BASICS OF EVENT**

Event Definition, Event Management, Event Marketing -5 C's of event, Event Designing, Event as a Product- Event Hierarchy: Categories Events, Event Variations, and Relative Importance of Event as Marketing Communication tool.

### **Unit- 2 ELMENTS OF EVENTS & EVENT MANAGEMENT**

Elements of Event: Event Infrastructure-Target Audience - Client- Events Organizers- Venue-Media- Networking Components of Events- Event Management: Per event Activity-During event Activity- Post event Activity-Event Management Information System.

### **Unit- 3 EVENT MARKETING & PRICING**

The Diverse Marketing Need Addressed by Event, Event Marketing: Key Issues of Event Marketing, Concept of Market in Event, Segmentation of Event Market. Concept of Pricing in Event , Factors influencing event pricing .

### **Unit-4 MICE EVENTS - I**

Fundamentals of Meetings, Conventions and Exhibitions -Types of Meetings-Issues of Going for Global meetings - Meeting Technology, Program Planning and Development: Program Design – Language consideration – Speaker Selection –Meeting Environment and staging – Entertainment – Satellite Events

### **Unit 5 MICE EVENT –II**

Organizing and Hosting International Event: International Congress Organization-Planning the Congress-Program Content and Policies –Role of PCO Meetings and Exhibition- Guidelines for Exhibiting Abroad , Planning Consideration – The Exhibits Prospectus- Shipping and Customs-Onsite operations- Wearable Technology . Role of ICCA & ICPB

### **Books for Reference:**

1. Global Meeting and Exhibition by Carol Krugman and Rudy R. Wright, John Wiley and Sons, New Jersey, USA.
2. Event Marketing and Management by Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing house, New Delhi.
3. Event Entertainment and Production by Mark Sonder , John Wiley & Sons Inc., New Jersey, USA.

## **T.A 4.6House Keeping Operations**

### **Objectives:**

- To provide the concept and practice of House-keeping department in a 5 Star Hotel.
- To equip with fundamental operations of House-keeping department of a Hotel.

**Unit – 1** HOUSE KEEPING ORGANISATION – Layout, Staff Organisation, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room – Layout, types, floor, pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

### **Unit – 2** HOUSEKEEPING CONTROL DESK

Importance and role control desk – Handling telephone calls – co-ordination with various departments – paging systems and methods – Handling difficult situations Forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and debriefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security systems, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

### **Unit-3** CLEANING EQUIPMENT, AGENTS & CLEANING OF GUEST ROOM

Types of equipment used in Housekeeping department, cleaning agents – detergents, disinfectants, polishes, types of floor cleaner, toilet cleaner, maids trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure room, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

### **Unit – 4** LINEN LAUNDRY

Textiles, types of fibers and fabrics used in the hotels Organisation and Layout of Linen and Laundry room, Types of Linen, sizes used in the hotels.

Uniform and types of uniform used in the different departments.

Storage of Linen and conditions for storage and Inventory and stock

Concepts Laundry slow process, hand wash, types of equipments used in the laundry, manual and electrical Iron – Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement equipment and the seasonal flowers.

**Unit – 5** Accounting, Audit and control, Income from Accommodation, Public Room Rentals, Allowances, net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and Stationery, Reservation Expenses, Miscellaneous Expenses.

### **PRACTICALS**

1. Bed making and turn down services
2. Identifying various cleaning agents and listing them as per the availability in the market.

3. To know the composition of cleaning agents.
4. House keeping discrepancy report preparation
5. Maintenance of journals
6. Computerized – a) guest records b) duty rosters c) room maintenance records  
d) House keeping discrepancy report
7. Cleaning methods / procedures
8. Cleaning of guest / public areas
9. Operational planning
10. Laundering of linen
11. Make different kinds of flower arrangements, selection of seasonal flowers, equipment used
12. Pest control, types of pest, control of pest, preparing analysis of income and expenses of room division.
13. Maintenance of journal

**Books for Reference:**

1. Hotel House-keeping Training Manual – Sudhir Andrews
2. Professional House-keeping – Madhukar
3. House-Keeping Management – Anurik Singh
4. Professional House-keeping – Manoj
5. The art of flower Management.

## **T.A 4.7 Study Tour Report**

## **V SEMESTER**

### **T.A 5.1 Tourism Product–III (Karnataka History)**

**Objectives:**

- To provide information on the history of Karnataka from the ancient period and role of the same in promoting tourism.
- To equip with historical happenings of the past with special reference to Karnataka .

**Unit - 1**

Geography of Karnataka – Major Sources of Karnataka History –  
Pre-Historic sites in Karnataka – Shatavahana of Paithan – Banvasi  
Kadambas

**Unit – 2**

Gangas of Talakadu – BadamiChalukyas- Rashtrakutas of Manyaketa  
- KalyaniChalukyas - Hoysalas of Dwarasamudra



### **Unit - 3**

Kalachuris of Kalyana – Vijayanagara Empire - Krishnadevaraya – Bahamani Empire – AdilShahis of Bijapur – KeladiNayakas – ChitradurgaPalegars

### **Unit – 4**

History of MysoreWodeyars – ChikkadevarayaWodeyar – Hyder and Tippu – KrishnarajaWodeyar III – Commissioners of Mysore – KrishnarajaWodeyar IV – Dewans of Mysore

### **Unit – 5**

Freedom Movement in Karnataka – Role of Press and Literature – Unification Movement in Karnataka.

## **Books for References**

1. P.R.Diwakar (Ed): Karnataka through the ages 1968
2. P.B.Desaietc: A History of Karnataka, 1970
3. SuryanathKamath: A concise History of Karnataka, 1997
4. H.V.Srinivas Murthy and R.Ramakrishna: History of Karnataka, 1978
5. K.R.Basavaraj:History and Culture of Karnataka 1984
6. A.V.Narasimha Murthy (Ed): Archeology of Karnataka, 1978

## **T.A 5.2 - Food and Beverage Management-I**

### **Objectives:**

- To provide the concept of Food and beverage section of a hotel industry.
- To equip with fundamental operations of Food and Beverage production department of a 5-star hotel.

### **Unit - 1**

Introduction to Food & Beverage Production: Introduction – Definition of cooking – Origin of cooking – Aims & objectives of cooking – Role of F&B Production department in hotels.

### **Unit – 2**

Kitchen & Production Management - Kitchen organization – Layout of the kitchen – Kitchen planning – Kitchen equipment: Use and maintenance. Kitchen hygiene.

### **Unit - 3**

Methods of Cooking Food - Roasting – Boiling – Broiling – Frying – Baking – Steaming – Blanching – Grilling – Stewing – Braising – Infra-red cooking – Micro wave cooking – Solar cooking.

#### **Unit – 4**

Important cuisines of the world - Characteristics of Indian, Chinese, French & Italian cuisine.

#### **Unit – 5**

Bakery & Confectionary -Introduction to bakery & confectionary – Duties and responsibilities of a bakery chef – Latest machines and equipments used in the department – Important product produced in the bakery & confectionary department.

### **Books for References**

1. Modern Cookery – Thangam E Philip – Orient Longman Publications.
2. Theory of cookery – Krishna Arora – Frank Bros & Co publications.
3. The theory of catering – Ronald Kinton& Victor Ceserani - ELBS

## **T.A 5.3Accounting & Finance in Tourism**

### **Objectives:**

- To provide the concept of Accounting and Finance .
- To equip with fundamental operations of Accounting at Tourism organisation.

#### **Unit- 1**

Accounting: Meaning and Definition – Accounting Concepts and Conventions, Accounting Standards– Meaning and Significance of Double Entry Systems of Book Keeping-Preparation of Journal &Ledger

#### **Unit- 2**

Trial Balance – Preparation of Final Accounts of Sole- trading Concerns (Manufacturing, Trading, P & L A/C and Balance Sheet).

#### **Unit-3**

Financial Management- Scope of Finance – Finance Function- Financial Goal – Profit maximization versus Wealthy maximization.Sources of Finance.

#### **Unit-4**

Money market – Component of money market – Indian money market and its features- Capital Market – Indian Capital Market – Indian Stock Market – Leasing Finance – Venture Capital – Hire purchase- Right Issue

#### **Unit-5**

Capital structure and capital Budgeting- objectives, Methods – Basic problems of capital structure and capital budgeting.

**Books for reference:**

1. Advanced Accountancy - R.L.Gupta, Sultan Chand & Sons, New Delhi
2. Advanced Accountancy - S.P. Jain & Narang, Kalyani Publishers, New Delhi
3. Advanced Accountancy- S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.,
4. Financial Management – I.M. Pandey, Vikas Publishing House Pvt Ltd, New Delhi.
5. Elements of Finance Management – Dr. S.N. Maheshwari, Vikas Publishing House Pvt Ltd, New Delhi.
6. Finance Management – Khan & Jain, TATA Mc. Grow, Hills Publishing Ltd, New Delhi.

## **T.A 5.4 Tourism Research Methodology**

**Objectives:**

- To provide the concept of research in the field of Tourism.
- To equip with basic research tools and ideas related to Tourism Research.

**Unit – 1**

Research- Meaning purpose, scope of Research- Research process-Scientific method, Types of Research, Review Literature – need, purpose, notes taking, selection formulation of a research problem. Research Design (plan) – Meaning process- Preparation, Components of Research design (plan)

**Unit-2**

Methods of Data Collection – Secondary and Primary- interviewing and observation – Questionnaire and schedule. Measurement and scaling techniques- Pre-testing, Pilot Study, Sampling – sample size- Probability methods of sampling, , processing of data, editing, tabulation, preparation of tables, graphical presentation.

**Unit-3**

Analysis of data – Measures of central tendency, Measures of dispersion, Correlation – Meaning Types, Scatter diagram, co-efficient of Correlation, Rank Correlation, Simple linear regression analysis. Hypothesis –Characteristics-Hypothesis Testing procedure, Exposure to software packages for data analysis.

**Unit-4**

Report writing – Planning report writing work. Target audience, types of report – style of writing synoptically outline of chapters. Steps in drafting the report.

**Unit-5**

Transportation problem-Assignment Problem – Queuing Theory-Elements of a queue- Single channel model- Multi channel model.

**Books for Reference**

1. Cooper and Schindler - Business Research Methods (Tata McGraw Hill, 9th Edition)
2. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)

3. PanneerSelvam - Research Methodology (Prentice Hall of India, Edition 2008)
4. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
5. Beri G.C - Marketing Research (Tata McGraw Hill, 4th Edition)
6. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers, 2<sup>nd</sup> Edition, 2004)

## **T.A 5.5 Health & Wellness Tourism**

### **Objectives:**

- To provide the concept of Health and Wellness Tourism and role of the same in promoting Tourism.
- To equip with basic yoga and ayurveda concepts in health tourism industry.

### **Unit 1**

Introduction to Health and Wellness Tourism - Forms of health tourism- Medical tourism, Spa tourism, Ayurveda tourism, Yoga Tourism Meditation tourism, Holistic tourism, spiritual tourism, Ashram tourism. - Wellness tourism- Factors influencing need for health and wellness tourism.- Medical tourism: - concept, typology ,Evolution of Medical Tourism - benefits of medical tourism – economics of medical tourism - Global medical tourism scenario- countries promoting medical tourism –Indian medical tourism - Impact of Medical Tourism on Public Health - Medical Tourism-Ethical, Legal and Social Concerns-Issues & Challenges- Quality Standards in Medical Tourism, Medical Tourism-The Future of Health Services.

### **Unit 2**

Introduction to Yoga – Definition of Yoga ( According to Pathanjali, Bhagavadgeetha, Swami Vivekananda, Sri Aurobindo)- Aims and Objectives of Yoga – Yoga as a Science and Art – Streams of Yoga (Jnana, Bhakti, Raja and Karma) – Astanga Yoga(Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana& Samadhi) – Introduction of ThirumularsThirumandrum – Selected verses of Pathanjali's Yoga sutras

### **Unit 3**

Introduction to Asanas – Meaning – Objectives – Classification- Applications of Asanas- Pranayama - Stages- Types of Pranayama – Shat Kriyas ( Kapalabathi, Trataka, Neti, Douthi, Noul, Basti)- Mudras and Bandhas – Application of Yoga Therapy to various fields / diseases.

### **Unit 4**

Introduction to Ayurveda – History – Meaning- Basic Principles of Ayurveda – Branches of Ayurveda( Kaya, Balagriha, Urdhapy)- Difference between Ayurveda, Allopathic and Homeopathy – Selected Home Remedies.

### **Unit 5**

Preventive Aspects of Ayurveda, Dinacharya – Ruthucharya-Medicine used as preventive therapy – Panchkarma- A Brief practical approach about the purnakarma – Ayurvedic herbs

condition and spices used on Health Ayurvedic Therapies – Ayurvedic Cooking and its application.

### **Practicals**

Concept of First Aid and Various first aid for various situations.

Surya Namaskara( 12 Steps) – Asanas- Pranyama – Shat Kriyas – Mudras – Bandhas

Vasa Swarasa – TulasiSwarasa – ArjunaSksheerapaka – GugulaShodhana( Base for Ayurvedic Tablets) – Khashaya Preparations.

### **Books for References**

1. M. Smith and L. Puczko, Health and wellness tourism, B. Heinemann (2009)
2. SonaliKulkarni, Spa and Health Tourism, Book Enclave, Jaipur (2008)
3. Raj Pruthi, Medical Tourism in India, Arise Pub, Newdelhi (2006)
4. S. Rajagopalan, Health Tourism – An Introduction, TheICFAIUniversity Press, Hyderabad,2006.
5. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow, Vol.31, No.1,2006.Sivananda Yoga Vedanta Centre, The New Book Of Yoga, Ebury Press (2000)
6. Swami Vishnudevananda, The Complete Illustrated Book of yoga

## **T.A 5.6Internship Training Report & VIVA**

**Internship Training (04 weeks i.e. 01 Month):** Each student shall select one Tourism/Hospitality organization for his/her training after completion of IV semester examination. The student shall study the Profile, organization structure and operational procedures of various departments and **submit a training report during V Semester**. It shall be valued by the internal examiner for 30 Marks and the viva conducted by the department for 20 marks shall be added in the V Semester. (Report-30 + Viva-20= 50 Marks).

## **VI SEMESTER**

### **T.A 6.1TourismProduct –IV (Karnataka Architecture & Culture)**

#### **Objectives:**

- To provide the concept of Karnataka Architecture and Culture from the ancient period and role of the same in promoting Tourism.
- To equip with historical happenings at the past with special reference to art and architecture of Karnataka .

#### **Unit – 1**

Pre-Historic Art in Karnataka – Numismatics - Kadamba Architecture – Ganga's Art and Architecture

#### **Unit – 2**

Architecture of BadamiChalukya's – Rashtrakuta's Caves and Monuments - KalyaniChalukya's Architecture – Hoysala's Architecture – Vesara Style

#### **Unit – 3**

Vijayanagara Art and Architecture – BahamaniSulthan's Monuments – Bijapur AdilShahi's Architecture – Mysore Wodeyar's Palaces and Monuments

#### **Unit – 4**

Classical and Folk dances of Karnataka – Theatre – Kannada Literature – Crafts Festivals and Fares of Karnataka – Cuisines of Karnataka

#### **Books for References:**

1. ChoodamaniNandagopaletc: Temple Treasures, 3 vols.
2. S.R.Rao: Traditional paintings of Karnataka, 1980
3. R.B. Pande: Indian paleography
4. A.V.Narasimha Murthy: Coins and currency system in Karnataka
5. P.Sambamurthy : South Indian Music, 1941
6. H.K. Ranganath : Karnataka Theatre
7. Suryanath Kamath Karnataka – A Handbook, 1977
8. R. Satyanarayana : Studies in Dance
9. MrinaliniSarabhai: UnderstandingBharatanatyam
10. EnakshiBhavanani: Dances of India
11. K.M.Munshi (Ed): Indian Inheritance, vol.II (Chapters 1, 2 & 3)
12. ShivaramaKarantha: Yakshagana

## **T.A 6.2 Food and Beverage Management-II**

### **Objectives:**

- To provide the concept of Food and beverage section of a hotel industry.
- To equip with fundamental operations of Food and Beverage Service department of a star hotel.

#### **Unit – 1**

##### **Menu**

Introduction-Definition – origin- Types of Menu- Importance of menu in Food service Industry- Menu compilation & sequence – Balancing of menu.

## **Unit – 2**

### **Types of Food service**

Introduction- Types of Restaurant services- Buffet service- types- Room service- Classification of operating equipments used in restaurants & their uses.

Ancillary departments still room, pantry, hot plates. Restaurant service Mis en scene, Mis en place

## **Unit – 3**

### **Concepts of Food service joints**

Introduction- Concept of fine dining restaurants- ethnic Restaurants- fast foods, self service-canteens-Multi cuisine restaurants-stand alone restaurants, specialty Food service joints.

## **Unit – 4**

### **Bar operations**

Introduction-Service of beverages – cocktails- mock tails- beverage control, Types of bars –permits and licenses.

## **Unit – 5**

### **New trends & developments in food service**

Introduction- eating out habits- growth of food service industry in India, trends in food service, culinary tourism.

### **Books for References:**

- 1.Food& Beverage service & Management- Bobby George.
- 2.Food& Beverage Service – John A.Cousins&Lillicrap – ELBS
- 3.Food& Beverage Service – Sudhir Andrews – Tata Mcgraw Hill
- 4.Food& Beverage Management – Sudhir Andrews – Tata Mcgraw Hill
- 5.Food& Beverage Service – R.Singaravelavan – Oxford

## **T.A 6.3 Airfares & Ticketing Management**

### **Objectives:**

- To provide the concept of Airfares and Ticketing and role of the same in promoting Tourism.
- To equip with Softwares related to Ticketing Management .

### **Unit- 1**

**Basic Concepts of Airline Ticketing:** Aviation Terminology, Domestic and International City Codes (Important one), Major Airline codes, IATA areas and Sub areas, Global indicators, rounding off LCF (Local Currency Fare).

### **Unit- 2**

**Air Fare calculation:** Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, IATA/UFTAA Air fare calculation for one way Journey with BHC and Round Trip with CTM.

### **Unit -3**

**Ticketing Documents:** Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order)-Specified MCO, Unspecified MCO, General Guidelines for MCO completion, MPD (Multi Purpose Document), and Composition of MPD & Coupon Layout of MPD.

#### **Unit- 4**

**BSP (Billing & Settlement Plan):** Background, Aims of BSP, Advantages of BSP, BSP Operation-Equipment, Issuing Airline tickets, Reporting procedures, Processing/Billing, Remittance, Airline Accounting Procedures. Important dates.

#### **Unit- 5**

**PTA (Prepaid Ticket Advice):** Meaning, Types of PTA, Parties involved in PTA, Travel Agent involvement, Duties & Responsibilities of Selling Office/Outgoing PTA Desk, Duties & Responsibilities of Ticketing Office.

#### **PRACTICALS**

1. Marking air routes in India.
2. Travel circuits.
3. Different zone in India
4. Studying ABC –airlines schedules, baggage handling-check – in – baggage, un-occupied baggage, fragile baggage
5. Computerized – ticketing and billing, information provided , delivery o ticket, billing o ticketing and service charges, mode of payment and .

#### **Books for Reference:**

1. Computer reservation system by Galileo
2. Handbook on passenger air tariff, Published by IATA, Montreal, Canada
3. Hand book of IATA Published by IATA, Montreal, Canada
4. Air Transport Essentials –IATA Study Material
5. Air Fares & Ticketing – IATA Study Material

## **T.A 6.4 Global Distribution System (GDS) - AMADEUS/GALILEO/SABRE/ABACUS**

#### **Objectives:**

- To provide the concept of Airfares and Ticketing with emphasis on any one software (Amadeus/Galileo/ Sabre/Abacus).
- To equip with the necessary knowledge of software related to Ticketing Management.

#### **Unit -1**

Introduction, Sign on-Sign off-Work Areas-Encode-Decode-City-Airport-Airlines-Time Table-Availability- Booking File-PNR Creation- Retrieve.

#### **Unit -2**



Special Service request-Seat request-Other optional information-List display-Cancellation- Changing and deleting the Booking file fields.

### **Unit -3**

Fare Displays-Fare notes-Itinerary Pricing-Issuing Tickets-Seat map-Seat assignment.

### **Unit -4**

Hotels-Availability- Complete availability- Sell-Hotel description.

### **Unit – 5**

Car-Car Availability- Low to high availability- Car Description-Sell.

### **Books for Reference:**

1. Manual published by the Concerned GDS companies.
2. CDs from the concerned GDS companies.

➤ **The students have to choose any one of the GDS softwares (AMADEUS/GALILEO/SABRE/ABACUS) as provided by their institution.**

## **T.A 6.5 Tourism Economics**

### **Objectives:**

- To provide the concept of Economics and its role in tourism industry.
- To equip with economical concepts of Tourism development

### **Unit – 1**

Economics of Tourism- Meaning and scope of tourism economics- importance of its study.

### **Unit –2**

Economics of Tourism Demand- Definition of Demand- Factors influencing Tourism Demand- Price and Income Elasticity of Tourism demand.

### **Unit- 3**

Economics of Tourism supply- Components of Tourism supply- Elasticity of supply- supply Trends with Reference of India.

### **Unit- 4**

Tourism development and National Economics- Tourism's contribution to GDP – difficulties in Measuring Tourism's contribution to GDP.

### **Unit-5**

Market structure-Meaning-Types of market-perfect competition-features-Imperfect competition-Features-Monopoly- Duopoly-oligopoly- Monopsony- Duoposony-Oligopsony-

### **Books for Reference:**

1. The economics of tourism destination-Elsevier Bulter Worth.
2. The economics of Travel and Tourism-Longman (Australia)
3. Tourism Economics- Donald E.Lundberg,M.Krishnamurthy.Mink.H,Stavenga.
- 4.The economics of Tourism- M. Theasinclair& Mike staven

## **T.A 6.6Study Tour Report**

## **VII SEMESTER**

### **T.A 7.1 OrganisationalBehaviour in Tourism**

#### **Objectives:**

- To provide the concept of Behaviourand its effectiveness in tourism organization.
- To equip with organizational skills and behavior to face the challenges of the Tourism Industry.

### **Unit-1**

OB – Meaning & definition – foundations of OB- OB as an Interdisciplinary subject- Approaches to study OB.

### **Unit -2**

Individual behaviour – Foundations of Individual behavior.Personality- definition, Theories, determinants & personality traits.Perception- definition, Perceptual process, Perceptual errors.Learning- definition, theories, Principles of learning.

### **Unit -3**

Motivation- meaning, importance, Theories- Process & Content theories of Motivation, Rewards- meaning, types of organizational rewards.Leadership-definition, leadership styles.

## **Unit -4**

Attitude-definition, Components, formation of attitude, functions of attitude.  
Values-meaning, types of values. Stress- meaning, Causes and outcomes, coping strategy for stress.

## **Unit- 5**

Group dynamics-meaning and types of groups, why do people join groups.Group cohesiveness-meaning, causes and consequences of group cohesiveness.Team dynamics- meaning, benefits, types and Team issues.

### **Books for Reference:**

1. Organization Behaviour: Dr. K Aswathappa, Himalaya Publishing House, New Delhi
2. Organization Behaviour: L M Prasad, Kalyani Publishers, Delhi
3. Organization Behaviour: Dr. Anjali Ghanekar, Everest Publishing House, Pune
4. Organization Behaviour: Fred Luthans, , McGraw Hill-Goga, 11 the Edition
5. Organization Behaviour: Stephen Robbins, Prentice hall, 2003, New Jersey, USA
6. Organization Behaviour: Keith Davis, McGraw Hill Publishers, 12<sup>th</sup> Revised Edition, Columbus.

## **T.A 7.2 Principles of Heritage Management**

### **Objectives:**

- To provide the concept of Heritage and Heritage Management in promoting Tourism.
- To equip with skills and techniques pertaining to Heritage Management .

### **Unit – 1**

Indian Culture: General Features, Sources, Components and Evolution

### **Unit – 2**

What is Heritage? – Meaning and Concept - Criteria on Selection as Heritage Sites, Monuments and Zone by UNESCO (WHC) - Types of Heritage Property - World Famous Heritage Sites and Monuments in India and Abroad.

### **Unit – 3**

Heritage Management, Objectives and Strategies, Protection, Conservation and Preservation, Case Study of one destination – Heritage Marketing, Destination Development.

### **Unit – 4**

National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGO's).

### **Unit - 5**

UNESCO World Heritage Sites in India – Hampi and Pattadakallu

## Important Karnataka Historical Places – Heritage Hotels in Karnataka.

### **Books for Reference:**

1. Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
2. New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York
3. Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

## **T.A 7.3 Tourism Laws**

### **Objectives:**

- To provide the concept of various Laws related to Tourism & Historical Monuments.
- To equip with both national and international level laws related to Hospitality and Tourism Industry .

### **Unit -1**

Nature- Meaning and Significance of Law-Mercantile Law or Commercial Law  
Mercantile Law in India.

### **Unit- 2**

The Passports Act, 1967-Foreigner Act 1946-Guidelines for Foreigners Visiting India-Some More -Rules and Regulation Applicable to Foreigners who wish to stay in India as a Tourist-The Registration of Foreigners Act, 1939, The Custom Act, 1972-The Custom Tariff Act, 1975.

### **Unit- 3**

The Indian Contract Act, 1872-The Sale of Goods Act, 1930-Negotiable Instruments Act, 1881-The Industrial Disputes Act, 1947-Consumer Protection Act, 1986.

### **Unit- 4**

Archaeological Survey of India-Ancient Monuments Preservation Act, 1904  
The AncientMonuments and Archaeological Sites and Remains Act, 1958-Antiquities and Art Treasures Act, 1972-Cases on Heritage Conservation.

### **Unit -5**

The Wild birds and Animals Protection Act, 1912-The Wildlife (Protection) Act, 1972-Forest (Conservation) Act, 1980-The Environment (Protection) Act, 1986

### **Books for Reference:**

1. Mercantile law: N. D Kapoor, Sultan Chand and Sons, Delhi
2. Bare Acts and Rules

3. MukeshRanga, Pallavi Gupta, Ashish Chandra, Abhijeet Pubs, Delhi.
4. Legal Aspects for Hospitality and Tourism industry by Dr. AtulBansal, S R Publications, Gujrat.
5. Hotel and tourism laws by JagmohanNegi, Frank Brothers and Company, Delhi.

## **T.A 7.4 Eco – Tourism**

### **Objectives:**

- To provide the concept of environment and sustainability and role of the same in promoting Tourism and conservation of Environment.
- To equip with sustainable tourism skills related to Responsible Tourism.

### **Unit – 1**

Environment-Definition; Man-Environment Relationship- Determinism &Possibilism; Environment and Society; Environment and Resources.Ecology-Definition; Ecological concepts and principles.Ecosystem- meaning &types.Biosphere- Abiotic & biotic components. Food Chain; Trophic Levels and Energy flow in the Ecosystem- 10% Law. Biomes- meaning & types.

### **Unit - 2**

Tourism & environment- pollution problems and issues, degradation and control measures at national & global levels.Climate Change and Tourism.Emerging trends in relation to environment and ecology. Environment Impact Assessment(EIA)- Carrying Capacity- Tourism & Environmental degradation.

### **Unit - 3**

Sustainable Tourism- meaning, need, features and principles.Sustainable tourism an imminent trend of tourism industry. Ecotourism- meaning and principles.

### **Unit - 4**

Tourism development in industrial centers keeping in view environmental/ ecology issues.Infrastructure development in potential areas of tourism.Green approach of travel intermediaries- Green Hotels; Green Aircraft and Airlines.

### **Unit - 5**

National committee on tourism.Environmental and Development- Rio Declaration, KYOTO Protocol and Stockholm Declaration.

### **Books for Reference:**

- 1) Ram Chandra &MadhavGadgil – This Fissured Land, An ecological history of India, OUP, Delhi 1992.

- 2) Werner Wolfgang (Ed) –aspects of ecological problems and environmental awareness in South Asia, New Delhi- 1993.
- 3) Khan & Olsen Var – VNR's Encyclopedia of hospitality and tourism New York 1993.
- 4) Sunitha Chopra – Tourism development in India, Aph Publishing house, New Delhi 1993.

## **T.A 7.5 Cost & Management Accounting in Tourism**

### **Objectives:**

- To provide the concept of advanced Accounting in tourism activity.
- To equip with Cost & management techniques related to Tourism industry .

### **Unit-1**

Meaning, Definition of Cost Accounting, nature and scope of cost accounting, Difference between cost, financial accounting.

### **Unit-2**

Elements of cost- cost classification, Preparation of cost sheet and estimation-costing of package tours, Methods of costing.

### **Unit-3**

Operating Costing-Transportation costing-Hotel costing-Determination of Room Rates-Canteen costing.

### **Unit-4**

Management Accounting-Introduction-Definitions-Objectives, Scope, Advantages and Limitations, Difference between Cost and Management accounting.

### **Unit-5**

Analysis and Interpretation of Financial Statements and Budgeting- Ration Analysis, Funds flow statement, Budgeting and Budgetary control.

### **Books for Reference:**

1. Cost Accounting: B. K Chatterjee, Jaico Publishing House, Bengaluru
2. Cost Accounting: Agarwal , Asian Publishing House, New Delhi
3. Cost Accounting: Nigam L, National Publishing House, Delhi
4. Cost Accounting: Khan and Jain, Tata Mac Graw Hills, Delhi
5. Management Accounting: P Khan and P Jain, Tata Mac Graw Hills, Delhi

6. Management Accounting: Nishar Ahmed, Anmol Publications, New Delhi.

## **T.A 7.6 Foreign Language – Spanish – I**

### **Objectives:**

- To provide the concept of International language –Spanish at Elementary level -1.
- To equip with basic grammar, written and spoken Spanish at Elementary level – 1

### **Unit 1**

Alphabet (Pronunciation) – Articles (definite & indefinite) – Numbers – Genders – Adjectives – Opposites

### **Unit 2**

Regular Verbs( ar, er, ir) Present

### **Unit 3**

Ordinal & Cardinal numbers- Time – Weather - Days of week – Months of the Year

### **Unit 4**

Verbs like Ser&Estar (including Profession and Nationality), Reflexive Verbs and Gustar Se.

### **Unit 5**

Interrogative Pronouns – Negation – Adjective Possessive– Preposition.  
Tourism and Hospitality related terms in Spanish

### **Books for Reference:**

1. Nuevo eleCurso De Espanolparaextranjerosinicial1 byVirgilioBorobio
2. Ven1 Espanollenguaextanjera – Francias Castro Vindez , Marin EdelsaMadrid 1998.
3. Academic Learn Spanish 1 & 2 By Bonita Dimatte – Academic India Publishers

## **VIII SEMESTER**

## **T.A 8.1 International Business Environment**

### **Objectives:**

- To provide the concept of International Business Environment and its implication on Tourism.
- To equip with cultural practices related to MNCs and role of them in Tourism.

### **Unit 1**

International business- meaning, characteristic features, scope, causes of internationalization, strategies for international business, factors affecting the International business and changing scenario of International business.

## **Unit 2**

International business Environment- political Environment –Economic Environment –Legal Environment – Social Environment –Cultural Environment and Technological Environment.

## **Unit 3**

Multinational corporations-meaning, features, benefits from MNCs, drawbacks of MNCs, recent trends in MNCs, regulations of MNCs, role of MNCs in India, features of MNCs in India.

## **Unit 4**

International finance- standard channels of finance, specific sources of International finance.Foreign exchange and Forex market- Types of Forex markets, functions of Forex market, types of exchange rates, determination of exchange rates.

## **Unit 5**

International Marketing- meaning, advantages, limitations, role of International Marketing, steps involves in International Marketing. Structure and functions of World Bank, IMF, UNCTAD, SAARC, NAAFTA, GATT and WTO.

### **Books for Reference:**

1. International business Environment by Rosy Joshi.
2. International business TMH by Dr. K. Aswathappa
3. International business HPH by SubbaRao.
4. International business Environment operations by Daniels and pearson.
5. International business by Rugman.

## **T.A 8.2 Principles of Museology & Conservation**

### **Objectives:**

- To provide the concept of Museology and Conservation related to Tourism.
- To equip with laws, acts, policies related to Museology and Conservation.

### **Unit – 1**

Definition and Policies – Definitions of Museums, Museology and Museography  
- History of Museums, National – Theories of Museology – Laws , Acts and Policies.

### **Unit – 2**

Types and Functions of Museum - Types of Museum: India – Functions Of a Museum – Nature of Museum work i.e., Professional Museum Organizations, Museum Associations and their Work, Professional ethics And Concepts of the new Museums – Modern Museums – ECO –



Museums, Neighborhood Museums – Living Museum etc – Museum Development.

### **Unit – 3**

Collection and Documentation – Collections: Theories, Policies, Ethics of Collection - Modes of Acquisition: Field - Gathering, Purchase, Gifts, Loans, Exchange, Treasure, Trove etc – Collection Problems – Forgeries, Copies, Replicas, Export/Import Control - Documentation Process.

### **Unit - 4**

Display and Exhibition - Type of Exhibitions - Organization of Exhibitions – Planning – Elements

### **Unit - 5**

Preservation – Types & Ethics of Conservation, Preservation, Principles of Maintenance of Collection – Environmental Factors, Aspects, Material – Organic / Inorganic – Emergency Conservation – Treatment and Resources – Relation between Museums and Conservation – Awareness of Outside Facilities.

### **Books for References:**

1. Alexander E.P. 1979 : *Museums in Motion : An Introduction to History and Function of Museums*. Nashville.
2. Alexander , E.P.(ed.) 1995 : *Museum Masters: Their Museums and their influence*, New Delhi
3. Ambrose, T. : *Museum Basics*, ICOM, Landon & New York.  
& C. Paine, 1993
4. Belcher, M. 1991 : *Exhibition in Museums* Washington D.C.
5. Brawne, M. 1965. : *The New Museum : Architecture and Display*. New York.

## **T.A 8.3 Global Tourism**

### **Objectives:**

- To provide the concept of Global Tourism and globalization in tourism.
- To equip with global tourism trends and Tourism Marketing .

### **Unit -1**

Global Tourism-

- a) Meaning, Definition
- b) Process of Global Tourism
- c) Factor affecting Global Tourism

### **Unit -2**

Globalization and Tourism-  
Impact of Globalization on Tourism  
Currencies of Tourism Destinations.

### **Unit- 3**

Global Tourism Marketing-  
Global Tourism Market and Its Participants,  
Global Tourism Product Promotion,  
Global Tourism Product Pricing and  
Issues in Global Tourism Market

### **Unit -4**

Global Tourism Trends- Tourism Post September 11, 2001; Technological Trend Secular  
Trends, Tourism: Sustainability.

### **Unit-5**

Contemporary Affairs in Global Tourism-

- a) Terrorism and Tourism
- b) Ecology and Tourism
- c) Sex Tourism
- d) Information Technology and Tourism

### **Books for Reference:**

1. International Tourism Management: A K Bhatia, Sterling Publishers, New Delhi.
2. International Travel and Tourism-Concept and principles: JagmohanNegi, S Chand and Company Pvt. Ltd, New Delhi
3. International Tourism - World Geography and Development Perspective: Babu P George and AlexendruNedelea, Abijeet Publications, New Delhi
4. International Marketing for Tourism: Kottler, Dorling Kindersley Pvt. Ltd, UK
5. Airfare and Ticketing (IATA Study Materials), Published by IATA

## **T.A 8.4SupplyChain Management**

### **Objectives:**

- To provide the concept of supply chain management in relation to Tourism Industry.
- To equip with Supply chain techniques and tools and role of IT in Supply Chain Management.

### **Unit-1**

Introduction to Supply Chain Management-Supply chain – meaning, objectives – importance – decision phases in supply chain – process views –competitive and supply chain strategies – achieving strategic fit– obstacles – supply chain drivers- framework.

## **Unit-2**

Designing the supply chain network– role of distribution in supply chain – factors influencing distribution network design – design options – E-business and its impact on customer service and cost – distribution-networks in practice – role of network design –factors affecting the network design decisions.

## **Unit-3**

Transportation in supply chain -Role of transportation – modes of transportation and their performance – transportation infrastructure and policies - design options and their trade-offs.

## **Unit-4**

Sourcing decisions in supply chain–role of sourcing- In-house or Outsource – supplier scoring and assessment- supplier selection-auction and negotiations.  
role of Pricing and revenue management for multiple customers- using Pricing and revenue management in practice.

## **Unit-5**

Information Technology in the supply chain-role of IT- IT Framework – customer relationship management – internal supply chain management – supplier relationship management – transaction management.

## **Books for Reference:**

1. Supply Chain Management by Sunil Chopra, Peter Meindl and D. V. Kalra
2. Coyle, Bardi, Longley, The management of Business Logistics – A supply Chain Perspective, Thomson Press, 2006.
3. Donald J Bowersox, Dand J Closs, M Bixby Coluper, Supply Chain Logistics Management, TMH, Second Edition, 2008.
4. Chain Management A Balanced Approach, Thomson Press, 2005.
5. David Simchi-Levi et al, Designing and Managing the Supply Chain, Tata McGraw Hill, Delhi

## **T.A 8.5 –E-commerce in Tourism**

### **Objectives:**

- To provide the concept of E-Commerce and its application to Tourism Industry.
- To equip with techniques related to E-commerce and E-Business Categories.

## **Unit-1**

Introduction to E-commerce, Benefits of E-commerce, Classification of E-commerce, application of E-commerce, E-commerce technology, Business models in E-commerce, E-Business, E-business categories.

### **Unit-2**

Conducting online research-introduction, Impact of the internet and web on market research, classifying the types of online market research, online market research categories, online research challenges.

### **Unit-3**

Electronics payment systems: Online electronic payment systems, prepaid and post paid electronic payment systems information directories and search engines. E-Advertising, E-CRM, EDI, Components of EDI,

### **Unit-4**

Personalization-introduction, terminology, why personalize, when must an organization adopt personalization, personalization technology, personalization and branding, Introduction to Mobile commerce.

## **PRACTICALS**

HTML, Tags, Creation of Web-Page, creation of minimum 5 web page-Add sounds, pictures and give hyper link for each page, Online electronic payment system, postpaid and prepaid.

### **Books for Reference:**

1. E-Commerce-Frame work, Technologies and application-Bharat Bhasakr, TMH Publications.
2. World Wide Web Designing with HTML; C Xavier, Tata McGraw Hill Pub, Delhi.
3. E-Commerce : A Managerial Guide – Kalakota Ravi
4. E-Commerce - CSV Murthy – Himalaya Publishing House.
5. E-Commerce - MamtaBhusry – Firewall Media

## **T.A 8.6 ForeignLanguage – Spanish – II**

### **Objectives:**

- To provide the concept of International language –Spanish at Elementary level -2.
- To equip with basic grammar, writing and spoken Spanish at Elementary level - 2.

### **Unit 1**

Description of Home, City, Family, Yourself and Friend

### **Unit 2**

Application of verbs like ir, hacer&tener

### **Unit 3**

Gerunds – Expression – Contrast between Hay/ Estar, Ser/Estar & Conocer/ Saber

### **Unit 4**

Basic Conversation at Restaurant – Reception – Airport – Travel Agency

### **Unit 5**

Basic Letter writing (Booking a Ticket / Booking a Room in the Hotel through email)

Tourism and Hospitality related terms in Spanish

### **Books for Reference:**

1. Nuevo ele Curso De Espanol para extranjeros inicial 1 by Virgilio Borobio
2. Ven1 Espanol lengua extanjera – Francias Castro Vindez , Marin Edelsa Madrid 1998.
3. Academic Learn Spanish 1 & 2 By Bonita Dimatte – Academic India Publishers

## **IX SEMESTER**

### **T.A 9.1 International Airlines Management**

#### **Objectives:**

- To provide the concept of International Airlines and their management aspects in relevance to effective development of Tourism.
- To equip with the formalities and regulations pertaining to International Airlines Management.

#### **Unit- 1**

Overview-Sending information to airlines and special service codes- Miscellaneous abbreviations - Overview, the OAG flight guide-OAG flight schedules-How to read city-to-city schedules-Special passengers-Booking flights.

#### **Unit-2**

Baggage-Definitions & rules-Free baggage allowance-Special charges.  
Prohibited items.

#### **Unit-3**

Airport facilities- Departure and arrival formalities -Classes of service-In flight service-Seating-Main Aircraft types-Airport areas.

#### **Unit-4**

International Air Transport Regulations-Warsaw conventions and ICAO-Chicago conventions and ICAO- Bilateral Agreements.

## **Unit-5**

PAT Book-Contents of PAT-How to refer PAT- Air fare calculation using PAT supplement-One way Journey & Round Trip, Circle Trip.

### **Books for reference:**

1. Travel and Tourism Management from IATA
2. Travel and Tourism Management from WTO

## **T.A 9.2 CorporateGovernance and Ethics in Tourism**

### **Objectives:**

- To provide the concept of Business Ethics and Corporate Governance in tourism Industry.
- To equip with Business, Ethical aspects in application to service industry.

### **Unit- 1**

Business ethics- Definition of ethics & business ethics, nature, benefits, sources of ethics, objectives, types of ethics, History of the development of business ethics, factors influencing business ethics.

### **Unit-2**

Issues in ethics-Economic issues, competitive issues, Legal and Regulatory issues, philanthropic issues.Moral philosophy- definition.Moral philosophy perspectives- teleology, deontology, the relativist perspective, virtue ethics and justice.

### **Unit-3**

Cognitive moral development- meaning and stages of Cognitive moral development.

Ethical issues in business- honesty & fairness, conflicts of interest, fraud, discrimination, information technology.Ethical reasoning- utilitarian, human rights and justice.Codes of conduct.Code of ethics.

### **Unit-4**

Ethical aspects of marketing- Ethics relating to advertising, consumer rights, consumer privacy, product pricing, international marketing, deceptive practices.Ethical aspects of HRM- ethics relating to HRM practices, wages, working conditions, sexual harassment and discriminations in work place.

### **Unit-5**

Corporate governance-Meaning, need for good corporate governance, principles of corporate governance, 4P's of corporate governance, current context of CG in India.

**Reference Books:**

1. Business Ethics by C S V Murthy
2. Business Ethics-ethical decision making and cases by O. C. Farrell, John Paul Fraedrich and Linda Ferrell.
3. Corporate Governance-principles, mechanisms & practice by Swami (Dr.) Parthasarathy.
4. Business Ethics and Corporate Governance- by S K Bhatia, Deep & Deep Publications (p) Ltd
5. Business Ethics and values by Fisher Colin Et.el

## **T.A 9.3 Advanced Tourism & Hospitality Management**

**Objectives:**

- To provide the concept of Yield Management, Travel Agency Management in related to Tourism and Hospitality Industry.
- To equip with tools related to Yield Management and Basic travel desk operations.

**Unit -1**

History of Yield Management-Use of Yield Management-Components of Yield Management-Application of Yield Management-Measuring Yield: potential Rates, RevPAR, Yield Statistics.

**Unit-2**

Role of Computers in Travel agency, Airlines, Front Office, Housekeeping, PMS-Hotel Property Management System Software and its Interfaces-Rooms Management & Guest Accounting Module through Computers PMS-Other Technological Development & Changing Trends.

**Unit-3**

Managing HR in Tourism & Hospitality-Recruiting & Selecting-Hiring & Orienting-Staff Scheduling-Staff Motivation. Facility Planning- Factors Affecting Planning-Space Consideration-Factors Affecting Space Analysis & Standards.

**Unit-4**

Hotel Travel Desk operation, Functions of Travel Desk-Skills required for Travel Desk Co-ordinator- Reservation for Tickets, Transport, Accommodation, Cruise, Package tours- Entertainment services etc.

**Unit-5**

Future trends in the Hospitality industry and the required strategies planning –Future challenges for Five Star hotel industries for meeting the tourism trends.

**Books for reference:**

1. Managing Hotel and Tourism Operations by Sunil Sharama, Akansha Publishing House, New Delhi
1. Hotel Front office Training Mannual by Sudhir Andrew, Tata McGraw Hill, Delhi.
2. Tourism and Hospitality Management, RaveeChauhan, Vikas Publishing House, New delhi.

3. Hotel Front Office Management by James A Bardi, John Wiley & Sons Inc., New Jersey, USA.
4. The Spread of Yield Management Practices, by Fabiola Sfodera, Springer Verlag, New York.

## **T.A 9.4 Cargo Management**

### **Objectives:**

- To provide the concept of Logistics and Cargo Management in promoting Tourism.
- To equip with practices and procedures adopted by reputed organization in Cargo Management.

### **Unit-1**

#### **Cargo Handling:**

History, Definitions, common terms used in cargo handling, Airway bills/Consignment note, booking procedure, Domestic/International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival, checklist, perishable, International import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange.

### **Unit-2**

#### **Type and nature of cargo:**

General cargo, Precious cargo, live stock, Human organ, Human remains, arms and ammunition, dangerous goods, mail, diplomatic mail, Use of cargo guide.

### **Unit-3**

#### **Rates and tariff:**

Normal cargo rates, minimum rates, quantity rate, specify commodity rate, class cargo rate, valuation charge, volume metric rate, cartage charge, demurrage charge, fuel surcharge, to pay charge, documentation and statistical charge.

### **Unit-4**

#### **IATA cargo agent:**

Role of agent, consolidation, role of other agency in cargo movement, Ground support division, security division, flight dispatch, passenger handling, accounts, customs, custodian, chamber of commerce, Export promotion council.

### **Unit-5**

#### **Complaints and claims in cargo:**

Human behaviour, Late receipt, short receipt, pilferage, logistics, sea cargo, bill of lading, marine insurance, inland container depot, letter of credit, bill of entry, multimode transportation, Govt. incentives.

### **Books for Reference:**

1. Global Cargo Management: Concept, Typology, Law and Policy Book Description by Premnath Dhar, Kanishka Pub.



2. Cargo Management: An International Perspective by Surabhi Srivastava Manoj Dixit, New Royal Book Company, UP.
3. Air cargo tariff manual published by IATA.
4. IATA live animals regulation manuals published by IATA.
5. Air cargo tariff manuals published by IATA.

## **T.A 9.5 Customer Relationship Management (CRM)**

### **Objectives:**

- To provide the concept of CRM and Customer Retention in Tourism Industry.
- To equip with emerging trends in CRM and E-CRM.

### **Unit- 1**

Meaning and Significance of CRM, Types of CRM- Operational-Collaborative- analytical- Strategies for building relationship Marketing-CRM vs. Customer Retention-CRM Process- Benefits-CRM process for marketing organizations-Brand Switching Behaviour

### **Unit-2**

E-CRM-Meaning, Importance of e-CRM, difference between CRM and e-CRM-Online Decision making Process-Meaning and steps.

### **Unit-3**

Customer Service-Good Service-Making customers feel Important-Acknowledging the customer-Validating the customer needs-Listening techniques-Questioning techniques-Providing support for VIP service.

### **Unit-4**

Methods for responding to customer's needs-learning about the customer Behaviour-Behavioural styles for customer response-Non-assertive vs. assertive Style-Insensitive vs. Sensitive styles.

### **Unit-5**

Handling Upset customers- Wants of Upset customers-Guidelines for dealing with upset customers- Unreasonable customer demands-React-clarify-response to upset customers-calming upset customers-Importance to calm upset customers-Customer complaints.

### **Books for Reference:**

1. Customer Relationship Management: A Strategic Perspective by G Shainesh, Jagdish N Sheth, Macmillan Publishers India

2. A Business Guide to Customer Relationship Management by Jill Dyche, Dorling Kindersley Pvt. Ltd, UK
3. Customer Relationship Management Systems hand Book- By Duane E. sharp, Auerbach Publications, Boca Raton, FL33487, USA
4. Customer Relationship Management by Ed Peelen
5. Customer service Book from IATA, Published by IATA.

## **T.A 9.6 On-the-Job Training Report & VIVA**

**On-the-Job training (8 Weeks i.e. 02 Months):** Each student shall select **on-the-job training in any one of the Tourism/Hospitality organization** during X Semester. The student shall study the Profile, organization structure and operational procedures of various departments and submit a report at the end of the X Semester. It shall be valued by the examiners (Internal and external) for 100 Marks. (Report-60 + Viva-40= 100 Marks).

### **Log book**

**Log book** is to be maintained by the student during the On-the-Job Training (day wise) at the organization/ industry and the same to be submitted to the University (which may be used for the academic purpose only).

## **X SEMESTER**

### **T.A 10.1 Travel Media & Journalism**

#### **Objectives:**

- To provide basic understanding about travel journalism and its role in tourism promotion.
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

#### **Unit-I**

Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.

#### **Unit-II**

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

### **Unit -III**

Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

### **Unit-1V**

Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources.

### **Unit-V**

How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.

## **REFERENCES**

1. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
2. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
3. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
4. Arvahan E. &Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
5. Janet Macdonald (2000), Travel Writing, Robert Hale, London.

## **T.A 10.2TransportManagement**

### **Objectives:**

- To provide the concept of Transport Management in promoting Tourism.
- To equip with models and practice of Transport Management.

### **Unit -1**

Basic components of Transport- the Terminal, the Way, the Carrying Unit & the Motive Power; Factors affecting Transport demand; Role of Government in Transport.

### **Unit- 2**

Economics of Transport Market; Demand & Supply of Transport Organization; Environment aspects of Transportation; Road Safety Signs; Traffic Rules in India.

### **Unit -3**

Land Use Modeling of Transportation- Four Stages of Transportation- Integrated Transportation Land Use Package; Urban Movement Pattern; Spatiality of Urban Transportation; Challenges facing by Urban Transportation; Congestion and its mitigation.

## **Unit -4**

Road Transport- Elements; Costing of Road Transport; Significance- Economic, Social & Cultural; Developments of Roads in India; Problems of Road development in India.

Rail Transport- Costing of Rail; Development of Indian Rail; Importance of Railway Transport.

## **Unit- 5**

Water Transport- Types; Air Transport- Elements; Significance- socio-economic; Limitations of Air Transport services.

### **Books for Reference:**

1. Transport Sector in India; Bimalendu Mishra & Prasanna Kumar Choudhury; Kalyani Publishers, New Delhi.
2. Transport Management from IRT, New Delhi.
3. Transport Management from IIT, Government of India
4. The Travel Trade; Practical Press Ltd., London
5. Airfare and Ticketing (IATA Study Materials), Published by IATA

## **T.A 10.3 Public Relations**

### **Objectives:**

- To equip the students with the basic knowledge of public relations and its significance in tourism promotion.
- To make the students familiar with different types of media, writing and interfacing technologies in public relations.

### **Unit -1**

**Introduction to public relations:** Definition of PR – nature, objectives, benefits, tools of PR, principles – PR process – PR ethics and various communication models of public relations - Origin and growth of PR in the global and Indian context.

**Publicity:** Meaning – Importance – scope – need and features of Publicity.

**General Introduction to Communication:** Meaning – Process of Communication – types of Communication – Oral, Written, Visual, Aural and Gestural Communication.

Presentation Skills – Types of Presentation, Techniques of making effective presentations.

### **Unit -2**

**Media Relations and Media Writing:** Media and its types, nature and process and tools – Print Media and its functions – Broadcast Media and its functions – Online Media and its function – Nature, scope and dynamics of Media Relations – Media Relations in India – Media analysis and evaluation.

**Different types of writing in Media:** Writing speeches, authored articles on behalf of senior spokespersons of companies, press release – for different sectors - financial, entertainment, pharmaceuticals, telecom, TV channels. Invitations – media invitations for press conferences, invitations for various events. Writing descriptions – of a photograph/ sketch, briefing documents, pitch notes, official emails – to clients, to media, to others, synopsis writing – of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Ghost writing: speeches, making brochures /newsletters.

### **Unit -3**

**Public Relations Campaigns:** Meaning, Importance and need for IMC – Role of PR in IMC, SWOT analysis. Meaning and role of Advertising – Importance of advertising – types of Advertising. Introduction to advertising agency – functions and types of advertising agencies.

**PR campaigns:** Meaning – Role, importance and necessity, PR campaigns for tourism product sales, Media Effects. Marketing communications Mix – Role, Objective, Attributes, Direct Marketing & Personal Selling, Sales Promotion & Media Management, Brand, Brand Identity, Brand Promise & Brand Equity – Role of IMC in Brand Management.

### **Unit -4**

#### **New Media and technologies in Public Relations:**

Introduction on ‘What is Digital Media’, Blogging – What are blogs, and its importance, different platforms for blogging, Creating blogs on Blogger, wordpress, Promoting your blog, and writing user oriented posts, Community blogging and its advantages. Social media – What are the different social networks, and how to use them for client benefits. Social Media – Twitter, facebook, orkut. Video and photo-sharing sites – YouTube, Flickr, photo bucket. Writing content for company websites – Promoting through viral marketing – Website Designing, Photoshop/ Coral Draw.

### **Unit -5**

#### **Need for PR Department in Tourism industry:**

Advertising, Publicity and Public Relations in Tourism – PR functions and role in tourism – Role of Professional Bodies like PRSI and IPRA in promoting the public relations activities – Recent developments and challenges faced by public relations in tourism industry.

#### **Reference Books:**

1. Excellence in Public Relations and Communication Management - Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs
2. The Unseen Power: Public Relations, a History - Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.

3. Public Relations Theory - Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
4. Crisis Communications: A Casebook Approach - Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs
5. Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
6. Foundations of Communication Theory - Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970.372 pgs.
7. Strategic Planning for Public Relations - Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs.
8. Corporate Public Relations: A New Historical Perspective - Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987, 180 pgs.
9. Public Relations Theory – Bookby Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989.354 pgs.
10. Strategic Planning for Public Relations Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
11. Public Relations Cases: International Perspectives - Book by Danny Moss, Barbara Desanto; Routledge, 2002.267 pgs.
12. Social, Political, and Economic Contexts in Public Relations: Theory and Cases - Book by Hugh M. Culbertson, Dennis W. Jeffers, Donna Besser Stone, Martin Terrell; Lawrence Erlbaum Associates, 1993. 322 pgs.

### **T.A 10.4 Dissertation & VIVA**

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during IX semester and the same shall be approved by HOD/Co-ordinator and guide under whom the student is expected to work.

The student will formulate the research problem and work on it (Collect, Analyze and Interpret the data) during IX semester and prepare a Research Report and submit the same at the end of the semester. The report shall be valued for 150 Marks by the University and VIVA-VOCE shall be conducted for 50 marks by the BOE members in tourism. **(Disseration-150 Marks + Viva-50 Marks= 200 Marks.**