



**Department of Tourism Administration**

**Syllabus of  
Bachelor of Business Administration (Tourism and Travel Management)  
BBA (TTM)  
(Effective from 2021-22 Admission onwards)**

As per KARNATAKA STATE HIGHER EDUCATION COUNCIL  
CURRICULUM FRAMEWORK FOR FOUR-YEAR  
UNDER GRADUATE PROGRAM IN  
BBA (Tourism and Travel Management)

Under  
NEP-2020 Regulations

Under Faculty of Commerce  
Kuvempu University  
Shankaraghatta-577451  
Shimoga, Karnataka

<b>Examination and Evaluation (SEE and CIE)</b>			
<b>Activities</b>	<b>CI</b>	<b>C2</b>	<b>Total</b>
Session Test	10%	10%	20%
Seminar/Presentation/Activity	10%		10%
Case Study/Assignment/Field Work/Project Work etc.		10%	10%
<b>Total</b>	<b>20%</b>	<b>20%</b>	<b>40%</b>
<b>Semester End Examination (SEE)</b>			<b>60%</b>
<b>Total (SEE+CIE)</b>			<b>100%</b>

**Internal Assessment Test Bachelor Business Administration (Tourism and Travel management) (BBA (TTM))**

**Course Code:**  
**Duration: 1 Hour**

**Name of the Course:**  
**Total Marks: 25**

**SECTION-A**

**I.** Answer any two of the following questions. Questions are asked on Remembering.

(2 x 2= 4)

- 1.
- 2.
- 3.

**SECTION- B**

**II.** Answer any two of the following questions. Questions are asked on Understanding and Applying.

(2 x5= 10)

- 4.
- 5.
- 6.

**SECTION- C**

**III.** Answer any one of the following questions. Questions are asked on analyzing and evaluating.

(1x 11=11)

- 7.
- 8.

**II. Semester End Examination (SEE):**

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms. The Members of the Committee also deliberated on the framework of Semester End Examination (SEE) and suggested to give autonomy to Board of Studies (BOS) of Universities/Institutes to have their own Framework. The BOS of the Universities/Institutes shall prepare the SEE Framework by considering the 'Revised Bloom's Taxonomy', since the courses are designed based on Outcome Based Education.

### BBA (Tourism and Travel Management)

Proposed Scheme of Teaching & Evaluation for BBA(Basic/Honors in Tourism and Travel Management) with Tourism and Travel Management as Core subject

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBATT1.1	Tourism Principles and Practice	DSC	4+0+0	60	40	100	4
4	BBATT1.2	Tourism Products and Resource	DSC	3+0+2	60	40	100	4
5	BBATT1.3	Principles of Management	DSC	4+0+0	60	40	100	4
6	BBATT1.4	Digital Fluency	SEC-SB	1+0+2	60	40	100	2
7	BBATT1.5	Tourism and Travel Industry/ Hospitality Industry	OEC	3+0+0	60	40	100	3
Sub –Total (A)					420	280	700	23
Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
10	BBATT2.1	Hospitality Management	DSC	3+0+2	60	40	100	4
11	BBATT2.2	Tourism and Hospitality Marketing	DSC	4+0+0	60	40	100	4
12	BBATT2.3	Travel Agency and Tour Operation Management	DSC	3+0+2	60	40	100	4
13	BBATT2.4	Health Wellness/ Social & Emotional Learning	SEC-VB	1+0+2	-	100	100	2
14	BBATT2.5	Environmental Studies	AECC	2+0+0	60	40	100	2
15	BBATT2.6	Tour Operation Management /Airport Operations Management	OEC	3+0+0	60	40	100	3
Sub –Total (B)					420	380	800	25

**EXIT OPTION WITH CERTIFICATION - with ability to solve well defined problems**

### Semester III

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
16	Lang.3.1	Language - I	AECC	3+1+0	60	40	100	3
17	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
18	BBATT3.1	Tourism Geography	DSC	3+0+2	60	40	100	4
19	BBATT3.2	Financial Accounting for Tourism	DSC	4+0+0	60	40	100	4
20	BBATT3.3	Event Management	DSC	3+0+2	60	40	100	4
21	BBATT3.4	Artificial Intelligence	SE C	1+0+2	60	40	100	2
22	BBATT3.5	MICE Tourism/ Rural Tourism	OEC	3+0+0	60	40	100	3
Sub –Total (C)					420	280	700	23

### Semester IV

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.4.1	Language - I	AECC	3+1+0	60	40	100	3
24	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
25	BBATT4.1	Cost Accounting in Tourism	DSC	3+0+2	60	40	100	4
26	BBATT4.2	Tourism Transportation System	DSC	4+0+0	60	40	100	4
27	BBA.TT4.3	Tour Guiding Skills	DSC	3+0+2	60	40	100	4
28	BBATT4.4	Constitution of India	AECC	2+0+0	60	40	100	2
29	BBATT4.5	Sports/NCC/NSS/others (if any)	SEC- VB	1+0+2	-	100	100	2
30	BBATT4.6	Tourism Trends/Health and Wellness Tourism	OEC	3+0+0	60	40	100	3
Sub –Total (D)					420	380	800	25

**EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.**

Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
31	BBATT5.1	Entrepreneurship Development	DSC	4+0+0	60	40	100	4
32	BBATT5.2	Foreign Exchange Management	DSC	3+0+2	60	40	100	4
33	BBATT5.3 Elective	Elective-1(PAPER 1)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
34	BBATT5.4 Elective	Elective-2 (PAPER1)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
35	BBATT5.5	Information Technology for Managers	Vocational - 1	1+0+2	60	40	100	3
36	BBATT5.6	Cyber Security/Ethics & Self-Awareness	SEC - VB	1+0+2	60	40	100	2
Sub –Total (E)					360	240	600	21

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBATT6.1	Tourism Legislations in India	DSC	4+0+0	60	40	100	4
38	BBATT6.2	Tourism Planning and Development	DSC	4+0+0	60	40	100	4
39	BBATT6.3 Elective	Elective-1(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
40	BBATT6.4 Elective	Elective-2(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
41	BBATT6.5	Goods & Services Tax(GST)	Vocational- 2	1+0+2	60	40	100	3
42	BBATT6.6	Professional Communication	SEC - SB	2+0+0	60	40	100	2
Sub –Total (F)					360	240	600	21

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However they can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

**EXIT OPTION WITH BACHELOR DEGREE -Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them.**

Semester VII								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
44	BBATT7.1	Human Resource Management in Tourism	DSC	4+0+0	60	40	100	4
45	BBATT7.2	Logistics and Supply Chain Management	DSC	4+0+0	60	40	100	4
46	BBATT7.3	Tourism Destination Development	DSC	2+0+2	60	40	100	3
47	BBATT7.4	One Course from the Selected Elective Group	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
48	BBATT7.5	Application of Statistical Software (Any one Statistical Software)	Vocational-3	1+0+2	60	40	100	3
49	BBATT7.6	Research Methodology	-	3+1+0	60	40	100	3
Sub –Total (G)					360	240	600	21
Semester VIII								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
50	BBATT8.1	Organizational Behavior in Tourism and Hospitality	DSC	4+0+0	60	40	100	4
51	BBATT8.2	Sustainable Tourism Development	DSC	4+0+0	60	40	100	4
52	BBATT8.3	Project Management	DSC	3+0+2	60	40	100	4
53	BBATT8.4	Digital Marketing	Vocational-4	1+0+2	60	40	100	3
54	BBATT.8.5	Research Projects/Internship with Viva – voce OR Elective Paper (Two Courses from the Selected Elective Group)	-	-	60	40	100	6
			DSE	3+0+2(P) 4+0+0(T)	60*	40*	100*	3*
			DSE	3+0+2(P) 4+0+0(T)	60*	40*	100*	3*
Sub –Total (H)					300/ 360*	200/ 240*	500/ 600*	21
Grand Total – Honors					3060/ 3120*	2240/ 2280*	5300/ 5400*	180

\* Students who do not opt for Research Project / Internship shall take two elective courses.

\* Sub Total (H) and Grand Total Honors varies accordingly.

**BACHELOR DEGREE WITH HONORS - Experience of workplace problem solving in the form of**

internship or research experience preparing for higher education or entrepreneurship experience.

Notes:

- **One Hour of Lecture is equal to 1Credit.**
- **One Hour of Tutorial is equal to 1 Credit (Except Languages).**

**Two Hours of Practical is equal to 1Credit**

- Acronyms Expanded
- AECC : Ability Enhancement Compulsory Course
- DSC© : Discipline Specific Core(Course)
- SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based
- OEC : Open Elective Course
- DSE : Discipline Specific Elective
- SEE : Semester End Examination
- CIE : Continuous Internal Evaluation
- L+T+P : Lecture+Tutorial+Practical(s)

**Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.**

### ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives –V Semester						
Sl. No	Tour Operation	Tourism Marketing	Human Resource Management in Tourism	Airline Management	Event Management	Hospitality Operations
Paper-1	Itinerary Planning and Development	Consumer Behavior in Tourism	Compensation and Performance Management	Introduction to Airline Industry	Introduction to Event Management Industry	Front Office Operations
Discipline Specific Electives -VI Semester						
Sl. No	Tour Operation Planning	Tourism Marketing	Human Resource Management	Airline Management	Event Management	Hospitality Operations
Paper-2	International Travel Formalities	Advertising Management & Sales promotion	Employee Welfare & Social Security	Airline Operations Management	MICE Tourism in India	Housekeeping Operations
Discipline Specific Electives -VII Semester						
Sl. No	Tour Operation	Tourism Marketing	Human Resource Management	Airline Management	Event Management	Hospitality Operations
Paper-3	International Tourism Destinations- IATA Area I	Brand Management	Labor Laws & IR	Ground Handling and Inflight Services	Event Marketing and Promotion	Food and Beverage Operations

### Discipline Specific Electives -VIII Semester

Sl. No	Tour Operation	Tourism Marketing	Human Resource Management	Airline Management	Event Management	Hospitality Operations
Paper-4	International Tourism Destinations- IATA Area II	B to B Marketing (Industrial Marketing)	Human Resource Development	GDS and Airline Ticketing	IT applications in Event Management	Resort Management
Paper-5	International Tourism Destinations- IATA Area III	Sales & Distribution Management	International HRM	Air Cargo Management	Event Leadership and Communication	Cruise Operations and Management

**NOTE: Student shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.**



<b>Name of the Program:</b> BBA (Tourism and Travel Management) <b>Course Code:</b> BBATT1.1 <b>Name of the Course:</b> Tourism Principles and Practice		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ol style="list-style-type: none"> <li>a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry.</li> <li>b) The ability to explain the theories and practices of tourism.</li> <li>c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends</li> <li>d) The ability to explain the linkages of tourism industry with other industries</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY</b>		<b>10</b>
Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter– regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism-tourist motivators –socio-economic effects of tourism on destination.		
<b>Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES</b>		<b>08</b>
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psycho-centric Model of Destination Preferences		
<b>Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS</b>		<b>12</b>
Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
<b>Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY</b>		<b>12</b>
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car		
<b>Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS</b>		<b>10</b>
Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia		

Travel Association(PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

**Module No. 6: TOURISM AND HOSPITALITY INDUSTRY**

**04**

Relationship between accommodation and tourism-Types and forms of accommodation: Hotels-Motels, Resorts, supplementary accommodation, classification and categorization of hotels.

**Skill Developments Activities:**

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of tourism and allied industries.

**Text Books:**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

**Name of the Program:** BBA (Tourism and Travel Management)

**Course Code:** BBATT1.2

**Name of the Course:** Tourism Products and Resource

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- a) The ability to understand concepts of tourism products and resource and classifications.
- b) The ability to explain the process architectural glory of India.
- c) The ability to comprehend the cultural diversity of India and its significance in country's tourism.
- d) The ability to understand the performing arts of India with their base and development.
- e) The ability to elaborate Indian paintings and understanding about the live heritage of India
- f) The ability to explain the natural attractions of India.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES</b>	<b>08</b>
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.	
<b>Module No. 2: ARCHEALOGICAL HERITAGE OF INDIA</b>	<b>12</b>
Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, European and modern Architecture-Secular buildings and monuments- Indian Sculpture- Museums and Art Galleries – World Heritage Sites in India-Rock cut cave architecture-Major Historical Monuments in India.	
<b>Module No. 3: INDINA CULTURAL HERITAGE</b>	<b>12</b>
Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy Vedic, Vaishnava, Shaiva, Shaktha Traditions, -Cuisine-Handicrafts-Folk Arts and Folklore- Indian Railway and IRCTC- Luxury Train Services of India.	
<b>Module No. 4:PERFORMING ARTS RESOURCES</b>	<b>10</b>
Indian Classical Music- Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India; Indian Schools of Painting.	
<b>Module No. 5: NATURAL TOURISM RESOURCE</b>	<b>10</b>
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts- Rivers and waterfalls, Lakes and Lagoons, Back waters, Mountains, Valleys and Gorges, Glaciers; Adventure Tourism Resources-Land Based, Water Based and Air Based.	
<b>Module No. 6: LIVING HERITAGE</b>	<b>04</b>
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.	
<b>Skill Developments Activities:</b>	
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.	
2. Draft tourism circuits.	
3. Draft tour itineraries for domestic tourism circuits.	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective”</li> <li>2. I.C.Gupta and S. Kasbekar – Tourism Products of India.</li> <li>3. S.P. Gupta – Cultural Tourism in India.</li> <li>4. A.L. Bhasham – Wonder that was India.</li> <li>5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.</li> <li>6. Guptha&amp;Krishnalal, S.P. - Tourism Resources and Monuments in India.</li> <li>7. Lajpathi Rai - Development of Tourism in India</li> <li>8. Banerjee, J.N. - The development of Hindu Iconography</li> <li>9. Hamayan Khan - Indian Heritage</li> <li>10. Percy Brawen - Indian Architecture</li> <li>11. Ragini Devi - Dance Dialects of India</li> </ol>	
<b>Note: Latest edition of text books may be used.</b>	

<b>Name of the Program:</b> BBA (Tourism and Travel Management) <b>Course Code:</b> BBATT 1.3 <b>Name of the Course:</b> Principles of Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> <ol style="list-style-type: none"> <li>a) The ability to understand concepts of business management, principles and function of management.</li> <li>b) The ability to explain the process of planning and decision making.</li> <li>c) The ability to create organization structures based on authority, task and responsibilities.</li> <li>d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.</li> </ol> <p>The ability to understand the requirement of good control system and control techniques.</p>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MANAGEMENT</b>		<b>10</b>
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
<b>Module No. 2: PLANNING AND DECISION MAKING</b>		<b>08</b>
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
<b>Module No. 3: ORGANIZING AND STAFFING</b>		<b>12</b>
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
<b>Module No. 4: DIRECTING AND COMMUNICATING</b>		<b>12</b>
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
<b>Module No. 5: COORDINATING AND CONTROLLING</b>		<b>10</b>
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
<b>Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS</b>		<b>04</b>

Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

**Skill Developments Activities:**

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

**Text Books:**

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

**Note: Latest edition of text books may be used.**

**Name of the Program:** BBA (Tourism and Travel Management)

**Course Code:** BBATT1.5 (OEC)

**Name of the Course:** Tourism and Travel Industry

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Outcomes: On successful completion of the course, the Students will demonstrate:**

- a) An understanding of the basic concepts of tourism.
- b) An ability to describe the different forms and types of tourism.
- c) An understanding of the travel motivators.
- d) An understanding of the relevance of transport sector and travel formalities.
- e) An understanding of the impacts of tourism.

Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO TOURISM</b>	<b>10</b>
Definition and Meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.	
<b>Module No. 2: TOURISM AND TRANSPORTATION:</b>	<b>12</b>

Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.

**Module No. 3: HOSPITALITY OPERATIONS**

**08**

Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.

**Module No. 4: TOURISM SERVICES**

**08**

Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.

**Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS**

**07**

Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.

**Skill Developments Activities:**

1. List out the major travel trade business firms.
2. Draw the organizational charts for different categories of hotels.
3. Prepare domestic package tours.
4. Enlist the procedures to obtain international travel documents.

**Text Books:**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John

Wiley and Sons, New Jersey.

4. Page Stephen J. Brunt Paul, Busby Graham and Cornell J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

**Note: Latest edition of text books may be used.**

**Name of the Program:** BBA (Tourism and Travel Management)

**Course Code:** BBATT 1.5

**Name of the Course:** Hospitality Industry(OEC)

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
<ul style="list-style-type: none"> <li>a) An understanding of the meaning and operations of hospitality industry.</li> <li>b) An ability to describe the various types of hotels and its business.</li> <li>c) An understanding of the functionality of hotel front office.</li> <li>d) An understanding of functions of housekeeping department.</li> <li>e) An understanding of hotel food and beverage service and production.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO HOSPITALITY INDUSTRY</b>		<b>08</b>
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality, Services, Structure of Accommodation Industry, Operation of Accommodation Units, Significance of Accommodation in the Tourism Industry, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation, Hospitality intermediaries.		
<b>Module No. 2: STRUCTURE OF HOSPITALITY INDUSTRY</b>		<b>07</b>
Classification of Hotel: Based on Star category, Location, Size, Ownership, Organization Structure, Cliental, Type of service. Operational department – Front office, Housekeeping, Food & Beverage Service and Food Production. Non-operational department – Human Resource, Sales & Marketing, Finance, IT, Purchase & Receiving, Engineering & Maintenance, Store, Security department.		
<b>Module No. 3: FRONT OFFICE OPERATIONS</b>		<b>10</b>
Organization Structure, Functions, Attributes and Skills of Front office staff, Sources of Reservation, Types of Reservation, Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk.		
<b>Module No. 4: HOUSE KEEPING OPERATIONS</b>		<b>10</b>
Housekeeping department – definition, Organization structure, Functions, Basic qualities of housekeeping staff, role of housekeeping in guest satisfaction and repeat business, Types of Rooms, House Keeping Control Desk, Housekeeping Practices, Co-ordination with Other Departments.		
<b>Module No. 5: FOOD AND BEVERAGE OPERATIONS</b>		<b>10</b>
Food and Beverage department, Organization Structure, Functions, Department-Food Production-Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant, Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways.		
<b>Skill Developments Activities:</b>		
<ul style="list-style-type: none"> <li>1. Prepare various forms required for front office, housekeeping inventory etc</li> <li>2. Visit hotels, restaurants, various catering outlets and observe the operations and prepare records</li> </ul>		
<b>Text Books:</b>		

1. Gray and Ligouri: 'Hotel and motel management and operations' PHI, NewDelhi, 2000.
2. Negi: Professional Hotel Management (Delhi: S.Chand).
3. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
4. Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.
5. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
6. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
7. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.
8. Foskett, J.C.D. & Gillespie, C. (2002). Food and Beverage Management, Pearson Education, England.
9. Spears, C.M. (2003). Food Service Organisation. A Managerial & Systems Approach, Prentice Hall, New Delhi.
10. Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi.

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> BBA (Tourism and Travel Management)		
<b>Course Code:</b> BBATT2.1		
<b>Name of the Course:</b> Hospitality Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
<ol style="list-style-type: none"> <li>a) The ability to explain the hotel industry in the world.</li> <li>b) The ability to illustrate the hotel organizational structure.</li> <li>c) The ability to work in a hotel front office as an assistant.</li> <li>d) The ability to work in housekeeping department.</li> <li>e) The ability to work in food and Beverage Production and Service Department.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: ORIGIN OF HOTEL INDUSTRY</b>		<b>10</b>
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.		
<b>Module No. 2: HOTEL ORGANIZATION</b>		<b>08</b>



Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans:- Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms- types of room rates;

**Module No. 3: FRONT OFFICE**

**12**

Front office -Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation –guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system.

**Module No. 4: HOUSEKEEPING**

**12**

Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipments, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.

**Module No. 5: FOOD AND BEVERAGE**

**10**

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.

**Skill Developments Activities:**

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.
4. List out the organizations associated with hotel industry and their role and functions.

**Text Books:**

1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. &Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.
3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.
6. Foskett, J.C.D. &Gillespie,C. (2002). Food and Beverage Management, Pearson Education, England.
7. Spears, C.M. (2003).Food Service Organisation. A Managerial & Systems Approach, Prentice Hall, New Delhi.
8. Andrews, S. (2008).Front Office Management and Operation. TATA McGraw-Hill, New Delhi.
9. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley &Sons,New Jersey.

**Note: Latest edition of text books may be used.**

<b>Name of the Program: BBA (Tourism and Travel Management)</b>		
<b>Course Code: BBATT2.2</b>		
<b>Name of the Course: Tourism and Hospitality Marketing</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to demonstrate</b>		
<ul style="list-style-type: none"> <li>a) Ability to describe the concept of marketing.</li> <li>b) Ability to understand the selection process of the market.</li> <li>c) Ability to understand the consumer behaviour and marketing strategies.</li> <li>d) Ability to explain the integrated marketing planning and programs.</li> <li>e) Ability to demonstrate public relation marketing and destination marketing.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MARKETINNG</b>		<b>12</b>
Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle		
<b>Module No. 2: ANALYSIS AND SELECTION OF MARKET</b>		<b>10</b>
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix.		
<b>Module No. 3: DEVELOPING MARKETING ENVIRONMENT</b>		<b>12</b>
Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place		
<b>Module No. 4: PLANNING MARKETING PROGRAM</b>		<b>10</b>
Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies-Advertising and Sales Promotion.		
<b>Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING</b>		<b>12</b>
Major activities of Public Relation Departments-Press Relations-Product Publicity- Corporate Communication-Lobbying-Counseling-The Public Relation Process- Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
<b>Skill Developments Activities:</b>		
<ol style="list-style-type: none"> <li>1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.</li> <li>2. Choose any tourism or related business organization and observe the marketing methods being adopted by them.</li> </ol>		

3. Prepare digital advertising models, e-brochures productions, etc.

**Textbooks:**

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
5. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
7. Stone, Marilyn A., Desmond, John. (2007). Fundamentals of Marketing, Routledge, New York.
8. S M Jha- Tourism Marketing
9. Sinha, P.C : Tourism marketing
10. Singh Raghubir, Marketing and Consumer Behaviour.

**Note: Latest edition of textbooks may be used.**

**Name of the Program:** BBA (Tourism and Travel Management)

**Course Code:** BBATT2.3

**Name of the Course:** Travel Agency and Tour Operation Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion Student will demonstrate**

- a) An understanding of the travel trade business.
- b) An ability to describe the functions travel agency business.
- c) An understanding of the need of travel agency approval and types of travel agency business.
- d) An understanding of tour operation business.
- e) An understanding of the techniques of tour packaging and preparation of tour itinerary.

Syllabus:	Hours
<b>Module No. 1: TRAVEL INTERMEDIARIES</b>	<b>10</b>
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re- intermediation.	
<b>Module No. 2: TRAVEL AGENCY OPERATIONS</b>	<b>12</b>
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).	
<b>Module No. 3: TRAVEL DISTRIBUTION SYSTEM</b>	<b>12</b>

Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travelport/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.

**Module No. 4: TOUR OPERATION**

**12**

The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.

**Module No. 5: PACKAGE TOURS**

**10**

Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single-centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.

**Skill Developments Activities:**

1. List out the major travel agencies and tour operators in India.
2. Draw the organizational structure of travel agency (Small, medium and big).
3. Prepare tour package for any destination.
4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India.

**Text Books:**

1. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
2. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
3. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
4. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
5. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
6. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
7. Chand, Mohinder, Travel Agency Management, Anmol Publication

**Note: Latest edition of text books may be used.**

**Name of the Program:** BBA (Tourism and Travel Management)

**Course Code:** BBATT 2.6 (OEC)

**Name of the Course:** Tour Operation Management

**Course Credits**

**No. of Hours per Week**

**Total No. of Teaching Hours**

**3 Credits**

**3 Hrs**

**45 Hrs**

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course outcome: On successful completion of the course, student will demonstrate:**

- a) An understanding of the travel trade business.
- b) An ability to describe the role and functions of tour operators.
- c) An understanding of the tour packaging and itinerary preparation.
- d) An understanding of the role and importance of tour guides and guiding.
- e) An understanding of the travel procedures and the documents travel abroad.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOUR OPERATOR</b>	<b>07</b>
Tour operators and Tour operations, Definition, Types of tour operators – Inbound – Outbound – Domestic- Transport operators, Role of Tour operator, Income Sources of Tour operator, Tour Operation process, Functions of Tour Operators, Rules for Recognition.	
<b>Module No. 2: TOUR OPERATIONS</b>	<b>08</b>
Tour operators and Tour operations – Tour Managers, roles and responsibilities, designing a Tour, Tour order, Input and Output of Tour operation, consumer trends affecting the future of tour operating.	
<b>Module No. 3: TOUR PACKAGING AND ITINERARY PREPARATION</b>	<b>10</b>
Packages and Package Tours, components of a package tour, inbound and out bound package tours – Free Independent Traveler (FIT’S) Packages or Inclusive Tours – Literature or Manual for Travel Business, Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages).	
<b>Module No. 4: TOUR GUIDING AND TOUR COSTING</b>	<b>10</b>
Packages and Package Tours, components of a package tour, inbound and out bound package tours – Free Independent Traveler (FIT’S) Packages or Inclusive Tours – Literature or Manual for Travel Business, Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages).	
<b>Module No. 5: TOUR GUIDING AND TRAVEL PROCEDURE</b>	<b>10</b>
Tour Guiding – Meaning, Skills and Qualities, Duties and Responsibilities of tour guide, Types of tours, Categories of Tourist Guides, Tour costing and pricing- components of tour cost. Passport: Types of Passports; Visa: Types of Visa; Health Regulations; Customs Regulations; Currency Regulations; Special Permits to visit certain restricted Places of India; and Baggage Allowances.	
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"><li>1. List out the major travel agencies and tour operators in India.</li><li>2. Draw the organizational structure of travel agency (Small, medium and big).</li><li>3. Bring out the factors affecting tour operation business.</li><li>4. Prepare tour package for any destination.</li></ol>	
<b>Text Books:</b>	

1. J.M.S. Negi, Travel Agency and Tour Operation, Concepts and Principles,
2. Chunk, James, Dexter &Boberg, Professional Travel Agency Management.
3. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication New Delhi.

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> BBA (Tourism and Travel Management)		
<b>Course Code:</b> BBATT 2.6 (OEC)		
<b>Name of the Course:</b> Airport Operations Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate ;</b>		
<ul style="list-style-type: none"> <li>a) To Understanding about the airline industry and its regulatory bodies,</li> <li>b) To Understanding the characteristics of Airline Industry and its characteristics,</li> <li>c) To Understanding the organizational structure of the airline industry,</li> <li>d) To Understanding the security, navigation and traffic control and</li> <li>a) To Understanding the importance of safety and security.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO AIRLINE INDUSTRY</b>		<b>10</b>
Airport and air transport Airport, Definition, Concept of Airport, History of airports, Airport Classification, Civil aviation airports, General aviation airports, Military airport, Other types of airports, Airport Customers, Revenue sources of airports, Airport business and its socio-economic impact, Environmental impacts of Airports.		
<b>Module No. 2: ORGANIZATIONAL STRUCTURE OF AIRLINES</b>		<b>08</b>
Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture.		
<b>Module No. 3: AIRPORT MANAGEMENT</b>		<b>10</b>
Airport Ownership, Public-Private Partnership (PPP) Airport Project, Modern Airports, Airports Council International (ACI), Aviation career and Training, Airport Standards and Certification, ICAO legislation, Need for Certification, National Standards and Recommended Practices, Aerodrome Manual, Airport Names and IATA Codes, ICAO Airport Codes.		
<b>Module No. 4: AIRPORT STRUCTURE</b>		<b>10</b>
Structure of the Airport, The Airside, Runways, Taxi ways, Path Markings, Pathway Signs, Apron/Ramp, Hangar, Air Navigation Services (ANS) and Air traffic Control(ATC), The Terminal, Structure and components of a terminal, The Landside, Physical components of landside.		
<b>Module No. 5: AIRPORT OPERATIONS</b>		<b>07</b>
Airport Ground Operations Passenger Handling, types of passengers, Passenger Check-In, Arrival and transfer Services, Baggage Handling and delivery, Aircraft Ramp Handling, Aircraft Weight and balance (Load Control), Ramp Safety in Aircraft Handling, Airport Security measures, Passenger Security, Baggage security.		
<b>Skill Developments Activities:</b>		
<ul style="list-style-type: none"> <li>1. Identify the different types of aircrafts.</li> <li>2. Draw the organizational structure of airline industry.</li> <li>3. List out the major international carriers in the world.</li> <li>4. Draw the airport structure and enlist its functions.</li> </ul>		

**Text Books:**

1. Ashford, N.J.S. Mumayiz, and Wright P.H. 2013. Airport Engineering: Planning Design and Engineering of 21st Century Airports, 4th Edn., New York: Wiley.
2. Dileep, M.R. (2019), Tourism, Transport and Travel Management, London: Routledge.
3. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
4. Hardaway, M.R., 1991, Airport Regulation, Law and Public Policy, Westport: Quorum Books.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.