

## Bachelor of Arts (Tourism)

**The Bachelor of Arts (Tourism Studies) programme is of three years duration comprising of Part – I, Part-II & Part – III**

**1. Aims and objectives of the course: -**

The objectives of the program shall be to develop youths to work in business systems as well as to groom the key persons who can identify and develop business opportunities into viable projects and units, in Tourism sectors of the economy. The program shall be focused on exposing students to the world of Tourism.

**2. Nomenclature of the course: - Annexure – I**

**3. Abbreviation of the course: B.A. (Tourism Studies)**

**4. Name of the faculty: - Faculty of Arts, Science & Commerce**

**5. Academic year in which course has been initiated: - 2013-14**

**6. Eligibility criteria for admission to the course:**

10 + 2 or its equivalent

**7. Teaching scheme of the course:**

The Personal Contact Sessions and Seminars will be conducted at the Academic Study Centers during weekends (Sundays or Saturdays) and Public holidays. There will be 36-40 hours devoted to these sessions for theory as well as practical work.

**8. Structure of the course: -**

The Bachelor of Arts (Tourism Management) program is of three years duration comprising of Part – I, Part-II & Part – III

**9. Standard of Passing: -**

- A) The candidate who has secured 40 marks out of 100 (Internal + External) shall be declared to have passed in the paper.
- B) The candidate has to secure at least 28 marks out of 70 in university examination  
There is no separate passing in internal assessment.
- C) The University shall conduct the Annual Examination' in April/may and supplementary examination in October / November.

Evaluation	Maximum Marks	Minimum Passing Marks
Internal	30	40
External by University	70	

### **10. Rules of ATKT (Allow To Keep Term): -**

The students will be allowed to carry any number of backlogs of subjects prescribed for B.A. (Tourism Management) Part – I, Part – II. However a student shall not be admitted to B.A. (Tourism Management) Part – III unless he / she passed in all subjects at the B.A. (Tourism Management) Part – I. If a student fails to secure 40% marks in aggregate in the entire examinations then he / she must appear in the subsequent either part I and II University examination.

### **11. Award of Classes: -**

The award of class will be based on aggregate marks obtained by a student in Part–I, Part –II & Part-III examination taken together

First class with Distinction	70% & above
First Class	60% & above but less than 70%
Higher Second Class	55% & above but less than 60%
Second Class	50% & above but less than 55%
Pass Class	40% & above but less than 50%
Fail	Less than 40%

### **13 Structure of Question Papers at University Examination**

Each theory Paper is of 70 marks and 3 hours duration. Question paper will consist of total 6 questions:

1. Question No. 1. will be compulsory and will consist of 5 short notes of 5 marks each, out of which any 4 may be attempted:  
5 marks x4= 20 marks
2. Question No. 2. to question No. 6. will have internal options and carry 10 marks each:  
10 marks x5 = 50 marks.

### **14 Procedure for conduct of Internal Tests / Term work/ Internal Assessment**

Every Student will have to submit two assignments for internal assessment in each Part/Year for each subject.

### **15 Pattern of Evaluation and Examination**

The evaluation in each course shall consists of 100 marks (70 marks for Annual examination and 30 marks for Internal Assessment) **Internal Assessment will be done by subject teacher and external assessment will be done by panel of examiners appointed by university.**

**The details of course – Structure**

<b>Term –end Examination</b>	<b>Subject Code / Course No.</b>	<b>Title of the Paper</b>
Part - I F.Y.B.A. 6 Subjects	101	Introduction to Tourism
	102	Principles of Tourism Management
	103	History of Tourism
	104	Communication Skills and Personality Development
	105	Geography of Tourism
	106	Tourism Marketing & Tourism Business Operations
Part – II S.Y.B.A. 6 Subjects	201	International Tourism
	202	Computer Fundamentals and Basics of Accounting
	203	Office Management
	204	MS-Office
	205	Tourism Economics
	206	Foreign Language 1
Part – III T.Y.B.A. 6 Subjects	301	ECO Tourism
	302	Business Tourism and Tour Package Management
	303	Entrepreneurship Development
	304	Travel Agency and Tour Operation Business
	305	Project Report
	306	Foreign Language II

**16 Pattern of question paper**

The final examination question paper for each subject has 2 sections i.e. I & II

## **18. Annexure- I**

### **B.A. (Tourism) –Course Structure**

#### **FIRST YEAR: (Part - I)**

#### **101: Introduction to Tourism**

##### **CHAPTER I**

Definition and concept of Tourism- Nature, Definition, Characteristics, Tourism factors, frame work of Tourism – Types of Tourism.

##### **CHAPTER II**

Growth and development of Tourism in Asia & India.

##### **CHAPTER III**

History, Travel and Tourism – A Historical perspective of Travel and Journeys, Renaissance and the spirit of enquiry, ancient travelers, pilgrims, adventures, elements of tourism, encouragement of domestic tourists, paid holidays and group tourism.

##### **CHAPTER IV**

Dynamics of Tourism – Tourism and Economic development – Focus on the developed and developing countries, natural and cultural environment in the context of the growth of tourism, decentralization – a tourism policy imperative, the Hague Resolutions, Facilitation of Tourism and Travel, security and protection of sites – Tourism Legislations.

##### **CHAPTER V**

Impact of Tourism – Economics, social, physical and environmental changes.

##### **REFERENCE BOOKS**

1. Burkart and Medlik, Tourism – Past, Present and Future,
2. Kaul R. M. Dynamics of Tourism – A Trilogy, Vol I
3. Seth, Pran Nath, Successful Tourism Practices, Vol I
4. Andrews- Introduction to tourism and hospitality industry

## **102: Principles of Tourism Management**

### **Chapter I**

Introduction of Management

History of Management, nature, scope of Management, Management and Tourism.

### **Chapter II**

Management Theories, Six school of thoughts – Management process school – Empirical school – Human relation school – social system school – Decision theory school – Mathematical school.

### **Chapter III**

Management and Tourism Development, Characteristics of Management / Functions of Management, Elements of Management – planning – Organizing – Coordinating – staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgeting (POSDCORD), Govt of India – Tourism Department and its Management.

### **Chapter IV**

Management Principles, 14 Principles – Henry Fayol's contribution.

### **Chapter V**

Management by objective (MBO) introduction (Peter Drucker) – objective – process of MBO – Requisites of MBO, Advantages and disadvantages of MBO.

### **REFERENCE BOOKS**

1. Management - HAROLD KOONTZ
2. Principles of Management - GORGE .T. TERRY & STEPHEN G. FRANKLIN AIIBS, DELHI, 1998.
3. Principles of Modern Management - SAMUEL C. CERTO
4. Management: Tasks, Responsibilities, Practices –Drucker Peter
5. Organization Theory & Behavior- TN chabra -Dhanpat

# 103: History of Tourism

## Unit I

### Chapter I

History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences

### Chapter II

Methodology for History of Tourism, Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World.

### Chapter III

Tourism - basic concepts, Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism  
Tourism Products - definition and Characteristics.

## Unit -2

### Chapter IV

Ancient Civilization and social conditions- Egypt, Mesopotamia, India, China, Rome, Greece

### Chapter V

Middle Ages, Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations

### Chapter VI

Tourism activity in the ancient and medieval world: Seven wonders of the world Tourism and Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic) Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping, Royal Tourism and Educational tours

## Unit – 3

### Chapter VII

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East

## REFERENCE BOOKS

1. Burkart and Medlik Tourism: Past, Present and Future
2. Collingwood The Idea of History
3. Gilbert Sigeauxz History of Tourism
4. Maisels Ęarly Civilisations of the Old World
- 5.. McIntosh, Goldner, Ritchie Tourism: Principles, Practices, Philosophy
- 6.. Nisbet Social Change and History

7. Nora Starr. Viewpoint

8. Ratnagar Trading Encounters

9. Roger Housden Sacred Journeys in a Modern World

10. T. Walter Wallbank Civilisations Past and Present

World Civilization encyclopedias (Time-Life, Readers Digest and others)

Special Issues of Annals of Tourism Research – History of Tourism – quarterly, University of Michigan.

## **104: Communication Skills and Personality Development**

### **Chapter I**

Communication- Nature, Importance, Objectives, principles of Communication, Process of Communication, Types and forms of Communication, techniques of effective Communication- Controls, Barriers of effective communication

### **Chapter II**

Intrapersonal and interpersonal Communication- group and mass communication, Cross culture Communication, Listening

### **Chapter III**

Application of Electronic media for communication- Telecommunication, teleconferencing, Videoconferencing, Fax, Internet, Email

### **Unit 2**

### **Chapter IV**

Personality –Basics, meaning, development of personality, attitude and emotions negotiation, leadership and motivation.

### **Chapter V**

Physical appearance, Mental Power, Health fitness, good manners and etiquettes, Times management and stress management

### **REFERENCE BOOKS**

1. Organization behavior- Robbins
2. Communication in IT age- Dhiraj Sharma
3. Organizational Behavior- Parekh



# 105: Geography of Tourism

## Unit-1

### Chapter- I

Geography and Tourism-India and the sub continent – position and its significance – Location – size and shape – Boundaries – Political Divisions – Physical features – The coast and islands.

### Chapter-II

Impact of Geographical Division and climatic factors on Tourism-Factors influencing the climate of India – significance of Monsoon and Rainfall in India – Famines and Floods.

### Chapter -III

Geographical Divisions and Tourism, Urban, rural, cities, town, mountains – Hill stations : Kashmir, Sri nagar, Shimla, Manali, Kulu Valley, Nainital, Darjeeling Mt Abu, Mahabaleswar, Ooty, Kodaikanal. Beaches: Puri, Konark, Gopalpur on sea. Juhu: Goa, Visakhapatnam, Chennai, Mahabalipuram, Pondichery, Kovalam, Trivandrum. Ports: Mumbai, Kolkota, Kochi, Chennai, Marmugoa, Paradeep, Vishakapatnam.

### Chapter –IV

Natural Resources and Tourism-Soils, Flora and Fauna, Wild life of India conservation of wild life. National Parks, Wild Life Sanctuaries, Safaris – Aforestation programme.

### Chapter -V

Agriculture-Agriculture related to tourism plantations – Problems and Types of Agriculture – Types of crops and cropping season – methods of cultivation – Irrigation – Rivers of India and River valley projects - floriculture.

## Unit -2

### Chapter-VI

Transport System - Different types of Transport - Impact of Science and Technology.

### Chapter-VII

Land Transport - Roadways – Automobiles – Bus and Cars – Coaches.

### Chapter-VIII

Railways - Origin and Development – Railways - types of trains – Palace on wheel -Indrail pass.

### Chapter-IX

Water Transport - Inland waterways – steam boat – cruises – hydrofills and Hovercrafts.

### Chapter -X

Air Transport-Origin and development of Aviation – IATA, ICAO, AIR Charters - Civil Aviation in India - Indian Airlines – Vayoodoot – IAAI.

## REFERENCE BOOKS:

- 1.Bhatia, A. K., 1991: International Tourism: Fundamentals and Practices, Sterling Publishers, New Delhi.
- 2.Babu S. S., Mishra S., and Parida B. B. (eds.): Tourism Development Revisited – Concepts, Issues and Paradigms, Sage.
- 3.Bhardwaj et. al. (eds.): International Tourism: Issues and Challenges, Kanishka New Delhi

# **106:Tourism Marketing & Tourism Business Operations**

## **Unit-1**

### **Chapter I**

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases, Market Research-methods, research problem areas, marketing research in the tourism industry, Tourism life cycle.

### **Chapter II**

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies, Service Characteristics of Tourism. Unique features of tourist demand and tourism product, Branding and packaging-conditions that support branding.

### **Chapter III**

Destination Planning and Product Diversification, Destination Marketing, Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing, Role of Media in promotion of Tourism:- TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

## **Unit-2**

### **Chapter IV**

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling, Ticketing procedures, Credit and Commission, Alliances and Loyalty programs, CRS and GDS. GITs and FITs.

### **Chapter V**

Tourism Product and Services, New technologies, Role of Information Technology in tourism, Travel related services and business, Difference between travel agent and tour operator, Functions of travel agency, Organizational structure and various departments of a travel agency, Principles of management and its application in travel trade.

### **Chapter VI**

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts, Issues relating to tourism laws and legislation, International Agreements viz. GATS, Tour escorting ethics.

## **REFERENCE BOOKS**

1. Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control
2. Brigs, Susan- Successful Tourism Marketing: A Practical Handbook
3. Middleton- Victor T.C Marketing in Travel and Tourism
4. Brunt, Paul- Market Research in Travel and Tourism
5. Nama Kumari and Rama Swami- Marketing Management
6. Bull, A. The Economics of Travel and Tourism
7. Jagmohan Negi-Travel Agency & Tour Operations
8. IATO Manuals and reports.
9. Report of National Committee on Tourism, Know India.
10. National Action Plan.
11. Various Reports of United Nations World Tourism Organizations.
12. Bezbaruah, M.P. Indian Tourism beyond the Millennium.

## **PART-II**

### **201: International Tourism**

#### **Chapter-I**

Globalization & tourism sector, Globalization & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors, Contemporary trends in international tourist movements. History and growth of travel - Reasons for travel - Travel accounts - Annual holiday

#### **Chapter II**

International hotels, International rules & regulations -a brief study, International tourism sales & marketing International Organization- U.N. Conference WTO -PATA, IATA, ICAO, UFTAA ,ICC and CAPA.

#### **Chapter III**

Current issues in international tourism- Changing trends- cost factor of travel duration of stay. Environmental and health hazards - Air, noise, visual pollutions crimes-human rights and tourism related issues-Trafficking in women and children-Drug Trafficking-Deposition and displacement of people.

#### **Chapter IV**

Social and economic impact of Tourism-Manila Declaration-Economic benefits-Balance of payment-Regional development and social impact.

#### **Chapter V**

Global competition & the future, Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

#### **REFERENCE BOOKS**

1. A.K Bhatia-International Tourism.
2. Seth Pran Nath-Successful Tourism Management.

## **202: Computer Fundamentals and Basics of Accounting**

### **Unit 1**

#### **Chapter I**

Basic Concepts, Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

#### **Chapter II**

Components of Computers, Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

#### **Chapter III**

Operating System, Need and functions of an Operating System, Graphic user interface and character user interface, Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

#### **Chapter IV**

Introduction to Networks and Internet, Meaning and types of networks - LAN, MAN and WAN Internet, difference between internet and intranet, Basics: functions, growth, anatomy, Uses Wireless and WIFI, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

### **Unit -2**

#### **Chapter V**

Meaning, nature & need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External & Internal end users of accounting information, Accounting Concept and Conventions, Accounting Equation, Accounting Standards in India (Only brief Introduction)

#### **Chapter VI**

Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance; Financial statements: meaning, types, Trading A/C, Balance Sheet – need and importance (Practical Problems with Adjustments)

## **Chapter VII**

Rectification of errors: types of errors & their rectification

### **Suggested Readings:**

1. Sinha -Computer Fundamentals
2. Norton- Introduction to computers
3. Narayanswamy/ Financial Accounting – A managerial perspective
4. Juneja, Chawla & Saksena – Double Entry Book Keeping
5. Maheshwari & Maheshwari – An Introduction To Accountancy
6. Bhattacharya- financial Accounting for business Managers.
7. Khan & Jain, Financial Accounting.

## **203: Office Management**

### **Chapter I**

**Office-** Meaning, Importance, Functions. Office Manager-Qualities, Functions, duties. Office organization-Meaning, Structure of an organization, Principles of Organization, Types of organization, Delegation, Decentralization, Departmentation

### **Chapter II**

Office systems and routines- office routines, essentials of successful office system, Planning and designing office system, limitations of office system

### **Chapter III**

Departments in an office their functions, Record management-purpose , principles, Filing-advantages, characteristics of a good filing system, Advantages, Modern methods of filing, Indexing, filing routines,

### **Chapter IV**

Office forms, Form designing, Forms control, Office stationary- types, control, Office cost reduction and cost saving-budgetary control

### **Chapter V**

Business Reports-types of report, principles of preparation of reports, qualities of a good report, steps. Statistical Data- Phases of data collection, limitations of data, sources of data, methods and techniques to collect data, presentation of data, diagrammatic presentation of data.

## **REFERENCE BOOKS**

4. Office Organization and management- S P Arora

## **204: MS-Office**

### **Chapter I**

Meaning and applications of word processing.

### **Chapter II**

MS-Word – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document.

### **Chapter III**

Meaning and applications of spreadsheets, MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts.

### **Chapter IV**

Meaning and applications of presentation, MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

### **Chapter V**

MS-Outlook-Creating and account, different operations-email sending, drafting , receiving sorting etc. Backup, Restore

### **REFERENCE BOOKS**

1. Cox joyce Microsoft Office Word 2007 step by step
2. Jacobson Microsoft Office Excel 2007 step by step
3. Cox Joyce Microsoft Office Powerpoint 2007 step by step
4. Cox Joyce Microsoft Office Outlook 2007 step by step



## **205: Tourism Economics**

### **Chapter I**

Meaning and Measurement of Tourism, Travel through ages, Tourism and employment generation, Tourism and revenue generation

### **Chapter II**

Planning and staff, Financial planning, Organizing system, Organization structure, Authority relationship – Motivation to travel Time factor, regional planning consideration

### **Chapter III**

Tourism demand and supply, Foreign exchange and balance of payment, (BOP) through international trade on Tourism, Inflation and rate of exchange.

### **Chapter IV**

Leadership (Conflict management), team management and decision making, Individual goals and organization goals,

### **Chapter V**

Role of various Organization, Job design Socio-economic benefits and Average effects of tourism, Tourist arrival statistical analysis, Boosting Indian economy.

### **REFERENCE BOOKS**

1. Tourism Development (Sterling) -A.K. Bhatia
2. Dynamics of Tourism (Sterling) - R.N. KAUL
3. Tourism Management (Sterling) - P.N. Seth
4. Fairservice, Economics of Tourism - Prague 1968
5. Economic Review of world Tourism - London 198

### **ASSIGNMENT**

**Every Student will have to submit two assignments for internal assessment in each Part/Year for each subject.**

## **206: Foreign Language 1**

### **Unit- 1**

#### **Chapter I**

Greetings and Salutations. How to say good morning, good bye, how are you etc.

#### **Chapter II**

Alphabets, Phonetics, Pronunciation rules.

#### **Chapter III**

Concept of verbs, verb groups, Basic verbs : To be, to have, their conjugation and framing of sentences in present tense in Affirmative, negative and interrogative forms.

#### **Chapter IV**

Interrogatives (how, what, where, when etc.), simple daily usage expressions.

#### **Chapter V**

Telling occupation, profession, nationality, address, countries names, languages names, adjectives , numbers : ordinal and cardinal (till 1000)

### **Unit- 2**

#### **Chapter VI**

Comprehension: Understanding, analysis, comprehending and expressing basic , elementary, simple texts.

#### **Chapter VII**

Précis writing : Writing summary of long passages in own words.

### **Unit -3**

#### **Chapter VIII**

History : Basic historical facts of the country concerned, name of president, prime minister , etc.

#### **Chapter IX**

Geography: Basic facts about the geography, like location, neighboring countries  
Capital, cities etc.

### **Unit -4**

#### **Chapter X**

Presentations on the prepared topics, like introducing oneself, family, college,

#### **Chapter XI**

Dialogues and Role Plays : Meeting a stranger, giving an interview (basic), buying and selling fruits and vegetables.

## REFERENCE BOOKS

### French

1. Bon Voyage by Goel Publications pvt. Ltd.
2. Alter Ego Niveau – 1
3. Jumelage Jumelage work book Niveau – 1( Saraswati Publishers).
4. Connexions : Niveau -1 (Goyal Publications)
5. A handbook in French for Tourism and Hotel management technology (Polygot Publications).
6. Class Exercises in French for Colege students (Poly got Publications).
7. Class Practice in French for Translation.(Polygot Publications)
8. The most common mistakes in French Usages.(Polygot Publications).
9. Alter Ego 1 (Goyal Publications )
10. Jumelage 1 (Saraswati Publications)

### German

1. Tangram Aktuell - 1(Goyal Pub.)
2. Schritte International (Hueber) part 1
3. AusBlick (Hueber) (Goyal Pub)
4. Studio D -1 (Cornelson)
5. A Practice grammar for Greman (Hueber)
6. 100 german business letters (labgenscheidt).
7. German made easy. (Deutsch Einfach Gemacht)
8. A practice grammar of german (Hueber)
9. Jiffy Travel Pack (Langenscheidt)
10. German made easy (Saraswati Publishing House)

## **301: ECO Tourism**

### **Chapter I**

Introduction to Eco Tourism : Definition, Concept , Growth & Principles, Emerging Concepts:  
Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.

### **Chapter II**

Tourism : Environmental Relevance, Eco – tourism in 3rd World Countries – Problems ,  
prospects for sustainability Concept of carrying capacity Eco – tourism as a world wide  
phenomena

### **Chapter III**

Concept and planning of eco – tourism destinations, Developing and implanting Eco tourism  
guidelines for wild lands and neighboring communities, Eco – tourism and community  
development.

### **Chapter IV**

Conference, convention & declaration related to environments Johannesburg, Rio –  
declaration ( Agenda 21), Quebec declaration Travel & Tourism Management Syllabus

### **Chapter V**

Environmental Code of conduct

### **REFERENCE BOOKS**

1. Global Eco Tourism
2. Codes-Protocol & Charter Prabhas Chandra
3. International Eco Tourism Environment Rules & Regulation Prabhas Chandra
4. Travel & Tourism Cottman
5. Tourism System- Introductory Text Mik & Morrivon
6. Tourism & Sustainability Mowforth Routh Udge

## **302: Business Tourism and Tour Package Management**

### **Unit-1**

#### **Chapter I**

Defining Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in promotion of Tourism, Types of Events- Cultural, Festival, Religious and Business. Role of Travel Agency in the management of conferences. History and functions of ICPB and ICCA.

#### **Chapter II**

Concept of MICE, Introduction of Meetings, Incentives, Conferences /Conventions and Exhibitions. Staging Events- Theming and event design, Choice of venue, audience. The Stage-Power ,Lights, Sound, Audiovisual, Catering and Hospitality.

#### **Chapter III**

Role of Hospitality in Development of Tourism Industry. Departments of Hotel Operations and Room Division viz. Front Office, House Keeping, Food and Beverage. Customer Satisfaction and Customer Handling. Lessons to be learnt from other countries experiences with special reference to Switzerland, South Africa, China, US, Australia and France.

### **Unit-2**

#### **Chapter IV**

Organised Travel Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

#### **Chapter V**

Itinerary Development Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

#### **Chapter VI**

Tour Packaging Management Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

### **REFERENCE BOOKS**

1. Anand, M.M. Tourism and Hotel Industry in India
2. Conrad Lashley Hospitality Retail Management
3. Brain Cooper and Brain Floody -Starts and Run profitable Restaurant
4. Sudhir Andrews- Front Office
5. Hall and Sharples- Food Tourism
6. Jagmohan Negi- Hospitality Management
7. Alastair, M. Morrison, Hospitality and Travel Marketing

## **303: Entrepreneurship Development**

### **Chapter I**

Meaning, Scope, and Need for entrepreneurship, Qualities of Tourism entrepreneur, Functions of entrepreneurship, Identification of Opportunities for Tourism Entrepreneurship.

### **Chapter II**

Meaning, definition, and scope of SSI, Role of Government agencies and financial institutions in promotion of Tourism & entrepreneurship development. DIC , MIDC, MSFC, MSSIDC, SICOM, TFCI- Tourism Finance Corporation of India, India Tourism , Maharashtra Tourism Development Corporation.

### **Chapter III**

Feasibility report for starting a Tourism Company, Meaning , Importance and Scope for Human Resource Management, Manpower Development needs for Tourism Development, Social responsibility & Business Ethics, Managing with uncertainties, stress management and positive reinforcement & Challenges in business, SWOT Analysis.

### **Chapter IV**

Study of two successful tourism entrepreneurs- Based on Qualities & functions learned in Chapter 1.

### **Chapter V**

Practical solutions to cope with uncertainties, stress management, positive reinforcement, social responsibility and business ethics, inter-personal relations and communication skills- Guest Lectures, Study of Various impacts of Tourism on a nearby Tourist Destination.

## **REFERENCE BOOKS**

1. Entrepreneurship Development: G.R. Basotia / K K Sharma.
2. Various Travel magazines such as TRAVTALK, Travel & Tourism Industry etc.

## **304: Travel Agency and Tour Operation Business**

### **Chapter I**

Travel Agency- History, growth, definition, types and present status of travel agency, Organizational structure and working of travel agency, differentiation between travel agency and tour operation business, process for approval of travel agency in India

### **Chapter II**

Travel Agents- Definition, types, rights and duties of travel agent, functions- understanding the function of travel agency, travel information and counseling of the tourist, itinerary preparation, travel retailing and operations, preparation of tour packages, source of income-commission, service charges and mark upon tours.

### **Chapter III**

Tour Operators- Types of tour operators, rules for recognition of tour operators, role of tour operators, Functions- market research and tour package formulation, assembling, processing and disseminating information on destinations. Liaison with principles, preparation of itineraries, tour operations and post tour management, Practical exercise and basic requirements in setting up a travel agency and tour operation unit.

### **Chapter IV**

Tour Package Management- Concept, nature, features and methods, Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- Definition, Operations, Handling booking techniques and procedures, maintenance of different registers, planning package tours, Itinerary Planning and their costing and communicating with clients and principles.

### **REFERENCE BOOKS:**

1. D.L. Foster. The Business of Travel Agency Operations and Management.
2. Mohinder Chand. Travel Agency Management-An Introductory Text. Anmol Publication. New Delhi.
3. Tourist Guide and Tour Operations. Kanishka Publication. New Delhi.
- 4 Christopher Hollour. Business of Tourism. Pearson.

### **305: Project Report**

A project report on a business house in the field of tourism, travel agency, successful tourism entrepreneur analyzing their way of operations, impact of their actions on the travel industry

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#### **ASSIGNMENT**

**Every Student will have to submit two assignments for internal assessment in each Part/Year for each subject.**



## **306: Foreign Language II**

### **Unit 1**

#### **Chapter I**

Time concept: how to ask and tell time, address, telephone numbers and address, pin codes.

#### **Chapter II**

Basic Grammar: in detail articles all : definite, indefinite, contracted, partitive with thorough practice in written form.

#### **Chapter III**

Seasons : Names, and how to express climatic conditions, weather related expressions, Months, days, weather report.

#### **Chapter IV**

Talking about one's passions, dreams, likes and dislikes, preferences. Verbs, concepts : regular and irregular verbs, their conjugation in the present tense in all the three forms 'i.e. affirmative, interrogative and negative, concepts and methods and exercises pertaining to the same.

### **Unit 2**

#### **Chapter V**

Translation : Translating simple text(s), paragraph into English and phrases into the foreign language of study.

#### **Chapter VI**

Paragraph writing: To practice the grammar and expressions learnt, writing on simple topics of general interest like Family, House, Daily Routine etc.

#### **Chapter VII**

Basic forms of communication : Writing small messages, emails etc.

### **Unit 3**

#### **Chapter VIII**

Economy: Means of exchange, currency, credit cards, names of banks.

#### **Chapter IX**

Political system : System of government, names of important heads of states.

### **Unit 4**

#### **Chapter X**

Presentation on a given topic(s),

## **Chapter XI**

Describing a person, place, city, country etc using the grammatical concepts and expressions learnt.

### **REFERENCE BOOKS**

#### **French**

1. Bon Voyage (by Goel Publications)
2. Alter Ego Niveau – 1
3. Jumelage Jumelage work book Niveau – 1 ( Saraswati Publishers).
4. Connexions : Niveau -1 (goyal Publications)
5. A handbook in French for Tourism and Hotel management technology (Polygot Publications).
6. Class Exercises in French for Colege students (Poly got Publications).
7. Class Practice in French for Translation.(Polygot Publications)
8. The most common mistakes in French Usages.(Polygot Publications).

#### **German**

1. Tangram Aktuell , Part 1
2. Schridte International (Hueber)
3. AusBlick (Hueber)
4. iv) Studio D -1 (Cornelson)
5. A Practice grammar for Greman (Hueber)
6. 100 german business letters (labgenscheidt).
7. German made easy. (Deutsch Einfach Gemacht)
8. A practice grammar of german (Hueber)
9. Jiffy Travel Pack (Langenscheidt)
10. German made easy (Saraswati Publishing House)