

Telephone No. 2419677/2419361
Fax: 0821-2419363/2419301

e-mail : registrar@uni-mysore.ac.in
www.uni-mysore.ac.in

UNIVERSITY OF MYSORE



Estd. 1916

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

No.AC6/153/2020-21

Dated: 26-10-2021

Notification

Sub:- Syllabus and Examination Pattern of B.B.A.(Tourism and Travel)
Course from the academic year 2021-22 as per NEP-2020.

Ref:- 1. BOS in Business Administration meeting held on 7/8-10-2021
2. Decision of the Faculty meeting held on 16-10-2021.
3. Decision of the AC meeting held on 22.10.2021.

The Board of studies in Business Administration (UG) which met on 7/8-10-2021 has recommended and approved the syllabus and pattern of Examination of B.B.A.(Tourism and Travel) Programme from the Academic year 2021-22 as per NEP - 2020.

The Faculty of Commerce and Academic Council at their meetings held on 16-10-2021 and 22-10-2021 respectively have also approved the above said proposal and it is hereby notified.

The syllabus and Examination pattern is annexed herewith and the contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

REGISTRAR
University of Mysore
MYSORE

MDSF
26/10/2021

To:-

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.B.A.(T,T) Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS, in Business Administration (BIMS), Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangothri, Mysuru.

5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangotri, Mysuru.
6. The Director, PMEB, Manasagangothri, Mysore.
7. Director, College Development Council , Manasagangothri, Mysore.
8. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

SVN

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The University of Mysore

UNIVERSITY OF MYSORE

**BBA TOURISM AND TRAVEL (BBA - TT)
NEP 2020**

***IMPLEMENTED FROM THE
ACADEMIC YEAR 2021-22***

**DEPARTMENT OF BUSINESS ADMINISTRATION
Manasa Gangothri, Mysuru – 570 006**



UNIVERSITY OF MYSORE

SYLLABUS FOR BBA TOURISM AND TRAVEL (BBA – TT)

AS PER NEP – 2020 REGULATIONS IMPLEMENTED FROM THE ACADEMIC YEAR
2021-22

I. OBJECTIVES:

1. To develop the skills required for the application of tourism and travel concepts and techniques learned in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of tourism and travel. To enhance the employability skills of the tourism and travel students.
3. To enhance the capability of the students improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of tourism and travel
5. To empower students for pursuing professional courses like MTTM and MBA(TA),
6. To ensure holistic development of tourism and travel students.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have passed Two Year Pre University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

III. DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in tourism and travel.
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in tourism and travel.
- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelors Degree in tourism and travel (BBA -TT)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelors Degree in tourism and travel (Hons). [BBA (Hons)]

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. .

V. ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of

the subjects compulsorily.

- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

VI. TEACHING AND EVALUATION

MTA/ Masters degree in travel and tourism graduates with any degree from a recognized university are only eligible to teach and to evaluate all the Business Administration courses except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.

VIII. SCHEME OF EXAMINATION

- a. There shall be an University examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE) – (A)	20 Marks
2	Internal Assessment Tests (IAT) –(B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE) – (C)	60 Marks
	Total of CIE and SEE (A + B + C)	100 Marks

Continuous Internal Evaluation:

- a. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of

20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks)

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Industrial visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 30

PART-A

Answer any one of the following questions. 5 marks

(1x 5 = 5)

1.-----

2.-----

PART- B

Answer any one of the following questions. 10 marks

(1x 10 = 10)

3.-----

4.-----

SECTION- C

Answer any one of the following questions. 15 marks

(1x 15 = 15)

5,-----

6.-----

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 University norms. The BOS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

PATTERN OF QUESTION PAPER

TIME : 3 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks.
(5x2= 10)

1. -----
2. -----
3. -----
4. -----
5. -----
6. -----
7. -----

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks.
(2x10 =20)

8. -----
9. -----
10. -----
11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks
(2x15=30)

12. -----
13. -----
14. -----
15. -----

Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e. 21 marks out of 60 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

The regulations of the University of Mysore is applicable wherever required.

BBA (Tourism and Travel)

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Honors in Tourism and Travel) 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	3+2+0	60	40	100	4
4	BBATT1.2	Tourism Products and Resource	DSC	3+2+0	60	40	100	4
5	BBATT1.3	Principles of Management	DSC	3+2+0	60	40	100	4
6	BBATT1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBATT1.5	Tourism and Travel Industry/ Hospitality Industry	OEC	3+0+0	60	40	100	3
Sub–Total(A)					385	265	650	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+2+0	60	40	100	4
11	BBATT2.2	Tourism and Hospitality Marketing	DSC	3+2+0	60	40	100	4
12	BBATT2.3	Travel Agency and Tour Operation Management	DSC	3+2+0	60	40	100	4
13	BBATT2.4	Health Wellness/Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBATT2.5	Environmental Studies	AECC	2+0+0	30	20	50	2
15	BBATT2.6	Tour Operation Management /Airport Operations Management	OEC	3+0+0	60	40	100	3
Sub–Total(B)					415	285	700	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.1.1	Language-I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
18	BBATT3.1	Tourism Geography	DSC	3+2+0	60	40	100	4
19	BBATT3.2	Financial Accounting for Tourism	DSC	3+2+0	60	40	100	4
20	BBATT3.3	Event Management	DSC	3+2+0	60	40	100	4
21	BBATT3.4	Artificial Intelligence/ Critical thinking & Problem Solving	SEC	1+0+2	25	25	50	2
22	BBATT3.5	MICE Tourism/Rural Tourism	OEC	3+0+0	60	40	100	3
Sub-Total(C)					385	265	650	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.1.1	Language-I	AECC	3+1+0	60	40	100	3
24	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
25	BBATT4.1	Cost Accounting in Tourism	DSC	3+2+0	60	40	100	4
26	BBATT4.2	Tourism Transportation System	DSC	3+2+0	60	40	100	4
27	BBA.TT4.3	Tour Guiding Skills	DSC	3+2+0	60	40	100	4
28	BBATT4.4	Constitution of India	AECC	2+0+0	30	20	50	2
29	BBATT4.5	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2	25	25	50	2
40	BBATT4.6	Tourism Trends/Health And Wellness Tourism	OEC	3+0+0	60	40	100	3
Sub-Total(D)					415	285	700	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+2+0	60	40	100	4
33	BBATT5.3 Elective	Elective-1(PAPER1)	DSE	3+2+0	60	40	100	4
34	BBATT5.4 Elective	Elective-2(PAPER1)	DSE	3+2+0	60	40	100	4
35	BBATT5.5	Information Technology for Managers	Vocational - 1	3+0+2	50	50	100	4
36	BBATT5.6	Cyber Security/Ethics &Self-Awareness	SEC-VB	1+0+2	30	20	50	2
Sub-Total(E)					320	230	550	22

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+2+0	60	40	100	4
40	BBATT6.4 Elective	Elective-2(PAPER2)	DSE	3+2+0	60	40	100	4
41	BBATT6.5	Goods & Services Tax (GST)	Vocational- 2	4+0+0	60	40	100	4
42	BBATT6.6	Professional Communication	SEC - SB	2+0+0	30	20	50	2
Sub-Total(F)					330	220	550	22
							Total	140

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	3+2+0	60	40	100	4
47	BBATT7.4	One Course from the Selected Elective Group	DSE	4+0+2	60	40	100	4
48	BBATT7.5	Application Software in Tourism Industry	Vocational-3	2+0+2	50	50	100	3
49	BBATT7.6	Research Methodology	-	3+1+0	60	40	100	3
Sub-Total(G)					350	250	600	22
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+2+0	60	40	100	4
53	BBATT8.4	Digital Marketing	Vocational -4	2+0+2	50	50	100	3
54	BBATT8.5	Research Projects/Internship with Viva- voce	DSC	-	100+20(viva)	80	200	6
		OR	DSE	3+2+(P) 4+0+0(T)	60*	40*	100*	3*
		Elective Paper (Two Courses from the Selected Elective Group)	DSE	3+2+0(P) 4+0+0(T)	60*	40*	100*	3*
Sub-Total(H)					350	250	600	21
Grand Total -Honors					3440	1520	4950	183

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

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:

Notes:

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Tutorial is equal to 2 Hours of Teaching
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching
- 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.

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., 40 or less than 40 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 40 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 AreaI	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 AreaII	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 AreaIII	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.

Name of the Program: BBA (Tourism and Travel)		
Course Code:BBATT1.1		
Name of the Course: Tourism Principles and Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 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		
<ul style="list-style-type: none"> a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. b) The ability to explain the theories and practices of tourism. c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends d) The ability to explain the linkages of tourism industry with other industries 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		16
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.		
Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES		12
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		
Module No. 3:TRAVEL BEHAVIOUR AND MOTIVATIONS		18
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		
Module No. 4:TOURISM AND ITS LINKAGES WITH INDUSTRY		12
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		
Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS		8
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)		
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	5 Hrs	70 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		
<ul style="list-style-type: none"> 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. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES		10
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.		
Module No. 2: ARCHEALOGICAL HERITAGE OF INDIA		14
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.		
Module No. 3: INDINA CULTURAL HERITAGE		14
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.		
Module No. 4:PERFORMING ARTS RESOURCES		12
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.		
Module No. 5: NATURAL TOURISM RESOURCE		14
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.		
Module No. 6: LIVING HERITAGE		06
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.		
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 tourism circuits.
3. Draft tour itineraries for domestic tourism circuits.

Text Books:

1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India - A National Perspective"
2. I.C.Gupta and S. Kasbekar - Tourism Products of India.
3. S.P. Gupta - Cultural Tourism in India.
4. A.L. Bhasham - Wonder that was India.
5. Sajnani, Manohar - Encyclopaedia of Tourism Resources in India.
6. Guptha&Krishnalal, S.P. - Tourism Resources and Monuments in India.
7. Lajpathi Rai - Development of Tourism in India
8. Banerjee, J.N. - The development of Hindu Iconography
9. Hamayan Khan - Indian Heritage
10. Percy Brawen - Indian Architecture
11. Ragini Devi - Dance Dialects of India

Name of the Program: BBA (Tourism and Travel)

Course Code: BBATT 1.3

Name of the Course: Principles of Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 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 business management, principles and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
The ability to understand the requirement of good control system and control techniques.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	10
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.	
Module No. 2: PLANNING AND DECISION MAKING	10
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	14
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	
Module No. 4: DIRECTING AND COMMUNICATING	16
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.	
Module No. 5: COORDINATING AND CONTROLLING	14
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	06
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.

Name of the Program: BBA (Tourism and Travel) 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: <ol style="list-style-type: none"> 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
Module No. 1: INTRODUCTION TO TOURISM		10
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.		
Module No. 2: TOURISM AND TRANSPORTATION:		12
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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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)		
Course Code: BBATT 1.5		
Name of the Course: Hospitality Industry(OEC)		
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		
<ul style="list-style-type: none"> a) An understanding of the meaning and operations of hospitality industry. b) An ability to describe the various types of hotels and its business. c) An understanding of the functionality of hotel front office. d) An understanding of functions of housekeeping department. e) An understanding of hotel food and beverage service and production. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO HOSPITALITY INUSTRY		08
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.		
Module No. 2: STRUCTURE OF HOSPITALITY INDUSTRY		07
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.		
Module No. 3: FRONT OFFICE OPERATIONS		10
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.		
Module No. 4:HOUSE KEEPING OPEARTIONS		10
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.		
Module No. 5: FOOD AND BEVERAGE OPERATIONS		10
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.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Prepare various forms required for front office, housekeeping inventory etc 2. Visit hotels, restaurants, various catering outlets and observe the operations and prepare records 		
Text Books:		

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.

Name of the Program: BBA (Tourism and Travel)		
Course Code:BBATT2.1		
Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 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		
<ul style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		18
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.		
Module No. 2: HOTEL ORGANIZATION		12
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		18
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:		
<ul style="list-style-type: none"> 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.

Name of the Program: BBA (Tourism and Travel)		
Course Code: BBATT2.2		
Name of the Course: Tourism and Hospitality Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
<ul style="list-style-type: none"> a) Ability to describe the concept of marketing. b) Ability to understand the selection process of the market. c) Ability to understand the consumer behaviour and marketing strategies. d) Ability to explain the integrated marketing planning and programs. e) Ability to demonstrate public relation marketing and destination marketing. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETINNG		18
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		
Module No. 2: ANALYSIS AND SELECTION OF MARKET		12
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix.		
Module No. 3: DEVELOPING MARKETING ENVIRONMENT		12
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		
Module No. 4: PLANNING MARKETING PROGRAM		16
Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies-Advertising and Sales Promotion.		
Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING		12
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.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 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. Choose any tourism or related business organization and observe the marketing methods being adopted by them. 		

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.

Name of the Program: BBA (Tourism and Travel)		
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	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ul style="list-style-type: none"> 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
Module No. 1: TRAVEL INTERMEDIARIES		16
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.		
Module No. 2: TRAVEL AGENCY OPERATIONS		14
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).		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		14
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		16
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:		
<ul style="list-style-type: none"> 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

Name of the Program: BBA (Tourism and Travel)		
Course Code: BBATT 2.6		
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.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOUR OPERATOR		07
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.		
Module No. 2: TOUR OPERATIONS		08
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.		
Module No. 3: TOUR PACKAGING AND ITINERARY PREPARATION		10
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).		
Module No. 4: TOUR GUIDING AND TOUR COSTING		10
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).		
Module No. 5: TOUR GUIDING AND TRAVEL PROCEDURE		10
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.		
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. Bring out the factors affecting tour operation business.		
4. Prepare tour package for any destination.		
Text Books:		

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.

Name of the Program: BBA (Tourism and Travel)		
Course Code: BBATT 2.6 (OEC)		
Name of the Course: Airport Operations 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 Outcomes: On successful completion Student will demonstrate ;		
<ul style="list-style-type: none"> a) To Understanding about the airline industry and its regulatory bodies, b) To Understanding the characteristics of Airline Industry and its characteristics, c) To Understanding the organizational structure of the airline industry, d) To Understanding the security, navigation and traffic control and a) To Understanding the importance of safety and security. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO AIRLINE INDUSTRY		10
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.		
Module No. 2: ORGANIZATIONAL STRUCTURE OF AIRLINES		08
Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry –Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training –Organizational Culture.		
Module No. 3: AIRPORT MANAGEMENT		10
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.		
Module No. 4: AIRPORT STRUCTURE		10
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.		
Module No. 5: AIRPORT OPERATIONS		07
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.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Identify the different types of aircrafts. 2. Draw the organizational structure of airline industry. 3. List out the major international carriers in the world. 4. Draw the airport structure and enlist its functions. 		
Text Books:		
<ul style="list-style-type: none"> 1. 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.

From
BOS chairman
BBA-TH

To
The Registrar
University of Mysuru

Sir,

Following is the amended BBA-TT NEP based 1st semester program structure for the year 2021-22.

BBA (Tourism and Travel)								
Proposed Scheme of Teaching & Evaluation for BBA (Basic/Honors in Tourism and Travel) with Tourism and Travel as Core subject								
Semester I								
Sl. No	Course code	Title of 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	BBATT 1.1	Tourism Principles and Practice	DSC	3+2+0	60	40	100	4
4	BBATT 1.2	Tourism Products and Resources	DSC	3+2+0	60	40	100	4
5	BBATT 1.3	Principles of management	DSC	3+2+0	60	40	100	4
6	BBATT 1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBATT 1.5	Tourism and Travel Industry/Hospitality Industry	OEC	3+0+0	60	40	100	3
8	BBATT 1.6	Yoga	SEC-VB	0+0+2	0	25	25	1
9	BBATT 1.7	Health & Wellness	SEC-VB	0+0+2	0	25	25	1
Sub - Total (A)					385	315	700	25

Seal and Signature

Principal

Vidya Vikas College of Hotel Management
& Catering Technology

Chairman BOS
DOS in Business Administration (BIMS)
UNIVERSITY OF MYSORE
Manasgangotri, MYSORE-570006