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No.AC6/28/2018-19

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Crawford Hall, Mysuru- 570 005  
Dated: 15<sup>th</sup> June 2018

**NOTIFICATION**

Sub: Revision of BBA (Tourism and Travel) Syllabus, Scheme of Examination as per CBCS Pattern from the academic year 2018-19.


- Ref: 1. Decision of the Board of Studies in Business Administration (Tourism and Travel) (UG) held on 24-03-2018.  
2. Decision of the Faculty of Commerce Meeting held on 19-04-2018.  
3. Decision of the Deans committee Meeting held on 22.05.2018.

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The Board of Studies in B.B.A in Tourism and Travel (graduate) which met on 24<sup>th</sup> March 2018 has recommended to revise the Syllabus and Scheme of Examination B.B.A (Tourism and Travel) Course as per CBCS Pattern from the academic year 2018-19.

The Faculty of Commerce and the Deans Committee held on 19-04-2018 and 22.05.2018 respectively have approved the above said proposal with pending ratification of Academic Council and the same is hereby notified.

The contents may be downloaded from the University Website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

  
Deputy Registrar (Academic)

**Draft Approved by the Registrar**

**To:**

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
3. The Chairman, B.N.Bahadur Institute of Management Science, Manasagangotri, Mysuru.
4. The Chairman, Board of Studies in Business Administration, (Tourism and Travel) DOS in Commerce, Manasagangotri, Mysuru.
5. All the Principals of Affiliated College running Bachelor of Business Administration (Tourism and Travel) Graduate Programme.
6. The Director, College Development Council, MoulyaBhavan, Manasagangotri, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent, AB and EB, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.

**UNIVERSITY OF MYSORE**

**CHOICE BASED CREDIT SYSTEM**

**PROPOSED REGULATIONS, COURSE STRUCTURE AND SYLLABUS  
(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2018-2019)**

**BACHELOR OF BUSINESS ADMINISTRATION (TOURISM AND TRAVEL)**

**B.B.A (TOURISM AND TRAVEL)**

**1.0 NAME OF THE COURSE AND DURATION OF THE COURSE:**

**B.B.A (Tourism and Travel) – 3 years/6 semesters**

**NOTE:**

1. These regulations are applicable to students taking admission to I semester BBA (Tourism and travel) from academic year 2018-19 onwards.
2. Each semester shall extend over to a period of Sixteen weeks.
3. The duration of the course shall be 3 years consisting of 6 semesters.
4. For BBA course, a choice based credit system is followed.

**2.0 ELIGIBILITY FOR ADMISSION**

Students who have passed two years pre-university examination/ 10+2 or equivalent examination in any discipline from a recognized board are eligible to be admitted to B.B.A (Tourism and Travel) course.

**3.0 ADMISSION PROCEDURE**

At the time of admission all documents in original in support of the claims made in the application have to be produced along with the Transfer Certificate from the Institution last attended.

All decisions taken by the University with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

**4.0 MEDIUM OF INSTRUCTION:** the medium of instruction shall be English. A candidate has to write the examination in English only

**5.0 SCHEME OF THE PROGRAM:**

a) The minimum duration for completion of the course is 3 years/6 semesters. A candidate can avail a maximum of 12 semesters (6 years in one stretch) to complete B.B.A (Tourism and Travel) course.

b) A student has to earn 144 credits for the successful completion of the program.

c) Only such students who successfully complete 144 credits in six semesters without break, shall be considered for declaration of ranks and/or medals.

### **6.0 COURSE REGISTRATION:**

6.1 Every student is assumed to have registered for all DSC courses offered in that semester.

6.2 A student is permitted to choose any of the DSE courses offered by the department during that semester.

6.3 A student has to register for any MIL/French/German along with English language in the first four semesters.

6.4 A student has to register for environmental studies and Indian constitution in the first two semesters.

### **7.0 ATTENDANCE:**

Only those students who have at least 75% attendance in a course, shall be permitted to take C3 examination of that course.

### **8.0 SCHEME OF EXAMINATION**

The evaluation of the candidate shall be based on continuous assessment. The structure for evaluation is as follows:

**8.1** Assessment and evaluation processes happen in a continuous mode. However for reporting purposes, a semester is divided into 3 discrete components identified as C1, C2 and C3.

**8.2** The performance of the candidate in a course will be assessed for a maximum of 100 marks as explained in the course structure.

**8.3** The first component (C1) of assessment is for 10 marks. This will be based on test, assignment / seminar. During the first half of the semester, the first 50% of the syllabus will be

completed. This shall be consolidated during the 8<sup>th</sup> week of the semester. Beyond 8<sup>th</sup> week, making changes in C1 is not permitted.

**8.4** The second component (C2) of assessment is for 10 marks. This will be based on test, assignment / seminar. The continuous assessment and scores of second half of the semester will be consolidated during 15<sup>th</sup> week of the semester. During the second half of the semester the remaining units will be completed.

**8.5** During 18<sup>th</sup> and 20<sup>th</sup> week of the semester, a semester end examination of 3 hours shall be conducted for each course. This forms the third/ final component of assessment (C3) and the maximum marks for the final component will be 80.

**8.6** students in the 6<sup>th</sup> semester shall undergo industrial training for a minimum period of 3 months in Tourism industry. After the completion of the training the student has to complete training report. Industrial Exposure carries 12 credits. The training report and viva voce will carry 2credits. Thus the training component in 6<sup>th</sup> semester amounts to three discipline specific core courses.

200 marks to be allotted by the trainer. Training report carries 50 marks and viva voce 50marks.

## **9.0 TEACHING SCHEDULE:**

For I to VI semester, LTP model is followed (Lecture + Tutorials + Practical's) with necessary importance for all these three components.

For each subject, there shall be lecture class, tutorials and practical's (LTP) where ever necessary. The details of lecture class, tutorials and practical's (LTP) are given against each subject in the schedule given below.

## **10.0 EXAMINATION AND EVALUATION FOR C3**

### **10.1 question paper setting and board of Examiners**

#### **Question paper pattern:**

Theory (80 marks-C3)

#### Q X M

I. 5 questions (out of 6 questions) X12 marks = 60

II. 4 questions (out of 6 questions) X 5 marks = 20 (short notes)

There shall be separate Board of Examiners for each subject for preparing, scrutinizing and approving the question papers and scheme of valuation

## **10.2 valuation**

a) There shall be centralised single valuation of the C3 theory answer scripts.

## **11.0 PASSING CRITERIA**

11.1 A student is considered to have passed the course, only on securing a minimum of 40% from C1, C2 and C3 put together.

11.2 In case a student secures less than 30% in C3 or Absents for C3, the student is said to have not completed the course. The student should reappear only for the C3 component of the course when the University conducts the examination.

11.3 In case of study tour report and viva voce in the fifth semester, student should secure a minimum of 40% respectively.

11.4 In case of industrial training a student should secure a minimum of 40%. In case of training report and viva voce also student should secure 40% respectively.

11.5 in case of project work in VIth semester, a student should score a minimum of 40% in project evaluation and viva voce respectively.

## **12.0 PERCENTAGE AND GRADING**

<b>Percentage (P)</b>	<b>Grade (G)</b>
40-49	5
50-59	6
60-64	6.5
65-69	7
70-74	7.5
75-79	8
80-84	8.5
85-89	9

90-94	9.5
95-100	10

The overall percentage in a subject is 10 X SGPA

The overall percentage in a program is 10 X CGPA

### **13.0 CLASS DECLARATION**

The final qualitative index to be awarded to the student is based on CGPA. It is given as:

CGPA	Qualitative Index
$4 \leq \text{CGPA} < 5$	Pass
$5 \leq \text{CGPA} < 6$	Second Class
$6 \leq \text{CGPA} < 8$	First Class
$8 \leq \text{CGPA} \leq 10$	Distinction

### **14.0 OTHERS**

Any matter/issue not covered in these regulations shall be decided by the University.

**COURSE STRUCTURE AND SYLLABUS OF B.B.A (TOURISM AND TRAVEL)**

<b>I SEMESTER</b>									
<b>Sl. no.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Theory</b>	<b>C1</b>	<b>C2</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
1.	DSC 1	Basics of Tourism	80	10	10	4	1		5
2.	DSC2	Geography of Tourism	80	10	10	3	1	0	4
3.	DSC3	Management Of Tourism industry	80	10	10	3	1	0	4
4.	AECC 1	Kan/MIL/French/German -1	80	10	10	3	0	0	3
5.	AECC2	English-1	80	10	10	3	0	0	3
6.	AECC3	Environmental Studies	80	10	10	2	0	0	2
Total Credits						16	1	4	21

<b>II SEMESTER</b>									
<b>Sl. no.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Theory</b>	<b>C1</b>	<b>C2</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
1.	DSC 4	Travel & Tourism management	80	10	10	3	1	0	4
2.	DSC5	Types of Tourism	80	10	10	3	1	0	4
3.	DSC6	Karnataka Tourism -I	80	10	10	4	1	0	5
4.	AECC 4	Kan/MIL/ French/German - 2	80	10	10	3	0	0	3
5.	AECC5	English-2	80	10	10	3	0	0	3
6.	AECC6	Constitution of India	80	10	10	2	0	0	2
<b>Total Credits</b>						16	1	4	21

<b>III SEMESTER</b>									
<b>Sl. no.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Theory</b>	<b>C1</b>	<b>C2</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
1.	DSC 7	Hotel operations	80	10	10	3	1	0	4
2.	DSC8	Travel Agency and Tour operation	80	10	10	4	1	0	5
3.	DSC9	Karnataka Tourism -II	80	10	10	4	1	0	5
4.	AECC 7	Kan/MIL/French/ German -3	80	10	10	3	0	0	3
5.	AECC8	English-3	80	10	10	3	0	0	3
6.	AECC9	Disaster management	80	10	10	2	0	0	2
<b>Total Credits</b>						17	1	4	22



IV SEMESTER									
Sl. no.	Sub. Code	Subject	Theory	C1	C2	L	T	P	Total Credits
1.	DSC 10	Itinerary planning and costing	80	10	10	4	1	0	5
2.	DSC11	Tourism marketing	80	10	10	3	1	0	4
3.	DSC12	Accommodation management	80	10	10	3	1	0	4
4.	DSC13	Air travel management	80	10	10	4	1	0	5
5.	AECC10	Kan/MIL/French/ German -4	80	10	10	3	0	0	3
6.	AECC11	English-4	80	10	10	3	0	0	3
Total Credits						16	0	8	24

V SEMESTER										
Sl. no.	Sub. Code	Subject	Theory	C1	C2	L	T	P	Total Credits	
1.	DSC 14	Study tour, project report & viva voce	80	10	10	0	1	3	4	
2.	DSC15	Destination development & planning	80	10	10	4	1	0	5	
3.	DSC16	Event management	80	10	10	4	1	0	5	
4.	DSE	<b><u>Choose any two</u></b>							5	
5.			Human Resource management	80	10	10	4	1	0	5
			Health Tourism (yoga & Ayurveda)	80	10	10	4	1	0	5
			Tourism product (Indian Heritage)	80	10	10	4	1	0	5
			E-Commerce	80	10	10	4	1	0	5

6.	SEC1	Accounting for tourism industry	80	10	10	3	1	0	4
Total Credits						21	5	2	28

VI SEMESTER									
Sub. Code	Subject	Theory	practical	C1	C2	L	T	P	Total Credits
DSC 17	Industrial training in Tourism/hospitality industry	200						12	12
DSC18									
DSC19	Training report & viva	Training report 50	Viva 50				2		2
DSE	<u>Choose any two</u> Project report*	60 report	20 Viva voce	10	10	0	5	0	5
	Tourism resources of India	80	-	10	10	4	1	0	5
	Economics of Tourism	80	-	10	10	4	1	0	5
	Tourism finance	80	-	10	10	4	1	0	5
SEC2	soft skill & personality development	80	-	10	10	3	1	0	4
Total Credits									28
GRAND TOTAL									144

\*students will be allotted detailed Project Work related to Tourism/Hospitality/ Aviation industry. They will be required to carry out research on their topics and should submit a structured project report. The Report will be evaluated by External/Internal Examiner.

Continuous assessment criteria for major project work include:

Component-I (C1): Periodic Progress and Progress Reports –10 Marks

Component-II (C2): Results of Work and Draft Report–10 Marks.

Component-III (C3): Final Viva-voce and Project Report Evaluation-80 Marks. The Project Report evaluation is for 60 Marks and the Viva–Voce examination is for 20 Marks

**DSC 1**

**BASICS OF TOURISM**

**CREDITS: 5**

Unit – I Introduction to Tourism - Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; Components and elements of tourism: Intermediaries and suppliers; The tourism system; Types and typologies of tourism; Approaches to study tourism

Unit – II Historical Dimensions of Tourism - Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"; Understanding tourism motivations ; Factors affecting growth and development of International and national Tourism; Concept of Push and Pull factors in Tourism; Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism - Tourism Infrastructure - Types, Forms and Significance; Accommodation: Forms and types; Transport Sectors: Modes and relative significance; Other support Infrastructures required for tourism

Unit – IV Tourism Demand and Supply - Concept of demand and supply in tourism; Unique features of tourist demand; Constraints in creating ideal destination

Unit – V Significance of Tourism Industry - Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. ; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment.

### **Reference Books**

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press

4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
5. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
6. Mishra, S.N; Sadual S, K (2008):Basics of Tourism Management, Excel Books,New Delhi
7. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
8. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
9. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002

## **DSC 2**

## **GEOGRAPHY OF TOURISM**

**CREDITS: 4**

Unit - I Tourism and Geography, role of geography in tourism, Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Unit - II Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Unit - III Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Unit - IV Europe – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, (in brief).

Unit V - Geography of Tourism in America – Physiography, Climate, Natural Vegetation, Wild life and Water bodies. Selected Tourism Destinations- Niagara Falls, Grand Canyon, Lasvegas, Disneyland, Hawaii Islands. Brazil, Argentina, Mexico, Carribean Islands (in brief).

## Reference Books

1. Rough Guides



1. Essentials of Management – Koontz and O’Donnel
2. Principles of Management Sherlekar and Sherlekar
3. Management – James A.F. Stoner, R Edward Freeman and Daniel R. Gilbert, Jr.
4. Management – Tasks and Responsibilities – Peter F. Drucker
5. Professional Management – Theo Haimann
6. Business Management- Dr. B.H. Suresh
7. Management- V.S. Rao

## **II SEMESTER**

### **DSC- 4 TRAVEL AND TOURISM MANAGEMENT CREDITS : 4**

UNIT – I TRAVEL AGENCY- organization structure of small, medium and large travel agency, role of manager in a travel agency– role of Tourism department, tourism development corporations, local bodies and tourism.

UNIT – II Tourism organization Role of tourism organisations and their functions – WTO, I.A.T.A., T.A.A.I., A.S.T.A., P.A.T.A., U.F.T.A.A., WTTC, IATO, ITDC, FHRAI.

UNIT – III Emergence of travel intermediaries – Indian travel agents & tour operators an overview. Interrelationship between tour operator and travel agents. Online travel agents. Travel websites

UNIT – IV Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration & Health regulation

UNIT– V Tourism statistics – definition, types of tourism statistics, need for statistics, primary and secondary data, sources for tourism information, research applications for tourism.

#### **REFERENCE BOOKS:**

1. Foster Douglas – Travel and Tourism Management – Mac Millan – 1985
2. K. Bhatia – Tourism development principles and practices – Starting publishers Pvt. Limited
3. Pran Seth Tourism Management , Starting publishers Private Limited, New Delhi

**DSC -5**

**TYPES OF TOURISM**

**CREDITS: 4**

UNIT – I Heritage and Cultural Tourism-meaning of heritage tourism-tangible and intangible heritage-Indian musical heritage-Indian arts-Crafts-sculptures-Indian festivals-Indian linguistic heritage-Indian customs and rituals-cultural heritages and its benefits

UNIT – II Educational and Sports tourism- Global destinations of Educational tourism-Educational tourism in India-meaning and scope of sports tourism-Major sports organized and sports tourism destinations- Sports tourism in India.

UNIT – III Adventure Tourism-Types of adventure tourism-Land-Water and air-Trekking-Rock climbing-cycling-skating-snow skiing-River rafting-Water sports-Kayaking-diving-motor boating-other types of water sports-Gliding-Parachute jumping-hot air ballooning-Adventure sports training- Risk involved in adventure sports-safety measures-Governmental and other agency's regulations

UNIT - IV Business Travel and tourism –Characteristics of business traveler-incentive travel-important segments of business tourism-Pilgrimage tourism-features-important destinations in India.-Wild life tourism-sustainable wild life tourism-wild life tourism in India.

UNIT - V Rural tourism-meaning-role of rural tourism for sustainable economic development-its socio-cultural impact-opportunities and Promotion of rural tourism in India-Urban tourism-its experiences.

**REFERENCE BOOKS:**

1. Heritage and cultural tourism by Mr.Raver Chandan.
2. Eco and Mass Tourism by P.C.Sinha
3. Medical tourism by Dr. R.Kumar
4. Rural tourism by R.K.Preethi.

**DSC – 6**

**KARNATAKA TOURISM- 1**

**CREDITS: 5**

Unit – I : Antiquity and Physical features of Karnataka before Christ-Sanganakallu-coastal region-Malnad Region-Northern Planes-Southern Planes-Location-Area-Population-Early Rulers of Karnataka-Kadambas-Rastrakootas-Chalukyas.

Unit II : Tourism attractions of Coastal Region-Devabagh Island-Gokarna-MurdeswaraKollur-Karkala-Moodabidri-Udupi-Mangalore-Kukke Subramanya-DharmasthalaKateel-Important Beaches.

Unit -III Tourism attractions of Malnad Regions- Sonda-Yana-Banavasi-Ikkeri-KeladiBalligavi-Huncha-Kodachadri-Sringeri-Horanaadu- jog, Bababudangiri hillsMullayyanagiri-Kemmannagundi-Nandi hills-Madikeri-Bhagamandala- B.R.HillsM.M.Hills-Himavad Gopal swamy Betta.

Unit - IV Tourism Attractions of Northern Karnataka- Hampi-Badami-Aihole-Pattada KalluLakkundi-Banashankari-Mahakoota-Gulbarga-Bijapur-Bidar.

Unit - V Tourism attractions of Southern Karnataka-Chitradurga-Belur-HalebeeduSomanathapura-Shravanabelagola-Melukote-Srirangapattana-Mysore-NanjungudT.Narasipura-Talakad- Bangalore-Kolar-Tumkur.

#### REFERENCE BOOKS:

1. Karnataka Tourism Dr. Suryanath Kamath.
2. Karnataka Sangathi-Kannada Development Authority, Bangalore
3. A Hand Book of Karnataka-2005.
4. Karnataka –a delight for tourists- By Prof. K.S. Nagapathi.

### III SEMESTER

**DSC – 7**

**HOTEL OPERATIONS**

**CREDITS: 4**

Unit – I Introduction and overview of accommodation industry in India- Classification of hotels- Heritage Hotels - Departments of hotel - Hotel categories

Unit - II Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

Unit - III 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 – types of keys – bed making procedure – room cleaning procedures.

Unit - IV Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems,



definition of professional cooking, cooking materials, classification, job description of executive chef Structure of food production department, duties, floor plan of kitchen, flow of activities.

Unit - V Hotel Marketing Department its functions, organization structure, job descriptions, hotel sales, methods used, back office functions and organization structure

#### Reference Books

1. Sudhir Andrews - Hotel Front office Training Manual
2. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry
3. Sudhir Andrews: Hotel Front Office training Manual
4. Sudhir Andrews: Hotel Housekeeping.
5. Front Office operations-James Bardi
6. F & B Service - Dennis Lilycrap
7. F & B Service a training manual – Sudhir Andrews
8. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
9. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
10. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi)

### **DSC – 8            TRAVEL AGENCY AND TOUR OPERATION            CREDITS: 5**

Unit - I Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers.

Unit - II Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

Unit - III Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

Unit - IV Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Unit - V Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

### **Reference Books**

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

**DSC – 9**

**KARNATAKA TOURISM -II**

**CREDITS: 5**

Unit-1. Cultural tourism attractions-Classical music and Dances-Folk Dances- YakshaganaBhutaradhane- Kambala-Suggi kunitha-Dollukunitha-Kamsale-Veeragase- KolataBangalore Karaga-Wyramudi Utsav-Mysore Dasara-Specialty of Kodavas.

Unit-2. Wild life Tourism- Flora and Fauna -National Parks-Anshi-Bandipura- NagaraholeKabini-Banner Ghatta-Kudremukha-Wild Life Sanctuaries-Bhadra- SomeswaraShettihalli-B.R.T.-Dandeli-Sharavathi-Pusphagiri-Daroji Sloth Bear Sanctuary.

Unit-3. Bird Sanctuaries- Kokkare Bellur-Adichunchanagiri Peacock Sanctuary-Bankapura Peacock Sanctuary-Attiveri Bird Sanctuary- Gudavi Bird Sanctuary-Ghataprabha Bird Sanctuary-Mandagadde Bird sanctuary--Jayamangali Black Buck SanctuaryBhemeswari Nature Camp.

Unit-4. Water Falls in Karnataka- Jog Falls- Unchalli falls-Shivagange Falls-Magod FallsSathodi Falls-Lal guli Falls-Burude Falls-Bennehole Falls-Vibhuthi Falls-Kalhatti Falls- Abbe Falls- Irpu Falls-Shivana samudra-Gagana Chukki and Bharatha Chukki Falls-Gokak Falls-Hebbe Falls-Kaltagiri Falls.

Unit-5. Adventure Tourism- Land-Water-Air- Rock Climbing-Mountaineering-TrekkingKumara Parvatha-Kodachadri-Kudaremukha-Narasimha Parvatha-River RaftingParasailing-Zorbing-aero sports-Safety measures- legal provisions-Environmental protections.-working of KSTDC and JLR.

### **Reference Books:**

1. Karnataka Tourism by Dr. Suryanath Kamath.
2. A Hand book of Karnataka-2005.
3. Environmental Studies-Benny & Tata Mc-Graw hill
4. Karnataka –A Delight for Tourist- Prof: K.S.Nagapathi.

## **DISASTER MANAGEMENT**

**AECC**

**2 CREDITS**

**Objectives:** To familiarize students with the Disaster Management skills to enable them deal with manmade and natural disasters striking mankind

**UNIT-1**-Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) . Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc. ) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

**UNIT-2**-. Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural-nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

**UNIT-3**-Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams,

embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

**UNIT-4-** Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

**Books for reference**

1. Gupta Anil K, Sreeja S. Nair.
2. 2011 Environmental Knowledge for Disaster Risk Management,
3. NIDM, New Delhi Indian Journal of Social Work 2002.
4. Special Issue on Psychosocial Aspects of Disasters, Volume 63, Issue 2, April.
5. Kapur, Anu & others, 2005: Disasters in India Studies of grim reality, Rawat Publishers, Jaipur
6. Kapur Anu 2010: Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.

**SEMESTER IV**

**DSC – 10**

**ITINERARY PLANNING & COSTING**

**CREDITS: 5**

Unit-I Tour Packaging 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- The Distribution Network.

Unit-II The Nature and Scope of Tour Operations; Designing itineraries, Confirmations and Reconfirmations, Handling booking techniques and procedures, maintenance of different registers, planning package tours-Tour Guiding & Interpretation- Traveller's Advice.

UNIT-III Meaning of Itinerary, Need of itinerary, different type of itineraries, outline itinerary, detailed itinerary Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of

air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

Unit-IV Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operations with various plans and services-Itinerary preparation of specific common interest tour itinerary & costing- Resources for planning itineraries.

UNIT – V Useful linkages with hotel, transportation and excursion points, procedure of introducing new itineraries and problem involved in it. Study of various inbound and outbound itineraries published by SITA, SOTC, C&K, with their costing.

**DSC – 11**

**TOURISM MARKETING**

**CREDITS: 4**

Unit – I Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment

Unit – II Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market. Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism.

Unit - III Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model. Marketing of Tourism – Related Activities: Trends in Tourism Marketing – Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.

Unit – V Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling and Publicity.

### **Reference Books**

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson

4. Marketing Management - V.S. Ramaswamy , S. Namakuman
5. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
6. Marketing in Travel and Tourism - Victor T.C. Middleton
7. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
8. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
9. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

**DSC – 12                      ACCOMMODATION MANAGEMENT                      CREDITS: 4**

UNIT - I ORGANISATION OF FRONT OFFICE AND HOUSEKEEPING – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist. LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, s staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure. Organisation of Housekeeping - Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper.

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

UNIT– III REGISTRATION – Various types of registration, Documents Generated Registration process

INFORMATION – Functions of information section, Guest Alphabetical Index rack, Message Handing, Handling Guest Rooms keys.

UNIT– IV HOUSEKEEPING CONTROL DESK Importance and role of control desk – Handling telephone calls – Co-ordination with various departments – Handling difficult situations, Forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and De-briefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys.

UNIT– V Linen & Laundry – Layout of linen & laundry room, types of linen, storage of linen, Linen exchange procedure inventory & stock, textiles, types of fibers & fabrics used in hotels.

**REFERENCE BOOKS:**

1. Front office Management – S.K. Bhatnagar
2. Front office manual – Sudhir Andrews
3. Hotel House Keeping Training Manual – Sudhir Andrews
4. Professional Housekeeping – Madhukar

**DSC – 13                      AIR TRAVEL MANAGEMENT                      CREDITS: 5**

UNIT-I History of Aviation – Introduction to Domestic and International Airlines – types of aircraft operated. IATA areas. City codes, airline codes. Special assistance services.

UNIT – II AIRPORT OPERATIONS –Layout of an Airport - land side and airside operations, airport master planning, Airport Services - Ramp Services & Airside Safety & security, Various Crisis at Airport - SOP for Bomb Threat - Mitigating Hijack Crisis Situation

. UNIT-III CUSTOMER FACILITIES AND BAGGAGE – airport facilities, inflight facilities, facilities available for departure, arrival and connecting passengers, passengers requiring special handling. Definition and regulations, baggage allowance, excess baggage charges, dangerous goods, live animals, excess value charges.

UNIT-IV TICKETING – Fare types, normal and special fares. Types of journey, Computerized and manual ticketing, Miscellaneous charges order (MCO), prepaid ticket advice (PTA).

UNIT – V Air cargo – Types of nature of cargo, basic procedure for booking cargo, Importance of consignment note, weight of shipment cargo, loading of offloading of cargo.

**REFERENCE BOOKS:**

Computer reservation system by Galileo

Handbook on Passenger air tariff

**DSC – 14                      study tour, tour report (project report) and viva voce                      CREDITS: 4**

Tour Report and Viva-Voce: One study tour in the Fifth Semester is a compulsory component of the BBA (Tourism & travel) Course. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours along with the highlights of the destinations covered in the itinerary. They have to provide a critical analysis of the destinations covered from the point of Tourism. The report shall be evaluated for fifty marks

and the Viva-Voce shall be conducted for fifty marks in the Fifth Semester, i.e., in total 100 marks.

**DSC – 15      DESTINATION DEVELOPMENT AND PLANNING      CREDITS: 5**

Unit-1 Destination Development: Definitions, Types & Characteristics of destinations –Goals of Destination Development- Destinations and products - Destination Management Systems - Destination planning guidelines - Destination selection process.

Unit – II Tourism Destination Planning - Process and Analysis: National and Regional Tourism Planning and Development - Assessment of tourism potential – Controlled tourism development– Contingency planning and destination preparedness -Economic, social, cultural and environmental considerations in destination planning - Design and innovations- Resource Analysis, Market Analysis, Competitor analysis, Regional Environmental Scanning- HRD in the destination context.

Unit – III Regional Goal Formulation: Strategy formulation, Product Portfolio Strategies. Tourism Portfolio model, analysis of Portfolio approaches. Market segmentation in the regional context - Basis, Steps, Target Marketing - targeting options, positioning strategy.

Unit – IV Components of Destination Marketing Mix. Product Strategy - Nature & Characteristics. Managing existing Tourism Products. New Product development in Regional Tourism. Pricing Strategies - Tourists Perception of Price- Six ‘A’s framework for tourism destinations - The dynamic wheel of tourism stakeholders- Destination Management Organisations (DMO’s).

Unit – V The Tourism Distribution Strategy - Choice of distribution channel. Developing a Destination Promotional strategy. Evaluation and Control of the Promotional Programme. Tourism organizations and their role in Destination Development. Case studies of Genting (Malaysia), Pattaya( Bangkok), Khajuraho & Konark

**Reference Books**

1. Clare.A.Gunn(2002), Tourism Planning: Basics, Concepts, Cases, Routledge, New York.
2. Nigel Morgan, Annette Pritchard& Roger Pride(2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
3. Charles R. Goeldner& Brent Ritchie, J.R.(2011), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
4. Richard W.Butler (2006),the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.



5. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing

**DSC – 16**

**EVENT MANAGEMENT**

**CREDITS: 5**

UNIT –I MICE tourism, features, criteria's required for a mice destination, major MICE destinations in the world & in India, players in event business – ICPB, ICCA. Event as a tourism product.

UNIT -II Initial planning – Planning a meeting - purpose – visualization – organization – timings – seasons – weather conditions – critical path – function sheet – meeting environment – preliminary meeting – co-ordination time and date.

UNIT -III The Budgeting and Fiscal Management – Sources of funding – location- site selection – locational requirements – hotel – conventional centers – contracts – suppliers and services – food and beverages.

UNIT –IV Facilities – stage management – sound system – audio visual facilities- lighting – accommodation and housing – transportation – entertainment – registration and site management – gifts and mementos. Special event – family – friends- sports – cultural – corporate – national – International – event promotion – publicity – communication – professionalism – emergencies – safety and security.

UNIT –V Understanding trade fair and exhibition – objectives – functions – benefits – exhibits – corporate sectors and business traveler – incentive travel – linking with tourism – incentive to achievers- kind of incentives- rewards and recognition.

REFERENCE BOOKS:

1. Event planning – Mr. Judy
2. Planning successful meeting and events – Anhj. Boehme
3. Meeting spectrum – Rudi R. Right, E.T. Siwek
4. Meeting conventions and exposition and introduction to industry – Rhonda J. Montgomery and Sandra R. Strick.

**DSE**

**HUMAN RESOURCE MANAGEMENT**

**CREDITS: 4**

UNIT – I Meaning and scope of HRM –PM – HRM – HRD – Role of HR Managers in tourism – organization of HR department – HR policies – objectives and functions in tourism organization

UNIT – II Manpower Planning, Job Analysis: Job Description & Job Specification – job – evaluation- methods – job rotation in tourism.

UNIT – III Recruitment – sources – selection –methods- interviews- induction. Training and Development – Importance of training – Methods Career Development steps in individual career development – Incentives – Empowerment in tourism.

UNIT – IV Performance Appraisal Types- TQM in HR Transfer – Promotions – Demotions. Separations in tourism.

UNIT – V Service labour relations – compensation management, methods for determining compensation, remuneration packages offered, employees, grievances handling, major challenges faced by HR managers of 21st century.

### **REFERENCE BOOKS :**

Human Resource Management – Sudda Rao Human Resource Management – Keith Davis

Personal Management and Industrial Relations – C.B. Memoria

Human Resource Management – M.V, Moorthy

Human Resource Development & Management – Biswamath Ghosh

Human Resource Management – K.S. Aswathappa

### **DSE**

### **HEALTH TOURISM (YOGA & AYURVEDA)**

**CREDITS: 5**

UNIT – I Introduction to Yoga – Definition of yoga according to Pathanjali, Vasistha – Bhagavdgeetha – Swami Vivekananda – Sri Aravindo , Streams of Yoga – Jnana, Bhakti, Raja and Karma Yoga – a brief glimpse into each of these streams – unity in diversity. Astanga Yoga - Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana, Dhyana, Samadhi

UNIT – II Applications of yoga in the fields of health, education, management, arts, music, sports, physically, mentally and socially deprived persons etc. Kundalini Shakthi, Types of Chakras, details regarding shat chakras and its benefitsmuladhara Chakra, Swadistana Chakra, Manipuri Chakra, Anahatha Chakra, Vishudhi Chakra, Ajna Chakta, Sahasrara Chakra.

UNIT – III Definition of Ayurveda - Anatomy-Physiology- athology Basic principles Five elemental theory. Tridoshas & Suhdoshas-Saptadhatus Trimalas Mind according to various theories Body constitution (prakriti based on tridoshas) Diagnostic procedures in Ayurveda& pulse diagnosis UNIT -III Dinacharya – Ritucharva – Rathricharya- Sadvrutta Brahmacharya - The relationship between Yoga, Ayurveda and Sanskrit.

UNIT -IV The concept of disease according to Ayurveda. The concept of food and dietetics Home remedies Panchakarma and Rejuvenative therapies Ayurveda in India and abroad Visit to a few Ayurveda and yoga institutions.

UNIT -V Health tourism – Ayurvedic way: A case study of Kerala. An overview of health tourism in Kerala, Major ayurvedic treatments & rejuvenation therapies, marketing and positioning strategies, challenges for health tourism in Kerala.

**REFERENCE BOOKS:**

1. Life and message of Sri Ramakrishna
2. Gospel of Sri Ramakrishna
3. Yoga for positive health
4. Pranayama
5. Raja yoga
6. Charaka samhita
7. Sushruta samhita
8. Astanga hridaya
9. Pathanjala Yoga sutras
10. Swasthavritta

**DSE                      TOURISM PRODUCT (INDIAN HERITAGE)                      CREDITS; 5**

Introduction to Archaeology definition and concept of heritage, cultural heritage, Archaeological heritage, Natural heritage, Tangible and Intangible heritage. Heritage as tourism product

UNIT – I Introduction - the concept of unity and diversity. Indus Valley and Vedic civilization great Epics of India – Ramayana and Mahabharatha.

UNIT – II Philosophy and Religion- a brief study of – Hinduism, Vaishnavism, Shaivism, Jainism, Buddhism. Indo- Islamic Architecture- Delhi Sultanate and Mughal periods with special reference to monuments and paintings – mosques – palaces – forts – dargahs

UNIT – III World Heritage sites in India – Maurya and Gupta periods with special reference to Art and Architecture. Culture of South India – Pallava – Chola – Chalukyas of Badami- Rastrakuta – Hoysala – Vijayanagara Kingdoms – with special reference to Art and Architecture.

UNIT– IV Mysore Wodeyars; palaces and other heritage buildings at Mysore, Srirangapatna, Bangalore and other heritage cities of Karnataka.

**REFERENCE BOOKS:**

1. A.L. Bhasham : The wonder that was India, London, 1991
2. R.C. Majumdar et al: An Advanced History of India, 1967
3. K.A. Nilakantha Sastri: A history of South India, 1958
4. Percy Brown: India Architecture, 2 parts. 1971
5. C. Sivaramamurthy: Indian Painting, 1970
6. Suryanath Kamath – Quit India Movement
7. Ancient India- V.D. Mahajan
8. Hoysala Temples in Mandya and Tumkur District- Dr. N.S. Rangaraju

**DSE**

**E- COMMERCE**

**CREDITS: 5**

UNIT – I Introduction to E-Commerce, Features of E-commerce, Benefits & Impact of ECommerce, Classification of E-Commerce, Application of E-Commerce Technology and Business models.

UNIT - II Web Concepts for E-Commerce- Client/Server Applications, Communication Channels, TCP/IP – Typical B2C transaction, Web Security Threats in B2C, Information Security Threats- Cryptography, Transport Layer Security, Application Layer Security, Server Proxies and Firewalls.

UNIT - III Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Internet Advertising, Models of Internet advertising, sponsoring content, Corporate Website, Weaknesses in Internet advertising, Web Auctions, BLOG writing.

UNIT - IV Launching Your E-Business – Marketing an E-Business, Search Engines and Directories, Public Relations, Consumer Communication, News Groups and Forums, Exchanging Links, Web Rings, E-Business Back end systems, Business Record Maintenance, Back up procedures and disaster Recovery plans. Case study discussion on a Corporate Web site.

UNIT - V Legal & Privacy issues in E-Commerce: Legal, ethics and privacy- Protecting needs & methodology- Consumer protection, cyber laws, contracts & warranties, taxation & encryption policies.

**REFERENCE BOOKS**

1. Electronic Commerce – Framework, technologies and applications – Bharat Bhaskar TMH Publications.
2. World Wide Web Design with HTML : C Xavier
3. Creating a winning E-Business : Napier, Judd, Rivers, Wagner – course Technology – Thomson Learning, 2001
4. E-commerce-Concepts and Model Strategy – Murthy C.S.V (Himalaya)

**SEC 1                      ACCOUNTING FOR TOURISM INDUSTRY                      CREDITS: 4**

UNIT – I Accounting: Meaning and Definition – Accounting Concepts and Conventions, Accounting Standards-Meaning – a brief study of Indian Accounting Standards only – Basic concepts of Double Entry Systems of Book – Keeping.

UNIT – II Preparation of Journal – ledger – subsidiary books – (Problems on Purchase Book, Sales Book. Three Column Cash Book only).

UNIT – III Bank reconciliation statement – causes for difference between cash book and pass book balance- preparation of bank reconciliation statement, depreciation – causes – methods – problems on straight line method and reducing balance method only.

UNIT – IV Preparation of trial balance of sole trading sole trader, Final Accounts of Sole – Trading Concerns Manufacturing, Trading, P & L A/C and Balance Sheet.

UNIT – V Preparation of Final Accounts of Non-Trading – concern Capital & Revenue items – Difference between Receipts and Payment A/C and income and expenditure account, preparation of income and expenditure account and balance sheet from receipt and payment account.

**REFERENCE BOOKS:**

1. Advanced Accountancy – R.L.Gupta
2. Advanced Accountancy – B.S.Raman
3. Advanced Accountancy – S.N. Maheshwari
4. Advanced Accountancy – M.C.Shukla

**VI SEMESTER**

**INDUSTRIAL TRAINING – IT SHOULD PROVIDE ON THE JOB TRAINING TO THE STUDENTS.**

**The training component amounts to 3 DSC papers.**

- 1) Normally a subject is taught for 16 weeks in a semester. In 6th semester the classes will be conducted only for 8 weeks and other 8 weeks the students have to undergo practical training. Therefore, for each subject there shall be 6 hours of theory classes per week.
- 2) The practical training shall preferably be undertaken in the beginning of the semester only. The minimum period of training shall be 2 months.
- 3) The trainer has to assess the student and award 200 marks along with a training certificate.
- 4) The students have to write a project report regarding their training which shall be valued for 50 marks. There shall be a viva voce examination on the project report for 50 marks.

**DSE**

**TOURISM RESOURCES OF INDIA**

**CREDITS: 5**

Unit-I Tourism- An overview - Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility

Unit –II Tourism Products - Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

Unit –III Art and Architecture Paintings, Sculptures, Museums, Art Galleries Archaeological sites, Forts, palaces, religious monuments Museums, art galleries

Unit-IV Natural Tourist Resources - Land forms and landscapes -Mountains as tourism products - Deserts as tourism product - Coastal and island products - Wildlife Sanctuaries and National Parks in India

Unit – V Fairs, Festivals and Tourism: Seasonal Boat Race Festival – Mango Festival, Garden & Flower Festivals – Tea Festivals – Kite Festival – Snake boat race Festivals - Elephant Festivals – Desert Festival of Rajasthan – Music & Dance Festival – Religious Meals – Festivals.

**Reference Books**

1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
3. Brown Percy : Indian Architecture, vol. 1 & 2

4. Basham A.I : The Wonder that was India.
5. Banetjee B.N Hindu Culture, Customs & Ceremonies.
6. Deva B.C Musical Instruments
7. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

**DSE**

**TOURISM ECONOMICS**

**CREDITS: 5**

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

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

UNIT – III Economics of Tourism supply – Components of Tourism supply-Elasticity of Supply-supply Trends with Reference of India.

UNIT – IV Tourism development and National Economics-Tourism’s contribution to G D P – difficulties in Measuring Tourism’s contribution to GDP.

UNIT –V Economic impact of tourism-employment and income creation-special characteristics of employment and income generated by tourism secondary employment and income tourism multiplier-limitations of tourism multiplier.

**REFERENCE BOOKS:**

- 1) The economics of tourism destination-Elsevier Butter Worth.
- 2) The economics of Travel and Tourism-Longman (Australia)

**DSE**

**TOURISM FINANCE**

**CREDITS: 5**

UNIT - I Scope of Finance – Finance Functions – Job of the Financial Manager – Financial Goal – Profit maximization.

UNIT – II Short term sources of finance – Money market – Component of money market – Indian money market and its features.

UNIT– III Long term source of Finance – Capital Market – Indian Capital Market – Indian Stock Market – New Issue Market. Ordinary Shares – Right Issue – Preference Shares - Debentures – Long Term Loans – Leasing Finance – Venture Capital – Hire purchase.

UNIT– IV Capital Structure – concept of balanced capital structure. Analysis of Income, risk and control; Assessment of explicit cost of new capital, EBITEPS analysis – Analyzing the risk of debt financing.

UNIT– V Working capital – Meaning – concept and nature of working capital – kinds of working capital – factors affecting the working capital – working capital management. Sources of working capital. Forecasting the working capital requirements. Simple problems an estimating the amount of working capital required.

### **REFERENCE BOOKS:**

1. Financial Management – I.M. Pandey
2. Elements of Finance Management – Dr. S.N. Maheshwari
3. Finance Management – Khan & Jain

## **SEC – 2      SOFT SKILL AND PERSONALITY DEVELOPMENT      CREDITS: 4**

UNIT – I Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations, Team Presentations-Non-Verbal communication: Forms of Non-Verbal communication, Interpreting non-verbal messages, Tips for effective use of Non-Verbal communication.

Unit-II Skills development through practice: Listening skills and barriers; JAM sessions, Role Plays, Debates, Elocution, Mock Interviews, etc.; Persuasive Communication, Convincing Skills, Conversations.

Unit III Spoken English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.

Unit IV Presentation skills and techniques; Personal grooming and business etiquettes- corporate etiquette, social etiquette and telephone etiquette, gestures and body, language, impression management-Image Building and Self Awareness- Developing Self Awareness-Projecting a winning personality-Attending Interviews.

Unit V Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation.

### **Reference Books**

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.



2. Munter Mary (2002), *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.
3. Mandal S.K. (2007), *Effective Communication and Public Speaking*, Jaico, Mumbai.
4. Meenakshi Raman & Prakash Singh (2012), *Business Communication*, Oxford University Press.
5. Bovee, Thill & Schatzman (2003), *Business Communication Today*, Pearson, New Delhi.