



Vishwavidyanilaya Karyasoudha  
Crawford Hall, Mysuru- 570 005  
Dated: 23-07-2024

No.AC6/57/2024-25

**Notification**

**Sub:-** Syllabus and Scheme of Examinations of B.B.A. (Tourism and Travel) (UG) programme (I & II Semester) from the Academic year 2024-25.

- Ref:-** 1. Decision of Board of Studies in B.B.A. (Tourism and Travel) (UG) Meeting held on 13.06.2024.  
2. Decision of the Faculty of Commerce meeting held on 15.06.2024.  
3. Decision of the Academic Council meeting held on 28.06.2024.

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The Board of Studies in B.B.A. (Tourism and Travel) (UG) which met on 13.06.2024 has resolved to recommend and approved the Syllabus and scheme of Examinations of B.B.A. (Tourism and Travel) (UG) programme (I & II semester) with effect from the academic year 2024-25.

The Faculty of Commerce and Academic Council at their meetings held on 15.06.2024 and 28.06.2024 respectively has also approved the above said Syllabus and scheme of Examinations hence it is hereby notified.

The Syllabus and scheme of Examinations pattern contents may be downloaded from the University website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

Registrar  
REGISTRAR  
University of Mysore  
MYSORE

**To;**

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.B.A. (Tourism & Travel) Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman BOS/DOS in Commerce, Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, P G Center, Hemagangothri, Hassan.
5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, 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.



# **STATE EDUCATION POLICY 2024 (SEP 2024)**

**Proposed Curricular Framework for FIRST Year**

**Under Graduate Program in**

**BBA- TOURISM & TRAVEL**

**under SEP-2024**

**UNIVERSITY OF MYSORE**

## PREFACE

Education is fundamental for achieving full human potential, developing an equitable and novel society, and promoting national development. Providing access to quality education is the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way forward for developing and maximizing our country's rich talents and resources for the good of the individual, the society, the country, and the world. India will have the highest population of young people in the world over the next decade, and our ability to provide high-quality educational opportunities to them will determine the future of our country.

The world is undergoing rapid changes in the knowledge landscape. With various dramatic scientific and technological advances, such as the rise of big data, machine learning, and artificial intelligence, many unskilled jobs worldwide may be taken over by machines, while the need for a skilled workforce, particularly involving multidisciplinary abilities across the sciences, social sciences, and humanities, will be increasingly in greater demand. With climate change, increasing population, and depleting natural resources, there will be a sizeable shift in how we meet the need for garment resulting in the need of new skilled labour. As India moves towards becoming a developed country as well as among the three largest economies in the world, we need to upskill our younger workforce with relevant skills to employ them to benefit societies.

With the quickly changing employment landscape and global ecosystem, it is becoming increasingly critical that our youths not only learn, but more importantly learn how to learn. Education thus, must move towards less content, and more towards learning about how to think critically and solve problems with sustainable principles in their respective domains.

Tourism management is a career path that typically falls under the Travel Agency, tour operation, tour guiding, airline, accommodation and lodging industry. It involves overseeing the daily administrative, operational and commercial tasks of businesses like travel agency, resorts, tour operators, airlines Tourist offices, casinos, amusement parks and many other related businesses. From the big travel field to the smallest establishments, they are all part of the tourism industry.

Proposing and developing a curriculum for Tourism Management is unique in several ways. The designed curriculum in BBA- Tourism & Travel program attributes to change the age-old paradigms of learning and utilizing knowledge. The proposed curricular framework designed by the subject expert committee was headed by eminent academicians in the field of Tourism and Travel.

The valuable support from the subject experts from various reputed universities and institutions has helped to draft and prepare the framework to implement the State Education Policy for the benefit of the students in the field of Hospitality.

## **PREAMBLE**

The Curriculum designed by the Subject Expert Committee in trajectory with State Education Policy 2024 guidelines aims to provide a framework for understanding the Tourism industry by sensitizing students to the conceptual, visual, and perceptual process. The framed syllabus and the course policy are learner-centric with varying levels of skills in each academic year. Program structure and selected courses give diverse choices of subjects in tune with the changing trends in Tourism and travel industries under the Choice Based Credit System.

The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. Considering this growth in the coming years, the industry needs professionals with in-depth knowledge & skills having the ability to bring in significant changes. Therefore, the Tourism and Travel course curriculum is designed to create market- ready professionals with upgraded, updated, and creative operational and managerial capabilities. As envisioned in the State Education Policy 2024 the syllabus offers holistic education and all-round development in undergraduate studies under Choice Based System, the main objective of 'Tourism & Travel Studies' is to articulate the students about the fundamentals of Tourism services and its impact on Tourism. Tourism, as a profession, includes the entire process of guest service relevant to all the stages of a guest cycle. This course will provide an overview of Tourism & Travel management and cover various fields of study such as Airlines, travel management, accommodation, Tour operation, tourism organisations, Sustainability, Tourism fundamentals and other allied subjects.

Subject experts teaching post-graduate and under-graduate courses from various universities and colleges were instrumental in framing this new curriculum. The course curriculum presented in the following pages conforms to the general guidelines of the SEP 2024 scheme, semester schedule, evaluation criteria and course credit structure of the Tourism & Travel Program. It comprises of 23 credits for first and second semester shared over a number of core papers, language papers and allied courses. Courses on Constitution of India, is also included as per the directives.

**REGULATIONS PERTAINING TO BBA – TOURISM & TRAVEL**  
**According to SEP**  
**2024**

**I. PROGRAM OUTCOMES**

**Upon successful completion of BBA-Tourism & Travel Course, the student should be able to:**

**PO 1:** Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.

**PO 2:** Apply the concepts and skills necessary to achieve guest satisfaction.

**PO 3:** Demonstrate leadership and teamwork to achieve common goals.

**PO 4:** Conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics.

**PO 5:** Communicate effectively and confidently in the classroom, community and industry.

**PO 6:** Demonstrate knowledge of multicultural perspectives to meet the needs of the guests and employees.

**PO 7:** Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.

**PO 8:** Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.

**PO 9:** Demonstrate ability to perform basic, supervisory and managerial level job functions in Travel agency and tour Operation, airline industry and hospitality careers.

**PO 10:** Evaluate diversity and ethical considerations relevant to the tourism industry.

**II. GRADUATE ATTRIBUTES**

The graduate attributes are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate will be able to demonstrate through learning various courses which are listed below:

✓ **Disciplinary Knowledge**

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of Tourism and Travel Management.

✓ **Communication Skills**

- i. Ability to communicate long standing, unsolved problems related to Tourism and Travel.
- ii. Ability to show the importance of Tourism and Travel as precursor to various market Developments.

✓ **Critical Thinkin**

- i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Tourism Business;
- ii. Ability to examine the results and apply them to various problems appearing in different branches of Tourism Business.

✓ **Problem solving**

- i. Capability to reduce a business problem and apply the classroom learning into practice to offer solution for the same;
- ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
- iii. Able to comprehend solutions to sustain problems originating in the diverse management are such as Finance, Marketing, Human Resource, Taxation within the Tourism and Travel industry.

✓ **Research Related Skills**

- i. Ability to search for. Locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic
- ii. Ability to identify the developments in various branches of Tourism Management and Business

✓ **Information and Communication Technology (ICT) digital literacy**

Capability to use various ICT tools (like spreadsheet) for exploring, analysis, and utilizing the information for business purposes.

✓ **Self-directed Learning**

Capability to work independently in diverse projects and ensure detailed study of various facets in Tourism

✓ **Moral and Ethical Awareness/Reasoning**

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

✓ **Life-long learning**

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Tourism Management.

**III. ELIGIBILITY FOR ADMISSION:**

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these Programs.

**IV. 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.

## **V. DURATION OF PROGRAMS**

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

Each semester shall consist of at least 16 weeks of study with a minimum of 90 working days (excluding time spent for the conduct of final examination of each semester).

## **VI. MEDIUM OF INSTRUCTION**

The medium of instructions shall be English only (Except for Language subjects)

## **VII. ATTENDANCE**

For the purpose of calculating attendance, each semester shall be taken as a Unit. A student shall be considered to have satisfied the requirement of attendance for a semester, if he/she has attended at least 75% in aggregate of the number of work periods in each of the courses compulsorily.

A student who fails to satisfy the above condition shall not be permitted to take the University examination.

## **VIII. TEACHING AND EVALUATION**

Faculty members with BHM, MTA, MTTM or MBA (TTM) graduates with Hospitality,& Tourism as their specialization from recognized university are only eligible to teach and evaluate the Courses (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and additional courses shall be taught by the graduates as recognized by the respective Board of Studies.

## **IX. RECORD MAINTENANCE AND SUBMISSION**

- Every college is required to establish a laboratory for delivering practical aspects of all core hospitality and Tourism subjects. In addition, an Innovative business lab / computer lab should be established to enable students to get practical knowledge of hospitality and tourism business activities and online learning.
- In every semester, the student should keep a record of the activities conducted in the laboratories and submit it to the concerned faculty.
- The BOE is authorized to make random surprise visits to the colleges and verify record and internal marks awarded.

## **X. PRACTICAL TRAINING AND PROJECT REPORTS:**

### **Industrial Training:**

The course being a professional course, the students are required to undergo an Industrial Training in the 6<sup>th</sup> Semester for a period of 3 Months. The objective of the training is to expose the students to the operational aspects of travel agency, tour operation, Tour Guide, Airlines and a star hotel (4 star and above) and he/she is preferably exposed to the four core departments specially to gain operational and managerial skills required to effectively manage a hotel and Tourism sector.

## **XI. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION (CIE) AND SEMESTER END EXAMINATION (SEE)**

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:

<b>SL No</b>	<b>Parameters for Evaluation</b>	<b>Marks</b>
	<b>Continuous Internal Evaluation (CIE)</b>	
A	Continuous & Comprehensive Evaluation (CCE) - C1	10 Marks
B	Internal Test - C2	10 Marks
	<b>Total of CIE</b>	<b>20 Marks</b>
C	Semester End Examination (SEE)	<b>80 Marks</b>
	<b>Total of CIE &amp; SEE</b>	<b>100 Marks</b>

### **A. Continuous & Comprehensive Evaluation (CCE):**

The CCE will carry a maximum of 20% weightage (20 marks) & 10% weightage (10 marks) of total marks of a course. The faculty member can select any two of the following assessment methods, Minimum of two of the following assessment methods of 5 marks or 10 marks each depending on the paper allotted:

Individual Assignments	Practical activities/Problem Solving Exercises
Seminars/Classroom Presentations/Quizzes	Mini Projects/Capstone Projects
Group / Class Discussion/ Group Assignments	Participation in Research activities, etc.
Case studies/Case lets / Field visits	Any other academic activity.
Participatory & Industry-Integrated Learning	Practical activities/Problem Solving Exercises

### **B. Internal Test:**

The Internal Test will carry a maximum of 10% weightage (10 Marks) of total marks of a course, under this component, a test will have to be conducted after 50% of the completion of the syllabus in each subject.



## **XII. PATTERN OF QUESTION PAPER (SEE)**

### **A. Final Exam – 80 Marks**

<b>Sections</b>		<b>Semester End Exam</b>
<b>SECTION A</b> 1. a, b, c, d, e, f, g, h, i, j, k, l	<b>(Factual Questions)</b> Answer any TEN out of twelve Sub-questions	<b>10 X 2 = 20 Marks</b>
<b>SECTION B</b> 2, 3, 4, 5, 6, 7	<b>(Application Questions)</b> Answer any FOUR out of five questions	<b>4 X 5 = 20 Marks</b>
<b>SECTION C</b> 8, 9, 10, 11, 12, 13	<b>(Analysis Questions)</b> Answer any FOUR out of six questions	<b>4 X 10 = 40 Marks</b>
<b>TOTAL</b>		<b>80 Marks</b>

## **XIII. APPEARANCE FOR THE EXAMINATION**

A Candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

## **XIV. VALUATION**

- There shall be centralized single valuation for theory papers answer scripts.

## **XV. PASSING CRITERIA**

- A student is considered to have passed the course, only on securing a minimum of 40% from CIE and SEE put together.
- In case a student secures less than 30% in SEE or Absent for SEE, the student is said to have not completed the course. The student should reappear only for the SEE component of the course when the University conducts the examination.

## **XVI. OTHERS**

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

**SEP Course Structure of BBA (TT)**  
**Discipline Specific Course (DSC) and Ability Enhancement Course (AEC)**

Course Type, Code and Name		Credits	Credits	Maximum Marks			Exam Duration	Total Marks
				IA		Exam		
				L:T:P	C1	C2		
<b>I Semester</b>								
DSC (1)	Principles and Practice of Tourism	4	4:0:0	10	10	80	03 hrs.	100
DSC (2)	Hospitality Management	4	4:0:0	10	10	80	03 hrs	100
DSC (3)	Air Travel Management	4	4:0:0	10	10	80	03 hrs.	100
DSC (4)	Principles of Management	3	3:0:0	10	10	80	03 hrs.	100
AECC (5)	Kan/French/Hindi/Sanskrit/ etc.	3	3:0:0	10	10	80	03 hrs.	100
AECC (6)	English-1	3	3:0:0	10	10	80	03 hrs.	100
AECC (7)	Constitutional Values-1	2	2:0:0	05	05	40	02 hrs	50
<b>Total</b>			<b>23</b>	<b>65</b>	<b>65</b>	<b>520</b>		<b>650</b>
<b>II Semester</b>								
DSC (8)	Tourism Products of India-1	4	4:0:0	10	10	80	03 hrs.	100
DSC (9)	Tourism Geography	4	4:0:0	10	10	80	03 hrs.	100
DSC (10)	Airport Operation Management	4	4:0:0	10	10	80	03 hrs.	100
DSC (11)	Tourism and Hospitality Marketing	3	3:0:0	10	10	80	03 hrs.	100
AECC (12)	Kan/French/Hindi/Sanskrit/ etc.	3	3:0:0	10	10	80	03 hrs.	100
AECC (13)	English-2	3	3:0:0	10	10	80	03 hrs.	100
AECC (14)	Constitutional Values-2	2	2:0:0	05	05	40	02 hrs	50
<b>Total</b>			<b>23</b>	<b>65</b>	<b>65</b>	<b>520</b>		<b>650</b>

# **SEMESTER 1**

**Name of the Program: BBA (Tourism and Travel)**  
**Name of the Course: Principles and Practice of Tourism**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>46 Hrs</b>

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

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

- 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 behavior 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**

**10**

Brief history of tourism worldwide and in India-Types 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

**Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES**

**8**

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)

**Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS**

**10**

Origin of Travel Motivation, Meaning of Motivation & Behaviors, 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 Relationship, Cultural Exchanges, GIT, FIT & Affinity Group Travel.

**Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY**

**10**

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, General information about Indian Railways, Types of rail tours in India: Luxury trains of India, Toy Trains. In-rail 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**

**08**

International Air Transport Association (IATA), United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), India Tourism Development Corporation (ITDC).

**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, VanNostrand 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)  
**Name of the Course:** Hospitality Management

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>46Hrs</b>

**Pedagogy-** Classrooms lecture, tutorials, Group discussion, Seminar, field work etc.

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

- 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.

<b>Syllabus:</b>	<b>Hours</b>
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<b>Module No. 1: ORIGIN OF HOTEL INDUSTRY</b>	<b>10</b>
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The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.

<b>Module No. 2: HOTEL ORGANIZATION</b>	<b>10</b>
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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 Meal plans- types of room rates;

<b>Module No. 3: FRONT OFFICE</b>	<b>10</b>
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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.

<b>Module No. 4: HOUSEKEEPING</b>	<b>08</b>
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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.

<b>Module No. 5: FOOD AND BEVERAGE</b>	<b>08</b>
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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, Sections of food production department.

**Skill Developments Activities:**

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.  
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)****Name of the Course: Air Travel Management**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>46 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
a) The ability to understand concepts of Air Travel management, principles and operations of Tourism and Travel Industry.		
b) The ability to explain the theories and practices followed in airports.		
c) The ability to explain the motivations behind travel behavior and able to identify tourism trends		
d) The ability to explain the linkages of tourism industry with air travel.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: History of Aviation</b>		<b>10</b>
Introduction to Domestic and International Airlines – types of aircraft operated. IATA areas. City codes, airline codes. Special assistance services.		
<b>Module No. 2: Airport Operations</b>		<b>8</b>
–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		
<b>Module No. 3: Baggage and Ticketing</b>		<b>10</b>
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. Fare types, normal and special fares. Types of journey, Computerized and manual ticketing, Miscellaneous charges order (MCO), prepaid ticket advice (PTA).		
<b>Module No. 4: International Organizations and Conventions for Aviation</b>		<b>10</b>
Chicago Convention-Bilateral Agreement - Bermuda Agreement of 1946 - Warsaw Convention - IATA - ICAO - Freedom of Airs - Open Sky Policy in Europe and Asia - Custom Regulations - Health Regulations.		
<b>Module No. 5: Air cargo and Global Aviation Industry</b>		<b>08</b>
Types of nature of cargo, basic procedure for booking cargo, Importance of consignment note, weight of shipment cargo, loading of offloading of cargo. Top Market Opportunities - Market Drivers -Industry Challenges - Safety - Passenger Experience - Sustainability - Market Size and Forecast - Key Market Players -Key Market Drivers Of Change - Environmental Activism-Infectious Diseases and Sustainability - New Modes of Consumption -Middle Class Growth In China And Asia Pacific Region - Risk of Terrorism - Global Aging - Future Trends and Challenges of the Airline Industry.		



**Skill Developments Activities:**

1. Visit to local airport and understand the operations and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different ways of handling the baggages .

**Text Books:**

- 1) Computer reservation system by Galileo
- 2) Handbook on Passenger air tariff

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

**Name of the Course:** Principles of Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs	42 hours

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Field work etc.,

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

- The ability to understand concepts of business management function of management.
- The ability to explain the process of planning and decision
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance barrier of communication, motivation theories and leaders The ability to understand the requirement of good control system and control techniques.

Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO MANAGEMENT</b>	8
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
<b>Module No. 2: PLANNING AND DECISION MAKING</b>	6
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans(Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
<b>Module No. 3: ORGANIZING AND STAFFING</b>	8
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
<b>Module No. 4: DIRECTING AND COMMUNICATING</b>	8
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
<b>Module No. 5: COORDINATING AND CONTROLLING</b>	4
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**

**08**

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 in classroom and the same needs to be recorded by the Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

**Text Books:**

1. Stephen P. Robbins, Management, Pearson
2. L M Prasad, Principles of management, Sultan Chand and S
3. V.S.P Rao/Bajaj, Management process and organization, Ex
4. Appanniah and Reddy, Management, HPH.
5. T. Ramaswamy : Principles of Management, HPH.

# **SEMESTER 2**

**Name of the Program:** BBA (Tourism and Travel)  
**Name of the Course:** Tourism Products of India -I

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>46 Hrs</b>

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

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

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

**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**

**10**

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: INDIAN CULTURAL HERITAGE**

**10**

Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets - Different Indian and Western Philosophy Vedic, Vaishnava, Shaiva, Shakthi Traditions, -Cuisine- Handicrafts-Folk Arts and Folklore- Indian Railway and IRCTC- Luxury Train Services of India.

**Module No. 4: NATURAL TOURISM RESOURCE**

**10**

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. 5: 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

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

**Name of the Course:** Tourism Geography

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	46 Hrs

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

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

- a) The ability to understand concepts of tourism geography
- b) The ability to city codes of various destinations
- c) To make them to understand the importance of geography in tourism.
- d) To familiarize the Tourism destinations of the world.
- e) To able to understand IATA Geography and GIS in Travel and Tourism..

Syllabus:	Hours
<b>Module No. 1: Introduction to Geography:</b>	<b>10</b>
Meaning, relationship between tourism & Geography, Elements of Geography, forms of Geography, Importance of Geography in Tourism, World's Climatic Zones& its impact, Latitude & Longitude, Map study and Satellite mapping of tourism resources (GIS).	
<b>Module No. 2: IATA Areas, Code and GMT Time</b>	<b>10</b>
Areas, Sub Areas and Sub Regions as per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.	
<b>Module No. 3: North &amp; South America</b>	<b>10</b>
Physical & Political Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent and Map study.	
<b>Module No. 4: Europe &amp; Africa</b>	<b>10</b>
Physical & Political Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent and Map study.	
<b>Module No. 5: Asia &amp; Australia</b>	<b>06</b>
Physical & Political Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent and Map study - Major Air & Sea Routes of World. A Case Study of USA, Brazil, UK, South Africa, China, India, Australia	

**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.*

**Text Books:**

1. 1. Burton, R. - Travel Geography. Pitman Publishing, Marlow Essex.
2. 2. Boniface B. & Cooper, C. - Worldwide Destinations: The Geography of Travel & Tourism.
3. 3. Oxford Butterworth Heinemann, London.
4. 4. Hall, M - Geography of Travel and Tourism, Routledge, London.
5. 5. C. Michael Hall & Stephen J. - The Geography of Tourism and Recreation- Environment.

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

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>46 Hrs</b>

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

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

- 1) The ability to understand concepts of airport operations
- 2) The ability to city codes of various destinations
- 3) To make them to understand the importance airport management.

**Syllabus:**

**Hours**

**Module No. 1: Airport Organizational Structure**

**10**

Airport terminal-passenger terminal-land side and air side-Delay handling - Air certification-Airport facilities for passengers- passenger's routing at the Airport - minimum aircraft ground time-hub & spoke system- noise management- Airport master planning,-project financing-green field airports-types of Airport-private- public- personal and public, Airport Tax & Other Charges.

**Module No. 2: Ground Handling Operations**

**10**

Passenger handling-ramp handling-aircraft ramp servicing- ramp layout-departure control-division of ground handling responsibilities-control of ground handling efficiency-flight information-counter-reservation and ticketing—check in/issues of boarding pass-custom-security hold area and immigration formalities-co-ordination -security clearance-handling of stretcher passenger and human remains- Handling of CIP, VIP and VVIP-Minor and Unaccompanied.

**Module No. 3 : Baggage Handling Operations:**

**10**

Operating characteristics of baggage handling system-the inbound baggage system-the outbound baggage system-operating performance-check in- processing-carriage-arrival-time to unload bags-percentages of bags delivered in given time-delay.

**Module No. 4: Passenger Terminal Operations**

**10**

Functions of the passenger terminal-terminal functions- philosophies of terminal Management-direct passenger service-airline related passenger services -airline related operations functions-governmental requirements- passenger information system-space components and adjacencies-aids to circulation.

**Module No. 5: Air Traffic Management**

**06**

Services (ATC, AIS/ARO segments and units, CLR, GRD, TWR, APP/DEP, ACC)-Air space (airways, special use of airspace-airspace classification-flight rules) Air traffic management, ATC slots, capacity management, Airports. Air Navigation service Airspace & Air traffic service, Navigational aids & Communications. Air traffic flow management, Navigation charges, weight and balance of Aircraft, future air Navigation system.

**Skill Developments Activities:**

- 1) Learn passenger terminal circuits
- 2) *The same needs to be recorded by the student in the Skill Development Book.*
- 3) *Draft tourism circuits.*

**Text Books:**

1. 1. The Airport Business - Dogains R.
2. 2. Airport operations – Ashford, Stanton & Moore
3. 3. Managing Airports-Anne Graham
4. 4. Airport planning and Management-Alexander and Well



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

**Name of the Course:** Tourism and Hospitality Marketing

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>45 Hrs</b>

**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**

- 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**

**10**

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**

**8**

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**

**10**

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**

**7**

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**

**10**

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:**

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.