


UNIVERSITY OF MYSORE
Estd. 1916

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

No.AC6/304/2022-23

Dated: 07-09-2023

Notification

Sub:- Syllabus and Scheme of Examinations of B.B.A.(Tourism and Travel) programme (V & VI Semester) with effect from the Academic year 2023-24.

Ref:- 1.This office circular No: AC2(S)/151/2020-21 dated 08-08-2023.


2.Decision of BOS in Business Administration meeting held on 04-09-2023.

The Board of Studies in Business Administration which met on 04-09-2023 has resolved to recommended and approved the syllabus and scheme of Examinations of B.B.A. (Tourism and Travel) programme (V & VI semester) with effect from the academic year 2023-24.

Pending approval of the Faculty of Commerce and Academic Council meetings the above said syllabus and scheme of examinations are hereby notified.

The syllabus and Scheme of Examinations contents may be downloaded from the University website i.e., www.uni-mysore.ac.in

DRAFT APPROVED BY THE REGISTRAR


Deputy Registrar (Academic)
Deputy Registrar (Academic)
University of Mysore
Mysore-570 005

To;

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

BBA (Tourism and Travel)

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Honors in Tourism and Travel) with Tourism and Travel Management as Core subject Under NEP-2021-22.

V and VI Semester

2023

COURSE-STRUCTURE

Semester V-TT								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBATT 5.1	International Tourism-1	DSC	3+2+0	60	40	100	4
38	BBATT 5.2	Principles of Aviation	DSC	3+2+0	60	40	100	4
39	BBATT 5.3	Study Tour and Reporting	DSC	0+2+3	Reporting:50 Viva-Voce:50		100	4
40	BBATT 5.4	Elective-1	DSE-1	3+1+0	60	40	100	3
41	BBATT 5.5	Elective-2	DSE-2	3+1+0	60	40	100	3
42	BBATT 5.6	Information technology for Managers	VOC-1	3+1+0	60	40	100	3
43	BBATT 5.7	Cyber Security/ Employability Skills	SEC	2+0+2	60	40	100	3
Sub –Total (E)					410	290	700	24

DSE-Choose any Two streams:

Elective	Stream-1	Stream-2	Stream-3	Stream-4
	Airline Management	Event Management	Hospitality Management	Tour Operation
	Airport Operations Management	MICE Tourism	Front Office Operations	Itinerary Planning and Costing

Note: Study Tour & Reporting and Viva Voce:

- One Study Tour and Reporting in the 5th semester is a compulsory component of the BBA (Tourism and Travel) Course. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tour along with the highlights of the destination covered in the Itinerary. They have to provide a critical analysis of the destinations covered from the point of Tourism.
- A Study Tour and Reporting shall be evaluated that the comprehensive report for 50 marks and the Viva-Voce shall be conducted for 50 Marks in the 5th semester, i.e., in total 100 marks. Tour report evaluation and Viva-voce examination to be conducted with two examiners: one from Internal and External Examiner.

Semester VI-TT

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
45	BBATT 6.1	International Tourism-2	DSC	3+2+0	60	40	100	4
46	BBATT 6.2	Tourism Planning and Development	DSC	3+2+0	60	40	100	4
47	BBATT 6.3	Air Ticketing and Fare Construction	DSC	3+2+0	60	40	100	4
48	BBATT 6.4	Elective-3	DSE-3	3+1+0	60	40	100	3
49	BBATT 6.5	Elective-4	DSE-4	3+1+0	60	40	100	3
50	BBATT 6.6	Digital Marketing	VOC-2	3+1+0	60	40	100	3
51	BBATT 6.7	Internship for 6 weeks in Tourism/Hospitality and Aviation Industry.	SEC	0+1+3	Reporting:50 Viva-Voce:50		100	3
Sub –Total (E)					410	290	700	24

DSE-Choose any One streams:

Elective	Stream-1	Stream-2	Stream-3	Stream-4
	Airline Management	Event Management	Hospitality Management	Tour Operation
	Cabin Crew and Inflight Services	Event Planning & Team Management	Food and Beverage Management	Tour Leadership and Management

Note: About 6th semester Internship:

Course Title	Internship Discipline Specific
No. of Contact Hours	90 hours
No of Credits	2
Method of Evaluation	Presentations/ Report Submission/Viva-Voce

- Internship shall be Discipline specific of 90 hours (2Credits) with a duration of 4-6 weeks.
- Internship may be Full-time/part time(Full-time during semester holidays and Part time in the academic session)
- Internship mentor /supervisor shall avail work allotment during 6th semester for a maximum of 20 hours.

- The student should submit the final internship report (90 hours of Internship) to the mentor for completion of the internship.
- **MONITORING & EVALUATION OF INTERNSHIP:**
 1. Monitoring by Internship Supervisor Research Internship Supervisor from the host institute should monitor the regularity of the intern at his/her workplace. Students should preferably inform to the Internship Supervisor at least one day prior to availing leave except emergency.
 2. The evaluation of research internship will be carried out at following stages:
 - i. Evaluation by the internship supervisor for Host organization.
 - ii. Evaluation through seminar presentation/viva-voce at the HEI (Higher Education Institutions), for which group of experts from HEI including the supervisor would assign marks.

**EXIT OPTION WITH AWARD OF BACHELOR OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL)**

(With completion of courses equal to 132-140 credits).

V SEMESTER

International Tourism –I

No of credits: 4

MODULE–I

08 Hrs

Introduction to International Tourism - Historical Development of Tourism– Issues Relating to International Tourism –.Global level planning for tourism-Necessity for global level planning--Contemporary Trends – patterns and Issues in International Tourism- Ideals and realities-Role of ethics in international tourism.

MODULE–II

10 Hrs

Tourism Resources of Asian Countries-Nepal-Bhutan- Bangladesh- Kazakhstan-Pakistan-Uzbekistan-Afghanistan-Map study.

Module –III

10Hrs

Tourism Resources of East and south East Asian Countries: Cambodia -Singapore, Malaysia, Thailand,-Indonesia - China-Japan-Vietnam--Hongkong –Philippines- Map study.

Module-IV

10Hrs

Tourism Resources of Oceania – Tourism geography of Oceania – Attractions of Oceania – Australia- Newzeland –. Major Islands –Fuji- Laos--Taiwan-Map Study.

Module-V

10Hrs

Tourism Resources of Islands in the Indian Ocean- Maldives, Srilanka,-Seychelles-Mauritius and madagascar.

Books for References:

- 1) Travel Geography, Burton and Rosemary Longmen Edn. 2012.
- 2) Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
- 3) Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 2016.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2016.
- 5) World Geography – By Majid Hussain

Principles of Aviation

No. of Credits: 04

Module-1

10 Hrs

Introduction: Meaning-definition- Aviation Terminologies - History of Aviation-the Evolution Stages of Aviation-Primitive Beginning- Lighter than Air-Heavier than Air-Pioneer Era (1903-1914) - World War-I (1914-1918)- between the World Wars (1918-1939)- World War II (1939-1945)- Post war Era (1945-1979) - Digital Age (1980-present) - 21st Century.

Module-2

8Hrs

Aviation Industry- An Overview: Civil Aviation - Military Aviation - Commercial Aviation - Types of Airlines - Domestic and International Airlines- Scheduled & Non scheduled Airlines - Low Cost Airlines - Airports - Domestic and International Airports- World Airlines.

Module-3

8Hrs

Aviation Sector in India: History-Development of Civil Aviation in India-UDAN Scheme-Pinache Air- Air India -IATA-DGCA-AAI- Ministry of Civil Aviation-Airport Economic Regulatory Authority of India- Bureau of Civil Aviation- Federations of Indian Airlines-Growth of Aviation Industry-PPP Model in Aviation-Growth Drivers and Opportunities.

Module-4

8 Hrs

International Organizations and Conventions for Aviation - 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 - FAA-EASA-IBAC-CAA’s - Global Airline Alliances.

Module-5

8Hrs

Global Aviation Industry: Market Overview - 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.

Books for Reference:

1. Raatandeeep Singh-Aviation Management
2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

AIRPORT OPERATION MANAGEMENT

Total Credits: 3

Module-I

10Hrs

Airport Organizational Structure: 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 –II

12Hrs

Ground Handling Operations - 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, Minor-Co-ordination of supporting agencies and departments.

Module-III

10Hrs

Baggage Handling Operations: 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-IV

10Hrs

Passenger Terminal Operations-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-hubbing consideration.

Module-V**10Hrs**

Air Traffic Management-ATC 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.

Books for reference:

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

MICE TOURISM

Total Credits: 3

Module-I

10 Hrs

Introduction to MICE- Concept of MICE – Features– Importance of MICE Tourism. Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Definition of conference and the components of the conference. Types of conference – nature of conference – types of meeting.

Module-II

08 Hrs

Impacts of MICE Tourism- Economic and social significance of MICE.-Criteria's required for a MICE destination,-major MICE destinations in the world & in India. - Players in event business –Role And Functions Of ICPB, ICCA. CVB.

Module-III

10 Hrs

Management of Conventions and Exhibition- Meaning and definition of exhibitions – principal purpose – types of shows/ exhibition – benefits. Trade shows – Purpose - Meaning and definition of Convention – Convention /Exhibition facilities – Benefits of conventions facilities - Structure and components of exhibition or convention – impact of convention or exhibition.

Module-IV

10 Hrs

Budgeting a Conference/ Exhibition- Meaning of budget – use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Components of budgeting – Registration, Seating Arrangements. Documentation, interpreting press relation. Components of budgeting – Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.

Module-V

10 Hrs

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.

Text Books:

1. Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pvt. Ltd Singapore.
2. Convention Sale by Margret Shaw.
3. Event Management & Event, Getz D. Cognizent Press, Newyork

4. Tourism Event, Impact, Hall C.M., Belham Press, London
5. Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
6. Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
7. Conference – An Organisers Guide, Peter Cotterell

FRONT OFFICE OPERATIONS

Total Credits: 3

MODULE I

10 hrs

ORGANISATION TO FRONT OFFICE AND RECEPTION- Layout, staff, duties & responsibilities of front office staff, Symbols used in Front Office, Co-ordination of Front Office with other departments, Functions of reception, Qualities & duties of receptionist, Communications, Preparing for guest arrivals, Check In & Check out system, Checking of reservation correspondence, Preparing of arrival list, Preparing, day & night reception process, Pre-registration process, Preparing night clerks reports, Records & formats used in receptions. Guest Activities & Guest arrival flow chart, specimen of formats used.

MODULE II

10 hrs

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

MODULE III

08 hrs

REGISTRATION-Various types of registration & method, Documents Generated Registration process, Registration Procedures for Indians & Foreigners Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms & formats used, Registration Terminology.

MODULE IV

10 hrs

INFORMATION – Functions of Information section, Guest Alphabetical Index rack, Message Handing, Handling Guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms & formats used, Information Desk Terminology. Reception & information flow chart, specimen formats used.

MODULE V

8 hrs

LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff Organization, Duty – rota, and work schedule, Luggage handling procedure on guest arrival & departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery, and First Aid etc., Valet car Parking & Allied Guest Service, Forms & Formats used, Bell Desk Terminology.

Reference Books:

1. Rocco M. Angelo, Andrew N. Vladimir, *An Introduction to Hospitality Today*, EIAH&LA, 1996
2. Michael L. Kasvana & Richard M. Brooks, *Managing Front Office Operations*, EIAH&LA, 2006
3. Tom Powers, *Introduction to Management in the Hospitality Industry*, John Wiley & Sons, Inc. 1998
4. Dennis L. Foster, *VIP: An Introduction to Hospitality*, Mc Graw- Hill International, 2007

ITINERARY PLANNING AND COSTING

Total Credits: 3

MODULE I

10 hrs

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.

MODULE II

10 hrs

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.

MODULE III

10 hrs

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.

MODULE IV

10 hrs

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.

MODULE V

10 hrs

Travel Formalities and Regulations: Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas, Customs Regulations, Emigration and Immigration, Taxes, Travel Insurance.

REFERENCE BOOKS

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.

2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi

VI SEMESTER

International Tourism –II

No of credits: 4

Module–I

10 Hrs

Tourism Resources of Europe – England, France, Germany, Switzerland,-Italy-Austria-Spain-Portugal-Map Study.

Module II

10hrs

Tourism Resources of Middle East – Russia-Turkey, Istambul- Iran, UAE, Israel – Map Study .

Module III

10hrs

Tourism Resources of Africa-South Africa-Tanzania-Kenya-Ethiopia-Morocco-Botswana-Zimbabwe.

Module IV

10hrs

Tourism resources of North America – Canada, USA, Hawaii islands, Mexico - Caribbean Islands – Bermuda, Cuba, Jamaica, West Indies etc – Map Study.

Module V

10hrs

Tourism resources of South America – Peru, Brazil, Argentina, Chile, Colombia-Ecuador – Venezuela and major islands–French Guiana-Falkland islands -Map Study .

Recommended Books for Reference:

1. Burton Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
3. Hudman, Lloyd and Jackson Ridhard, Geography of Travel and Tourism, Delmar Publisher, Edn. 1999.
4. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
5. Atlas of North America, South America and Caribbean Islands 6. Lonely Planet-USA, Canada, Mexico, Etc

TOURISM PLANNING AND DEVELOPMENT

No of credits: 4

MODULE I

10 hrs

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

MODULE II

08 hrs

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

MODULE III

10 hrs

Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges-Creating the Unique Destination Proposition -Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Karnataka as a brand.

MODULE IV

10 hrs

Destination Promotion and Publicity - Ten 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies and Role of DMO's in destination marketing strategies-Case studies.

MODULE V

08 hrs

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism plan - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable Tourism destination-Case studies.

References:

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W.Butler (2006), The Tourism Area Life Cycle: Applications And Modifications, Channel View Publications.

3. Claire, Haven Tang & Eleri Ellis Jones (2005), *Tourism Smes, Service Quality And Destination Competitiveness*, CABI Publishing

AIR TICKETING AND FARE CONSTRUCTION

Total Credits: 4

MODULE I

8hrs

Introduction- Concepts-IATA Area Number-I, II and III-City Codes-Airport Codes-airline Codes- Standard meals and Codes- Insurance-Global indicators-sales Indicators- TIM-OAG-Miscellaneous charges order (MCO), prepaid ticket advice (PTA). CRS and GDS.

MODULE II

8hrs

International Air Itinerary Planning: Meaning of itinerary - terminology used in itinerary - Types of Airline Fares – Special fares-Fare Construction; Meaning - significance of constructing correct Fare - Fare Rules - Fare Codes - Fare Selection –Consolidators in Air ticketing and accommodation.

MODULE III

06hrs

Technical Aspects in Fare Construction: Types of Journeys- One way Trip-Round Trip-circle Trip-Open Jaw-Origin open jaw-Turn around open jaw-Stop over-Transfer point-ARNK-Alligators neck-one Country Rule.

MODULE IV

12 hrs

Basic Principles of International Fares and Ticketing-Currency System-Rule-NUC-MPM-TPM-EMA-EMS-HIP-AF-BHC-IROE-LCF-Problems on Inbound and outbound-Half RT fare ,fare box and E-Ticket.

MODULE V

12 hrs

Amadeus: PNR Generation-Encoding and Decoding –Time Availability-Seat availability Time table- P-R-I-N-T Elements-Special Requests-Meal-seat-Refund-cancellation.

Reference Books:

1. Philip G Davidoff, Doris S Davidoff and Deborah Cooper - Airfares and Ticketing
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction
3. A.P. Rastogi - Air Travel Ticketing and Fare Construction
4. Jitendra K Sharma – Flight Reservation and Airline Ticketing
5. IATA hand book on Airline Ticketing

CABIN CREW & INFLIGHT FACILITIES

No of credits: 3

MODULE-I

10 Hrs

Introduction to Cabin crew - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities. **Aircraft**- Types of Aircraft, Narrow and Wide body of Aircraft- Seating, Arrangement, Classes of Service, Elementary theory of Flight.

MODULE –II

8Hrs

In-Flight Safety and Security: Crew Duties On Board-Documentation Used by Cabin Crew-Departure in an Airline-CC Protocol-Embarkation and Disembarkation Procedure for Passengers-Special Handling Passengers Regulatory Requirements-In Flight and Ground Announcements.

MODULE-III

8Hrs

Emergencies on Board: Safety Equipment-Fire and Depressurization-Evacuation on Land and Water/Brace Positions/Jungle and Sea Survival and Doors-Anti Terrorism and Bomb Scare-Hijack and Its History-The Role of Crew Resource Management and the Trouble With Culture.

MODULE-IV

8Hrs

Profile of Air Crew-Aircraft exterior –External features of an Aircraft & its function - Interior of an Air Craft – Cabin layout-Seating Arrangements – Doors Windows - Galley-Air Craft Communication System-Emergency Exit and Theory of an Airplane.

MODULE-V

8Hrs

Health considerations and responsibilities of Cabin Crew in Air travel – cabin air pressure, Immobility and circulatory problems, Jet lag, Travellers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.

Books for Reference:

1. Raatandeeep Singh-Aviation Management
2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

EVENT PLANNING & TEAM MANAGEMENT

No of credits: 3

MODULE I

12 hrs

Introduction –Concept of event planning-Importance of Event Planning - Elements of the Strategic Event Planning Process - Steps in Developing a Strategic Event Plan-Tools for Event Planning and Management.- Successful Event Planning steps.

MODULE II

8 hrs

Event Approval & Timetable-**Aim of event, Develop a mission, Establish-Objectives - Preparing event proposal, Use of planning tool**--Introduction -Theme of event –Venue-Entertainment -Timeline of planning - Food and Beverage -Appropriate tableware's, -linens, and decorations -Budget/cost analysis -Evaluation professionalism rubric.

MODULE III

8 hrs

Event Marketing and Advertising-nature of event marketing-Process of event marketing-Marketing Mix-Sponsorship-Image-Branding-Advertising-Publicity and public relations.

MODULE IV

8 hrs

Event leadership and Communication-leadership skill-types-Managing team-group development-Team leader-role and responsibility-event committee-managing meeting-team delegation-coordination-motivation-Time management-guest handling skill and facilities.

MODULE V

8 hrs

Event safety and security Management-Security-occupational safety-crowd management-major risks-finacial-technical-resource-emergency planning-Incident reporting-emergence procedures-event laws and licenses.

References:

1. Event Planning Ethics and Etiquette: A Principled Approach to the Business – Judy Allen
2. Event Planning –Judy Allen
3. Meeting Spectrum – Rudi .R Right
4. Meeting Conventions and exposition and introduction to industry – Rhoda J.Montgomery

FOOD AND BEVERAGE MANAGEMENT

No of credits: 3

MODULE I

12 hrs

Aims and Objectives of cooking-labour saving devices, convenience food, preparation and methods of cooking – boiling, broiling, frying, roasting, steaming, grilling, steaming, stewing, braising cooking temperature, basic Masalas.

MODULE II

8 hrs

Herbs, spices , seasonings, flavorings, preparation of stocks, soups and sauces, appetizers and salads

MODULE III

8 hrs

Baking – role of bakery chef, layout of bakery, bread, biscuits and cake preparation and role of ingredients.

MODULE IV

8 hrs

Classification of beverages, Alcoholic beverages preparation - pot still method, patent still method, wines, spirits and liqueurs

MODULE V

8hrs

Menu planning – types of menu, factors considered in planning menu, balance diet food, French classical menu.

Reference books:

1. Modern Cookery by Thangam Philip
2. Theory of Cookery by Krishna Arora
3. Practical Professional Cookery by Crackhell and Kautmann
4. Food Production Operations by Parvinder S Bali

TOUR LEADERSHIP AND MANAGEMENT

No of credits: 3

MODULE I

10 hrs

Tour Leadership: Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Challenges faced by a tour manager.

MODULE II

8 hrs

Travel Essentials - Industry Terminology & Definitions, Codes – 2 Letter Codes, 3 Letter Codes, Reservation & Message Codes, Miscellaneous Terminology & Definitions, Documentation-Passports, Visas, Health Documents, Travel Insurance.

MODULE III

8 hrs

Tour guiding- Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

MODULE IV

8 hrs

Roles and Duties: Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organizing Commentary- Commentary / Storytelling; Destination Briefing.

MODULE V

8 hrs

Group management and situation handling; Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

Text book/s:

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

