

Mangalore



University

**Bachelor of Arts -
(Tourism & Travel Management)
BA (TTM)**

Scheme of Teaching & Evaluation

As per State Education Policy (SEP)

Academic Year 2024-25 Onwards

PREFACE

Tourism, with its multifaceted impact on people, the planet, and the economy, plays a crucial role in shaping global dynamics and local communities alike. Tourism significantly impacts people by creating opportunities for cultural exchange, economic growth, and social development. At its core, tourism facilitates interactions between people of different cultures, fostering mutual understanding and tolerance. Visitors immerse themselves in local traditions, cuisine, and lifestyles, enriching their own experiences while contributing to the preservation and promotion of cultural heritage.

Economically, tourism is a powerful driver of employment. It supports a wide array of sectors, including hospitality, transportation, retail, and entertainment. Jobs created directly in tourism and indirectly in related industries provide livelihoods for millions worldwide, particularly in developing regions where tourism can be a lifeline for communities.

Socially, tourism can empower local communities by showcasing their unique identity and promoting pride in cultural heritage. It encourages the preservation of traditions and crafts, often revitalizing cultural practices that might otherwise decline. Moreover, tourism can enhance infrastructure and services in destinations, benefiting residents' quality of life through improved facilities and amenities.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travellers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to employment globally, providing numerous job opportunities across various sectors.

Rational and Nature of BA(TTM) Program

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of the industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travellers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BA (TTM) program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic background.

Pedagogy

The BA (TTM) program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, Cultural Exchange Programs, and National / International Destination Visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc

Eligibility of Teaching Faculty

Board of Studies (BOS) recommends that all Core, Electives, Optional and SEC courses must be taught by Teachers with MTTM, MTM, MBA (Tourism), MTHM and MTA.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratios**.

For 100 Marks Paper of 5 Credits: IA would have 20 Marks and the Semester End Examination would be for 80 Marks.

Question Paper Pattern (for 80 Marks)

Model Question Paper

QP CODE
(Time: 3 Hours)

Title of the Paper

(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions. each sub question carries TWO marks.

1.

- a.
- b.
- c.
- d.
- e.
- f.

- g.
- h.
- i.
- j.
- k.
- l.

SECTION- B

Answer any SIX questions. Each question carries FIVE marks

(6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

SECTION – C

Answer any THREE questions. Each question carries TEN marks

(3X10=30)

- 10.
- 11.
- 12.
- 13

Model Question Paper (for 40 Marks)

QP CODE

Title of the Paper

Time: 3 Hours

[Max. Marks: 40]

SECTION- A

(5x2=10)

Answer any Five sub-questions each carries TWO marks

- 1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.

SECTION- B

Answer any Two questions. Each carry FIVE marks

(2X5=10)

- 2.
- 3.
- 4.

SECTION – C

Answer any Two questions. Each carry TEN marks

(2X10=20)

- 5.
- 6.
- 7.

I Semester								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	SEE	CIE	Total Marks	Credits
1		Language I	Lang	4	80	20	100	3
2		Language II	Lang	4	80	20	100	3
3	BATTM1.1	Fundamentals of Tourism	Theory	6	80	20	100	5
II Semester								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	SEE	CIE	Total Marks	Credits
		Language I	Lang	4	80	20	100	3
		Language II	Lang	4	80	20	100	3
	BATTM2.1	Tourism Products and Resources of India	Theory	6	80	20	100	5
III SEMESTER								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/Week	SEE	CIE	Total Marks	Credits
1		Language I	Lang	4	80	20	100	3
2		Language II	Lang	4	80	20	100	3
3	BATTM 3.1	Hospitality Management	Theory	6	80	20	100	5
5	BATTM3.2	Tour Guiding and Visitor Interpretation	Elective / Optional	2	40	10	50	2

IV SEMESTER								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	SEE	CIE	Total Marks	Credits
1		Language I	Lang	4	80	20	100	3
2		Language II	Lang	4	80	20	100	3
3	BATTM4.1	Travel Agency & Tour Operation Management	Theory	6	80	20	100	5
V SEMESTER								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	Sem Examination	IA	Total Marks	Credits
1	BATTM5.1	Indian Culture and Heritage	Core	5	80	20	100	4
2	BATTM5.2	Event Management	Core	5	80	20	100	4
VI SEMESTER								
SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	Sem Examination	IA	Total Marks	Credits
1	BATTM6.1	Tourism Geography	Core	5	80	20	100	4
2	BATTM6.2	Marketing for Tourism	Core	5	80	20	100	4

Compulsory Skill Development Course

SI No	Course code	Title of the Course	Cat of the Course	Teaching Hours/week	Sem Examination	IA	Total Marks
1	BATTM	* Itinerary Planning and Development	Compulsory	2	40	10	50

*Compulsory course shall be offered to students in any of the semester from IV to VII as per the convenience. The Principal of the College is supposed to take a decision on this matter.

DETAILED SYLLABUS

Semester I

Name of the Program: BA (Tourism & Travel Management) Course Code: BATTM 1.1 Title of the Course: FUNDAMENTALS OF TOURISM Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	6	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Objectives <ul style="list-style-type: none">• To introduce the concept of tourism and travel management.• To expose the students to the theories and typologies of tourism• To explain the tourism's linkages with other disciplines of study		
Course Outcomes: On successful completion of the course, the students will demonstrate: CO1: The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. CO2: The ability to explain the theories and practices of tourism. CO3: The ability to explain the motivations behind travel behaviour and able to identify tourism Trends CO4: The ability to explain the linkages of tourism industry with other industries.		
Unit I: Introduction to Tourism and Hospitality Industry (12Hrs): Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, Space Tourism-tourist motivators.		
Unit II: Tourism Principles, Theories and Practices (12 Hrs): Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC)-Crompton's Push and Pull Theory.		
Unit III: Travel Behaviour and Motivations (12Hrs): Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism.		
Unit IV: Tourism And Its Linkages with Transport Industry (12 Hrs): Meaning and Nature of Tourism Industry, Basic Components of Tourism -Transport-Modes of transportation- Air transportation: national and private airlines- Chartered operations- major airports in India- Rail Transport: General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Ind Rail		

Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river, and canal boats, Road Transportation: Coach Services, rent-a car.

Unit V: Tourism Organizations and Functions (12 Hrs): Role and Functions of United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)- International Air Transport Association (IATA)- Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC).

Skill Developments Activities:

1. Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.

Text Books:

1. Swain, 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.
5. Gee, Chuck Y. James C. Makens, and Dexter J. L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R. (1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostr and Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism -Past, Present and Future. Heinemann, London.
9. Roody. S, Biwal. A & Joshi. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

Semester II

Name of the Program: BA (Tourism & Travel Management) Course Code: BATTM 2.1 Title of the Course: TOURISM PRODUCTS AND RESOURCES OF INDIA CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	6	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ul style="list-style-type: none"> • To explain the concept of tourism products and resources. • To introduce various styles of Indian architecture • To describe various tourism products and resources of India 		

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

CO1: The ability to understand concepts of tourism products and resource and classifications.

CO2: The ability to explain the process of architectural glory of India.

CO3: The ability to comprehend the cultural diversity of India and its significance in country's tourism.

CO4: The ability to understand the performing arts of India with their base and development.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc

Unit I Introduction to Tourism Products and Resources (12Hrs): Definition of Tourism Products and Resources, Types of Tourism Products, concept, and classification of tourism resources in India - Tourism resource potential of India -Tourism Circuits in India – Ministry of Tourism, ITDC, ASI.

Unit II Indian Architecture and Monuments(12Hrs): Contributions of Indian Architecture to the Country's Tourism, Various architecture & Architectural Styles in India, Heritage Tourism in India, UNESCO World Heritage sites and Monuments of India.

Unit III Spiritual and Religious Tourism Resources of India(12Hrs): Introduction to spiritual and Sacred Journeys. Spiritual and religious travel motivations. Major places of religious and spiritual tourism Centres of different religions; Indian Customs and Traditions, Tourism and Culture. PRASHAD Scheme and Swadesh Darshan Scheme of Ministry of Tourism, Govt of India.

Unit IV Performing Arts Resources of India(12Hrs): Indian Classical Music – Hindustani and Carnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Odissi, Manipuri; Folk Dances of North India, Major Dance Festivals of North India; different Fairs and Festivals of North India.

Unit V: Natural Tourism Resources of India(12Hrs): National Parks, Biosphere Reserves and Wildlife Sanctuaries - Beaches – Hill stations - Deserts - Rivers- Mountains; Adventure Tourism – Concepts of Adventure tourism, adventure tourism resources - Land Based, Water Based and Air Based tourism resources

Skill Developments Activities:

- Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
- Draft natural tourism circuits of India.
- Draft travel itineraries for domestic tourism circuits in India.

Text Books:

1. Prof. N.K Sharma, Tourism Products of India, University Science Press, Bangalore
2. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India –A National Perspective"
3. Manoj Dixit and Chatti Sheela, Tourism Products,
4. I.C.Gupta and S.Kasbekar –Tourism Products of India.
5. S.P.Gupta – Cultural Tourism in India.
6. A.L.Bhasham –Wonder that was India.
7. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India

8. Guptha & Krishna Lal, S.P.- Tourism Resources and Monuments in India.
9. Lajpathi Rai–Development of Tourism in India
10. Banerjee, J.N.-The development of Hindu Iconography
11. Hamayan Khan–Indian Heritage
12. Percy Brawn–Indian Architecture.

Note: Latest edition of text books may be used.

SEMESTER III

Name of the Program: BA (Tourism & Travel Management) Course Code: BATTM 3.1 Title of the Course: HOSPITALITY MANAGEMENT Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	6	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ul style="list-style-type: none"> • To understand the essentials of hospitality industry. • To analyze the growth and diversity in the hospitality industry • To analyze the role of hotels in the growth and income generation for the country • To understand the various categories of hotel and its operations • To study the regulatory laws in establishment of the hotels 		
Course Outcome: <p>CO1: Students to get a recognized employment in hospitality sector.</p> <p>CO2: Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures</p> <p>CO3: It familiarizes the students about the renaissance and its effects on the hospitality industry</p> <p>CO4: Able to compare the contrast between past and present scenario in tourism and hospitality industry</p> <p>CO5: Creates an aware about the various types of hospitality units in the globe.</p>		
Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions		
UNIT - I Hotel Industry (12Hrs) - Origin, Growth and diversification, Role of accommodation in tourism; categories and classifications of accommodation - primary accommodation and supplementary accommodation. Regulatory laws for accommodation sector. Role of HRACC, IHRA, FHRAI in hotel Industry.		
UNIT- II Hotel Organization: (14Hrs) Need for organizational charts, major departments of a hotel – Functions of Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales, and Marketing, Purchase etc.		

UNIT- III Room Reservations: (12Hrs) Types of reservation, Guest Registration procedures - Hotel Tariff Plans - Types of Guests Rooms. Check-in Check-out formalities, Handling groups, VIPs, Guest Complaints etc. - Various types of Guest Services

UNIT IV House Keeping Organization (12Hrs) - Layout, Staff Organization, brief outline of duties of staff in housekeeping department, duties of executive Housekeeper. Hotel guest room- Layout, types, floor, pantry, furniture, fixtures and fittings, department the housekeeping co-ordinates within the hotel.

UNIT V Food and Beverage Department (10Hrs) - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward etc. Types of services in hotel.

References:

1. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
5. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
6. John Cousins David Foskett & Caillein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
7. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.

Name of the Program: BA (Tourism & Travel Management)

Course Code: BATTM-3.2

Title of the Course: TOURISM IN KARNATAKA

Elective I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2	02	45
SEE	CIE	Total Marks
40	10	50

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Objectives:

- To introduce the physical characteristics, demographics, and brief history of Karnataka.
- To describe the cultural heritage of Karnataka
- To explain the arts, crafts, fairs and festivals and cuisines of Karnataka

Course Outcomes: On successful completion Student will demonstrate:

- a) An understanding of geography of Karnataka.
- b) An ability to describe the tourism significance of Karnataka.
- c) An understanding geographical terminology.
- d) An understanding of tour operation business.

e) An understanding of the techniques of tour packaging and preparation of tour itinerary.
SYLLABUS
Module No. 1: Introduction: (10 Hrs) The Physiography Settings - Area and Population; Climate; Rainfall; Soil Types; Water Resource; Mineral Resource; Forest; Mountain System; Geographical Divisions of Karnataka; Demographic study; History of Karnataka.
Module No 2: Karnataka Tourism Development: (10Hrs) Role of state government in promoting tourism; Ministry of Tourism; K.S.T.D.C.; Role, Master Plan and Functions; State Tourism Policies; Jungle Lodges and Resorts; Karnataka Tourism Society; Major Hotel Chains in Karnataka; Major Tour Operators in Karnataka.
Module No.3: Cultural and Heritage Tourism in Karnataka: (10Hrs) Fairs and Festivals of Karnataka, Language, Customs and Traditions, Cuisines; Art Forms – Music, Dance and Theatre; Folk Tourism Resources in Karnataka; Linguistic and Ethnic Diversities; Heritage Tourism Destinations – UNESCO Heritage sites and monuments of Karnataka.
Module No.4: Nature-Based Tourism in Karnataka: (08Hrs) Tourism in Western Ghats and Coastal regions of Karnataka – opportunities and challenges - Hill Stations - Important hill stations of Karnataka, Tourist facilities; Wild Life Sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism; Adventure Tourism – Types, Destinations, Facilities, and amenities available at adventure spots.
Module No.5: Culinary Tourism in Karnataka (7 Hrs) – cuisines of different regions and communities in Karnataka – Coastal Cuisines, Malnad cuisines, cuisines of North, Central and southern Karnataka , Popular food, and beverages of Karnataka. Culinary influences – traditional food vs modern food. Past, Present and Future of authentic traditional food and beverages of Karnataka.
Skill Development Activities: <ol style="list-style-type: none"> 1. List out the major geographical landmarks of Karnataka 2. Draw the map of Karnataka and point out the major tourist destinations of Karnataka. 3. Prepare the fact file of Karnataka Geography.
Text References <ol style="list-style-type: none"> 1. Dr. Ranganath and Dr. Suryanath, Geography of Karnataka – A concise History of Karnataka 2. P. Mallappa, Geography of Karnataka, Chethana Book Collection. 3. Dr. Sooryanatha Kamath, A concise History of Karnataka. 4. Divya Jose, Karnataka a Special guide Tailor made for foreign tourist, Kindle Edition. 5. Dr. Santhosh Kumar P.K, The infrastructural Determinants of Tourism Demand in Karnataka 6. Ansusekhar Guin and Madhuri Guin, Glimpses of Karnataka Sample Travel Plan. 7. Abdul Mannan Bagulia, Indian Geography, Anmol Publications Pvt. Ltd., 8. Mohd, Abbas Khan, Encyclopaedia of Indian Geography (3 Volumes), Anmol Publications Pvt. Ltd., 9. Rosalin Hurst, Indian Geography- Perspectives, Concerns, and Issues, Rawath Publishers and Distributors, 2009. 10. Bright P., World Geography with Geography of India, Bright Careers Institute, 11. Rohan Peter, Panorama of Indian Culture- Culture of Creativity, Dominant Publishers and Distributors. 12. Ishwara Topa, Indian Culture, Prakashan Kendra, 2000.

Name of the Program: BA (Tourism & Travel Management) Course Code: BATTM-3.3 Title of the Course: Tour Guiding and Visitor Interpretation Elective II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2	02	45
SEE	CIE	Total Marks
40	10	50
Course objectives: <ol style="list-style-type: none"> 1. To orient the students about the scope of tour guiding as a career option. 2. To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. 3. Orient student to the nitty-gritty of this profession. 4. Intends to deliver key skills for tour guiding and interpretation. 		
Course Outcomes CO1: Brings up professional tour guiding skills CO2: Enables students to gain practical exposure.		
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
UNIT I Tour Guiding: (10Hrs) Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the 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.		
UNIT II Guiding Techniques: (10Hrs) Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade		
UNIT III Practical Guiding: (10Hrs) Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing, and conducting heritage walks.		
UNIT IV Situation Handling: (08 Hrs) Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; redressal of guest complaints.		
UNIT V Managing and Guiding Business: (07Hrs) How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).		
References: <ol style="list-style-type: none"> 1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L) 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) 		

SEMESTER IV

Name of the Program: BA (Tourism & Travel Management) Course Code: BATTM 4.1 Title of the Course: Travel Agency & Tour Operations Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	6	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ol style="list-style-type: none">1. To provide an all-round idea about the importance of travel consultants in today's world scenario.2. To make the students aware of the history and types of travel agents and tour operators.3. To impart the professional knowledge to meet the requirements of travel and tourism industry.4. To provide the students with an understanding of the role, function, and operation of organization in travel trade operations.5. To understand the role and functions of tour guides in the industry.		
Course Outcomes: <p>CO1: Equip the students to manage tour and travel related procedures.</p> <p>CO2: Validate the essential skills required in the administration and management of tour operations as a business.</p> <p>CO3: Evaluate the duties and responsibilities of travel agencies staff and managers.</p> <p>CO4: Acquire knowledge about the various international travel regulations.</p> <p>CO5: Identify the functions performed by a travel agent.</p> <p>CO6: Demonstrate Itinerary preparation skill for inbound, outbound, domestic and common interest tours.</p>		
Pedagogy: Lectures, seminars, group discussion, presentations, implant training		
UNIT I: Introduction to Travel Agency Businesses (12Hrs)- Historical Perspectives- Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade.		
UNIT II: Travel Agency/Tour Operators (12Hrs) - Differentiation and Interrelationship. Functions Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies and Organizational Structures of Travel Agency and Tour Operators. -Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.		
UNIT III: Tour Operations Business (12Hrs) - Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour		

operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays -Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.

UNIT IV: Tour Packaging & Costing - (10Hrs) Tour Packaging: meaning, classifications of Tour Packages - Components of Package Tours, factors affecting tour design and selection–Planning and producing a tour- Concept of Costing: Types of Costs - Components of Tour Cost - Factors affecting in tour costs- Preparation of Cost Sheet, - Confidential tariff- Tour Pricing: Calculation of Tour Price - Pricing Strategies.

UNIT V: Itinerary Planning, Development, Marketing, and promotion of tour (14Hrs)- Tour Itinerary: Types of Itineraries - Tips and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, limitation and constraints. Itinerary preparation for inbound, outbound, domestic, and common interest tours -Marketing and 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, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria.

References:

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.
6. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi

<p align="center">Name of the Program: BA (Tourism & Travel Management) Course Code 4.2 Course Name: International Travel Formalities Elective I</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2	02	45
SEE	CIE	Total Marks
40	10	50
Course Objectives		

<ol style="list-style-type: none"> 1. To study the international travel requirements 2. Understand foreign travel formalities 3. To study the Regulations which affect foreign travel 4. To study the airline baggage systems and Regulations
Course Outcomes <ol style="list-style-type: none"> 1. An understanding of International Travel Formalities 2. An ability to understand various Travel Documents required in International Travel 3. An understanding of different Regulations associated with international travel 4. An understanding of Airline and Baggage Regulations.
Pedagogy: Lectures, seminars, group discussion, presentations.
UNIT I: Passport: (12 Hrs) Meaning, Definition, Indian Passport, Types of Indian Passports, Agency Authorised to issue Indian Passport, Regional Passport Centres, Documents required to obtain Indian Passport, Description of Indian Passport, Interline Permits.
UNIT II: VISA: (12Hrs) Meaning and Definitions, Types of VISA, Single Entry, Double Entry and Multiple Entry VISA, VISA on Arrival, E-VISA, TWV and TWOV Countries, VISA stamping consulates in India, Common documents required to obtain Indian VISA, UK VISA, Schengen VISA, US VISA, etc.
UNIT III Baggage Procedures: (12Hrs) Meaning, Standard Baggage Handling Procedures by International Airlines, British Airways, Emirates, Air India, Lufthansa, Quantas, Singapore Airlines, Weight Method, Piece Method, Cabin Carry Baggage, Extra Baggage Allowances and Charges, List of Prohibited items in Airlines as Baggage.
UNIT IV: International Travel Regulations(09Hrs): Health Regulations, Infected Areas, Yellow Fever Vaccinations and other Vaccination Certificates, Quarantine Guidelines, Travel Insurance, Coverage under Travel Insurance Claims, leading companies issuing Travel Insurances.
Skill Developments Activities: <ol style="list-style-type: none"> 1. Filling of Passport Application 2. Filling of VISA Applications 3. Understanding various regulations associated with International Travel 4. Understanding of Charges and Taxes in International Travel
References: <ol style="list-style-type: none"> 1. Travel Agency Management: An Introductory Text - Mohinder Chand 2. Travel Agency and Tour Operations - Jagmohan Negi 3. International Travel Management - A K Bhatia 4. Tourism Principles and Practice – Sampada Kumar Swain and Jitendra Mohan Mishra

Name of the Program: BA (Tourism & Travel Management) Course Code 4.3 Course Name: Front Office Management Elective II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2	02	45
SEE	CIE	Total Marks
40	10	50
Course Objectives: <ol style="list-style-type: none"> 1. To understand the essentials of front office. 2. To familiarize with operations of front office. 3. To educate the students about operations of Front office of a hotel. 4. To understand the basics of hotel operations 5. To acquire the skill to professionally fit into Front Office Techniques- Front office lay out and front office activities in hotels. 6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment. 7. To know types of Equipment, Rooms and Rates used in Front Office Department. 		
Course Outcomes: <ol style="list-style-type: none"> 1. Understand the functions of front office department. 2. Understand the importance of reservation in front office. 3. Understanding the overview of Front office Management. 4. Acquire knowledge on guest registration process. 5. Develop an understanding on the operations of front office department 6. Examine the role and duties of front office staff. 7. Describe the reception procedures in checking-in and checking-out guests. 		
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
UNIT I: Organization of Front Office and Reception(12Hrs) – 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, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.		
UNIT II- Reservation (10Hrs) – 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 (10Hrs) – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit		

Passengers. Procedures for scanty baggage guest, Reports, forms, and formats used, Registration Terminology.

UNIT IV- Information – (7Hrs) Functions of information section, Guest Alphabetical Index rack, Message Handling, handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information, specimen formats used.

UNIT V- Lobby & Bell Desk Operation (06Hrs) – Role of Lobby Manager, Role of Guest relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

References

1. Chakravarthi B.K, Front Office Management in Hotel, publisher: CBS; 1st edition.
2. David K Hayes and Jack D Ninemeier, Professional front office management, Pearson Education.
3. J.R. Tewari, Hotel front office – operations and management, Oxford Higher Education
4. James A Badri, Hotel front office management, John Wiley publications.
5. R.K. Arora, Hotel Organisation and Front Office Management, Aph Publishing Corporation.
6. Sue Baker and Jeremy Huyton, Principles of Hotel Front Office Operations, Publisher: Cengage Learning
6. Sushil Kumar Bhatnagar, Front office management, ISBN-10: 8171706525.

Semester V

Name of the Program: BA (Tourism & Travel Management) Course Code 5.1 Course Name: Indian Culture and Heritage Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4	5	60
SEE	CIE	Total Marks
80	20	100
Course Objectives <p>This course will introduce students to the rich and diverse cultural heritage of India, and they will learn about the various aspects of Indian culture, such as its languages, religions, art, architecture, music, dance, cuisine, and customs. It would also explore the history, geography, and diversity of India, and how its culture has been shaped by various internal and external influences over the millennia. Students will also examine the challenges and opportunities for preserving and promoting India's cultural heritage in the modern world.</p>		
Course Outcomes <p>CO1 Introduce the students to the diversity and richness of Indian culture and heritage.</p> <p>Co2 Explore the various aspects of Indian culture and heritage, such as art, literature, philosophy, religion, architecture, music, dance, and theatre.</p>		

CO3 Recognize and analyze the historical and contemporary influences on Indian culture and heritage
CO4 Develop a critical and analytical understanding of the contemporary issues and Challenges faced by Indian culture and heritage
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings.
Unit I Introduction to Indian culture and heritage (12Hrs) - Definition and concept of culture and heritage - Features and characteristics of Indian culture and heritage - Unity and diversity in India - Relationship between tourism and cultural heritage - Society in India through ages- ancient period - Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India - Very Brief introduction to the History of India (Ancient, Medieval and Modern period).
UNIT II Art and literature of India (12Hrs)- Development and evolution of Indian art (Brief) - Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc. Indian Cuisine and its regional variations - Indian cuisines and hotel industry - regional variations - gastronomy and tourism.
Unit III Philosophy and religion of India (12Hrs) - Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion. Religions of India, Hinduism, Buddhism, Jainism, Sikhism, Islam, Christianity. Pilgrimage destinations of important religions and faiths, Important Religious Festivals.
Unit IV Architecture of India (12Hrs) - Features and elements of Indian architecture. Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles. Impact of globalization and modernization on Indian culture and heritage. Threats and risks to Indian culture and heritage. Preservation and promotion of Indian culture and heritage.
UNIT V: Emerging Tourism Products (12Hrs) – Rural tourism – Gastronomy - Golf – Cruise - River - Dark tourism –MICE Tourism- Eco Tourism - Green Tourism - LGBT Tourism – Space Tourism – Shopping Tourism -Wedding Destinations Etc.
References: <ol style="list-style-type: none"> 1. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 2. Brown Percy, Indian Architecture (Islamic period), Bombay. 3. Davies, Philip, Monuments of India, Vol. II., London. 4. Dixit, M and Sheela, C (2001), Tourism Products, New Royal Book. 5. Gupta, SP, Lal, K, Bhattacharya, M (2002). Cultural Tourism in India, DK Print. 6. Lonely Planet India 7. Michell, George, Monuments of India, Vol. 1. London. 8. Mitra, Devla, Buddhist Architecture, Calcutta. 9. Swami, Prayaganand, History of Indian Music. 10. Vatsayana, Kapila, Indian Classical Dance, New Delhi.

Name of the Program: BA (Tourism & Travel Management) Course Code 5.2 Course Name: EVENT MANAGEMENT Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4	5	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ul style="list-style-type: none"> • To acquire an in-depth knowledge about the specialized field of "Event Management" • To become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events • To help the students with the skills necessary for interacting with the various players involved in the Management of Events. • To understand the role of events and concept of MICE in the tourism industry • To know about role of suppliers and their coordination in the successful management of an event 		
Course Outcome: <p>CO1: Motivate them to plan events and execute the event academically</p> <p>CO2: Train the students to plan, manage and run an event.</p> <p>CO3: Familiarize with management techniques and strategies required for successful events</p> <p>CO4: Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves</p> <p>CO5: Plan for the food and beverage by concentrating on various events.</p>		
Pedagogy: Assignments, cases, projects, presentation, and Lecture-cum-discussions		
UNIT I Concept of Events (12Hrs)- Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy, and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management.		
UNIT II MICE Tourism (12Hrs) - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types, and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style. Agenda – developing agenda.		
UNIT III Event Activities (14Hrs) – pre-event – during event – post event activities, onsite management, principles of event management. Event production process. Developing meeting plans – Checklist - Gantt Model – PERT, Events and Tourism, Business tourist,		

Tourism & Culture, Incentive tours Risk Management, Safety and Security management in events. Global Issues in Event Management.

UNIT IV Events Venues (12Hrs) - Types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing(10Hrs) – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision-making.

Practical Skill Development:

1. Organize various types of events in the university/college campus
2. Volunteering few programmes outside the campus of some Clubs, Associations, companies etc.

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group Business Educational Institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management.
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick, Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

SEMESTER VI

Name of the Program: BA (Tourism & Travel Management)

Course Code 6.1

Course Name: TOURISM GEOGRAPHY

Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4	5	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ul style="list-style-type: none"> • To understand the elements of geography and its relationship with tourism • To learn climate classifications and their relationship with tourism development. • To study Physical and human geography of North and South Americas • To study Physical and human geography of the continent of Europe • To study the global perspectives of the tourism trends. • To give an insight into various holiday destinations • To Understand latitudes, longitudes, International Date Line and GMT 		
Course Outcomes CO1: Students should be able to remember and locate countries, cities, and other geographic features. CO2: Students will develop physical and political perspective of world geography CO3: Study the climate, whether and tourism resources of the world in a regional approach. CO4: Gain knowledge on physical and human geography and tourism characteristics of North America CO5: Understand the physical and human geography and tourism characteristics of South America CO6: Understand the physical and human geography and tourism characteristics Europe CO7: Gain knowledge on importance of climate and weather on tourism.		
Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions		
UNIT I Introduction to Geography (12Hrs) – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world’s climates – climatic elements and tourism - Impact of weather and climate on tourist destinations.		
UNIT II: Geography of Tourism in North America (12Hrs) - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.		
UNIT III: Geography of Tourism in South America (12Hrs)- The tourism geography of South America - Division of South American Tourism - the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia, and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.		
UNIT IV: Geography of Tourism in Europe - (12Hrs) An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria		

– Switzerland North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

UNIT V Latitudes & Longitudes (12Hrs) - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time, and Daylight-saving time. – World's continents - destinations on world map.

Assignments: Field trips to various tourist destinations in India and report submission.

Skill Development: Map plotting of popular tourist destinations: North America, South America, and Europe.

References:

1. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
2. Dawne M. Flammger (1993), Destination: North America.
3. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
4. Husain Masjid, (2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur
5. J. K Chopra, World Geography.
6. Lonely Planet – Asia, North America, South America, Europe.
7. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
8. Philip.G. Davidoff (2002), Geography for Tourism.
9. Simon Calder and et al (2014), 48 Hours In... North American Cities.
10. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
11. Tim Liffel (2008), the World's Cheapest Destinations - Asia Edition

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Name of the Program: BA (Tourism & Travel Management) Course Code 6.2 Course Name: Marketing for Tourism Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4	5	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ol style="list-style-type: none"> 1. To understand the core concepts of marketing 2. To focus on different marketing environments 3. To understand how market segmentation, targeting and segmentation done in tourism industry 4. To understand the importance of destination branding 		

<p>5. To review the factors influencing consumer buying behavior in tourism industry</p> <p>6. To learn the importance and elements of marketing mix</p> <p>7. To learn the process of new product development in tourism sector</p>
<p>Course Outcome:</p> <p>CO1: Students should be prepared to develop their own tourism products and services.</p> <p>CO2: Students should be prepared to price their own tourism products and services</p> <p>CO3: Students should be prepared to promote their own tourism products and services.</p> <p>CO4: Students can brand their products</p> <p>CO5: Students can evaluate changes in consumer buying behavior</p> <p>CO6: Students can prepare suitable strategies at different product life cycle stages</p> <p>CO7: Students are prepared to segment and target their products and services.</p>
<p>Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions</p>
<p>UNIT I Introduction (10Hrs) - Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts - Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services - Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment - (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.</p>
<p>UNIT II Market Segmentation, Targeting and Positioning(10Hrs) - Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning. Branding- Destination branding. Destination Marketing Strategies – Designing marketing strategies for market leaders, challengers, followers, and niche’s - designing strategies for global market place.</p>
<p>UNIT III Consumer Buying Behavior (10Hrs)- Consumer buying behavior - Types of consumers, buying motives, Customer satisfaction and related strategies in internal and external marketing, Factors affecting consumer buying behavior. Marketing Mix - Meaning, importance and elements.</p>
<p>UNIT IV Product Mix and Pricing - Product Mix (10Hrs) – Salient features of Tourism Products, 7 Ps in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. Pricing: Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based– Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies/types.</p>
<p>UNIT V Promotion and Packaging - Promotion: (08Hrs) Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, public relations, Digital communications) Emerging trends in promotion, promotion of tourism products. Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Distribution Channels used in tourism industry.</p>
<p>UNIT VI Marketing for Tourism Services (12Hrs) - Marketing for Airlines, Hotels, Resorts, Travel Agencies, and other tourism related services - Challenges and Strategies, Marketing skills for Tourism: Creativity-Communication-Self Motivation - Team building. Internet marketing, social media, Interactive and relationship marketing.</p>
<p>References:</p> <p>1. Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.</p>

2. Christian Gronroos (1999), Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
3. G. L. Gupta (2012), Tourism Marketing Management, Pearl Books, New Delhi.
4. Keller & Kotler (2007), A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James (2006), Marketing for Hospitality and Tourism, 4th edition, Pearson Education, Bengaluru.
6. Kotler, Philip, Bowen John, Makens James (2013), marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.

Compulsory Course

Name of the Program: BA (Tourism & Travel Management) Course Code 4.4 Course Name: Itinerary Planning and Development Practical Skill Development Course (Compulsory)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2	4	45
SEE	CIE	Total Marks
40	10	50
Course Objectives <ul style="list-style-type: none"> • To help the students prepare tour itinerary and design package tour independently. • To understand travel documentation • To understand the concept of costing • To study the pricing strategies • To provide practical knowledge on tour packaging and costing. 		
Course Outcomes CO1: An understanding of Tour Itinerary and Tour Package CO2: An ability to describe the different types of Tour Itinerary and Tour Packages CO3: An understanding of different aspects in Tour Itinerary CO4: Will be able to design sample itineraries and packages to different tourism regions. CO5: An understanding of Tour Cost and Pricing.		
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
Unit I Itinerary Planning & Development: (16Hrs) Meaning, Importance and Types of Itineraries – readymade itineraries, custom made itineraries, tourist itineraries, tour managers itineraries - E-brochures. Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.		
Unit II Developing & Innovating Package Tour: (14Hrs) Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour		

Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

Unit III The concept of Costing: (15Hrs) Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Skill Developments Activities:

1. Preparation of Tour Itineraries/Brochures
2. Preparation of Tour Packages / Brochures
3. Tour Costing Skills
4. Pricing of a Tour Package

Text Books

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
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.
