



PONDICHERY UNIVERSITY PUDUCHERRY

**BBA – TOURISM
DEGREE PROGRAMME**

**SEMESTER PATTERN
CHOICE BASED CREDIT SYSTEM (CBCS)**

**REVISED SYLLABI
WITH EFFECT FROM
ACADEMIC YEAR 2017 - 2018**

BBA – TOURISM

COURSE STRUCTURE

SEMESTER / YEAR	SUBJECT CODE	NAME OF THE PAPER	CREDITS	Tutorial/ Lab
I / I	LBEN/LHIN/LMAL/LSAN/LTAM/LTEL 111	Bengali/Hindi/Malayalam/Sanskrit/Tamil/Telugu -I	03	
	ENGL 112	ENGLISH – 1	03	
	BBAT 111	Tourism Concepts and Practices	04	02
	BBAT 112	Tourism Resources of India	04	02
	PADM 113	Public Administration	02	
First Semester Total Credits			20	
II/I	LBEN/LHIN/LMAL/LSAN/LTAM/LTEL 121	Bengali/Hindi/Malayalam/Sanskrit/Tamil/Telugu-2	03	
	ENGL 122	ENGLISH – 2	03	
	BBAT121	Tourism Geography	04	02
	BBAT122	Travel Agency and Tour Operations	04	02
	ENVS 123	Environmental Studies	02	
Second Semester Total Credits			20	

SEMESTER / YEAR	SUBJECT CODE	NAME OF THE PAPER	MARKS	
III/ II	BBAT (231)	Tour Itinerary Planning and Design	03	
	BBAT (232)	Business Communication	03	
	BBAT(233)	Tourism Organizations	04	02
	BBAT(234)	Basics of Hotel Operations	04	02
	BBAT (235) SEC-I	Internship -I	02	
Third Semester Total Credits			20	
IV/II	BBAT (241)	Soft Skills and Personality Development	03	
	BBAT (242)	Principles of Management	03	
	BBAT (243)	Human Resource Management in Tourism	04	02
	BBAT (244)	Airlines and Airport Management	04	02
	BBAT (245) SEC-2	Computer Applications in Tourism	02	
Fourth Semester Total Credits			20	

SEMESTER/ YEAR	SUBJECT CODE	NAME OF THE PAPER	MARKS	
V/ III	BBAT(351)SEC-3	Internship-II	02	
	BBAT (352)	Front Office Operations	04	01
	BBAT (353)	Travel Documentation	04	01
	BBAT (354)	Tourism Economics	04	01
	BBAT (355)	Principles of Accounting	04	01
	BBAT (356)	National Tour	04	01
	BBAT (357) GE-I	Tourism Entrepreneurship	03	
Fifth Semester Total Credits			30	
VI/III	BBAT (361)	Communicative French	02	
	BBAT (362)	Sustainable Tourism	04	01
	BBAT (363)	Destination Planning	04	01
	BBAT (364)	Tourism Marketing	04	01
	BBAT (365)	Tourism and Technology	04	01
	BBAT (366)	Airfares ad Ticketing	04	01
	BBAT (367) GE-II	Event management	03	
Sixth Semester Total Credits			30	

TOTAL CREDITS FOR THE SIX SEMESTERS -140

1. Aim of the Course

The B.B.A. (Tourism) course aims to impart the students with fundamental and hands on knowledge of tour operations and other allied services .

2. Eligibility of Admission

Candidates for admission to B.B.A. (Tourism), shall be required to have passed 10 + 2 system of Examination or equivalent with any stream of studies.

3. Lateral Entry Admission

Candidates who have passed Diploma in any field of study II Class (10+3 years of study) are eligible to apply for the lateral entry to the 2nd year of the course subject to availability of seats, but limited to 10% of the sanctioned intake.

4. Duration of the course

The course shall be of three years' duration spread over six consecutive semesters. The maximum duration to acquire prescribed number of credits in order to complete the Programme of Study shall be twelve consecutive semesters (six years).

SEMESTER-I

BBAT 111- TOURISM CONCEPTS AND PRACTICES

06 Credits

Unit – I

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

Unit – II

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

Unit – III

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

Unit – IV

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

Unit – V

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

Reference Books

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press
4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
5. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
6. Mishra, S.N; Sadual S, K (2008):Basics of Tourism Management, Excel Books,New Delhi
7. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
8. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
9. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002

BBAT 112 - TOURISM RESOURCES OF INDIA

06 Credits

Unit-I

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

Unit –II

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

Unit –III

Art and Architecture

Paintings, Sculptures, Museums, Art Galleries
Archaeological sites, Forts, palaces, religious monuments
Museums, art galleries

Unit-IV

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

Unit – V

Fairs, Festivals and Tourism: Seasonal

Boat Race Festival – Mango Festival, Garden & Flower Festivals – Tea Festivals – Kite Festival – Snake boat race Festivals - Elephant Festivals – Desert Festival of Rajasthan – Music & Dance Festival – Religious Meals – Festivals.

Reference Books

1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
3. Brown Percy : Indian Architecture, vol. 1 & 2
4. Basham A.I : The Wonder that was India.
5. Banerjee B.N Hindu Culture, Customs & Ceremonies.
6. Deva B.C Musical Instruments
7. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

SEMESTER-II

BBAT121 - TOURISM GEOGRAPHY

06 Credits

Unit - I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Unit - II

Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Unit - III

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

Unit - IV

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

Unit - V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).

Reference Books

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism – Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers
Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation Environment, Place And Space, Routledge

BBAT 122- TRAVEL AGENCY & TOUR OPERATIONS

06 Credits

Unit - I

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

Unit - II

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

Unit - III

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

Unit - IV

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

Unit - V

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

Reference Books

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

SEMESTER-III

BBAT 231- TOUR ITINERARY PLANNING AND DESIGN

03 Credits

Unit-I

Tour Packaging Management: Concept, nature, features and methods. Types of tours, tour package pricing - Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- The Distribution Network.

Unit-II

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

UNIT-III

Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

Unit-IV

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

Unit-V

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.

BBAT 232 - BUSINESS COMMUNICATION

03 Credits

Unit 1

ESSENTIALS OF EFFECTIVE BUSINESS LETTERS - Business Correspondence – Need – Functions – Kinds of Business Letters –Essentials of an Effective Business Letter (Layout) – Planning the Letter.

Unit 2

BUSINESS ENQUIRIES - Business Enquiries and Replies – Credit and Status Enquiries – Placing and fulfilling orders – Compliance and adjustments – Collection Letters – Secular Letters – Sales Letters – Agency Correspondence and Goodwill Letters – Import and export correspondence.

Unit 3

PERSONNEL CORRESPONDENCE - Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion – Retrenchment and resignation

Unit 4

SECRETARAL CORRESPONDENCE - Intra-organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation – Periodicals publication for internal circulation

Unit 5

PUBLIC RELATIONS CORRESPONDENCE - External communication – press release and notices – press conference – Exhibitions – Launches – Magazines – Brochures – Advertising – Direct mailing -advertising – Classified Advertising – Speeches – Committees and conferences – Interviews – Suggestion schemes – Listening and communication for public relations.

Reference Books

Rajendra Pal & Korlahalli, Business Communication, Sultan Chand & Co', New Delhi.

L. Gardside, Modern Business Letters, Pitman Publications, London.

Mc Graw Hill, Manual of Business Letters, Mc Graw Hill, New York

BBAT 233 - TOURISM ORGANISATIONS

Unit-I

06 Credits

Travel Trade Associations: Need and forms of Associations in the Travel and Tourism field- Early History of International Tourism Organisations: IUOTO - Growth of Tourism organizations in India.

Unit-II

Organisations with Sectoral Interests: ASTA, AFTA, ABTA, JATA, IATO - their Aims and Activities.

Unit-III

Regional Tourism Organisations: PATA, IOTO, ETC - their Aims and Activities.

Unit-IV

Organisations for Global Tourism Development: UNWTO, WTTC - their Aims and Activities.

Unit-V

Organisations representing Specific Trade Groups: IATA, ICAO, UFTAA- their Aims and Activities.

Reference Books

1. Sunetra Roday, Archana Biwal & Vandana Joshi (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
2. A.K.Bhatia (2011), International Tourism Management, Sterling, New Delhi.
3. Anu Chandran (2007), Tourism an Overview, Kerala Tourism Academy, Thiruvananthapuram.

BBAT 234 - BASICS OF HOTEL OPERATIONS

06 Credits

Unit – I

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

Unit - II

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

Unit - III

Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipments types of rooms and beds, role of housekeeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

Unit - IV

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of executive chef- Structure of food production department, duties, floor plan of kitchen, flow of activities.

Unit - V

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

Reference Books

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

BBAT 235 - Internship Training Report and Viva Voce

02 Credits

Internship Training (6 Weeks) Report and Viva-Voce: Students are required to undergo two Internship Trainings during the course; the first one at the end of the Second Semester and the second one at the end of the Fourth Semester. Each student will select one Tourism/Hospitality Organisation for his/her **on-the-job training** after **completion of II & IV Semesters' examinations**. The student will study the organization structure, information system, profile and operational procedures and **submit a report and the Viva-Voce for the same shall be conducted during the Third and Fifth Semesters**. It shall be valued by the examiners (Internal and external) for 100 Marks each for the Semesters (Report-50 & Viva-50).

SEMESTER-IV

BBAT 241 - SOFT SKILLS AND PERSONALITY DEVELOPMENT

Unit-I

03 Credits

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

Unit-II

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

Unit III

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

Unit IV

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

Unit V

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

Reference Books

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Meenakshi Raman & Prakash Singh (2012), Business Communication, Oxford University Press.
5. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.

BBAT 242- PRINCIPLES OF MANAGEMENT

03 Credits

Unit – I

Introduction to Management - History of Management – Nature – Scope of Management

Unit – II

Management Theories- Six School of Thoughts – Management Process School – Empirical School – Human Relation School – Social System School – Decision Theory School – Mathematical School.

Unit – III

Characteristics of Management / Functions of Management - Elements of Management – Planning – Organizing – Co-coordinating – Staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgeting (POSDCORB)

Unit – IV

Management Principles - 14-Principles – Henry Fayol’s Contribution

Unit – V

Management by Objectives (MBO) - Introduction (Peter Drucker) – Objective – Process of MBO – Requisites of MBO – Advantages & Disadvantages of MBO.

Reference Books

1. Business Management – J.C. Sinha
2. Management Tasks, Responsibilities & Practice – Hodgets Richar (1981)
3. Management Theory – Process & Practices – Hodgets Richard (1986)
4. Management – Harold Koontz & Cyrill O’donnel (1976)
5. Principles of Management – George R. Terry & Stephen G. Franklin AITBS, Delhi 1998.
6. Principles of Modern Management – Samuel C Certo (Functions & Systems)
7. Principles of Management – T. Ramassamy (2009) Himalaya Publishers, New Delhi.

BBAT 243 - HUMAN RESOURCE MANAGEMENT IN TOURISM

06 Credits

Unit - I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.

Unit - II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods

Unit - III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

Unit - IV

Performance appraisal and career planning. Need and importance- objectives- process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development.

Unit - V

Compensation management and grievance redressal. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressal procedure- discipline- approaches- punishment-essentials of a good discipline system. Labor participation in management.

Reference Books

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam .Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

BBAT 244 - AIRLINES AND AIRPORT MANAGEMENT

06 Credits

Unit-I

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit-II

Introduction to Airport: Airport Definition, Function, Customers and Partners- Standardization- Airport Management as a career-The Economic Impacts of Airports- Technological Advancements- Master Planning of Airports. The Operational Systems of Airports: The Physical Components, Service Components, Operational Procedures-The Terminal Area-Airport Certification.

Unit-III

Airport management: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Procedures and Practices- Main Aircraft types-Airport areas- Prohibited items.

Unit-IV

Special Handling: Mishandled Baggage, Lost Luggage, HUM, Wheel chair and stretcher passengers, Unaccompanied Minors, Traffic Section- Support Services-Emergency, Rescue Operations, Fire Fighting, Water Supply, Power, Communications.

Unit-V

International Air Transport Regulations-Warsaw conventions and ICAO-Chicago conventions and ICAO- Bilateral Agreements.

Reference Books

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. K.M.Unnikrishnan (2013) Air Cargo Management and Airport Handling, Gemini Printers, Bangalore.
3. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
4. Julie F. Rodwell (2010)Essentials of Aviation Management: A Guide for Aviation Service Businesses ,Kendall Hunt Publishing Company
5. IATA Training Manual.

BBAT 245 -COMPUTER APPLICATIONS IN TOURISM

02 Credits

Unit - I

Computer: History, classification, generations. Hardware- Input, Output, Storage Devices
Software- System, application software, Computer Languages, Memory, Windows Operating
Systems and Concept of GUI

Unit - II

Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window,
parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory
Manipulation, Recycle Bin. **Application Applets** - Calculators, Paint Brush, Notepad, Wordpad,
Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders,

Unit - III

MS Word- MS Word Window Components, New File, Open File, Save, Save As, Close File,
Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating
Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling &
Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line
Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted &
Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging
text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.

Unit - IV

MS Excel- Creating Worksheet with Excel: Viewing the Excel Window, Making Label
Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a
Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.

Designing a Worksheet: Creating a Simple Formula, Editing Formula, Performing Calculations
Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data
Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions,
Types of Functions.

Unit - V

MS Powerpoint

Creating a Presentation with Powerpoint: Creating a New Presentation, Choosing a Template,
Viewing Powerpoint Window, Creating Consistent Slides, Entering Text, Auto Content Wizard,
Rearranging Slides, Working with Color Schemes, Adding Header & Footer. **Creating a Slide
Show in Powerpoint:** Adding Action Buttons, Creating Slide Transitions, Adding Animation,
Timing a Presentation, Types of Views, Setting up a Show, Creating a Custom Slide Show,
Starting a Slide Show, Printing a Presentation.

Reference Books

1. Windows 98- Instant Reference : Mathew & Mathews
2. Microsoft Office Professional Instant Ref : Dienes
3. Fundamentals of computers K. Rajaraman
4. Introduction to Information Technology; Leon & Leon; Vikas Publications
5. Computers Fundamentals. B. Ram
6. Microsoft Office XP; BPB Publications.

SEMESTER-V

BBAT 351- Internship Training Report and Viva Voce

02 Credits

Internship Training (6 Weeks) Report and Viva-Voce: Students are required to undergo two Internship Trainings during the course; the first one at the end of the Second Semester and the second one at the end of the Fourth Semester. Each student will select one Tourism/Hospitality Organisation for his/her **on-the-job training** after **completion of II & IV Semesters' examinations**. The student will study the organization structure, information system, profile and operational procedures and **submit a report and the Viva-Voce for the same shall be conducted during the Third and Fifth Semesters**. It shall be valued by the examiners (Internal and external) for 100 Marks each for the Semesters (Report-50 & Viva-50).

BBAT 352 – FRONT OFFICE OPERATIONS

05 Credits

Unit 1

Introduction to Hospitality Industry - The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (based on various categories like size, location, clientele, length of stay, facilities, ownership)- Organizational chart of hotels (Large, Medium, Small)

Unit-II

Front Office Department - Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels)- Duties and responsibilities of various staff- Attributes of front office personnel- Co-ordination of front office with other departments of the hotel

Unit-III

Room Types & Tariffs - Types of rooms- Food / Meal plans - Types of room rates (Rack, FIT, crew, group, corporate, weekend etc.)

Unit – IV

Role of Front Office - Key control and key handling procedures- Mail and message handling - Paging and luggage handling - Rules of the house [for guest and staff] - Black list - Bell Desk and Concierge

Unit- V

Reservation - Importance of guest cycle (Various stages, sectional staff in contact during each stage) - Modes and sources of reservation - Procedure for taking reservations (Reservation form, conventional chart, density chart, booking diary with their detailed working and formats)- Computerized system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) - Procedure for amendments, cancellation and overbooking.

Reference Books

1. Check in Check out(Jerome Vallen)
2. Hotel front Office Training Manual. (Sudhir Andrews)
3. Principles of Hotel Front Office Operations (Sue Baker, P. Bradley, J.Huyton)
4. Hotel Front Office (Bruce Braham)
5. Managing Front Office Operations (Michael Kasavana, Charles Steadmon)
6. Front Office Procedures and Management (Peter Abbott)
7. Front Office operations/Accommodations Operations (Colin Dix)
8. Front Office Operation and Administration (Dennis Foster)

BBAT 353 - TRAVEL DOCUMENTATION

05 Credits

Unit-1

Introduction to Travel Documentation and Formalities – Major Documents for International Travel and Domestic Travel - Cargo Documentation – Travel Advisories – Travel Regulations – Emigration and Immigration.

Unit-II

Passport -Types of Passports - Rules and Regulations – Formalities involved in obtaining the Passports – Travel certificates –Alternative travel documents for cruise staff and others.

Unit-III

Visa - Types of Visas – Embassies and Consulates – Formalities for applying for Visas – Supporting documents – Rules governing the issuance of Visas.

Unit-IV

Health Regulations – Quarantine norms for preventing the spread of infection of A H1N1, Yellow Fever, HIV, ZIKA, Plague, Ebola, Swine Flu, etc. – Medical certificates.

Unit-V

Currency Regulations - RBI rules pertaining to FOREX – FERA & FEMA - Customs Regulations, Baggage rules, Lost Luggage, TBRE - Travel Insurance.

Reference Books

1. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
2. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
3. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Julie F. Rodwell (2010)Essentials of Aviation Management: A Guide for Aviation Service Businesses ,Kendall Hunt Publishing Company.
6. IATA Training Manual.
7. Prem Nath Dhar (2008) Global Cargo Management –Concepts, Typology, law and policy, Kanishka Publishers, New Delhi.
8. Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.

BBAT 354 - TOURISM ECONOMICS

05 Credits

Unit - 1

Nature, scope and application of economics in tourism and hospitality; Theory of the firm and business objectives - Economic, Behavioral and Managerial theories. Entrepreneurship characteristics in tourism and hospitality.

Unit – II

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting

Unit – III

Employment and Income generation, Tourism Multiplier Effects, Balance of Payments, Foreign Exchange, Displacement effect and tourism, Tourists spending, Cost and Benefits of Tourism to Community

Unit – IV

Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Managing Tourism Business during Economic Slowdown, FDI in Tourism

Reference Books

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
5. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
6. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
7. Adhikary M., Managerial Economics, Khosla Pub.
8. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
9. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
10. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
11. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge.

BBAT 355- PRINCIPLES OF ACCOUNTING

Unit I

05 Credits

Meaning- Definition of Accounting- Book keeping and Accounting- Objectives of Accounting-Branches of accounting- Persons interested in Accounting Information

Unit II

Types of Accounts- methods of Recording – Differences between Single Entry and Double entry system- Accounting concepts and conventions.

Unit III

Journal, Ledger, Subsidiary Books

Unit IV

Trial Balance- Trading Account- Profit and Loss Account and Balance Sheet(with adjustments)

Unit V

Accounting of Non Trading Organisation- Receipts and payments- Income and Expenditure and Balance sheet

(Problems: 20%, Theory 80%)

Reference Books

1. S.N. Maheswari, Advanced Accountancy Vol I , Vikas Publishing
2. R.L. Gupta, Advanced Accounting , S. Chand & Co. New Delhi
3. Pillai and Baghawati, Cost Accounting
4. Jain and Narang, Cost Accounting, Kalyani Publications
5. T.S. Reddy & Murthy, Financial Accounting
6. Jain & Narang, Financial Accounting
7. M. C. Shukla & T.S.Grewal, Financial Accounting.

BBAT 356 – National Tour (North India/ South India) - Report and Viva voce

05

Credits

Tour (North India/ South India) Report and Viva-Voce: One long tour at the end of the Fourth Semester is a compulsory component of the BBA (Tourism) Course. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours along with the highlights of the destinations covered in the itinerary. The report shall be evaluated for fifty marks and the Viva-Voce shall be conducted for fifty marks in the Fifth Semester, i.e., in total 100 marks.

BBAT 357- TOURISM ENTREPRENEURSHIP

03 Credits

Unit -I

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

Unit -II

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit- III

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. **Entrepreneurial Development Programmes (EDP):** EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

Unit – IV

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, Forex earnings, and augmenting and meeting local demand.

Reference Books

1. Vasant, Desai, "Entrepreneurship", Himalaya Publishing House, 2003.
2. Taneja & Gupta S.L., "Entrepreneurship Development", 2003.
3. Pandey, I.M., "Venture Capital –The Indian Experience", Prentice Hall of India, 2003.
4. Tandon B.C., "Environment and Entrepreneur", Chug Publications, Allahabad.
5. Srivastava S.B., "A practical guide to industrial entrepreneurs", Sultan Chand & Sons, New Delhi, 2003.
6. Chandra, Prasana, "Project Preparation, Appraisal, Implementation", TMH, New Delhi, 2000.
7. Holt, "Entrepreneurship-New Venture Creation", Prentice Hall of India, 2002.

SEMESTER-VI

BBAT 361 – Communicative French

02 Credits

Lessons I to VI

Lesson I : Comment saluer et se présenter

**Lesson II : Comment saluer (suite)
Comment poser des questions**

**Lesson III : Etre
Indicatif présent d'être
Pronoms sujets – je, tu etc.
Les nationalités**

**Lesson IV : Avoir
Indicatif présent d'avoir
Les autres utilisations de avoir**

**Lesson V : Les nombres
Les nombres cardinaux de 0 à 100**

**Lesson VI : Qu'est-ce que c'est
L'article indéfini – un, une, des
L'article défini – le, la, les
Les pluriels des noms**

Reference Book

Je parle francais – I, Abha Mehta, Abhay Publications, New Delhi

BBAT 362 - SUSTAINABLE TOURISM

05 Credits

Unit –I

Sustainable Development: back ground, concept and Definition. Dimensions of Sustainability; Social, Economic, Environmental- Stockholm Conference 1972- Brundtland Commission 1987- Rio Declaration 1992- WSSD 2002 Global Warming and Sustainable Development. sustainability and climate changing issues in tourism

Unit – II

Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism-Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development, Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development

Unit – III

Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio economic conditions, Culture and Experimental values.

Unit – IV

Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability.

Unit – V

Approaches in sustainable tourism: Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and Kerala Declaration-Community based and Pro-poor tourism including STEP. Eco-friendly Practices and Energy waste Management. Benefits of sustainable tourism development.

Reference Books

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
3. Sustainable Development – Economic and Policy, P.K. Rao
4. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press.

BBAT 363- DESTINATION PLANNING

Unit-1

05 Credits

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

Unit – II

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

Unit – III

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

Unit – IV

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

Unit – V

The Tourism Distribution Strategy - Choice of distribution channel. Developing a Destination Promotional strategy. Evaluation and Control of the Promotional Programme. Tourism organizations and their role in Destination Development.

Case studies of Genting (Malaysia), Pattaya(Bangkok), Khajuraho & Konark.

Reference Books

1. Clare.A.Gunn(2002), Tourism Planning: Basics, Concepts, Cases, Routledge, New York.
2. Nigel Morgan, Annette Pritchard& Roger Pride(2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
3. Charles R. Goeldner& Brent Ritchie, J.R.(2011), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
4. Richard W.Butler (2006),the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
5. Claire, Haven Tang& Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.

BBAT 364 – TOURISM MARKETING

Unit – I

05 Credits

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

Unit – II

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

Unit - III

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

Unit – IV

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

Unit – V

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

Reference Books

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Marketing Management - V.S. Ramaswamy , S. Namakuman
5. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
6. Marketing in Travel and Tourism - Victor T.C. Middleton
7. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
8. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
9. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

BBAT-365 - TOURISM & TECHNOLOGY

Unit- I

05 Credits

Introduction- Impacts of Technology on Tourism - Virtual Tourism –GPS-GIS- Use of ICT in Tourism- E-marketing and promotion of Tourism- Payment Systems in E-tourism.

Unit – II

Global Distribution System: History & Evolution - GDS & CRS - Hotel Distribution System - Cases of AMADEUS - GALILEO, SABRE, - Changing Business models of GDS.

Unit – III

Applications of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) – Mobile Applications- Online Travel Portals

Unit- IV

Social Media and Tourism- Travel Blogs – Tourism Websites - Travel and Accommodation Review Sites (Trip Advisor, Expedia) - Challenges for conventional business models & Competitive strategies.

Unit – V

Problems and Prospects – Security Threats – Accessible Tourism Technology — Technology for Hotels – Transport Technology (Monorail, Metrorail, Aviation).

Reference Books

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley
3. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
4. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
5. Rayport J.F. & Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
6. Malvino A.P (1995), Electronic Principles, McGraw-Hill.
7. Sampad Kumar Swain & Jitendra Mohan Mishra (2012), Tourism Principles Practices, Oxford University Press.

BBAT 366 - AIR FARES & TICKETING

05 Credits

Unit - I

Airline Terminology – Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of journeys (OW, CT, RT, OJ, RTW) – Global indicators.

Unit - II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Unit - III

Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Unit - IV

Internal fare constructions based on IATA & UFTAA – FBP – NUC – MPM – TPM – EMA – HIP – BHC – ROE – LSF – RWM. Point to point one way routing – Specified routing – Round the world Minimum (RWM) – Circle Trip Minimum (CTM).

Unit – V

Introduction to CRS – Computer Reservation System- Types – AMADEUS – GALILEO – SABRE – Advantages of CRS.

Reference Books

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles.(Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
- Module – II – Travel Geography
- Module – III – Air Transport
- Module – IV – Air Fares & Ticketing

BBAT 367- EVENT MANAGEMENT

03 Credits

Unit- I

Concepts, Nature, Scope, Significance and Components of Events, Relationship between Business and Leisure Tourism, Systems Approach to Event Management , Responsibility of Event Planners, Identifying Suitable venue, Conference, Facility Layout

Unit – II

Meaning and Functions of MICE Tourism- Meeting, Incentive, Conference and Exhibitions, Need for MICE, Growth of Incentive Travel and Incentive Programmes, Motivation for Incentive Travel, Profile of Business & Corporate Travelers, Need of a Business Traveler, Client's Profile, Prospective Customers

Unit- III

Infrastructure for MICE Tourism, Players in the Event Industry, Convention Centres, Transportation, Accommodation, Logistics, Catering, Human Resource, Civic Amenities and other Supporting Services, Sustainable Policies for MICE,

Unit – IV

Socio-Economic Significance of Event Tourism, Economic, Social and Cultural and Environmental Impact of MICE Tourism, Issues and Challenges

Unit- V

Technology for Event Management, Providing Services at meetings, Spot Management, Pre and Post Convention Management, Demand and Supply, Organizers of Events, Meeting Planners

Reference Books

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth-Heinemann.
4. Devabalane.E(2014) Event Industry: Great challenge Great career, Pudu Book, Puducherry,2014
5. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann