



BBA

Tourism and Travel

• SYLLABUS •

Department of Tourism Management

**Indira Gandhi National Tribal University
Amarkantak, Madhya Pradesh**

About the University

Indira Gandhi National Tribal University is a Central University established by an Act of Parliament to act as a catalyst for imparting quality education, training, research and consultancy in the field of higher education. The University is spread over 372 acres of land adjoining the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating a peaceful and serene atmosphere for better social and academic life.

About Faculty of Commerce & Management

The Faculty of Commerce & Management was created with a noble objective of offering professional programmes in the areas of Commerce, Management, Tourism and Forest Management. The FCM has been making a continuous endeavour for improving the employable skills of students who can face cutting-edge challenges in the global business environment. As many as 500 students are presently pursuing UG, PG & Ph. D. courses in the faculty in subjects such as Commerce, Management and Tourism. The FCM is making progress brick by brick with highly qualified and experienced faculty members.

About the Department

The Department of Tourism Management was established in the year 2013 under the faculty to offer MBA in Tourism and Travel Management. At present, the Department offers a two-year MBA (TTM) & three-year BBA (T&T) with a total intake of 30 seats each. The first seven batches of the MBA (TTM) students have successfully completed the course and some of them have been well placed in tourism and allied sectors. The department has an active international collaboration with Vidzeme University of Applied Sciences, Latvia, under which three students during 2018-19 and 2019-20 batches, studied one complete semester in Latvia and two faculty members visited during 2019 under ERASMUS+ scheme. The Department also runs a doctoral research programme leading to Ph. D. (Tourism Management).

Vision

To strive hard for becoming a lead Centre for Excellence in Tourism Education & Research nationally and internationally.

Mission

To make all possible endeavours for preparing students to work for the tourism industry through advanced learning, training and research.

Goals

The Department aims at

- Promoting practical managerial skills alongside theoretical business knowledge.
- Generating theoretical and actionable research.
- Fostering ethical, sustainable and entrepreneurial business culture
- Delivering pragmatic solutions to the industry

Salient Features

The academic programmes are designed to help the students learn and acquire theoretical knowledge and practical skills in Tourism, Travel and Hospitality sector and allied disciplines. These are the following important features on which the Department dwells on improving the quality standards of the teaching, learning and research.

Pedagogy: A typical combination of teaching methods such as lectures, presentation, participation, demonstration, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.

Curriculum: A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of the tourism industry.

Evaluation: The performance of students is evaluated continuously and the process of assessment comprises internal and external tests consisting of assignments, seminar presentation, participation and project work.

Interdisciplinary Approaches: The maximum emphasis is given on theoretical and practical inputs from subjects pertaining to social sciences, commerce and management.

Facilities: The Department makes all possible efforts to equip the classrooms with all modern gadgets to facilitate effective teaching and learning.

Alumni Interaction: Building a strong network of alumni is given high priority as interactions of alumni with students is encouraged continuously.

Computer Lab: The Department conducts practical classes pertaining to computers in the computer lab.

Books and E-resources: The University Central Library has a repository of over 60,000 books, 150 print journals, 5000 e-books. In addition, the library is a member of the UGC-INFLIBNET consortium. The library issues text and reference books to the students and Ph. D. scholars. Students can also use the online resources of the library through remote-access log-in.

Campus Life: The campus landscape is very vibrant and multi-facility gyms for both boys and girls, state-of-art indoor stadium and other sports facilities create an ambience for students to shape their healthy body and mind apart from academic learning. The cultural cell of the University organises several on and off the stage performances to hone the extra-curricular talents of the students.

Regulations for BBA (Tourism & Travel)

Introduction

Bachelor in Business Administration (Tourism & Travel) is offered by Indira Gandhi National Tribal University (IGNTU), Amarkantak, Madhya Pradesh. This Degree shall be called Bachelor in Business Administration (Tourism & Travel) having short title, BBA (T&T).

Objectives

- To provide the basic and essential knowledge regarding various activities undertaken by the tourism industry and necessary knowledge and skill to work in the industry.
- To impart certain basic skills and aptitude which will be useful in taking up any activity in the Tourism Industry.
- To develop the personality so as to become a responsible citizen with greater awareness about the Indian society and its culture.
- To provide a global view of several multinational tourism business houses and their functions.
- To provide knowledge, skill and attitude to set up tourism related establishments.

Duration of the programme

The programme is for six semesters spread over three years. There shall be 90 days of classroom study in each semester.

Eligibility

Any candidate who has passed the +2 the higher secondary board or equivalent.

Programme Structure

The total number of modules in the BBA (Tourism & Travel) programme is 24, which is spread through 120 credits. In the first, second and third semester all modules are compulsory. In the 4th semester, 401 to 403 modules are compulsory. Students shall elect one foreign language from module No: 404 as Skill Enhancement Course (SEC). The Module No: 501 to 503 of fifth semester and module No 601 to 603 sixth semester are Discipline Specific Electives (DSE). Module 504 of fifth semester and 604 of sixth semester are Skill Enhancement Course (SEC).

Scheme of instruction

- i. There shall be SIX semesters of taught courses including summer internship.

- ii. Total credits for the programmes is 120, which are equivalent to 24 courses. Each credit is 1-hour classroom teaching in a week and 15 hrs in a semester. For a six-credit theory module, 90 classroom teaching and for a practical six credit module 180 hrs field teaching are needed.

Evaluation

Evaluation of student in each course would be as follows unless and otherwise mentioned specifically for a particular course:

Internal evaluation: 40%

External exam: 60%

Internal evaluation

Each course shall be continually evaluated in part on the basis of internal assessment by the concerned teacher. Components of internal assessment are; two internal tests, Assignment, Seminar Presentation, Participation and attendance in the class.

External evaluation

There shall be a semester-end external examination of 60 marks unless and otherwise mentioned specifically for a particular course. External evaluation will be done by an independent examiner/ evaluator. Activity based courses may be evaluated as per scheme given in syllabus and programme structure.

Specializations to be offered

BBA (T&T) programme shall offer DSE subjects leading to specialisation in the 5th and 6th semester. Institute/ Department however, depending upon its resources, shall decide whether or not to offer a particular specialisation in any academic session.

Attendance

Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimal attendance of 75% in every course is mandatory.

Minimum number of classes per week/per paper

Each of the courses shall have an obligation normally equal to or equivalent to 1 hour per week per credit to achieve 15 hrs classes per credit in a semester. Accordingly, classes can be multiplied into the credit allocated to the concerned module. Chairperson shall organise non-credit courses, seminars, syndicated exercises, assignments, study tours, etc. as and when required.

Programme structure

Curriculum development is a continuous process. Course structures may change in the larger interest of industry, students and profession

FACULTY PROFILE

Faculty	Qualification	Specialization / Area of Interest
Prof. Jitendra Mohan Mishra Dept. of Tourism Management	MTA, M.Phil. Ph. D. (HNB Garhwal University)	Tourism & Culture, Sustainability, Travel Geography & Tourism Legislation.
Prof. G. B. S. Johri Professor & Head Dept. of Tourism Management	MBA, M. Com, Ph. D. (Veer Bahadur Singh Purvanchal University), Certificate Course in Strategic Management (AOTS, Japan), Edu-excellence (IIT-Delhi)	Strategic Marketing Practices, Financial Decision Making, Tourism Marketing, Marketing of Tribal Products
Dr. Prashant Kumar Singh Assistant Professor Dept. of Tourism Management	MTA, Certificate Course in Russian Language, Ph. D. (APS University)	Tribal Tourism, Travel Agency & Tour Operation Business, Tourism Products
Dr. Anil Kumar Tamta Assistant Professor Dept. of Tourism Management	BHM & CT, MBA(T), M.Sc. (HM), Ph. D. (Kumaun University)	Hospitality & Hotel Operations, Sustainable Tourism
Dr. Rohit Ravindra Borlikar Assistant Professor Dept. of Tourism Management	PGDTM, MBA, PGD-Rural Development, PGD- Teaching Skills, Ph. D. (Pondicherry University)	Agri & Rural Tourism, Tour Operation, Tour Guiding, Escorting & Management
Dr. Jayaprakashnarayana G. Assistant Professor Dept. of Tourism Management	MTM, MSc., B.Ed., MBA, Ph. D. (Kakatiya University)	Travel Agency & Tour Operations, Airport Management and Air Ticketing, Irrigation Tourism & Tribal Tourism

BBA - Tourism & Travel

BBA (Tourism & Travel) COURSE STRUCTURE			
First Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 101	MANAGEMENT CONCEPTS & PRINCIPLES	DSC 1	06
BBAT 102	INTRODUCTION TO TOURISM	DSC 2	06
BBAT 103	INDIAN HISTORY	DSC 3	06
BBAT 104	ENGLISH COMMUNICATION	AECC 1	02
TOTAL SEMESTER CREDITS			20
DSC: Discipline Specific Core Course			
AECC: Ability Enhancement Compulsory Course			
Second Semester			
Code	Subject Name	TYPE OF COURSE	CREDITS
BBAT 201	BASICS OF ACCOUNTING	DSC 4	06
BBAT 202	INTRODUCTION TO HOSPITALITY	DSC 5	06
BBAT 203	PRINCIPLES OF GEOGRAPHY	DSC 6	06
BBAT 204	ENVIRONMENTAL STUDIES	AECC 2	02
TOTAL SEMESTER CREDITS			20
DSC: Discipline Specific Core Course			
AECC: Ability Enhancement Compulsory Course			
Third Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 301	BUSINESS ECONOMICS	DSC 7	06
BBAT 302	MARKETING MANAGEMENT	DSC 8	06
BBAT 303	INFORMATION TECHNOLOGY FOR TOURISM	DSC 9	06
BBAT 304	STUDY TOUR & VIVA-VOCE	SEC 1	02
TOTAL SEMESTER CREDITS			20
DSC: Discipline Specific Core Course			
SEC: Skill Enhancement Course			

Fourth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 401	TOUR OPERATIONS	DSC 10	06
BBAT 402	TRANSPORT SYSTEM	DSC 11	06
BBAT 403	TOURISM RESOURCES	DSC 12	06
BBAT 404	FOREIGN LANGUAGE (FRENCH or GERMAN)	SEC 2	02
TOTAL SEMESTER CREDITS			20
DSC: Discipline Specific Core Course			
SEC: Skill Enhancement Course			
Fifth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 501A	LEGAL FRAMEWORK FOR TOURISM	DSE 1	06
BBAT 501B	INDIAN CULTURE & HERITAGE		
BBAT 502A	INTRODUCTION TO STATISTICS	DSE 2	06
BBAT 502B	AIR TICKETING & FARE CALCULATION		
BBAT 503A	TOUR GUIDING & INTERPRETATION	DSE 3	06
BBAT 503B	AVIATION MANAGEMENT		
BBAT 504	SUMMER INTERNSHIP & VIVA-VOCE	SEC 3	02
TOTAL SEMESTER CREDITS			20
DSE: Discipline Specific Elective Course			
SEC: Skill Enhancement Course			
Sixth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 601A	OPERATIONS MANAGEMENT	DSE 4	06
BBAT 601B	TRAVEL PHOTOGRAPHY & TRAVEL WRITING		
BBAT 602A	HUMAN RESOURCE MANAGEMENT	DSE 5	06
BBAT602B	POOL MANAGEMENT		
BBAT 603A	ADVENTURE TOURISM	DSE 6	06
BBAT 603B	EVENT MANAGEMENT		
BBAT 604	YOGA & WELLNESS	SEC 4	02
TOTAL SEMESTER CREDITS			20
DSE: Discipline Specific Elective Course			
SEC: Skill Enhancement Course			

FIRST SEMESTER

(July- December)

BBAT-101

Management Concepts and Principles

Type of course: Discipline Specific Core Course/ DSC 01

Credits: 6

Exit Level outcomes: The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, teamwork and effective communication, iv) communicate effectively through both oral and written presentation, v) learn basics of organizational behaviour.

UNIT I

Introduction to Management: Organization management; role of managers; organization and the environmental factors; functions of management; social responsibility of management.

Unit II

Planning: Nature and purpose of planning; planning process; types of plans & objectives; Management by Objectives (MBO); types of strategies & policies; decision making; types of decision; decision making process; rational decision making process; decision making under different conditions.

Unit III

Organising: Nature and purpose of organizing; organization structure; formal and informal groups / organization; line and staff authority; Departmentation; Span of control; Centralization and Decentralization; Delegation of authority; Staffing; Selection and Recruitment; Orientation; Career development; Career stages; Training; Performance appraisal.

Unit IV

Directing: Managing people; Organisational communication; Types and Nature of Motives, Theories of Motivation; Leadership Styles & Models; Organisational culture; Elements and Types of Culture; Managing cultural diversity.

Unit V

Controlling: Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

SUGGESTED TEXT BOOK/S

- 1.Dubrin, Andrew J. (2012). *Essentials of Management*. Thomson Southwestern, 9th edition.
- 2.Koontz Harold and Weihrich Heinz. (2012). *Essentials of management: An International & Leadership Perspective*. New Delhi: Tata McGraw-Hill Education.9th edition.
- 3.Hill Charles W.L and McShane Steven. L.(2007).*Principles of Management*. New Delhi: McGraw Hill Education. Special Indian Edition.

SUGGESTED REFERENCE BOOKS

- 1.NeeruVasishth&VibhutiVasishth (2014). *Principles of Management of Management*. Taxmann Publications, New Delhi
- 2.Robbins Stephen P, De Cenzo David A.and Coulter Mary.(2012). *Fundamentals of Management*. New Delhi: Prentice Hall of India.

BBAT-102

Introduction to Tourism

Type of course: Discipline Specific Core Course / DSC 02

Credits: 6

Exit Level outcomes: This course shall introduce the learners to the various fundamental concepts of travel trade. After doing this course, the students would be able to appreciate the significance of the tourism industry in the economy vis a vis other industries. They would also be to establish the importance of linkages of various components in the tourism industry. This course shall also provide the students with insights on the socio-economic and ecological impacts of tourism.

Unit I

Basic concepts & development of tourism: Tourism, excursion, leisure and recreation; tourist, visitor, traveller; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organised travel; Modern day Mass Tourism.

Unit II

Typology and forms of tourism: International Tourism, Inbound, Outbound, inter regional, intra regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.

Unit III

Tourism system &Environment:Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.

Unit IV

Tourism Demand & Travel Motivators: Basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study-pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Interpersonal Motivators, Status & Prestige.

Unit V

Future growth and development of Indian tourism: 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.

SUGGESTED TEXT BOOK/S

1. Holloway, J. C. (1994). *The Business of Tourism*, Pitman Publishing, London. “(L)”
2. Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). *Tourism Principles and Practices*, Oxford Higher Education. “(L)”

SUGGESTED REFERENCE BOOKS

1. Medlik, S. (1997). *Understanding Tourism*, Butterworth Heinemann, Oxford.
2. Hayward, Peter (2000). *Leisure and Tourism, Heinemann GNVQ Intermediate*, Heinemann Educational Publishers

BBAT-103

Indian History

Type of Course: Discipline Specific Core Course / DSC03

Credits: 6

Exit Level outcomes: It is said “However great a tree may grow, its greatness lies in its roots” and this holds the same for Indian History too. This module educates the students about different phases of Indian History which is categorised into Ancient, classical, Medieval and Modern India. History is taught realising its relevance in Indian Tourism.

Unit I

The pre-historic period, Indus Valley Civilization - Source of Information, Vedic Period – Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism.

Unit II

Mauryan Period – origin, growth and contribution of - Sunga, Kusana, Satavahana, Pallava, Gupta, Chalukya, Rashtrakuta, Hoysala, Kakatiya and Chola Dynasties.

Unit III

History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khaliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls- Babur, Humayun, Akbar, Jahangir, Aurangzeb.

Unit IV

Political Condition of India in after Mughals - Decline of Mughal emperor and its impact. Rise of Maratha Power under Chhatrapati Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies. Establishment of British Rule in India.

Unit V

Social and religious reforms movement in India, Brahmo Samaj, Arya Samaj, Satya ShodhakSamaj, RamaKrishna Mission, Economic-Political-Religious-Social development in Post-Independence period. Indian Democracy and contribution of different political parties for the development of India

SUGGESTED TEXT BOOK/S

1. Themes of Indian History – Part 1, 2, 3 – NCERT (2013)
2. Singh, U. (2009). *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
3. Chaurasia R. S. (2014). *History of Ancient India (Earliest Times to 1200 A.D.)* Atlantic Publishers, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Basham. A.L. (2004), *The wonder that was India*, Picador; Indian edition.
2. Chandra Satish (2007), *A History of Medieval India*, Orient BlackSwan.
3. Chandra Bipin (2009), *History of Modern India*, Orient BlackSwan.
4. Chandra Bipin (2000), *India Since Independence*, Penguin India.

BBAT-104

English Communication

Type of course: Ability Enhancement Compulsory Course/ AECC 01

Credits: 2

Exit Level outcomes: This course aims to sharpen the business communication skills of the learner. Focus will be on reading, writing and speaking skills with underline orientation required in the business world.

Unit I

Practical English Usage: Subject -verb agreement, Use of Articles, Common errors in English, Use of Modals and their exercises

Unit II

Developing Reading Skills: Reading Techniques, Reading Short-stories, Newspapers and magazines, Reading Comprehension, Reading unseen passages

Unit III

Developing Writing Skills: Effective writing technique, Enriching Vocabulary, Writing paragraphs and stories, Translation tasks.

Unit IV

Developing Speaking Skills: Conversation skills, Presentation skills, Group Discussion, Extempore.

Unit V

Developing Listening Skills: Techniques of listening, Listening songs and stories, Listening and watching movies, Listening Telephone calls.

Reference Books:

1. Bygate, M. *Speaking*. Oxford: Oxford University Press, 1998
2. Bansal R. K. and Harrison J. B. *Spoken English for India*. Orient Longman: Mumbai, 2000
3. Hewings, Martin. *Advanced English Grammar*. Cambridge University Press, 1999.
4. Murphy, Raymond. *Elementary English Grammar (2nd edition)*. Cambridge University Press 1992
5. Murphy, Raymond. *Intermediate English Grammar (2nd edition)*. Cambridge University Press, 1994.
6. G. Radhakrishna, Pillai, K. Rajeevan. *Spoken English for You*. CIEFL. Emerald Publication.
7. Geoffrey Leech, Margaret Deushar. *English Grammar Today*. 1997.
8. W. S. Allen. *Living English Structure*. 2001.
9. F. T. Wood. *A Remedial English Grammar for Foreign Students*.
10. P. C. Wren and H. Martin. *High School English Grammar and Composition*. S. Chand company Mumbai, 2006.
11. Thomson and Martinet. *A Practical English Grammar*. OUP, 1986. K. S. Smita, Annie Pothan. *English Conversational Practice*. Sterling Publication Pvt. Ltd. 1990.
12. Dr. Saraswati. *Success with Spoken English for Undergraduates*. Commonwealth University Books. 1997
13. Z. N. Patil. *English for Practical Purpose*. MacMillan Ind. Ltd. 2000

SECOND SEMESTER

(January - May)

BBAT - 201

Basics of Accounting

Type of course: Discipline Specific Core Course/ DSC 04

Credits: 6

Exit Level outcomes: The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

Unit I

Introduction to Financial Accounting: Introduction, meaning of book-keeping, accounting and accountancy, Distinction between book-keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies(capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

Unit II

Recording of transactions and secondary books: Classification of accounts, double entry system, rules for debit and credit, Journal entries, Trial balance

Unit III

Final Accounts: Introduction, meaning, objectives and characteristics of Final Accounts, Trading account, Profit and Loss Account and Balance Sheet

Unit IV

Depreciation: Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

Unit V

Joint Stock Company: Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company, Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears

SUGGESTED TEXT BOOK/S

1. Maheshwari, S.N. and Maheshwari, S. K (2013). *An introduction to Accountancy*. New Delhi: Vikas Publishing House.

SUGGESTED REFERENCE BOOKS

1. Sofat, Rajni and Hiro, Preeti(2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.
2. Monga,J.R and Ahuja Girish. *Financial Accounting*. Delhi: Mayoor Paperbacks.
3. Sharma,D.G. *Financial Accounting*. New Delhi: Taxmann Allied Services Pvt.Ltd.

BBAT-202

Introduction to Hospitality

Type of course: Discipline Specific Core Course / DSC 05

Credits: 6

Exit Level outcomes: Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of the hospitality industry in economy in general and in tourism industry in particular.

Unit I

Hotel industry: Development of Hotel Industry in India, Origin and Development over the ages, Future, Changing trends. Concept, Role of Hospitality in the development of the tourism industry. Types of accommodation: intermediary accommodation, grouping of accommodation. Classification of hotels: 1. Size 2. Location 3. Length of Stay 4. Facilities offered. Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan.

Unit II

Various Departments in hotels and their functions: Accommodation management, front office, housekeeping, F&B Service, Food Production, Supporting service, working of hotels, maintenance of equipment, maintenance of Account etc. FHRAI and its role, government participation in and contribution to hospitality.

Unit III

Different types of rooms: available in India and various tariffs and facilities offered, Types of room – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency. Future of Hotel industry in India, Changing trends. Relation of Tourism with the hospitality industry.

Unit IV

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Excise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry.

Unit V

Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

SUGGESTED TEXT BOOK/S

1. Andrews S. (2012), *Hotel Front Office Training Manual*, Tata McGraw Hill Publication, New Delhi.
2. Negi. J (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
3. Raghubalan, G. & Ragubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Walker, J.R. (2007). *Introduction to Hospitality Management*, Pearson Education. New Delhi.
2. Tewari, J.R. (2009). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.
3. Andrews Sudhir (2012), *Introduction to Tourism and Hospitality Industry*, Tata Mc Graw Hill Publication, New Delhi.

BBAT-203

Principles of Geography

Type of course: Discipline Specific Core Course / DSC 06

Credits: 6

Exit Level outcomes After completing this course the student should be able to:

1. Understand the concept of Geography, Physical features of Earth.
2. Understand the various types of physical Geographical concepts.
3. Understand the Relevance of Geography in Tourism.

Unit I

Lithosphere: Nature and scope of physical Geography; Earth – Origin; interior of the earth, origin of continents and Ocean – theories, concept of plate tectonics, earthquakes and volcanoes.

Unit II

Physical Geographical Features: Rocks – Origin; classification and characteristics, drainage pattern, rivers, mountains and folded mountains, wind, glaciers and underground water, plateau and plains.

Unit III

Atmosphere: Composition and structure of atmosphere; weather and climate – definition, elements and factors of climate; temperature; insolation and heat budget, atmospheric pressure, concept of air mass, cyclones and anti- cyclones.

Unit IV

Hydrosphere: Oceans; ocean bottom; composition of seawater and salinity; ocean currents – Atlantic, Pacific and Indian oceans; ocean deposits; corals, islands, atolls.

Unit V

Biosphere: Definition; components of biosphere; plants and animals' evolution; dispersal and distribution of plants and animals; eco-system.

SUGGESTED TEXT BOOK/S

1. Strahler A.N. (1969), *Physical Geography*, Third Edition, Wiley International.

SUGGESTED REFERENCE BOOKS

- 1.Ahmed. E. (1985).*Geomorphology*.Kalyani Publisher, New Delhi.
- 2.Singh, S. (2008). *Physical Geography*. PrayagPustakBhawan.

BBAT-204

Environmental Studies

Type of course: Ability Enhancement Compulsory Course / AECC 02

Credits: 2

Exit Level outcomes: COP 21 Paris got the World's attention stressing the need to protect the environment. It is this Ecology in which we live and it's our responsibility to save. In the Name of tourism, we are leaving footprints behind, creating global concerns. This module provides insights about sustainable development and conservation of Ecology.

Unit I

Basic principles: Ecology, Environment and Ecosystem; biological levels of ecosystem; relationship of ecology and tourism; tourism activities and their linkages to ecology; environment pollution; environmental impact of tourism.

Unit II

Eco Systems and their relation with tourism: Introduction to wetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism.

Unit III

Environmental Concerns: Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes; role of tourism in environmental concerns; impact of environmental concerns on tourism; prevention of environmental hazards.

Unit IV

Addressing Environmental Concerns: Environmental Conventions; ecotourism; responsible tourism; voluntary tourism; community-based tourism; pro-poor tourism including STEP; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.

Unit V

Institutional Support: International Organisations for environment and wildlife; UN Initiatives on ecology and environment; national policy on ecology and environment; Environmental Impact Assessment (EIA) – need for EIA; steps of EIA; method; usage of EIA. Environment and Tourism – prospects and challenges.

SUGGESTED TEXT BOOK/S

1.Kumar, A. (2008), *A Text Book of Environmental Science*, APH Publishing House, New Delhi.

SUGGESTED REFERENCE BOOKS

1.Bharucha, Ecach (2013), *A Text Book of Environmental Sciences for UG*, Orient BlackSwan, New Delhi.

THIRD SEMESTER

(July- December)

BBAT-301

Business Economics

Type of course: Discipline Specific Core Course / DSC 07

Credit: 6

Exit Level outcomes: Purpose of this course is to acquaint the learner with basic business economics in general and tourism business economics in particular for business analytics.

Unit I

Concepts of economics: Nature; scope; characteristics and application of managerial economics; wealth-oriented view; welfare-oriented view; scarcity view; development view.

Unit II

Consumer Analysis: Measurement of consumer behavior; law of diminishing marginal utility; law of equi-marginal utility; consumer's equilibrium; Law of substitution & consumer surplus.

Unit III

Demand analysis: Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.

Unit IV

Production analysis: Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; law of returns and production function.

Unit V

Price determination: Meaning and main features of price determination of a firm; Different theory of pricing. Factors and methods of pricing; price determination under perfect competition & imperfect competition.

Profit: Kinds of profit, role of profit, theory of profit; break-even analysis; Determinant of break-even points.

SUGGESTED TEXT BOOK/S

1.Maheshwari Y, (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi

SUGGESTED REFERENCE BOOKS

1.Singh, Ramesh (2015). Indian Economy (7/e). New Delhi: Tata McGraw Hill.

2.Tribe, John (2004). *The Economics of Recreation, Leisure and Tourism* (4/e). Burlington: Elsevier

3.Maier, M.H. and Nelson, J.A. (2007). *Introducing Economics- A Critical Guide for Teaching*. New York: M.E. Sharpe Inc.

BBAT-302

Marketing Management

Type of course: Discipline Specific Core Course / DSC 08

Credits: 6

Exit Level outcomes: Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to the same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Unit I

Marketing: Introduction to tourism marketing, Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, values and satisfaction, evolution of marketing.

Unit II

Market targeting: Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix. 8 P's of Tourism Marketing.

Unit III

Product issues: Types of products; product mix dimensions; product strategies, product life cycle.

Unit IV

Pricing: Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. Distribution channels- importance distribution system. Marketing intermediaries.

Unit V

Promotion: Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix; types of marketing promotion and communication tools. Advertising, Sales Promotion, Publicity.

SUGGESTED TEXT BOOK/S

1. Chowdhary, Nimit and Prakash, Monika (2005). *A Textbook of Marketing of Services*. New Delhi: Macmillan India Limited. (L)
2. Dasgupta, Devashish (2010). *Tourism Marketing*. New Delhi: Pearson Education. (L)
3. Chaudhary, Manjula (2011). *Tourism Marketing*, Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Middleton, Victor (2001). *Marketing in Travel and Tourism*, 3/e. New Delhi: Butterworth-Heinemann. (L)
2. Kotler, Philip, Bowen, John and Makens James (2009). *Marketing for Hospitality and Tourism*. New Delhi: Prentice Hall/ Pearson Education. (L)
3. Bennett J. A., Strydom J. Wilhelm (2001). *Introduction to Travel and Tourism Marketing*, Juta Education, Lansdown.

BBAT-303

Information Technology for Tourism

Type of course: Discipline Specific Core Course / DSC 09

Credits: 6

Exit Level outcomes: After studying this course students would have basic understanding of computer and networks. They would be able to handle business situations involving technology and also use ICT to enhance their professional work.

Unit I

Basic Computer Concepts: Introduction, Evolution, Different generations of computer hardware, Hardware and software, Programming languages, Basic computer applications; General idea of information and communication technologies.

Unit II

Computer Hardware: Input and Output devices; Memory (or storage) devices; Central Processing.

Computer Software: Types- System and application.

Cyber Crime & Virus: Computer Virus, Types of Viruses, Use of Antivirus software, Ethical Issues & Cyber Law

Unit III

Introduction to MS Office: MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint

Unit IV

Computer Networks– Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems.

Internet: Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client)

Unit V Internet Applications: Introduction to Search engine. Introduction to Web Browsers, working with Email (creation and use of the same), Website layouts and navigations.

Technologies: Cloud Computing, Electronic payment system, DBMS, Google Business.

SUGGESTED TEXT BOOK/S

1. Bharihoke, Deepak (2013). *Fundamentals of Information Technology* (Third Edition), New Delhi: Published by Excel Books (2006)
2. Basandra, S. K. (1995). *Computers today*. Galgotia Publications Pvt Limited.
3. Rajaraman, V., & Adabala, N. (2014). *Fundamentals of computers*. PHI Learning Pvt.Ltd..

SUGGESTED REFERENCE BOOKS

1. Curtin, D. P. (1998). *Information Technology: The Breaking Wave*. Irwin Professional Publishing.

BBAT-304

Study Tour & Viva-voce

Type of course: Skill Enhancement Course / SEC 01

Credits: 2

Exit Level outcomes: This is the practical component of the course. Students are advised to plan and undertake a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyse the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as a tour report. This would help learners apply theoretical knowledge to practice.

Evaluation: The study tour will be evaluated on the performance of the candidate in planning, execution and the activities during the tour. Students would be evaluated internally by the mentor on the basis of report submitted as well as externally based on presentation and viva voce.

FOURTH SEMESTER

(January - May)

BBAT-401

Tour Operations

Type of course: Discipline Specific Core Course / DSC 10

Credits: 6

Exit Level outcomes: After completing this course the student should be able to understand the nature, structure and working of Tourism Intermediaries. Also, the learner will be able to comprehend the range of services provided by them and highlights the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.

Unit I

Introduction to Tourism Industry & Travel Intermediaries: Tourism Industry: meaning; structure and its parts. Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution. Importance of Tourism intermediaries; historical development and changing dimensions of Tourism Intermediation.

Unit II

Tour Operator: Definition; types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations. Distribution Network of tour operator. IT Revolution and its Impact on Tour Operators. Linkages with Tourism Principles /Suppliers.

Unit III

Travel Agents: Definition; types and role; functions and responsibilities of travel agents - travel information and counselling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, train. Travel retailing and operations. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges and mark up on tours.

Unit IV

Approvals Setup and Organisation Structure: Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI. Organisation structure of and departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in Tourism Intermediary business.

Unit V

Leading Organisations and Companies in Travel Intermediary Business: Organisations – PATA, ASTA, IATO, TAAI, OTOAI, ADTOI, ATOAI and TOFT. Study of functioning of leading Inbound and Outbound Tour operators of India. Itinerary development – Meaning; types of itineraries; reference tool for itinerary preparation; development of effective itinerary.

SUGGESTED TEXT BOOK/S

1. Kamra, K.K. and Chand, Mohinder (2002). *Basics of Tourism- Theory, operation and Practice*, New Delhi: Kanishka Publishers, and distributors.
2. Mohinder Chand (2007) *Travel Agency Management: An Introductory Text*. New Delhi: Anmol Publications Pvt. Ltd.
3. Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and Practices*. Oxford University Press.

SUGGESTED REFERENCE BOOKS

1. Gee, Chuck and Y. Makens (1990). *Professional Travel Agency Management*, New York: Prentice Hall.
2. Goeldner, C. R., & Ritchie, J. B. (2007). *Tourism principles, practices, philosophies*. John Wiley & Sons.
3. Holloway, J.C. (2008). *The Business of Tourism*, London: Pearson Education Limited.

BBAT-402

Transport Systems

Type of course: Discipline Specific Core Course/ DSC 11

Credits: 6

Exit Level outcomes: Learners shall be able to understand the significance and role of various modes of transportation in the tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.

Unit I

Introduction to Transport Systems: Evolution of transport system; importance of transport in tourism; developments taking place in transport systems around the globe; trends and issues of transport management; major transport associations and organizations working with the tourism industry.

Unit II

Aviation: Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.

Unit III

Rail Transport: Introduction and history of railways around the world and in India; major railway systems of the world. Indian railways - Types of trains in India - Luxury tourist trains – Mountain toy trains of India; Indrail pass.

Unit IV

Road Transport: Introduction and overview of the road transport industry in the world and in India; Types and importance road transport - Private and Government Bus Operators. Car and Bike rentals: present scenario and future challenges; Use of technology - Introduction to Ola, Uber, Meru, Zoom, WheelStreet, ZipHop.

Unit V

Water Transport: Water transport system; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the world.

SUGGESTED TEXT BOOK/S

1. Cook, R.A; Marqua, J & Yale, L.J. (2006). *Tourism: The Business of Travel*. New York: Pearson Education

2. Duval, D Timothy (2007). *Tourism and Transport: Modes, Networks and Flows*, Chanel View Publications, New York.

SUGGESTED REFERENCE BOOKS

1. Fontgalland, B. De. (2010). *The World Railway System*. New York: Cambridge University Press.

2. Pender, L. (2001). *Travel Trade and Transport*. New York: Coninnum

Reference Websites

1. Simpleflying.com

2. olacabs.com

3. uber.com

4. starcruises.com

BBAT-403

Tourism Resources

Type of course: Discipline Specific Core Course/ DSC 12

Credits: 6

Exit Level outcomes: The students will have an understanding of different types of tourism resources of India and how they are important for the tourism industry.

Unit I

Introduction: Tourism Resources-meaning, importance and characteristics. Classification of Tourism resources. Tourism resources as tourism products.

Conservation & Protection of Resources: threats, importance, Do's & Dont's for visitors, role of tourism service providers.

Unit II

Physical Tourism Resources: Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes.

Unit III

Bio geographical Tourism Resources: Flora and Fauna of India; Wildlife Sanctuaries & National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions.

Unit IV

UNESCO World Heritage Sites of India: Cultural properties, Natural sites, and mix-properties of India in UNESCO heritage site list.

Built Up Structures: Monuments- Forts, Palaces, Havelis, Cave, War Memorials.

Unit V

Indian Classical Dances and other forms of dance & Music, Painting in different periods and region, Indian Handicrafts and Handlooms; Important Rural Tourism villages of India. Tourism festivals, Handicrafts and textiles.

SUGGESTED TEXT BOOK/S

- 1.Dixit, M and Yadav, C S (2006): *Tourism in India*,: New Royal Publisher, Lucknow
- 2.Gupta, SP, Lal, K, Bhattacharya, M. (2002): *Cultural Tourism in India* , DK Print, New Delhi.
- 3.Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi

SUGGESTED REFERENCE BOOKS

- 1.Punja, S ,*Great Monuments of India*, Hong Kong: Odyssey Guides
- 2.Singhania, N (2015), *Indian Art and Culture* , Mc Graw Hill Education
- 3.Bisht, R S (2002), *National Parks of India*, Publication Division

BBAT-404

Foreign Language (French)

Type of course: Skill Enhancement Course / SEC 02

Credits: 2

Exit Level outcomes: The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as a whole. The overview of this particular course is to give the students exposure of French being used in the tourism industry by tourism professionals as a practitioner. The core objectivity of such courses for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.

Unit I

Introduction of the Language to first time beginner: *Basic* introduction of French; the alphabets and their pronunciation; nature and rules of the language; the accents; the Orthographic Signs; the punctuation signs; the numbers in French 0-9; cardinal and ordinal form of number; Greetings.

Unit II

Basic Vocabularies (Tourism Based Vocabularies): The days of the week; months; item narration; gender specification for the things; the country; city name; time; whether; fruits and vegetable names; the family name; body parts; colors; numbers 10-100 gradual learning; French phonetics; professions; all the necessary word meaning used in general and specifically by tourism professionals.

Unit III

Basic and Introductory Grammar: The Articles; plural forms of nouns; gender (masculine and feminine forms); definite articles; indefinite articles; subject; pronouns; verbs and their types; principal and auxiliary verbs in French (être and avoir); verb's groups: first, second and third group; rule of making ordinal numbers; verbs conjugation in present participle.

Unit IV

Sentence and Dialogue Framing: The affirmative form of the sentences using first, second and third group verbs (only present tense); dialogue and phrases from the textbook (Situation 1 -7); chapter 1 from textbook; verbs aller; the negative and interrogative form using all types of verbs.

Tourism and Tourist based vocabulary.

Unit V

French culture and self-presentation: Introduction of France and its culture; basic geo-political-economical introduction of France; French history, French (Tourist) habits and introduction of individual in French; translations of sentences French to English and English to French. Verbal French practice session.

SUGGESTED TEXT BOOK/S

- 1.Gupta, Malini ;Gupta,Vasanth& Usha Ramachandran. *Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants*, New Delhi: W. R. Goyal Publication House.
- 2.Giradet, Jacky &Cridlig, Jean Marie.*Méthodes de français ; Le Nouveau Sans Frontières*. Vol:1.

SUGGESTED REFERENCE BOOKS

- 1.Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)
- 2.Bhattacharya, S. &Bhalerao, Uma Shashi. *French for Hotel Management & Tourism Industry*. Frank Bro & CO.

BBAT-404

Foreign Language (German)

Type of course: Skill Enhancement Course / SEC 02

Credits: 2

Exit Level outcomes: This course is designed to help students understand and learn the growing importance of German language in the modern world. This course will also help students to analyze and understand cultural considerations as motivators for effective tourism support and engagements.

Unit I

German as a Beginner, History & Culture, German reach and population, Opportunities and How it Impacts You, Efficient Learning guide & considerations, Salutations & Pronunciations.

Unit II

Continuation of Salutations & Pronunciations, Alphabets, Numbers, Days and months Expressing time and Audio Exercises.

Case Example with Class Interaction

Unit III

Introduction to Nouns, Introduction to Verbs, Simple Sentences & Vocabulary

Interactive AV Demo

Unit IV

Revision of Previous exercises

Travel Survival Kit: Greetings, Modes of Travel, Guides, Airport, Taxi, Accommodation, Hotels, Ordering Food, Understanding Addresses, Asking Directions, and Shopping. Key guides.

Unit V

Revision of Previous exercises

Role Play Exercises with AV Demo

Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics

Links for further studies

SUGGESTED TEXT BOOK/S

1. Deutsch als Fremdsprache IA (Oxford and IBH Publishers)
2. German Made Easy (Goodwill Publishers)

FIFTH SEMESTER

(July- December)

BBAT 501-A

Legal Framework for Tourism

Type of course: Discipline Specific Elective Course / DSE 01

Credits: 6

Exit Level outcomes: This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.

Unit I

Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.

Unit II

Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.

Unit III

Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.

Unit IV

Contract legislation in relation to Travel and Tourism customers.

Unit V

Business Ethics in the travel and tourism sector; CSR policy for travel and tourism businesses.

SUGGESTED TEXT BOOK/S

1. Mill, Robert C. & Morrison Alastair (2013). *The Tourism System*. 6th ed. Kendall Hunt Publishing Co.

SUGGESTED REFERENCE BOOKS

1. Downes, John, P. & Tricia (2011). *Travel and Tourism Law*. 5th ed. Huntington: ELM publications.
2. Grant, David, M. M. & Stephen (2012). *Holiday Law*. 5th ed. London: Sweet and Maxwell.
3. Singh, A. (2008). *Contract and Specific Relief*.
4. Williams, G. L., & Smith, A. T. H. (2002). *Glanville Williams: learning the law*. Sweet & Maxwell.

BBAT 501-B

Indian Culture and Heritage

Type of course: Discipline Specific Elective Course / DSE 01

Credit: 6

Exit Level outcomes: After completing this course the student should be able to understand the values of Indian Culture, the need to preserve it and the importance of Indian Art and its contribution to the world.

Unit I

Characteristics of Indian culture & society in the pre-historic ages and Indus valley civilization. The early and later Vedic period. Ramayana and Mahabharat.

Unit II

Different religious in India: Hinduism (Saivism, Vaishnavism, Saktism, Tantrikism), Jainism, Buddhism, Sikhism, Christian and Islam.

Unit III

Social life in India: Verna system, Ashrams, Marriage, Dress and ornaments, social traditions and costumes, Farming, Food habits, Astrology and Astronomy.

Unit IV

Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.

Unit V

Religious: Hindu-Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, PuriKamakhya, VaishnoDevi, Akshar Dham and other Important Hindu temples of all regions of India.

Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti

Christians- Churches & Convents of Goa, Kerala and other states

Muslims- Ajmer Sharif, Fatehpur Sikri, Haji Ali and important Masjids of India

Jain-Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple;

Sikh-Golden Temple and other Gurudwars;

Lotus Temple.

SUGGESTED TEXT BOOK/S

1.Mitter. Partha (2001), *Indian Art*, Oxford Publications, London.

2.Basham. A.L. (2004), *The wonder that was India*, Picador; Indian ed edition.

SUGGESTED REFERENCE BOOKS

1.Singhania. Nitin (2015), *Indian Art and Culture*, Tata McGraw Hill Education, First Edition.

BBAT 502-A

Introduction to Statistics

Type of course: Discipline Specific Elective Course / DSE 02

Credits: 6

Exit Level outcomes: The objective of this course is to develop students' familiarity with the basic concepts and tools in statistics to enable them to resolve complex problems of decision making in the business of travel and tourism.

Unit I

Overview of Statistics: Definition; important and limitations; functions and scope of statistics; role of Statistics in Tourism.

Collection of primary & secondary data, approximation and accuracy, statistical errors.

Unit II

Classification, Tabulation of Data: Meaning and characteristics; frequency distribution; simple and manifold tabulation.

Presentation of Data: diagrams/graphs of frequency distribution and histograms ratio scale graph.

Measures of Central Tendency: Central tendency; arithmetic mean (simple), median (including quartiles, deciles and percentiles); mode.

Unit III

Measures of Dispersion and Skewness: Absolute and relative measures of dispersion; quartile deviation; mean deviation; standard deviation and their coefficients; uses and interpretation of measures of dispersion.

Skewness: Measures of skewness.

Unit IV

Index Numbers and Time Series Analysis: Meaning and uses of index numbers; simple price index numbers; methods of construction of index numbers; Fisher's ideal index number;

Times series analysis: Components and measurement of trend.

Unit V

Correlation and Regression analysis: Significance of correlation; types of correlations; measurement of correlation (Karl Pearson's methods, Spearman's rank correlation); difference between correlation and regression.

Linear Regression Analysis: Regression equations of X on Y and Y on X & bivariate regression model.

SUGGESTED TEXT BOOK/S

1. Sharma, J.K. (2005). *Mathematics for Business & Economics*, New Delhi: Asian Books.

SUGGESTED REFERENCE BOOKS

1. Hooda, R.P. *Statistics for Business and Economics*, 3rd ed., N. Delhi: Macmillan.
2. Levin, R. I. (2008). *Statistics for management*. Pearson Education India.

BBAT 502-B

Air Ticketing & Fare Calculation

Type of course: Discipline Specific Elective Course / DSE 02

Credits: 6

Exit Level outcomes: Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations. This course is essentially a practical course aimed to make learners understand GDS system functionality, basic commands, and have the ability to interpret booked itineraries. A mix of theory and lab- practice will be the main pedagogy for this course.

Unit I

Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions. Freedom of Air.

Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time.

Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.

Unit II

Planning itinerary by Air: Itinerary terms, types of journey and fares; introduction to fare construction; Fare-Basis Codes; Fare Rules; International mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS).

Familiarisation with Air Tariff: currency regulation, NUC conversion factors, general rules.

Unit III

Introduction to Amadeus and Basic commands: Introduction to the Amadeus GDS and its features.

Basic Amadeus commands: Signing in and out of Amadeus, agent work areas; AIS pages and HELP; TIMATIC commands; encode and decode cities, airports, airline names and codes, aircraft equipment; flight availability; selling air segments; passenger name records (PNR); supplementary data; modifying a PNR.

Unit IV

Advance Commands: Fare Displays; Itinerary Pricing; Issuing Tickets; Advance Seat Assignments; Queues.

Unit V

Hotel & Car Booking: Basic Hotel Reservations & Car Rentals commands.

SUGGESTED TEXT BOOK/S

1. Gupta, S.K. (2007). *International Airfare and Ticketing- Methods and Techniques*. New Delhi: UDH Publishers and Distributors (P) Ltd.
2. Semer-Purzycki, J. (2000). *A Practical Guide to Fares and Ticketing*. Delmar Thomson Learning.

SUGGESTED REFERENCE BOOKS

1. Davidoff, D.S. and Davidoff, P.G. (1995). *Air Fares and Ticketing*. New York: Prentice Hall.
2. Foster, Dennis L. (2010). *Reservations and Ticketing with Sabre*. London: CreateSpace.

BBAT 503-A

Tour Guiding & Interpretation

Type of course: Discipline Specific Elective Course / DSE 03

Credits: 6

Exit Level outcomes: The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will 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. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills.

Unit I

Tour guiding: Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting; role of a tour guide; Tour guiding in India; characteristics of a tour guide, steps to becoming a tour guide.

Unit II

Guiding Techniques: Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade, Designing Tour Commentary. Interpretation.

Unit III

Practical guiding: Guiding at a monument; guiding at a religious site; guiding at a museum, Wildlife guiding, Rural and cultural tourism guiding, guiding on a coach.

Unit IV

Situation Handling: Handling difficult tourists; handling questions; handling the tag-alongs, handling emergencies.

Unit V

Managing guiding business: How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

SUGGESTED TEXT BOOK/S

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

SUGGESTED REFERENCE BOOKS

1. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
2. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

BBAT 503-B

Aviation Management

Type of course: Discipline Specific Elective Course/ DSE 03

Credits: 6

Exit Level outcomes: This course is aimed at introducing the learner to the fundamentals of managing aviation business. The course will be oriented toward operations management in the aviation industry.

Unit I

Introduction: Development of civil aviation; key economic, political, revenue and cost trends in today's industry environment; strategies airlines are adopting to sustain and grow their businesses; strategy development.

Unit II

Changing Business Scenario: Merger and accusations; impact of airlines alliances; low cost carriers and their growth; Impact of new digital technologies on all aspects of the airline business.

Unit III

Marketing Management: Airline marketing; fleet planning and the regulatory environment.

Case study 1: Collapse of Swissair;

Case study 2: Cost containment strategies; Air France – KLM Transform 2015 Turnaround Program, Purkayastha;

Case study 3: AirAsia – flying low cost with high hopes, Ko, S.; Woo, C. Asia Case Research the University of Hong Kong, 2009; Southwest Airlines: Inkpen, A., Thunderbird School of Global Management, 2013.

Unit IV

Airport Management: The airport as operational system; sources of revenue; airport profitability and privatization; investor relations.

Case studies discussion, RigasDoganis, "The Airport Business", Routledge, 1992.

Unit V

Ecosystem of Air Transportation: Economic impact of air transport; supply, demand, pricing and market structures; key economic characteristics of the air cargo sector; the air transport value chain; characteristics of each stakeholder and profitability of each air.

SUGGESTED TEXT BOOK/S

1. Doganis, Rigas (2010). *Flying Off Course*. Routledge (4th Ed.).
2. Shaw, Stephen (2011). *Airline Marketing and Management*. Ashgate (7th Ed.).

SUGGESTED REFERENCE BOOKS

1. Kotter, John P. (1996), “Leading Change”, Harvard Business School Press,
2. Trompenaars & Woolliams (2006). *Business Across Cultures*. Capstone Publishing.
3. Scholes (2010). *Exploring Corporate Strategy*. Pearson.

BBAT-504

Summer Internship and Viva-Voce

Type of course: Skill Enhancement Course/ SEC 03

Credits: 2

Exit Level outcomes: This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.

Internship outline:

Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Each student shall have to undergo one-month long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. Every student of the BBA will be required to submit a Project Report based on work done in an industry of repute. Project work will be carried out under the joint supervision of two Guides. One of them will be from the workplace and the other from among the Faculty Members of the Institute. The student in consultation with the concerned guides will finalize the subject matter of the Project work. A synopsis must be sent to the Programme Chairperson within 25 days of the commencement of the Project Work failing which the Project Report will not be accepted. Guidance from the Institute regarding Project Work will be available from Internal Guides.

Evaluation:

One printed copy and one soft copy of the project report should be submitted to the Institute and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the guides (Internal & External). The signature of the external guide should be supported by the relevant seal of the organization. The Project Report will be evaluated by the duly constituted examiners. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

SIXTH SEMESTER

(January - May)

BBAT 601-A

Operations Management

Type of course: Discipline Specific Elective Course / DSE 04

Credits: 6

Exit Level outcomes: This course is aimed at introducing the learner to the fundamentals of managing production and operations management in a business. The course will be oriented toward operations management in service sector organisation. Learning from this course will serve as inputs to the course on Strategy.

Unit I

Introduction to Operations Management: Role of operations management in business; Operations strategy; types of production systems; plant location and layout; new product development; managing processes.

Unit II

Production planning and control: Production planning and control- forecasting; routing, scheduling, expediting; aggregate planning; master scheduling, MRP; PPC in job shop, batch production, mass production and projects; JIT and ERP (introduction).

Unit III

Quantity and selective control: Inventory control; basic concepts and models, EOQ, re-order point, different types of costs, etc.; price break models. Selective control.

Unit IV

Quality Control: TQM, Quality, Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka-Yokes, Quality Awards.

Statistical Quality control: Acceptance sampling, AQL & LTPD, P-Charts, X-and R Chart.

Unit V

Work study: Method study, Work Measurement

Maintenance Management: different concepts in maintenance management, preventive vs. breakdown maintenance; total productive maintenance concepts.

Productivity: Productivity and Value engineering concepts

SUGGESTED TEXT BOOK/S

1.Mahadevan, B. (2015). *Operations Management: Theory and Practice*, New Delhi: Pearson

SUGGESTED REFERENCE BOOKS

1.Stevenson, W.J. (2015). *Operations Management*, New Delhi: McGraw-Hill Higher Education.

2.Chary, S.N. (2006). *Production and Operations Management*, New Delhi: McGraw-Hill Higher Education

3.Russel and Taylor (2012). *Operations Management (International Student Version)*, New Delhi: Wiley

4.Krajewski, L. (2015). *Operations Management*, New Delhi: Pearson.

BBAT 601-B

Travel Photography & Travel Writing

Type of course: Discipline Specific Elective Course / DSE 04

Credits: 6

Exit Level outcomes: *Travel Photography* introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images. It aims to increase the percentage of good photographs learners take and to lift their travel photography to the next level of creativity.

Travel Writing will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online. Sharing of their written content can be done through Blogs, Websites, social media etc.

§Total classes needed – 180 hrs. Practical/field work

Evaluation:

The course teacher will evaluate during the field work on the basis of performance of photography and travel writing. This is a fully internal system base evaluation both in internal and end-semester examination. An external examiner either academician or industry professional will be invited to conduct the examination.

The following areas to be covered both in theory and practical.

Unit I

Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Mobile Photography, Travel preparations at the destinations.

Unit II

The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting. An Introduction to Selfies.

Unit III

The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

Unit IV

Post-Production – Basic Photo Editing Software; basics of Adobe Photoshop, sharing photos; blogs; selling travel Images. Being a Travel Photographer.

Unit V

Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering.

Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue.

SUGGESTED TEXT BOOK/S

- 1.Srivastava, Mukesh (2012). *Digital Photography*, Unicorn Books, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Richard L'Anson (2014). *Guide to Travel Photography*, Lonely Planet Publications.

BBAT 602-A

Human Resource Management

Type of course: Discipline Specific Elective Course/ DSE 05

Credits: 6

Exit Level outcomes: Human resource is a critical factor for any business activity today. It is therefore important for a manager to understand the concepts of human resource management and refer to the same in managing, planning and controlling human resources. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.

Unit I

Introduction to Human Resource Management: Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.

Unit II

Planning Human Resource: Tourism work environment and its determinants. Human Resource Planning.

Unit III

Human Resource Management: Recruitment; Selection and Induction.

Unit IV

Training: Meaning; importance; need; methods, performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.

Unit V

Employee Benefits & Services: Concept, objectives, significance, Types of Benefits & Services, Fringe Benefits.

SUGGESTED TEXT BOOK/S

1. Aswathappa, K. (1997). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Dressler, G. (2000). *Human Resource Management*. Prentice Hall of India, New Delhi.

BBAT 602-B

Pool Management

Type of course: Discipline Specific Elective Course/ DSE 05

Credits: 6

Exit Level outcomes: With fast growth and diversification in leisure and recreation, pool ecosystem systems have become a demanding resource segment. Opportunities emanate from it are varied and many. Thus, this course is developed to educate the students on the leisure pool systems and its managerial practices so that they are able to learn and equip new avenues of opportunities.

Unit I

Introduction: Pool and its types; Indoor pools and outdoor pools, natural and man-made pools, diving pools, leisure pools, community pools; Waterparks; Slide pools; Wavepools; Modern leisure and recreation practices and Pools; Pool-based activities and segments.

Unit II

Leisure pool complex: Common pool lay-outs; Site analysis; Pool environment- water, heat, light and sound; Pool facility provisions and design considerations; Pool marking signs; Securing of Pools; Accessibility; Maintenance; Health hazards in pools and mitigation; Pool economics; Standard operating procedure; Signage.

Unit III

Filtration and circulation: Filtration plant; Filtration system principles and functions; Pumps and valves; 'Turn-over'; Pool circulation system; Electrical networks and controls; Pool heating; Pool temperature and its testing.

Unit IV

Water Quality Management: Calculation of water requirement for pools; Water chemistry; Testing of water quality (clarity and purity; Autometry and pH control; Standard treatment practices; Cleaning practices; Under-water vacuum cleaner; Recycling of back-wash water.

Unit V

Pool operations: Safety and security considerations, equipments and infrastructure; Life guarding- recruitment, retention, training; Dress-code; Pool epidemiology; Causes of drowning and prevention; Emergency and accident procedures; Pool operations code; Emergencies and its handling; Basic First Aid; CPR; Regulations for pool operations.

SUGGESTED TEXT BOOK/S

1. Dawes. J, (2002), *Design and Planning of Swimming Pools*, The Architect Press, London
2. Sunset Books, (2001) (Editors.), *Swimming Pools*, Lane Books, California

SUGGESTED REFERENCE BOOKS

1. Perrin. G.A (2003), *Design for Sport*, Butterworths, London
2. WHO, (2006) (Ed.), *Guidelines for safe recreational water environments- Volume 1: Coastal and Fresh Waters*
3. WHO, (2006) (Ed.), *Guidelines for safe recreational water environments- Volume 2: Swimming Pools and similar Environments*

BBAT 603-A

Adventure Tourism

Type of Course: Discipline Specific Elective Course /DSE 06

Credits: 6

Exit Level outcomes: The students will know about Adventure and Adventure Tourism. The difference between other types of tourism. The environment of travel business. Also, the students will know about the various types of adventure and the relation of adventure in the tourism industry. This will make them work and to indulge into a new Adventure Tourism Business.

Unit I

Introduction to Adventure and Adventure Tourism: Importance and definitions; history of adventure tourism; classification and elements of adventure tourism.; difference between adventure and sports.

Unit II

Introduction to Land Based Adventure: hiking; trekking; rock climbing; repelling, bouldering; skiing and safaris. Equipment used in land-based adventure tourism. Popular land-based adventure places in India.

Unit III

Introduction to Water Based Adventure: Snorkeling; scuba diving; rafting; kayaking; canyoning and surfing. Equipment used in water-based adventure tourism. Popular water-based adventure places in India.

Unit IV

Introduction to Air Based Adventure: Paragliding, skydiving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipment used in air-based adventure tourism. Popular air-based adventure places in India.

Unit V

Major Adventure Based Organizations and institutions in India. Various courses offered in institutions. Scope and prospects of Adventure Tourism in India. Emerging trends of Adventure Tourism.

SUGGESTED TEXT BOOK/S

1. Buckley, Ralf (2006). *Adventure Tourism*. CAB International.
2. Malik, S.S. (1997). *Adventure Tourism*, New Delhi: Rahul Publishing.
3. Negi, J. (2001). *Adventure Tourism and Sports – Part- I & II*, New Delhi: Kanishka Publishers.

SUGGESTED REFERENCE BOOKS

1. Hoyer, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). *Sport management: principles and applications*. Routledge
2. Som, D., Moore, S.A., Dowling, R.K. (2004). *Natural Area Tourism*, New Delhi, Viva Books.

BBAT 603-B

Event Management

Type of course: Discipline Specific Elective Course / DSE 6

Credits: 6

Exit Level outcomes: The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Unit I

Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions.

Unit II

Conference Market: The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences.

Unit III

Meeting: Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of Events.

Unit IV

IT Impact: Advancement of technology on conference business; trade shows; exhibitions.

Unit V

Impact of Events: The impact of conventions on local and national communities. emerging dimensions of convention business in India. ICPB.

SUGGESTED TEXT BOOK/S

- 1.Fenich, G.G. (2005). *Meetings, Expositions, Events and Conventions- An Introduction to the Industry*. New Delhi: Pearson/Prentice Hall.

SUGGESTED REFERENCE BOOKS

- 1.Montgomery, R.J. and Strick, S.K. (1995). *Meetings Conventions and Expositions- An Introduction to the Industry*. New York: Van Nostrand Reinhold.
- 2.Weirich, M.L. (1992). *Meetings and Conventions Management*. New York: Delmar Publishers Inc.

BBAT 604

Yoga and Wellness

Type of course: Skill Enhancement Course / SEC 04

Credits: 2

Unit I

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – Spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.

Unit II

Leisure, lifestyle and tourism: Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

Unit III

Concept and Dimensions of holistic health care: the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

Unit IV

Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.

Unit V

Medical tourism: Concept, Typology, Evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

SUGGESTED TEXT BOOK/S

1. Vishnudevananda Swami, The Complete Illustrated Book of Yoga.

- 2.Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur.
- 3.Pruthi , Raj (2006) Medical Tourism in India, Arise Pub, New Delhi.
- 4.Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad.
- 5.Balakrishnan (2006) Kalarippayattu, Penguin Books.

SUGGESTED REFERENCE BOOKS

- 1.Smith, M. and Puczko, L. (2009) Health and wellness tourism
- 2.Sivananda Yoga Vedanta Centre (2000) The New Book Of Yoga, Ebury Press