

ACHARYA NAGARJUNA UNIVERSITY

A State Government University, Accredited with "A" Grade by NAAC

Nagarjuna Nagar - 522 510, Guntur, Andhra Pradesh, India.



M.B.A. (TRAVEL & TOURISM MANAGEMENT)

SYLLABUS

2022 - 2023 onwards

UNIVERSITY COLLEGE OF ARTS, COMMERCE &
LAW

PROGRAM CODE:

ANUCACL23





**ABOUT
UNIVERSITY**

ACHARYA NAGARJUNA UNIVERSITY (ANU)

- A Brief Profile

Acharya Nagarjuna University, a State University established in 1976, has been constantly striving towards achieving progress and expansion during its existence for over four decades, in terms of introducing new courses in the University Colleges, affiliated colleges and professional colleges. Spread over 300 acres of land on the National High Way (NH-16) between Vijayawada and Guntur of Andhra Pradesh, the University is one of the front ranking and fastest expanding Universities in the state of Andhra Pradesh. The University was inaugurated on 11th September, 1976 by the then President of India, Sri Fakhruddin Ali Ahmed and celebrated its Silver Jubilee in 2001. The National Assessment and Accreditation Council (NAAC) awarded “A” grade to Acharya Nagarjuna University and also has achieved 108 International ranks, 39 National ranks UI Green Metrics rankings and many more. It is named after Acharya Nagarjuna – one of the most brilliant preceptors and philosophers, whose depth of thought, clarity of perception and spiritual insight were such that even after centuries, he is a source of inspiration to a vast number of people in many countries. The University is fortunate to be situated on the very soil where he was born and lived, a soil made more sacred by the aspiration for light and a state of whole someness by generations of students. With campus student strength of over 5000, the University offers instruction for higher learning in 68 UG & PG programs and guidance for the award of M.Phil. and Ph.D. in 48 disciplines spread over six campus colleges and one PG campus at Ongole. It also offers 160 UG programs in 440 affiliated colleges in the regions of Guntur and Prakasam Districts. It has a Centre for Distance Education offering 87 UG & PG programs. Characterized by its heterogeneous students and faculty hailing from different parts of the state and the country, the University provides most hospitable environment for pursuing Higher Learning and Research. Its aim is to remain connected academically at the forefront of all higher educational institutions. The University provides an excellent infrastructure and on-Campus facilities such as University Library with over one lakh books & 350 journals; Computer Centre; University Scientific Instrumentation Centre; Central Research Laboratory with Ultra-modern Equipment; Well-equipped Departmental Laboratories; Career Guidance and Placement Cell; Health Centre; Sports Facilities with Indoor & Outdoor Stadiums and Multipurpose Gym; Sports Hostel; Separate hostels for Boys, Girls, Research Scholars and International Students; Pariksha Bhavan (Examinations Building); Computers to all faculty members; Wi-Fi connectivity to all Departments and Hostels; Canteen, Student Centre & Fast-food Centre; Faculty Club; Dr. H.H. Deichmann & Dr. S. John David Auditorium cum Seminar Hall; Post office; Telecom Centre; State Bank of India; Andhra Bank; Energy Park; Silver Jubilee Park; Fish ponds; internet center; xerox center; cooperative stores; Water harvesting structures.



**VISION,
MISSION &
OBJECTIVES
OF THE
UNIVERSITY**

ACHARYA NAGARJUNA UNIVERSITY

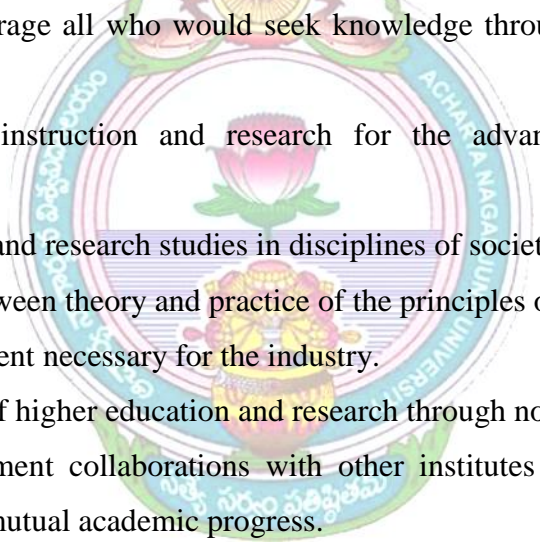
VISION

To generate sources of knowledge that dispels ignorance and establish truth through teaching, learning and research.

MISSION

To promote a bank of human talent in diversified faculties – Commerce & Management Studies, Education, Engineering & Technology, Humanities, Law, Natural Sciences, Pharmacy, Physical Education & Sports Sciences, Physical Sciences and Social Sciences that would become an investment for a prosperous society.

OBJECTIVES

- 
- To inspire and encourage all who would seek knowledge through higher education and research.
 - To provide quality instruction and research for the advancement of science and technology.
 - To promote teaching and research studies in disciplines of societal relevance.
 - To bridge the gap between theory and practice of the principles of higher education.
 - To develop human talent necessary for the industry.
 - To open up avenues of higher education and research through non-formal means.
 - To invite and implement collaborations with other institutes of higher learning on a continuous basis for mutual academic progress.
 - To motivate and orient each academic department/centre to strive for and to sustain advanced levels of teaching and research so that the university emerges as an ideal institute of higher learning.
 - To focus specially on the studies involving rural economy, justifying its existence in the rural setting.



**VISION
&
MISSION OF
THE COLLEGE**

ACHARYA NAGARJUNA UNIVERSITY

UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW

VISION AND MISSION OF THE COLLEGE:

University College of Arts, Commerce and Law presently consists of 19 teaching departments and seven research centres and running 27 courses. It had a very good team of qualified teachers with strong profiles. The vision of the college is to promote learning and research in the faculties of social sciences, humanities, law, education and management. It is intended to encourage research temperament and develop inputs for the betterment of the society. The mission of the college is to nurture the scholarship, leadership and produce outcome to promote the quality of life and address the challenges in human society.





**VISION
&
MISSION
OF THE
DEPARTMENT**

ACHARYA NAGARJUNA UNIVERSITY
UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW
DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT
M.B.A. (TRAVEL & TOURISM MANAGEMENT)

VISION OF THE DEPARTMENT:

To become a center of Excellence with consistent efforts towards the Tourism Education & Research in the State and Nation.

MISSION OF THE DEPARTMENT:

- ▲ Produce quality man power based on the needs of the Tourism & Hospitality Industry.
- ▲ Inculcate competencies for all round development of the students to meet the skills set of Tourism Industry.
- ▲ Promote creativity, Innovation, Knowledge, Values & ethics in Tourism.



ACHARYA NAGARJUNA UNIVERSITY
UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW
DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT
M.B.A. (TRAVEL & TOURISM MANAGEMENT)

PROGRAMME EDUCATIONAL OBJECTIVES (PEO's):

The MBA (TTM) programme has been offering by the Department of Tourism & Hospitality Management in Acharya Nagarjuna University. A student can expect to achieve the following Programme Educational objectives:

- ★ Training the students to manage the Tourism Business with Conceptual, Human, & Technical skills.
- ★ Familiarizing the students with broad range of problems and challenges in the areas of Tourism, Travel & Hospitality related segments to cope with them;
- ★ Developing the students knowledge through research & field studies to disseminate the knowledge for the development of Tourism Industry & Nation at macro level ;
- ★ Inculcating the Leadership skills to the students in the areas of Tourism, Travel & Hospitality with values & business ethics ,
- ★ Developing an understanding of the diverse and dynamic cultural trends among the students in Tourism& Hospitality at the National & International level.

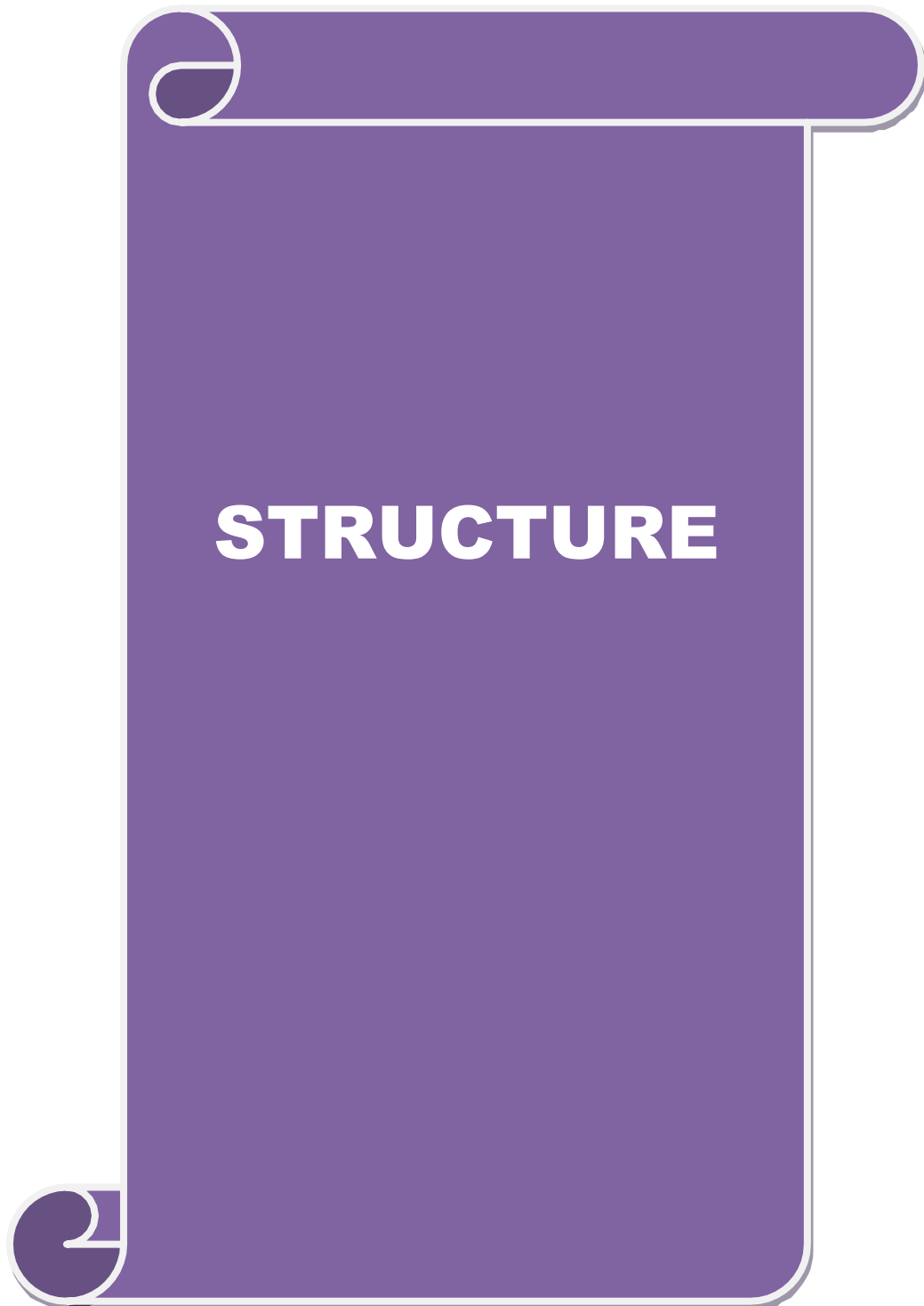
PROGRAMME OUTCOMES (PO's):

After successful completion of the programme, the student will be able to:

- Demonstrate the ability to create new knowledge & Skills thorough the field study & Research
- Develop the skills for technology applications in the tourism & hospitality services
- Identify and solve the problems with a positive attitude, and confidence as a member or leader in the Tourism & Hospitality Industry.
- Apply standards for practicing the ethical and social norms in Tourism
- Update the knowledge by continuous learning and observation of the market as per the requirement of the Tourism Industry.

PROGRAMME SPECIFIC OUTCOMES (PSO's):

- ⊕ Apply the knowledge of tourism products in designing the itinerary and all other services required by the tourists based on the market demand
- ⊕ Enable to demonstrate the skills to identify the problems & Challenges by conducting marketing research in Tourism & Hospitality to take the proper decisions.
- ⊕ Use the acquired knowledge either to become an entrepreneur or to be an employee in the industry
- ⊕ Enable to conduct various events which are connected to the Tourism, Hospitality & MICE.



ACHARYA NAGARJUNA UNIVERSITY
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M.B.A. TRAVEL & TOURISM MANAGEMENT

SEMESTER-1

Components of Study	Title of the Paper		Hrs per week	No. of Credits	Internal Marks	Sem. End Marks	Total
Core papers	TTM 101 (R22)	Tourism Management	5	3	30	70	100
	TTM 102 (R22)	Tourism Geography	5	3	30	70	100
	TTM 103 (R22)	Cultural Heritage of India	5	3	30	70	100
Compulsory Foundation Paper	TTM 104 (R22)	Tourism and Hotel Laws	5	3	30	70	100
Generic Elective Papers (Opt-2)	TTM 105 (R22)	Management Process	5	3	30	70	100
	TTM 106 (R22)	HRM in Tourism	5	3	30	70	100
	TTM 107 (R22)	Tourism Resources of Andhra Pradesh	5	3	30	70	100
Skill Oriented Paper	TTM 108 (R22)	Communication Skills	5	3	30	70	100
Total Max. Marks			35	21			700

Note – In case of the 108-Communication Skills paper, Internal Marks (30) are divided into 2 parts (a) 15 and (b) 15. So that 15 marks are meant for Mid-semester exams and another 15 marks are allotted to practicals. Internal Practicals shall be conducted by the concerned faculty member on any aspect of the syllabus in the paper.

SEMESTER-II

Components of Study	Title of the Paper		Hrs per week	No. of Credits	Internal Marks	Sem. end Marks	Total
Core papers	TTM 201 (R22)	Marketing of Tourism	5	3	30	70	100
	TTM 202 (R22)	Travel Agency & Tour Operations Management	5	3	30	70	100
	TM 203 (R22)	Hospitality Management	5	3	30	70	100
	TTM 204 (R22)	Research Methodology for Tourism	5	3	30	70	100
Elective Foundation Paper	TTM 205 (R22)	Accounting for Managers	5	3	30	70	100
Generic Elective Papers (Opt-2)	TTM 206 (R22)	Organizational Behavior in Tourism	5	3	30	70	100
	TTM 207 (R22)	Economics for Tourism	5	3	30	70	100
	TTM 208 (R22)	Business Environment	5	3	30	70	100
Open Elective Paper (Online Platforms) (Opt-1)	TTM 209 (R22)	MOOC's	-	-	-	-	
Mandatory	TTM 210 (R22)	Short Tour Visit & Report	-	4	-	-	50
Total Max. Marks = (700 + 50)			35	25			750

Note – In case of the 202-Travel Agency & Tour Operations Management paper, Internal Marks (30) are divided into 2 parts (a) 15 and (b) 15. So that 15 marks are meant for Mid-semester exams and another 15 marks are allotted to practicals. Internal Practicals shall be conducted by the concerned faculty member on any aspect of the syllabus in the paper.

SEMESTER-III

Components of Study	Title of the Paper		Hrs per week	No. of Credits	Internal Marks	Sem. end Marks	Total
Core papers	TTM 301 (R22)	Air Travel Ticketing & Fare Construction	5	3	30	70	100
	TTM 302 (R22)	Front Office & Housekeeping Management	5	3	30	70	100
	TTM 303 (R22)	Tour Guiding & Storytelling	5	3	30	70	100
Generic Elective Papers (Opt-2)	TTM 304 (R22)	Business Strategy & Tourism Entrepreneurship	5	3	30	70	100
	TTM 305 (R22)	Financial Management for Tourism	5	3	30	70	100
	TTM 306 (R22)	Foreign Exchange Management	5	3	30	70	100
Skill Oriented Paper	TTM 307 (R22)	Digitalization of Tourism	5	3	30	70	100
Open Elective Paper	TTM 308 (R22)	Customer Relationship & Services Management	5	3	30	70	100
Open Elective Paper (Online Platforms) (Opt-1)	TTM 309 (R22)	MOOCs	-	-	-	-	-
Mandatory	TTM 310 (R22)	Study Tour & Report	-	4	-	-	50
Total Max. Marks = (700 + 50)			35	25			750

Note – In case of the 301-Air Travel Ticketing & Fare Construction paper, Internal Marks (30) are divided into 2 parts (a) 15 and (b) 15. So that 15 marks are meant for Mid-semester exams and another 15 marks are allotted to practicals. Internal Practicals shall be conducted by the concerned faculty member on any aspect of the syllabus in the paper.

SEMESTER-IV

Components of Study	Title of the Paper		Hrs per week	No. of Credits	Internal Marks	Sem. end Marks	Total
Core papers	TTM 401 (R22)	International Tourism Management	5	3	30	70	100
	TTM 402 (R22)	Airlines & Cargo Management	5	3	30	70	100
	TTM 403 (R22)	Destination Planning and Development	5	3	30	70	100
Elective Foundation Paper	TTM 404 (R22)	Travel Media	5	3	30	70	100
Generic Elective Papers (Opt-3)	TTM 405 (R22)	Eco & Sustainable Tourism	5	3	30	70	100
	TTM 406 (R22)	Event Management	5	3	30	70	100
	TTM 407 (R22)	Medical and Wellness Tourism	5	3	30	70	100
	TTM 408 (R22)	Ethical Codes of Tourism	5	3	30	70	100
Multidisciplinary	TTM 409 (R22)	Project Work & Report	-	4	-	-	50
Mandatory	TTM 410 (R22)	Comprehensive Viva Voce including Project Work (External/Internal)	-	4	-	-	50
Total Max. Marks = (700 + 50 + 50)			35	29			800

Note – In case of the 402-Airlines & Cargo Management paper, Internal Marks (30) are divided into 2 parts (a) 15 and (b) 15. So that 15 marks are meant for Mid-semester exams and another 15 marks are allotted to practicals. Internal Practicals shall be conducted by the concerned faculty member on any aspect of the syllabus in the paper.

- Four Semesters' Total (Maximum Marks) = (700 + 750 + 750 + 800) = **3000**
- Choice Based Credit System (CBCS), Total Credits (21+25+25+29) = **100**
- Completion of MOOCs papers in the semesters i.e., 2nd & 3rd is compulsory.
- After Completion of II-Semester end Exams, Students have to undergo Internship/ Project Work Training in Tourism & Tourism allied organizations for six weeks in Summer vacation/ others based on the convenient period of the academic calendar.

HOD


Dr.P. Purna Chandra Rao

Dr.P.Purnachandra Rao
HOD, Tourism & Hospitality Management
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Acharya Nagarjuna University
Nagarjuna Nagar-522 510.A.P. India

Chairman, BOS


Dr.P. Purna Chandra Rao

Chairmen Board of Studies (PG)
Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University,
NAGARJUNA NAGAR - 522 510



**First
Semester**

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M.B.A. TRAVEL & TOURISM MANAGEMENT
SEMESTER-I

TTM 101 (R22): TOURISM MANAGEMENT

COURSE OBJECTIVES:

- ▲ To provide the fundamentals of Tourism.
- ▲ To introduce the various types of Traditional & Modern Tourism Concepts.
- ▲ To understand the significance of tourism planning for the creation of new tourist destinations.
- ▲ To familiarize with national tourism administrations and organizations in India.
- ▲ To be aware of various kinds of transportation systems that operated in India.

COURSE OUTCOMES:

CO1: Know the basics of tourism and also understand the various components of it.

CO2: Understand various tourism concepts based on travel and theme.

CO3: Understand the significance of tourism planning and how to apply tourism planning for the Development of new tourism destinations

CO4: Evaluate the roles and functions of India's various tourism administrative organizations.

CO5: Understand the various modes of transportation in India and evaluate the benefits and drawbacks of each.

Unit - I

TOURISM INTRODUCTION: Basic concepts of Tourism – A Land of all seasons – Tourism destinations – Components of Tourism: Tourism Attractions, Travel, Accommodation, Food & Beverages– Travel Motivators – Tourism Resources of India – Problems and Prospects of tourism in India.

Learning Outcome: Know the basics of tourism and also understand the various components of it.

Unit – II

CLASSIFICATION OF TOURISM CONCEPTS:- Based on Travel –Domestic, International (Inbound & Outbound Tourism), Based on Themes –Adventure, Agricultural, Beach, Cultural, Culinary, Desert, Eco, Education, Film, Heritage, Literary, MICE, Medical, Religious, Rural Tourism– Special Tourism Festivals in India.

Learning Outcome: Understand various tourism concepts based on travel and themes.

Unit - III

TOURISM PLANNING:-Significance and Concept of Tourism Planning – Types of Tourism Plans – Planning Levels –Tourism Planning Process – Impacts of Tourism – National Tourism Policy.

Learning Outcome: Understand the significance of tourism planning and how to apply tourism planning for the development of new tourism destinations.

Unit - IV

NATIONAL TOURISM ADMINISTRATIONS AND ORGANIZATIONS: - Ministry of Tourism – History, Role & Functions, Schemes, India Tourism Development Corporation (ITDC), Archaeological Survey of India (AAI), Indian Railway Catering and Tourism Corporation (IRCTC), Tourism Finance Corporation of India (TFCI), India Convention Promotion Bureau (ICPB), Indian Association of Tour Operators (IATO) – State Tourism departments: APTDC, APTA, AP State Tourism Policy & Planning.

Learning Outcome: Evaluate the roles and functions of India's various tourism administrative organizations.

Unit - V

MODE OF TRANSPORTATIONS: Road, Rail, Air & Waterways. Luxury Tourist Trains – Palace on Wheels, Maharaja Express, Deccan Odyssey, Golden Chariots – UNESCO World Heritage sites – Role of Computers in Tourism – Internet, Mobile Apps, Travel Websites, and Social Media.

Learning Outcome: Understand the various modes of transportation in India and evaluate the benefits and drawbacks of each.

REFERENCE BOOKS:

- 1) Introduction to Tourism: M.A. Khan: Anmol Publications, New Delhi, 2005.
- 2) S. Husain Ashraf, and Asif Iqbal Fazili, Tourism in India: Planning and Development, Sarup and Sons, New Delhi, 2006.
- 3) David Edgall, Maria Del MashroAllen, and Ginger Smith, Tourism Planning and Policy, Elsevier, Netherland, 2007.
- 4) Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
- 5) Manish Ratti, Tourism Planning and Development, New Delhi, Rajat Pub, 2007.
- 6) Suddhendu Narayan Misra, Sapan Kumar Sadual, Basics of Tourism Management Paperback – 30 September 2008
- 7) Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism: Operations and Management – 25 March 2009.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3				4	
CO4			3		
CO5			3		

TTM 102 (R22): TOURISM GEOGRAPHY

COURSE OBJECTIVES:

- ▲ To understand the physical geography of tourism on the interdependent relationship of India with all continents.
- ▲ To create knowledge about a clear picture of the practical map reading and types of tour trips across time zones.
- ▲ To understand the various types of tourist transportation systems in airways, railways, and water transport around the world.
- ▲ To comprehend the various tourism resources on cultural and heritage, wildlife, land-based, and water-based tourism destinations in India.
- ▲ To apply knowledge about cultural, heritage, religious, special interest, and eco-tourism resources of destinations in Andhra Pradesh while preparing the itinerary.

COURSE OUTCOMES:

CO1: Understand about the interrelationship between physical geography and tourism with all the continents of the world and India

CO2: Created clear picture of the practical map reading and types of tour trips across time zones.

CO3: Evaluated various types of tourist transport systems around the world

CO4: Comprehend the about various tourism resources of cultural, heritage, wildlife, land-based and water-based tourist places in India

CO5: Applied knowledge about cultural, heritage, religious, special interest, eco-tourism resources of destinations in Andhra Pradesh while preparing the tourist itinerary.

Unit-I

GEOGRAPHY: Importance of Geography in Tourism Prospective. Physical Geography of India. Distribution of Rivers, Mountains, Plateaus, & Plains, Climate, and Vegetation. Physical Geography of World-Political of Continents and Oceans.

Learning Outcome: Understand the interrelationship between physical geography and tourism with all the continents of the world and India

Unit-II

MAP READING: Elements of Map Reading, Latitude, Longitude, International Date Line, Day Light Saving Time, Scale Representation, GIS & Remote Sensing, Time Zones, Calculation of Times, GMT Variations, Concept of Elapsed Time & Flying Time, Google Maps.

Learning Outcome: Created a clear picture of the practical map reading and types of tour trips across time zones.

Unit – III

TOURISM TRANSPORTATION SYSTEM OF THE WORLD: Air Transportation-IATA Areas, Sub Areas-global indicators. Major Airports in the World and India. Rail Transportation Network-Major Railway Systems of the World-British rail, Amtrak, Euro rail. Special Packages are offered by Indian Railways. Water Transportation System in India-Inland Water Highways.

Learning Outcome: Evaluated various types of tourist transport systems around the world

Unit – IV

TOURISM RESOURCES IN INDIA: UNESCO Sites-Cultural & Heritage Tourism Destinations -Wild Life Tourism Resources- Land-Based Destinations - Water-Based Destinations

Learning Outcome: Comprehend the various tourism resources of cultural, heritage, wildlife, land-based, and water-based tourist places in India.

Unit –V

TOURISM RESOURCES IN A.P: Cultural & Heritage Tourism Destinations -Ecotourism Destinations – Religious Tourism Destinations -Special Interest Tourism Destinations.

Learning Outcome: Applied knowledge about cultural, heritage, religious, special interest, and eco-tourism resources of destinations in Andhra Pradesh while preparing the tourist itinerary.

REFERENCE BOOKS:

- 1) Geography of Travel, Tourism and Adventure Tourism – P.C.Sinha.
- 2) Tourism Impact Assessment – P.C.Sinha.
- 3) International Travel and Tourism Training Programme – Foundation Jan.2002 – IATA Aviation Training and Development Institute.
- 4) World Geography – NCERT.
- 5) National Geographic Atlas, National Geography Washington, DC, 8th edition, 2004
Stephen Williams, Tourism Geography, Routledge, New York, 2005
- 6) Tourism Geography – 1 January 2019 by Telugu Akademi (Author)

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4				4	
CO5					5

TTM 103 (R22): CULTURAL HERITAGE OF INDIA

COURSE OBJECTIVES:

- ▲ To understand pre and post-Vedic period conditions in ancient India – India vs. Western culture
- ▲ To aware of new religious philosophies of Hinduism, Buddhism, Jainism, Christianity, Islam & Sikhism.
- ▲ To familiarize yoga, Ayurveda, and Indian classical dance forms- Music, Art, Sculpture, and Paintings
- ▲ To learn the unique features of Indian architectural heritage.
- ▲ To acquire practical knowledge by visiting museums & art galleries.

COURSE OUTCOMES:

CO1: Clear understanding of the ancient Indian society of pre & post Vedic times – influence of western culture

CO2: Evaluation of Hindu, Buddhist, Jain, Christianity, Islam Sikkim and in India including western philosophy

CO3: Assess the importance of Ayurveda, yoga and meditation various dance forms – music – arts Sculpture & painting

CO4: Creates sound knowledge of architectural features of Gandhara, Mathura schools of art and assess Indo – Islamic architecture – forms

CO5: Clear understanding of the historical pasted is played in the Museums & art galleries of various antiques & artifice

Unit – I

INTRODUCTION - Glimpses of Indian cultural history – Pre and Post-Vedic periods – Ancient Indian Literature – Sacred Literature – Secular Literature – Ancient Society & Culture – Ashramas – Varna System – Purushartha – Indian vs. Western Culture.

Learning Outcome: A clear understanding of the ancient Indian society of pre & post-Vedic times – influence of Western culture

Unit – II

RELIGIONS OF INDIA – Religious Shrines & Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian, and others – Basic Tenets – Indian Vs Western Philosophy.

Learning Outcome: Evaluation of Hindu, Buddhist, Jain, Christianity, Islam Sikkim and in India including Western philosophy

Unit – III

CULTURAL HERITAGE OF INDIA – Ayurveda, Yoga, and Meditation – Performing Arts: Dance Forms – Music – Vocal & Instruments – Folk Arts – Indian Paintings and Sculpture.

Learning Outcome: Assess the importance of Ayurveda, yoga, meditation various dance forms – music – arts sculpture & painting

Unit – IV

ARCHITECTURAL HERITAGE OF INDIA – Rock-cut Architecture – Buddhist Architecture – Gandhara & Mathura Schools of Art – Hindu Temple Architecture – Indo-Islamic Architecture – Modern Architecture – Forts, Places, and Havelies.

Learning Outcome: Creates sound knowledge of architectural features of Gandhara, and Mathura schools of art and assesses indo – Islamic architecture – forms.

Unit – V

MUSEUMS AND ART GALLERIES OF INDIA– Fairs and Festivals – Indian Cuisine – Traditional Arts and Crafts – World Heritage sites in India – Problems and Prospects of Cultural Tourism in India – Cultural Tourism, Heritage and Experience of Identities – National Cooperation to “Tell the Story” Integrated heritage more effective in Tourism and add value to the visitor experience in India.

Learning Outcome: A clear understanding of the historical pasted is played in the Museums & art galleries of various antiques & artifices

Text Book: Basham. A.L (1988), The Wonder that was India, Rupa, and Com, Delhi.

REFERENCE BOOKS:

- 1) S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology.
- 2) Benoy K Behl, The Art of India – Sculpture and mural paintings in Ancient and modern period, Published by Frontline; The Hindu Vol-1 & 2.
- 3) Hussain. A.K (1987), The National Culture of India, National Book Trust, New Delhi.
- 4) SurendraSahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- 5) Neeraj Agarwal, Tourism & Cultural Heritage of India | 1 January 2

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3				4	
CO4			3		
CO5		2			

TTM 104 (R22): TOURISM AND HOTEL LAWS

COURSE OBJECTIVES:

- ▲ To know the various regulations and laws regarding Tourism & Hotel business.
- ▲ To understand the duties and obligations of the hotel
- ▲ To have a comprehensive idea of the laws relating to employees, this includes legislation on employee health, safety, and labor law.
- ▲ To have a thorough knowledge of the laws regarding food & beverage hygiene, adulteration, & Prevention.
- ▲ To know the rights and duties of an employer so as to protect oneself at the workplace.

COURSE OUTCOMES:

CO1: Understand the various basic regulations for the Travel and Tourism Business.

CO2: Create awareness of the rights and responsibilities of a hotelier.

CO3: Analyze the different procedures for licenses and approvals for a hotel.

CO4: Aware of the guidelines and laws regarding food & beverage hygiene, adulteration, & Prevention

CO5: Understand the welfare & social security measures of employees through the concerned Acts.

Unit– I

INTRODUCTION TO HOTEL AND TOURISM LAWS - Regulations for Travel and Tourism Business - Regulation Governing Tourism Organizations - Laws Governing the Hotel Industry - Laws Requirements in Hotel Business - Laws Relating to Planning and Designing.

Learning Outcome: Understand the various basic regulations for the Travel and Tourism Business.

Unit - II

THE GUEST AND THE HOTEL - Obligations of Hotelier - Liability of Hotelier - The rights of a Hotelier - Law of Contract - Contractual Relationship - Duties and Obligations of a Hotel - Breach of Contract.

Learning Outcome: Create awareness of the rights and responsibilities of a hotelier.

Unit - III

LAWS RELATING TO REGISTRATION AND APPROVAL OF HOTEL - Types of Licenses - Power of Licensing Authorities - Bar and Liquor License - Liquor Licensing Laws - Offences against Licensing Laws - Occasional License - Duties of License.

Learning Outcome: Analyze the different procedures for licenses and approvals for a hotel.

Unit - IV

FOOD AND BEVERAGE LAWS - Prevention of Food Adulteration Act, 1954 - Duties of Persons Handling Food and Beverage and Personal Hygiene - General guidelines for Food & Beverage Establishment.

Learning Outcome: Aware of the guidelines and laws regarding food & beverage hygiene, adulteration & Prevention.

Unit - V

LAWS RELATING TO EMPLOYMENT AND WELFARE - Obligations of the Employer - Duties of the Employee - Termination of Employment - Hotel's Liability to others - Employee Welfare & Social Security: Equal Remuneration Act, 1976 - The Employee's Provident Fund Act, 1952- The Minimum Wages Act, 1948 - The Workmen's Compensation Act, 1923 - New Pension Scheme, 2005.

Learning Outcome: Understand the welfare & social security measures of employees through the concerned Acts.

REFERENCE BOOKS:

- 1) Socio-Environmental and Legal Issues in Tourism, @Reserved I Ed 1998.
- 2) Norman G Cournoyer, Anthony G Marshall Karen L Morris, Hotel, Restaurant, and Travel Law: A Preventive Approach, 5th Edition, Delmar Publishers, 1997 (1999).
- 3) Malik S, Dictionary of Travel, Tourism & Hospitality (1993) Butterworth - Heinemann, Oxford (U.K.).
- 4) WTO, Sustainable Tourism Development Guide for Local Planners (1993) WTO, Madrid.
- 5) Maj Gen Nilendra Kumar, A Review of Laws Relating to Tourism in India | 1 January 2015
- 6) Shashank Garg, Tourism Law In India - A Comprehensive Manual Of Concepts, Regulations & Guidelines | 1 November 2017

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3					5
CO4		2			
CO5		2			

TTM 105 (R22): MANAGEMENT PROCESS

COURSE OBJECTIVES:

- ▲ To understand the important basic management concepts.
- ▲ To understand the process of management in an organizational context.
- ▲ To be able to use the principles of management well.
- ▲ To Evaluate the Manpower performance for positioning them at the right place.
- ▲ To analyze the problems for adapting suitable controlling techniques in operations.

COURSE OUTCOMES:

CO1: Understand the basic planning & Decision Making concepts

CO2: Assess the process of organizing, and its results/output.

CO3: Aware of the required skills of the HR manager & need for training.

CO4: Analyse the various leadership styles for the betterment of a firm.

CO5: Apply the various controlling techniques for the smooth functioning of the organization

Unit - I

PLANNING: Significance and process of Planning – types of Plans –Premising: Decision Making – Types of decisions, steps in the decision-making process, Rationality in Decision Making – Management by objectives Process, Preconditions for successful MBO Programme.

Learning outcome: Understand the basic planning & Decision Making concepts.

Unit - II

ORGANIZING: Purpose and Process of organizing – Organization structure – significance, Formal and Informal Organizations, distinction, principles of Organization – Departmentation; objectives, Methods of Departmentation – Span of Control: Factors determining the span of Control – Delegation: Process, Advantages, and Principles of effective Delegation – Decentralization: When to decentralize and how to decentralizes – Line and Staff, conflicts: View Points of Line and staff, Measures to improve Line and Staff relationship – Committees; Reasons for using Committees, Limitations, Conditions for the successful operation of Committees.

Learning outcome: Assess the process of organizing, and its results/output.

Unit - III

STAFFING: Importance of Staffing – Recruitment, Selection, Placement, Induction, Training, Compensation - Essential Skills and personal characteristics of the Managers.

Learning outcome:Aware of the required skills of the HR manager & need for training.

Unit - IV

DIRECTING: Assumption of Human Behavior Theory X and Theory Y-significance of Human factor in managing leadership: Ingredients of Leadership, Functions of a Leader, Trait approach to Leadership, Leadership Behavior, and Styles based on the use of Authority, Likert’s Four systems of Management and Managerial Grid, Path goal approach to Leadership Effectiveness.

Learning outcome: Analyze the various leadership styles for the betterment of a firm.

Unit - V

CONTROLLING: Basic control process, problems of controlling process, Types of controls, Prerequisites, Requirements of Adequate Control, Effective control.

Learning outcome: Apply the various controlling techniques for the smooth functioning of the organization

REFERENCE BOOKS:

- 1) Heinz Weirich & Harold Koontz : Management 10th ed., TMH 2001.
- 2) Peter F. Drucker, ‘Practice of Management, Pan Books, London, 1987 Reprint
- 3) Koontz & Weirich, ‘Management’, McGraw – Hill, Tokyo, 2004 (Text Book)
- 4) Stoner & Wankel, ‘Management’, Prentice Hall India, New Delhi, 1999
- 5) Peter F. Drucker, ‘Innovation and Entrepreneurship’, Heinman, New York, 1983.
- 6) Virmani. B.R., ‘The challenges of Indian Management, Response Books, New Delhi, 2006
- 7) L M Prasad, Management Process and Organisational Behaviour – 1 January 2019

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3		2			
CO4				4	
CO5					5

TTM 106 (R22): HUMAN RESOURCE MANAGEMENT IN TOURISM

COURSE OBJECTIVES:

- ▲ To provide an understanding of Human Resource Management (HRM) in tourism, its concepts, functions, policies, and advantages.
- ▲ To equip students with knowledge of HR planning recruitment and selection in the Tourism and Hospitality Industries.
- ▲ To develop an understanding of training & development, career planning, and succession planning in the Tourism Industry.
- ▲ To provide knowledge of performance appraisal and wage administration in the tourism industry.
- ▲ To equip students with knowledge of industrial relations, employee welfare, and grievance redressal mechanisms in the tourism industry.

COURSE OUTCOMES:

CO1: Differentiate between HRM and personnel management, and identify the advantages of HRM.

CO2: Explain the process and responsibilities of HR planning, and identify the sources and methods of recruitment.

CO3: Identify different types of training, and explain career planning and succession planning in the tourism industry.

CO4: Analyze the methods of performance appraisal in the tourism industry, and analyze the principles of wage administration.

CO5: Analyze employee empowerment, industrial relations, employee grievances, and grievance redressal mechanisms in the tourism industry

Unit – I

INTRODUCTION: Human Resource Management in Tourism– Concepts: Functions and Policies – Human Resources Management in a Changing Environment – Advantages of Human Recourse – Deference between Human Resources & Personnel Management.

Learning Outcome: Differentiate between HRM and personnel management, and identify the advantages of HRM.

Unit – II

HR PLANNING: Process and Responsibilities of HRP – Recruitment and Selection in Tourism – Sources and Methods of Recruitment, Process of Selection– Placement, Induction/Orientation – Job Analysis and role description

Learning Outcome: Explain the process and responsibilities of HR planning, and identify the sources and methods of recruitment.

Unit – III

TRAINING & DEVELOPMENT: Need, Training Vs Development, Different types of training, methods of training – Concept of Development – Need & Significance of Training & Development, Techniques of Development – Career Planning and Succession Planning in Tourism.

Learning Outcome: Identify different types of training, and explain career planning and succession planning in the tourism industry.

Unit – IV

PERFORMANCE APPRAISAL: Process, methods of Performance appraisal in Tourism– Wage Administration - objectives: and principles, pay structure in service sectors, factors influencing the wage and salary administration in Tourism and Hospitality Industry.

Learning Outcome: Describe the methods of performance appraisal in the tourism industry, and analyze the principles of wage administration.

Unit – V

INDUSTRIAL RELATIONS & EMPLOYEE WELFARE: Introduction – Types of Welfare facilities in the service sector – Employee Empowerment – Role of Trade Unions in the service sector - Quality of Work-life and quality circles, Industrial Relations – employee grievances, grievance redressal mechanism in Tourism.

Learning Outcome: Analyze employee empowerment, industrial relations, employee grievances, and grievance redressal mechanisms in the tourism industry.

REFERENCE BOOKS:

- 1) Mirza & Saiyaddin, Human Resource Management, Tata Mcgraw Hill, 2002.
- 2) Aswathappa, K.Human Resource, and Personnel Management Tata McGraw Hill, 2nd ed., 2001.
- 3) De Cenzo, D.A. & Robbins S.P.Human Resource Management, 5thed., New York, JohnWiley, 1994.
- 4) Guy, Madhava& Mattock J. The New International Manager, London, Kogan Page, 1993.
- 5) Aswathappa, Human Resource Management, TMH, 2006
- 6) Gary Dessler and Biju Varkey, Human Resource Management | Fifteenth Edition | By Pearson – 26 December 2017
- 7) Dr. Gaurav Jangra, Human Resource Management (HRM): Theory and Concepts | 24 April 2020.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3				4	
CO4				4	
CO5				4	

TTM 108 (R22): COMMUNICATION SKILLS

COURSE OBJECTIVES:

- ▲ To develop the student's ability to speak fluently and interactively
- ▲ To be able to read and understand written messages with the intention of responding to them effectively.
- ▲ To be able to communicate the message of the organization to the public effectively
- ▲ To be able to have cultural awareness and convey information efficiently to achieve the goals.
- ▲ To expose students to different kinds of nonverbal cues which they encounter at the workplace.

COURSE OUTCOMES:

CO1: Applies the learned competence in oral communication and develop the necessary skills required for job interviews.

CO2: Applies their honed writing skills at work place which help clear and quick communication, facilitating business transactions.

CO3: Assessing the public relationship and ensuring that the organizations information reaches the public at the right time.

CO4: Create rapport with colleagues of different cultures building mutual trust, respect and understanding for each other.

CO5: Applying communication skills by practical knowledge in the language lab which in return prepares them for the professional world.

Unit - I

ORAL COMMUNICATION SKILLS: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming – Designing and delivering presentations.

Learning outcome: Applies the learned competence in oral communication and develops the necessary skills required for job interviews.

Unit - II

WRITTEN COMMUNICATION SKILLS: Preparing letters, reports, and other executive communications. Methods of achieving effective communication, measurement of the impact of communication – Mass media – Media relations.

Learning outcome: Applies their honed writing skills at the workplace which helps clear and quick communication, facilitating business transactions.

Unit - III

INTRODUCTION TO CONTEMPORARY PUBLIC RELATIONS: Organizational context of public relations – social context of public relations –Communication and Public opinion – principles of persuasion – adjustment and adaptation – PR in Tourism.

Learning outcome: Assessing the public relationship and ensuring that the organization's information reaches the public at the right time.

Unit - IV

BUSINESS COMMUNICATION: Understanding the foundations of business communication – Characteristics of effective business messages – Writing business proposals – Communication across cultures – Communication challenges in today's workplace.

Learning outcome: Create rapport with colleagues of different cultures building mutual trust, respect, and understanding for each other.

Unit - V

LANGUAGE LABORATORY: Practical exercise & Discussions – Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper – Team building – Interpersonal effectiveness.

Learning outcome: Applying communication skills with practical knowledge in the language lab in return prepares them for the professional world.

TOPICS FOR INTERNAL PRACTICALS:

- ★ Giving an effective presentation
- ★ Participating in Group Discussions
- ★ Holding a meeting
- ★ Attending an Interview
- ★ Testing on the nonverbal cues of communication

TEXT 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.

REFERENCE BOOKS:

- 1) Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
- 2) Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
- 3) Jenkins IR & Jif JJ 'Planning the Advertising Campaign', Macmillan, 1973
- 4) Chunawalla SA 'Advertising sales and Promotion Management, Himalaya, 2001.
- 5) Sanjay Kumar and Pushp Lata, Communication Skills | 1 January 2015
- 6) Dr. Meenu Pandey, Communication Skills Communication Skills | 1 January 2020

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1					5
CO2					5
CO3				4	
CO4			3		
CO5					5





**Second
Semester**

TTM 201 (R22): MARKETING OF TOURISM

COURSE OBJECTIVES:

- ▲ To understand the basic concepts and techniques of marketing management and research
- ▲ To create awareness about Tourism marketing mix elements, and customer relations
- ▲ To evaluate various 7 P'S of marketing for tourism prosperity.
- ▲ To generate knowledge about various types of interrelated sectors of airlines, Travel agencies, Hotels, and Resorts marketing.
- ▲ To analyze the optimum utilization of skill-oriented activities in marketing for the development of the tourism industry.

COURSE OUTCOMES:

CO1: Understand the basics of tourism marketing concepts and research significance

CO2: Created Awareness about tourism marketing mix elements and customer relationships

CO3: Evaluated about various 7ps marketing elements for the betterment of tourism

CO4: Generated knowledge about various types of interrelated sectors of airlines, travel agencies, hotels and resorts marketing

CO5: Apply the optimum utilization of various skills in marketing of tourism industry.

Unit - I

BASIC MARKETING CONCEPTS: Nature, Scope, Functions and Importance - product, production – selling, marketing - Marketing for Tourism - features of Tourism Marketing - Market Segmentation - Tourism Marketing Mix – Market Research and its Significance in Tourism.

Learning outcome: Understand the basics of tourism marketing concepts and research significance.

Unit - II

UNDERSTANDING THE MARKET AND THE CONSUMER: Marketing Environment - Consumer Behavior in Tourism - Buyer Decision Process - Demand Forecasting - Targeting market positioning. Improves the ability to understand the market and customer relations.

Learning outcome: Created Awareness about tourism marketing mix elements and customer relationships.

Unit - III

THE P'S OF MARKETING PRODUCT: Designing - Branding & Packaging - New Product Development - Product Life Cycle: Price - Strategies & Approaches; Place - Channels of Distribution, Promotion - Advertising - Sales Promotion, sales promotion techniques - Publicity - Personal Selling

Learning outcome: Evaluated various 7ps marketing elements for the betterment of tourism

Unit - IV

MARKETING OF TOURISM: - Related Activities: Marketing of Airlines, Travel Agencies, Hotels, Resorts, and Other Tourism Sub – Sectors’ Products - Trends in Tourism Marketing

Learning outcome: Generated knowledge about various types of interrelated sectors of airlines, travel agencies, hotels, and resort marketing.

Unit - V

DEVELOPING MARKETING SKILLS FOR TOURISM: Concept of Creativity – Creativity and its Significance in Tourism - Self Motivation – Team building – Personality Development – Role of Tourism Agents – Role of AP Tourism in Promoting the Industry.

Learning Outcome: Apply the optimum utilization of various skills in the marketing of tourism industry

REFERENCE BOOKS:

- 1) Stanton William. J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
- 2) Kotler, P,' Marketing Management', PHI, Delhi, 2006
- 3) Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998
- 4) Ramasamy VS & Namakumar.S, 'Marketing Management: Planning & Control, New Delhi, 1990.
- 5) Rajan Saxena, Marketing Management | 6th Edition | 16 November 2019
- 6) Kevin Lane Keller and Philip Kotler, Marketing Management| 4 June 2016

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4				4	
CO5					5

TTM 202 (R22): TRAVEL AGENCY & TOUR OPERATIONS **MANAGEMENT**

COURSE OBJECTIVES:

- ▲ To get a clear understanding of the role of Travel Agencies and Tour Operations with functions.
- ▲ To get a practical understanding of the organizational structure of travel agencies and Tour operators' business. Approval of Indian Government and IATA.
- ▲ To update the latest skills to make package tours in a successful manner.
- ▲ To familiarize with foreign exchange rules and regulations.
- ▲ To generate new knowledge of travel procedures about types of passports, VISA, E-VISA, and handling of currency.

COURSE OUTCOMES:

CO1: Proper understanding of the functions of both travel agency and Tour operations business

CO2: Creates clear understanding of the functions of travel agents organizations

CO3: Evaluates tour packages management system with proper information

CO4: Applying knowledge of RBI regulations about the Forex market & FEMA 1999

CO5: Know the various travel documents such as passports, visas, tickets, and medical insurance for international travel.

Unit - I

INTRODUCTION TO TRAVEL & TOURISM: Concept of Travel & Tourism - Travel Trade: Travel Agency and Tour Operations Business - Types of Travel Agency & Tour Operations Business - Role and Contribution of Travel Companies in the Growth and Development of Tourism Travel Trade - Inbound and Outbound Tours - The Changing Environment.

Learning outcome: Proper understanding of the functions of both travel agency and Tour operations business

Unit - II

ORGANIZATIONAL STRUCTURE: How to start a Travel Business - Choice of Travel Agency Business Organization Structure and Working of Travel Agency & Tour Operators - Procedure for approval of Government of India and IATA of Travel Agency & Tour Operators - Functions of Travel Companies.

Learning outcome: Creates a clear understanding of the functions of travel agents organizations

Unit - III

TOUR PACKAGING MANAGEMENT: Types of Tour Packages - Components of a Standard Package Tour - Tour Design Process - Significance of Package Tours - Tour Package Pre Information - Review of Package Tours Offered by Public-Private Sector Tourism Enterprises in India.

Learning outcome: Evaluates tour packages management system with proper information

Unit -IV

FOREIGN EXCHANGE: Forex Market – Meaning – Participants in the Market – Determinants of Exchange rates – Rates conventions – Trading: Purchases – Sales – Currencies and codes – Exchange controls – RBI in currency intervention – FEMA, 1999 – Significance of Forex in Tourism.

Learning outcome: Applying knowledge of RBI regulations about the Forex market & FEMA 1999.

Unit - V

TRAVEL PROCEDURES: Formalities: Passport, Types – Visa, Types – E-Visa – Ticket – Medical Taxes – Customs – Currency – Principles: Suitability, Appropriateness, Availability, Speed, Cost, Dependability – Record-Keeping – Coordination – Back-office functions. (Travel Accounts etc.)

Learning outcome: Know the various travel documents such as passports, visas, tickets, and medical insurance for international travel.

TOPICS FOR INTERNAL PRACTICALS:

- 1) Itinerary preparation of a tour package for 5 days and 6 nights to South India.
- 2) Golden Triangle tour itinerary preparation for 6 days and 7 nights including other important scenic beauty tourist destinations.
- 3) Brochure preparation of the Pancharama tour
- 4) Prepare one popular eco-tourism package tour in Andhra Pradesh.

REFERENCE BOOKS:

- 1) Travel Agency Management: Mohinder Chand: Anmol Publications: 2006.
- 2) Chawla Romila, Tourism Services, and Operations Arise, Publishers and Distributors, New Delhi, 2006.
- 3) Travel and Tourism Management/edited by Prakash Talwar. Delhi, Isha Books, 2006, 4 vols.
- 4) Ashim Gupta, Travel Agency and Tour Operations: Concepts and Principles| 1 August 2011.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3			3		
CO4				4	
CO5			3		



TTM 203 (R22): HOSPITALITY MANAGEMENT

COURSE OBJECTIVES:

- ▲ To impart fundamental information about the hotel sector and also understand the functions of various departments in the hotel.
- ▲ To introduce the various Hotels & Resorts and their importance
- ▲ To gain knowledge about hotel reservations & registrations in Hotel Industry.
- ▲ To know the various methods used to evaluate hotel performance
- ▲ To comprehend the role of various miscellaneous departments in the hotel industry

COURSE OUTCOMES:

CO1: Understand the background information on the hotel industry and how it affects tourism.

CO2: Understand how hotels are classified into different categories

CO3: Analyze the various hotel room reservation systems and understand the various hotel tariff structures

CO4: Evaluate the hotel's performance by applying various methods

CO5: Analyze the various roles played by different miscellaneous departments in the hotel industry.

Unit-I

HOSPITALITY INDUSTRY: Introduction, Symbol of Hospitality, its Origin, and Growth. Hotel Definition and Core Areas of Hotel – Hotel Organization Structure – Types of Guest Rooms – Role of Computers in the Hospitality Sector.

Learning outcome: Understand the background information on the hotel industry and how it affects tourism.

Unit-II

CLASSIFICATION OF HOTELS: Significance of Hotel in the Tourism Industry – Classification of Hotels based on - Star Rating, Size, Location, Clientele, Duration of stay, Level of Service, Ownership, and Theme – Alternative Accommodations – International Hotel Symbols.

Learning outcome: Understand how hotels are classified into different categories

Unit-III

ROOM RESERVATION SYSTEM & TARIFF STRUCTURE: Importance of Reservation systems – Types of Reservations, Registrations –Hotel Tariff: Tariff Plans, Tariff fixation, Room Tariff card (Group Rate, Volume Rate, Business service Rate, Wholesale Rate, Govt. Rates, Discounted Rates, Seasonal Rates, Weekend / Weekday Rates) – Room Revenue – Hubbart Formula.

Learning outcome: Analyze the various hotel room reservation systems and understand the various hotel tariff structures.

Unit-IV

EVALUATION OF HOTEL PERFORMANCE: Methods of Measuring Hotel performance - Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Rev PAR, Market share Index and by Guest – Hotel Check-in and Check-out Procedure –Yield Management: Elements of it, Measuring yield, benefits, Problems of yield management in Hotel.

Learning outcome: Evaluate the hotel's performance by applying various methods.

Unit- V

MISCELLANEOUS DEPARTMENTS IN HOTEL INDUSTRY: Security – Engineering and Maintenance Department – Human Resource Department – Sales and Marketing Departments –Medical Emergency – Tourism Information Desk – Safe Deposit Locker in Hotel – Environmental Management in the Hospitality Industry.

Learning outcome: Analyze the various roles played by different miscellaneous departments in the hotel industry.

REFERENCE BOOKS:

- 1) Introduction to Hospitality Management – Walker, Pearson Education India Publications; 2 editions (2008)
- 2) Introduction to Hospitality Industry - S. Bagri, Aman Publications (2009)
- 3) Introduction to Tourism and Hospitality Industry - Sudhir Andrews, McGraw Hill Education
- 4) Hotel Front Office: Operations and Management -JatashankarTewari, Oxford University Press; Second edition (2016)
- 5) Hotel Housekeeping: Operations and Management- G. Raghubalan, Oxford University Press India; 3 editions (2017).

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3				4	
CO4			3		
CO5					5

TTM 204 (R22): RESEARCH METHODOLOGY FOR TOURISM

COURSE OBJECTIVES:

- ▲ To understand the importance of research and the process of research in tourism.
- ▲ To identify the research problem and understand the various research proposals.
- ▲ To understand the various sources of data and tools of data collection.
- ▲ To be acquainted with the scientific methods of selecting a sample size and types of analysis used in research.
- ▲ To understand the layout of report writing and the role of computer applications in the research process in the tourism field.

COURSE OUTCOMES:

CO1: Understand in greater detail the process of research and the globalised phenomenon of Tourism market.

CO2: Analyses to identify problem in research study to accomplish the desired goal in research

CO3: Creates questionnaire and collect relevant data

CO4: Assess sampling frame and gets acquainted with techniques and tools for data analysis

CO5: Applies the skills required to produce effective & high quality reports.

Unit-I

INTRODUCTION: Significance - Nature and Scope of Research in Tourism - Research Process and Organization - Criteria of Good Research.

Learning outcome: Understand in greater detail the process of research and the globalized phenomenon of the Tourism market.

Unit-II

RESEARCH PROBLEM & RESEARCH PROPOSAL IN TOURISM - Selecting the problem - Definition - Need for Research Proposal- Different Proposals: Exploratory, Descriptive, and Conclusive Research

Learning outcome: Analyses to identify problems in research study to accomplish the desired goal in research.

Unit-III

DATA RESOURCES: Primary, Secondary, and Online Data - Data collection - Methods - Questioning - Techniques - Questionnaire preparation - observation method - Online Surveys.

Learning outcome: Creates questionnaires and collects relevant data.

Unit-IV

SAMPLING DESIGN: Need for Sampling, Sampling Frame - Types - Steps in Sample Design - Sampling Techniques - Processing operations - Elements and types of Analysis in Tourism.

Learning outcome: Assess the sampling frame and get acquainted with techniques and tools for data analysis.

Unit- V

INTERPRETATION AND REPORTING: Techniques of Interpretation - Significance of Report Writing - Layout of Report Writing - Types of Reports - Precautions for Writing Reports - Research and Computer Applications in Tourism.

Learning outcome: Applies the skills required to produce effective & high-quality reports.

REFERENCE BOOKS:

- 1) Rao. K.V., Research Methodology in Commerce & Management, New Delhi, SterlingPublishers, 1993.
- 2) Debashis Pati, Marketing Research, Universities Press, Hyderabad, 2003.
- 3) Kothari, C.R. Research Methodology, New Age International Publishers, New Delhi, 2005.
- 4) Naresh. K. Malhotra, Marketing Research, Pearson Education, Inc. Delhi, 2005.
- 5) M.N. Borse, Hand Book of Research Methodologies, Shree Niwas Publications, Jaipur 2005
- 6) Donald R. Cooper & Pamela S. Schindler, Marketing Research, Tata McGraw Hills, New Delhi, 2006.
- 7) Shikha Pratap, Research Methodology and Techniques in Hospitality and Tourism| 1 January 2012
- 8) David Botterill and Vincent Platenkamp, Key Concepts in Tourism Research (SAGE Key Concepts) | 12 April 2012.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4				4	
CO5					5

TTM 205 (R22): ACCOUNTING FOR MANAGERS

COURSE OBJECTIVES:

- ▲ To acquaint students with the fundamental principles of accounting.
- ▲ To be able to apply accounting techniques in the field of Tourism and Hospitality.
- ▲ To enable oneself to analyze and interpret financial statements.
- ▲ To understand the marginal costing and its implications
- ▲ To prepare a cost sheet for taking decisions by the Management

COURSE OUTCOMES:

CO1: Learn the fundamental concepts of accounting and apply them for preparing the final Accounts

CO2: Gain knowledge of non-profit organization's income and expenditure, receipt, and payment accounts

CO3: Analyze the financial statements with various Techniques

CO4: Apply the marginal costing Techniques for profit planning

CO5: Prepare the cost sheet and evaluate the make or Buy policy of the mgmt.

Unit – 1

FINANCIAL ACCOUNTING: Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance, cash books – Preparation of Final Accounts: Trading, Profit, and Loss Account and Balance Sheet (Theory & Problems).

Learning Outcome: Learn the fundamental concepts of accounting and apply them to preparing the final Accounts

Unit – II

ACCOUNTS OF NON-PROFIT ORGANIZATIONS: Income and Expenditure account – Receipts and payments account Travel Agency Accounting and Hotel Accounting - Users and uses of accounting information – Mechanized system of accounting – Role of Accountants in modern organizations. (Theory & Problems).

Learning Outcome: Gain knowledge of non-profit organizations' income and expenditure, receipt, and payment accounts.

Unit – III

FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION: Meaning–Types of Analysis- Objectives: Importance – Tools of Analysis, Working capital, Ratio, Cash flow & Funds Flow Analysis. (Theory only)

Learning Outcome: Analyze the financial statements with various Techniques

Unit – IV

MARGINAL COSTING: Concept – Cost Volume Profit Relationship – Break-Even Analysis – Application of Marginal Costing Techniques. (Theory and Problems).

Learning Outcome: Apply the marginal costing Techniques for profit planning.

Unit – V

COST ACCOUNTING: Concept – Distinction between costing and cost accounting – Elements of Cost – Types of Costs –Preparation of Cost Sheet – Cost concepts for decision making: Pricing decisions, Make or Buy Decisions & Product Decisions. (Theory and Problems).

Learning Outcome: Prepare the cost sheet and evaluate the make or Buy policy of the mgmt.

REFERENCE BOOKS:

- 1) Hampton.J, ‘Financial Decision Making’, Prentice HallIndia, Delhi
- 2) Prasanna Chandra, ‘Financial Management
- 3) S.P. Jain: Financial Accounting (Kalyani)
- 4) Vibrant Publishers and Kalpesh Ashar, Financial Accounting, 4th Edition (Self-Learning Management Series) | 1 January 2019
- 5) Sofat Rajni and Hiro Preeti, Basic Accounting| 1 January 2016

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3				4	
CO4					5
CO5				4	

TTM 206 (R22): ORGANISATIONAL BEHAVIOUR IN TOURISM

COURSE OBJECTIVES:

- ▲ To familiarize the students with the concepts of organizational behavior.
- ▲ To understand about the dynamics of O.B.
- ▲ To enable the students to acquire managerial competencies and capabilities.
- ▲ To evaluate cultural diversity and its impact on the Organisation.
- ▲ To know the change dynamics and Strategies to cope with them.

COURSE OUTCOMES:

CO1: Understand the basic concepts of OB and challenges & opportunities of OB.

CO2: Appraise the culture and dynamics of global culture and its impact on an organization..

CO3: Comprehend the Motivational theories & apply the suitable ones

CO4: Analyze the transactions in the case of interpersonal and group dynamics

CO5: Assess the change impact for the effective management of it

Unit - I

INTRODUCTION TO ORGANIZATIONAL BEHAVIOR: Meaning, nature, and scope - Key elements in O.B. - Challenges and opportunities for O.B in tourism - Contributing disciplines to O.B. - O.B. Model - Foundations of Individual behavior in Organization- Values - Learning - Personality - Determinants of Personality - Perception - Implications of Perception.

Learning outcome: Understand the basic concepts of OB and the challenges & opportunities of OB.

Unit - II

GLOBALIZATION: The impact of culture on Global Organizational behavior. Cultural Variations in Tourism - Diversity - The Nature of Diversity - Reasons for the Emergence of Diversity - Managing Diversity - Approaches to Managing Diversity – Role of Media and Technology in Tourism Diversity – Creating and maintaining organizational culture.

Learning outcome: Appraise the culture and dynamics of global culture and its impact on an organization.

Unit - III

CONCEPT OF MOTIVATION: Theories of Motivation - Assumptions of human behavior. MC Gregors Theory X and Theory Y. Maslow's hierarchy of needs theory - Herzberg's two-factor theory. McClelland's need theory - Vroom's and Porter and Lawler's expectancy theory, motivation across the cultures in the tourism industry.

Learning outcome: Comprehend the Motivational theories & apply the suitable ones

Unit - IV

INTERPERSONAL BEHAVIOR: Transactional Analysis. Developing Interpersonal Skills in Tourism & Hospitality. Interactive & Interpersonal Skills -The Johari Window. Group Dynamics - Formation and Development of Groups - Group cohesiveness.

Learning outcome: Analyze the transactions in the case of interpersonal and group dynamics

Unit - V

MANAGEMENT OF CHANGE: Nature of change – types of change- forces for change in the organization- the change process- strategies to cope with the change- change management in Tourism & Hospitality Industry.

Learning outcome: Assess the change impact for the effective management of it

REFERENCE BOOKS:

- 1) Kakabadse et al.: Working in Organizations, Penguin, 1987
- 2) Buchanan B & Huczynski A: Organizational Behavior, PHI, 1985.
- 3) Peter F. Drucker, 'Innovation and Entrepreneurship', Heinman, New York, 1983.
- 4) Virmani. B.R., 'The challenges of Indian Management, Response Books, New Delhi, 2006
- 5) Important Business Magazines like Business India, Business World, and Fortune International
- 6) Stephen P. Robbins, Timothy A. Judge, et al. Organizational Behaviour | Eighteen Edition | By Pearson | 1 November 2018
- 7) L M Prasad, Organizational Behaviour | 1 January 2019
- 8) P S James, Organisational Behaviour | First Edition | By Pearson | 30 July 2017

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3		2			
CO4				4	
CO5				4	

TTM 207 (R22): ECONOMICS FOR TOURISM

COURSE OBJECTIVES:

- ▲ To provide an understanding of the basic concepts of economics and their application in the Tourism Industry.
- ▲ To equip students with knowledge of the Tourism demand and its determinants.
- ▲ To develop an understanding of cost concepts and pricing strategies in the Tourism industry.
- ▲ To analyze the economic and environmental impacts of Tourism on the community.
- ▲ To understand the macroeconomic environment and its impact on the Tourism industry.

COURSE OUTCOMES:

CO1: Explain the scope of economics, and identify the basic infrastructure of the Indian economy.

CO2: Explain the measurement and forecasting of tourism demand

CO3: Apply approaches to pricing tourism products

CO4: Evaluate the costs and benefits of tourism to the community.

CO5: Analyze the impact of Liberalization, Privatization, and Globalization (LPG) on the tourism industry.

Unit-I

INTRODUCTION –Basic concepts of economics: Definition and scope of Economics – Micro and Macro Economics, Indian Economy- an Overview, Basic Infrastructure of Indian Economy.

Learning Outcome: Explain the scope of economics, and identify the basic infrastructure of the Indian economy.

Unit-II

TOURISM DEMAND – Theoretical background- types of tourism demand- indicators of effective demand- determinants of tourism demand - measurement of tourism demand – Tourism demand forecasting- methods of forecasting- Growth of Tourism Demand in India - public and private sectors in Tourism- Government's role in tourism.

Learning Outcome: Explain the measurement and forecasting of tourism demand.

Unit-III

COST CONCEPTS- Market structure and Competition- Pricing in tourism- determinants of price- Pricing tourism products- Approaches to pricing – Break Even point and its analysis.

Learning outcome: Apply approaches to pricing tourism products.

Unit-IV

IMPACT OF TOURISM: Economic aspects- the multiplier effect- displacement effect and tourism-tourist spending- costs and benefits of tourism to the community- environmental aspects - Contingency valuation method.

Learning outcome: Evaluate the costs and benefits of tourism to the community.

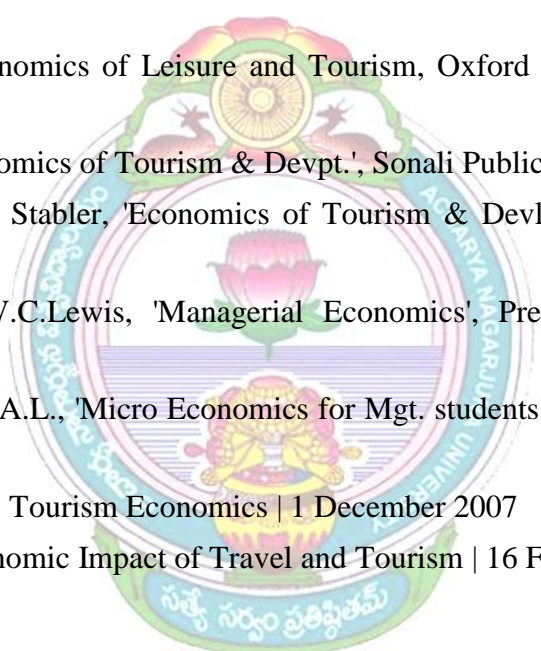
Unit-V

MACROECONOMIC ENVIRONMENT- Economic transition in India – Inflation Analysis, Concept of Liberalization, Privatization, and Globalization -Impact of LPG on Tourism & Hospitality Industry – Trade cycles.

Learning outcome: Analyze the impact of Liberalization, Privatization, and Globalization (LPG) on the tourism industry.

REFERENCE BOOKS:

- 1) Jhon Trive, 'The Economics of Leisure and Tourism, Oxford Butterworth, Heinemann, 1995
- 2) Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi,2004
- 3) M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Development, Routledge, New York,1997
- 4) Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi,2004
- 5) Dholakia RH & Oza. A.L., 'Micro Economics for Mgt. students', Oxford Uni. Press, New Delhi, 2004
- 6) Sipra Mukhopadhyay, Tourism Economics | 1 December 2007
- 7) Surinder Kumar, Economic Impact of Travel and Tourism | 16 February 2011.



CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3			3		
CO4				4	
CO5					5



**Third
Semester**

TTM 301 (R22): AIR TRAVEL TICKETING AND FARE

CONSTRUCTION

COURSE OBJECTIVES:

- ▲ To understand the various International & Domestic airlines with IATA codes.
- ▲ To understand the various airline reservation policies in India
- ▲ To provide detailed information about the travel documentation
- ▲ To know the IATA airline regulations and guidelines for constructing airline fares
- ▲ To analyze airline ticket data.

COURSE OUTCOMES:

CO1: Understand the various international and domestic airlines that fly in India and analyze flight distance and passenger capacity.

CO2: Gain practical knowledge of the airline ticket reservation policies and classes of services.

CO3: Create different travel documents for international travel.

CO4: Analyze the IATA air tariff rules and regulations

CO5: Understand the airline reservation process in GDS and CRS systems, and also analyze airline ticket data.

Unit - I

BASICS OF AIR TRAVEL: Air Travel – International Carriers – Domestic Carriers – Role of State in Air Transport – Air Transport Regulations – Five Freedoms of Air – Flight Distance – Passenger Capacity and Seating – Aircraft Seating Plans – Food and Beverage Service – International Airports and Domestic Airports & Airlines in India.

Learning outcome: Understand the various international and domestic airlines that fly in India and analyze flight distance and passenger capacity.

Unit - II

AIRLINES POLICIES AND BASIC ELEMENTS OF AIRFARES: Reservation Policy – Policy Regarding Children and Infants – Policy Regarding Restricted and Disabled Passengers – Changes, Alterations in Schedules – Stand by Travel – Special Charges – Pet Transport Policy – Special Meals. Class of Service – Fare Basis – Air Transportation Taxes – Airport Taxes – Customs User Fees – Miscellaneous Charges – Fare Rules – Fare Calculation – Special Air Fares

Learning outcome: Gain practical knowledge of the airline ticket reservation policies and classes of services.

Unit - III

AIRPORT MANAGEMENT: Airport Facilities –Travel Documentation – Passport, Passport Act, Types of Passports, Passport Security Features, Role of Ministry of External Affairs – Visa, Types of Visas, E-Visa, Visa on Arrival – Customs Act – Emigration Act – Passenger Check-in – Cancellation and Delays – Baggage Transportation –Checked Baggage: The Weight System –The Piece System – Excess Baggage Charges.

Learning outcome: Create different travel documents for international travel.

Unit - IV

AIRFARE CONSTRUCTION: Airline Regulations – Guidelines for Finding and Reading International Air Tariff Rules – Guidelines for Fare Construction– Lowest Combination of Fares Method – Mileage System –Airways Competition – Fare Calculation on a Hand Ticket – Sector Mileages – Basic Principles of International Air Fares and Ticketing – Currency System – Neutral unit of currency (NUC) – World Airways Guide – Fare – City to City Fares – Flight Routings – Ticket Designator – Alterations, Reissuance, and Refunds – Agency Commission–Tariff Terminology

Learning outcome: Analyze the IATA air tariff rules and regulations.

Unit - V

AIR TICKETING TECHNIQUES: Reservation Sheets/Cards – Airline Reservations – Domestic Airline Ticketing – International Airline Ticket Analysis –Ticket Coupons – Air Ticket Information. Air Ticket related traffic Documents – Universal Credit Card Charge Form – Prepaid Ticket Advice (PTA) – Refund/Exchange Notice (REN) – Ticket Exchanges – Ticket Exchange Notice – Cash Refund Notice – Credit Card Refund Notice – Miscellaneous Charges Order – Booking a Tour – Tour Order – Ticket Revalidation – Chartered and Group Travel.

Learning outcome: Understand the airline reservation process in GDS and CRS systems, and also analyze airline ticket data.

TOPICS FOR INTERNAL PRACTICALS:

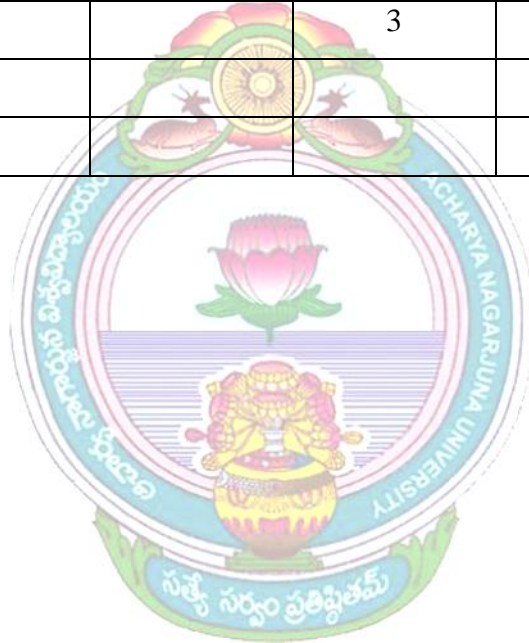
- 1) Airline Ticket Booking Procedure (CRS) – Domestic & International – One Way, Round Trip, Circle Trip, Open Jaw Trips.
- 2) Air ticket Cancellation Procedure (CRS)
- 3) How to Order the Food Items while in Airline Tickets
- 4) E-Check-in procedure
- 5) How to book airline tickets for a special category of passengers.
- 6) Baggage handling procedure at Airport.

REFERENCE BOOKS:

- 1) Air Travel Ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, Distributors, New Delhi.
- 2) World Wide Airways Guide (Red & Blue).
- 3) Air Tariff Book 1, Worldwide Fares.
- 4) Air Tariff Book 1, Worldwide Rules, IT Fares, etc.
- 5) Poonam Pradhan Tiwari, Air Travel Ticketing and Fare Construction, January 2012.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3			3		
CO4				4	
CO5					5



TTM 302 (R22): FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

COURSE OBJECTIVES:

- ▲ To understand the evolution, growth, and major functions of the hotel industry with a focus on front office management.
- ▲ To provide knowledge of front office organization structure, job descriptions, and tariff structures.
- ▲ To develop an understanding of communication and accounting basics in the hotel industry.
- ▲ To provide knowledge of housekeeping organization structure, major functions, and layout design.
- ▲ To equip students with knowledge of bed-making and linen management, laundry services, pest control, and hotel safety and security.

COURSE OUTCOMES:

- CO1:** Identify the major functions of the front office and describe the layout designing of the front office department.
- CO2:** Explain the tariff structures and job descriptions of the front office staff.
- CO3:** Describe the pre-arrival formalities, room reservation, registration procedures and guest accounting cycles.
- CO4:** Describe the major functions of the housekeeping department and job descriptions of the housekeeping staff.
- CO5:** Identify the types of beds and linen, storage facilities and conditions, laundry services, pest control, hotel safety and security, and hotel fire precautions.

Unit -1

Introduction: Evolution & growth of the Hotel Industry - Major Functions of Front office. Front office department - layout designing. Management of Human Resource of Front office.

Learning outcome: Identify the major functions of the front office and describe the layout designing of the front office department.

Unit -II

Organization Structures: Front office Organization structure - Job descriptions of Front office staff: Qualifications, duties responsibilities & attributes of Front office staff - Front office Department liaison with other departments. Tariff: Tariff structures – Room Tariff card, meals plan.

Learning outcome: Explain the tariff structures and job descriptions of the front office staff.

Unit –III

Basics of Communication and Accounting: Importance of Effective Communication in a Hotel Industry- Body language- Front office Guest handling - Pre–Arrival Formalities -Room Reservation and Registration procedures. Guest complaints - complaints handling procedures. Guest Accounting cycles – basics of keeping Accounts – front office cash – Front office cashier role and responsibilities- night auditing process.

Learning outcome: Describe the pre-arrival formalities, room reservation, registration procedures, and guest accounting cycles.

Unit –IV

Housekeeping Organization Structure: Importance of Housekeeping, major functions of housekeeping. Housekeeping layout designing - Housekeeping department organization structure - Job descriptions of Housekeeping staff. Qualifications, duties, and attributes of Housekeeping staff. Housekeeping department liaison with other departments. Housekeeping control desk – Types of Registers and files.

Learning outcome: Describe the major functions of the housekeeping department and job descriptions of the housekeeping staff.

Unit –V

Bed making & Linen Management:- Types of Beds and Bed making procedure – Linen: Types of linen, sizes and exchange procedure, Storage Facilities and conditions – Laundry services uniform designing cleaning agents and equipment - classification with diagram- Pest control and waste disposal - Interior decoration: Horticulture and flower Arrangement - Guest safety and security - Hotel fire & precautions.

Learning outcome: Identify the types of beds and linen, storage facilities and conditions, laundry services, pest control, hotel safety and security, and hotel fire precautions.

REFERENCE BOOKS:

- 1) Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
- 2) Hotel Front Office: A Training Manual | 3rd Edition by Andrews | 1 July 2017
- 3) Sudhir Andrews, Hotel House Keeping Management & Operations, Tata McGraw Hills, New Delhi, 2008.
- 4) Singh R.K, Organization of House Keeping Management, Aman Publications, New Delhi, 2005.
- 5) Sudhir Andrews, Tourism & Hospitality Industry, Tata McGraw Hills, New Delhi, 2007.
- 6) Manoj Madhukar, Professional House Keeping, Rajat Publications, New Delhi, 2001.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3				4	
CO4		2			
CO5				4	



TTM 303 (R22): TOUR GUIDING & STORYTELLING

COURSE OBJECTIVES:

- ▲ To bring a clear understanding of concept & about the professional tour guides and storytelling.
- ▲ To create thorough knowledge to obtain licence of tour guides for professional successful services in tourism
- ▲ To develop the good interpersonal skills with practice to serve the needs of tourists.
- ▲ To promote better cultural understanding by visiting Museums, monuments and art galleries.
- ▲ To analyse Sound knowledge of storytelling with ethics and morals to the tourist and audience

COURSE OUTCOMES:

CO1: Understanding the basic concepts and unique role of professional tour guide in tourism services.

CO2: Knowledge to apply to obtain the licence of tour guides to qualify with successful career.

CO3: Generates mastery over various subjects to the likings and interest of the tourists at all tourist destinations in person.

CO4: Provides sound knowledge required to apply to explain at monuments and museums to the tourists.

CO5: Giving truthful historical knowledge through story telling concepts to satisfy tourist at all destinations – in a picturesque manner.

Unit-1

INTRODUCTION: Tour Guiding: Concept - History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills. Role of a guide. - Guiding techniques, Audio Guide – Importance of audio Guide in the 21st century. Escort- Functions of a tour escort- Difference between guide and Escort.

Learning outcomes: Understanding the basic concepts and unique role of professional tour guide in tourism services.

Unit-2

LICENSE OF TOUR GUIDE: The procedure of registration/approval of Guides, obtaining a license, and regulations. Communication for tour guiding-Language –Posture and Presentation. Roadblocks in Communication-Speaking Faults-Body language for speaking. Tour commentary Composition and Contains-Microphone Technique-Sense of Humor-How to deal with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what is to be seen.

Learning Outcome: Knowledge to apply to obtain the licence of tour guides to qualify with successful career.

Unit-3

VISITOR INTERPRETATION: Concept-Principles and Types. How to develop good interpretation skill-Popular understanding of a place. Principles of good interpretive practice. Reconstructive and Receptive Interpretation-Personal Stereotype.

Learning Outcome: Generates mastery over various subjects to the likings and interest of the tourists at all tourist destinations in person.

Unit-4

MUSEUMS & MONUMENTS: The unique role of Tour Guide at National Monuments – Architectural features – History behind the monuments - Indian Architecture - National Museums – Some Spiralized Museums: Archeology, History & Culture, Science, Aeronautical & Rail Museums art galleries. Areas of knowledge – Route Map, identify the important religious places, cultural & historical places, eco-tourism places, educational places, entertainment places & hospitals

Learning Outcome: Provides sound knowledge required to apply to explain at monuments and museums to the tourists.

Unit-5

STORYTELLING: Getting an idea, developing a structure of a story, elements of a story, Types of Stories, selecting a Story, and Version, Tell, Building a Program, The Business of Storytelling, The Energy of Storytelling, The Ethics and Psychology of Storytelling, Storytelling Values, the Value of Storytelling - The Storyteller's Responsibility to the Audience:

Learning Outcome: Giving truthful historical knowledge through story telling concepts to satisfy tourist at all destinations – in a picturesque manner

REFERENCE BOOKS:

- 1) The Professional Guide Dynamics of Tour Guiding – Kathleen Lingle Pond John Wiley & Sons, INC
- 2) How to be a Tour Guide author – NICK MANNING
- 3) Pond K.L., The Professional Guide: Dynamics of Tour Guiding (Van Nostrand Reinhold) New York, 1993
- 4) Goddy B. & Parkin I., Urban Interpretation: Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers (School of Planning, Oxford Polytechnic)
- 5) Amy E. Spaulding, The Art of Storytelling: Telling Truths Through Telling Stories, Scarecrow Press, Inc., the United States of America, 2011

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4		2			
CO5			3		



TTM 304 (R22): BUSINESS STRATEGY & TOURISM

ENTREPRENEURSHIP

COURSE OBJECTIVES:

- ▲ To understand the Strategic Management and various types of strategies.
- ▲ To know the Qualitative & Quantitative requirements of an Entrepreneur.
- ▲ To understand the Economic, Technical & other feasibilities of the Start ups.
- ▲ To know the Process of Strategic Management.
- ▲ To understand the sources of Finance & Revival measures of Sick Enterprises.

COURSE OUTCOMES:

CO1: Apply the strategy based on the situation & make the alliances.

CO2: Create innovations to grow & develop the start-ups

CO3: Asses the market trends, opportunities & can prepare the feasibility report

CO4: Students can assess the Business Environment and understand the process of SM.

CO5: Understand the sources of Finance and their accessibility and also apply the strategies to the revival of sick ones

Unit - I

Introduction: Overview of Strategic Management – types of Strategies: Integration strategies, - Intensive strategies – Diversification strategies – strategic alliances – Mergers & acquisitions – BCG Matrix – Strategic intent & Strategic fit.

Learning outcome: Apply the strategy based on the situation & make the alliances.

Unit - II

Entrepreneur: Characteristics, Competencies, functions, types of entrepreneur – Distinction Between Entrepreneur and Manager – factors affecting entrepreneurial growth in India – Entrepreneurial Motivation – Creativity & innovations under entrepreneurship in Travel & Tourism Business.

Learning outcome: Create innovations to grow & develop the start-ups

Unit - III

Market Study in Entrepreneurship: Opportunities identification – Sources of ideas – New product development - Business plan – Feasibility report – Technical Vs Economic feasibility – Project Management- Identification, Selection, formulation & appraisal.

Learning outcome: Asses the market trends, opportunities & can prepare the feasibility report.

Unit – IV

Strategic Management Process: Strategy formulation – Environmental Scanning & Analysis – Strategy implementation – 7 S framework – Strategy evaluation – Strategy control: Budgetary & Operational control – Michael Porter on Strategy.

Learning outcome: Students can assess the Business Environment and understand the process of SM.

Unit - V

Finance & Bankruptcy: Short & Long-term sources of finance for Tourism Enterprises, subsidies & incentives – an institutional framework for the Promotion of Travel & Tourism Business – Seed Capital, Venture Capital – Growth Strategies for Ventures. Business failure – Causes for failure of enterprises – Revival of sick enterprises – Strategies for Revival – Women entrepreneurship in Tourism.

Learning outcome: Understand the sources of Finance and their accessibility and also apply the strategies to the revival of sick ones

REFERENCE BOOKS:

- 1) Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
- 2) Poornima M. Ch., Entrepreneurship Development- Small Business Enterprises, Pearson, Delhi, 2009
- 3) Michael H. Morris, et. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
- 4) Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
- 5) Anil Kumar, S., et. al., Entrepreneurship Development, New Age International Publishers, Delhi, 2011
- 6) Khanka, SS, Entrepreneurial Development, S. Chand, New Delhi, 2011



CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1					5
CO2			3		
CO3				4	
CO4				4	
CO5			3		

TTM 305 (R22): FINANCIAL MANAGEMENT FOR TOURISM

COURSE OBJECTIVES:

- ▲ To understand the basics of Financial Management.
- ▲ To know the financial planning & controlling.
- ▲ To be aware of capital structure and its affecting factors & Role of TFCI towards Tourism.
- ▲ To understand capital budgeting and its Techniques
- ▲ To know the various sources of finance for the short & long term.

COURSE OUTCOMES:

CO1: Students can understand the basic concepts of FM & goals of a firm.

CO2: Apply in planning & forecasting of finance & Budgeting and also in designing MOUs.

CO3: Enable in designing a capital structure with debt–equity components and also understand the Role of TFCI towards Tourism promotion.

CO4: Analyze the Capital Budgeting Techniques and also scan the Investment opportunities in Tourism.

CO5: Evaluate the finance with cost-benefit analysis and understand the proper Management of working capital

Unit-I

Introduction to Financial Management: Nature, Scope & Importance of Financial Management – Role of Finance Manager – Finance functions – Goals of the firm: Profit vs. wealth maximization – Financial implications in Transport, Hotels. (Theory)

Learning outcome: Students can understand the basic concepts of FM & goals of a firm.

Unit-II

FM in Govt. Tourism Organizations: Scope, organization of Finance Functions – Financial Planning & Forecasting – Budgeting – Finance controls – MOUs in Tourism & Hospitality Industry. (Theory)

Learning outcome: Apply in planning & forecasting of finance & Budgeting and also in designing MOUs.

Unit-III

Capital Structure: Meaning, importance, factors affecting capital structure in Tourism – Risk & Return Tangle - Capital Markets in India – TFCI: Objectives, functions, Role of TFCI in promoting Tourism. (Theory)

Learning outcome: Enable in designing a capital structure with debt–equity components and also understand the Role of TFCI towards Tourism promotion.

Unit-IV

Financing Decisions: Long-term finance: Sources of Long-term finance, Short-term finance: Sources of Short-term finance – Working capital: Meaning, significance, - Sources of working capital, determinants, working capital Management in Tourism services. (Theory & Problems)

Learning outcome: Analyze the Capital Budgeting Techniques and also scan the Investment opportunities in Tourism.

Unit-V

Capital Budgeting: Nature, Scope – Capital Budgeting Techniques: Traditional & DCF – factors affecting capital budgeting in Tourism Industry – opportunities & challenges for investments in Hotel, Aviation & Tourism sectors. (Theory & Problems)

Learning outcome: Evaluate the finance with cost-benefit analysis and understand the proper Management of working capital.

REFERENCE BOOKS:

- 1) Eyster J.J.: Rhodes R.C. and Rosenblatt, R.L.; Managerial Accounting in the Hospitality Service Industries 2nd Ed. W.C. Brown Co. Shrivastava R.M.: Financial Management.
- 2) Prasanna Chandra, 'Financial Management
- 3) Pandey I.M.: Financial Management.
- 4) Hampton. J, 'Financial Decision Making', Prentice Hall India, Delhi
- 5) Godwin-Charles Ogbeide, Revenue Management, Cost Control, and Financial Analysis in the Hospitality Industry, 23 December 2013
- 6) Johnathan Hales, Hubert B. Van Hoof- Accounting and Financial Analysis in the Hospitality Industry, 16 February 2010 by (Author)

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4				4	
CO5			3		

TTM 307 (R22): DIGITALIZATION OF TOURISM

COURSE OBJECTIVES:

- ▲ To understand the basics of E-Tourism or Digitalization of Tourism
- ▲ To evaluate the emerging Global Distribution System (GDS) in the Tourism and Hospitality Industry.
- ▲ To analyse the information of typologies of Tourism industry
- ▲ To apply knowledge about the application of the billing payment systems in E-Tourism
- ▲ To generate new knowledge for the students in creating Travel Blogs and E-Marketing strategies.

COURSE OUTCOMES:

CO1: Understand the basics of E-Tourism or Digitalization of Tourism with the technological processing in tourism industry.

CO2: Evaluate the emerging Global Distribution System (GDS) in the Tourism and hospitality Industry.

CO3: Analyse the various business models for adopting the marketing strategies

CO4: Apply the required documents for billing the payment systems in Tourism industry and knows the required documents.

CO5: Generate knowledge on Travel blogs, advancements in technology related to the Tourism & Hospitality.

Unit- I

INTRODUCTION TO E-TOURISM: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical, and operational use of IT in Tourism.

Learning outcome: Understand the basics of E-Tourism or Digitalization of Tourism with the technological processing in tourism industry.

Unit – II

GLOBAL DISTRIBUTION SYSTEM: History & Evolution - GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

Learning outcome: Evaluate the emerging global distribution system (GDS) in the Tourism and hospitality Industry.

Unit – III

TYPLOGIES OF E-TOURISM: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

Learning outcome: Analyse the various business models for adopting the marketing strategies

Unit- IV

PAYMENT SYSTEMS IN E-TOURISM: Payment Gateway - Participants and Service Suppliers in a BSP-Billing and Settlement Plan (BSP) -Standard Traffic Documents (STDs)- Security Issues and Third-Party Certification.

Learning outcome: Apply the required documents for billing the payment systems in Tourism industry and knows the required documents.

Unit – V

FUTURE OF E-TOURISM: Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies – Latest advancement in E-Tourism & Hospitality.

Learning outcome: Generate knowledge on Travel blogs, advancements in technology related to the tourism & Hospitality.

TEXT BOOKS:

- 1) Sheldon P. (2002), Tourism Information Technology, CABI.
- 2) Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.

REFERENCE BOOKS:

- 1) Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- 2) Poon A. (1998), Tourism, Technology, and Competitive Strategies, CABI.
- 3) Rayport J.F. & Jaworski B.J. (2002), Introduction to E-commerce, McGraw-Hill.
- 4) Zheng Xiang, Matthias Fuchs, et al., Handbook of e-Tourism | 26 January 2022

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3					5
CO4					5
CO5				4	

TTM 308 (R22): CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

COURSE OBJECTIVES:

- ▲ To understand how an organization uses a CRM system for targeting potential customers.
- ▲ To acquire knowledge for understanding data warehousing, data mining & methods for Data analysis.
- ▲ To demonstrate characteristics of marketing services in building & managing customer relationships.
- ▲ To understand 7P's critical path and popular strategies for effective customer relationships.
- ▲ To apply the service quality gap model to diagnose the quality problem.

COURSE OUTCOMES:

CO1: Understands how CRM software helps Travel & Tourism sector to improve customer relation and increase sales.

CO2: Learns how retailers apply the software using Data Warehouse & Data Mining approach to boost sales by better understanding the client buying habits.

CO3: Analyses how to market services and persuade a target customer to purchase goods or services.

CO4: Assesses the recognized marketing techniques and tactics which can be used in business to satisfy the customer.

CO5: Analyses why customer gap occurs and identifies the strategies to close them for giving better marketing services.

Unit I

Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and Value Modeling – Customer Satisfaction Measurement Customer Feedback and Service Recovery.

Learning outcome: Understands how CRM software helps Travel & Tourism sector to improve customer relations and increase sales.

Unit II

Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – market Basket analysis (MBA) – click stream analysis - Personalization and Collaborative Filtering.

Learning outcome: Learns how retailers apply the software using Data Warehouse & Data Mining approach to boost sales by better understanding the client's buying habits.

Unit III

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behavior in Service Encounters.

Learning outcome: Analyses how to market services and persuade a target customer to purchase goods or services.

Unit IV

Marketing Mix in Services – The SEVEN Ps - Product – Price – Place – Promotion -People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategie

Learning outcome: Assesses the recognized marketing techniques and tactics which can be used in business to satisfy the customer.

Unit V

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving Service Quality - Strategies to resolve the gaps.

Learning outcome: Analyses why customer gap occurs and identifies the strategies to close them for giving better marketing services.

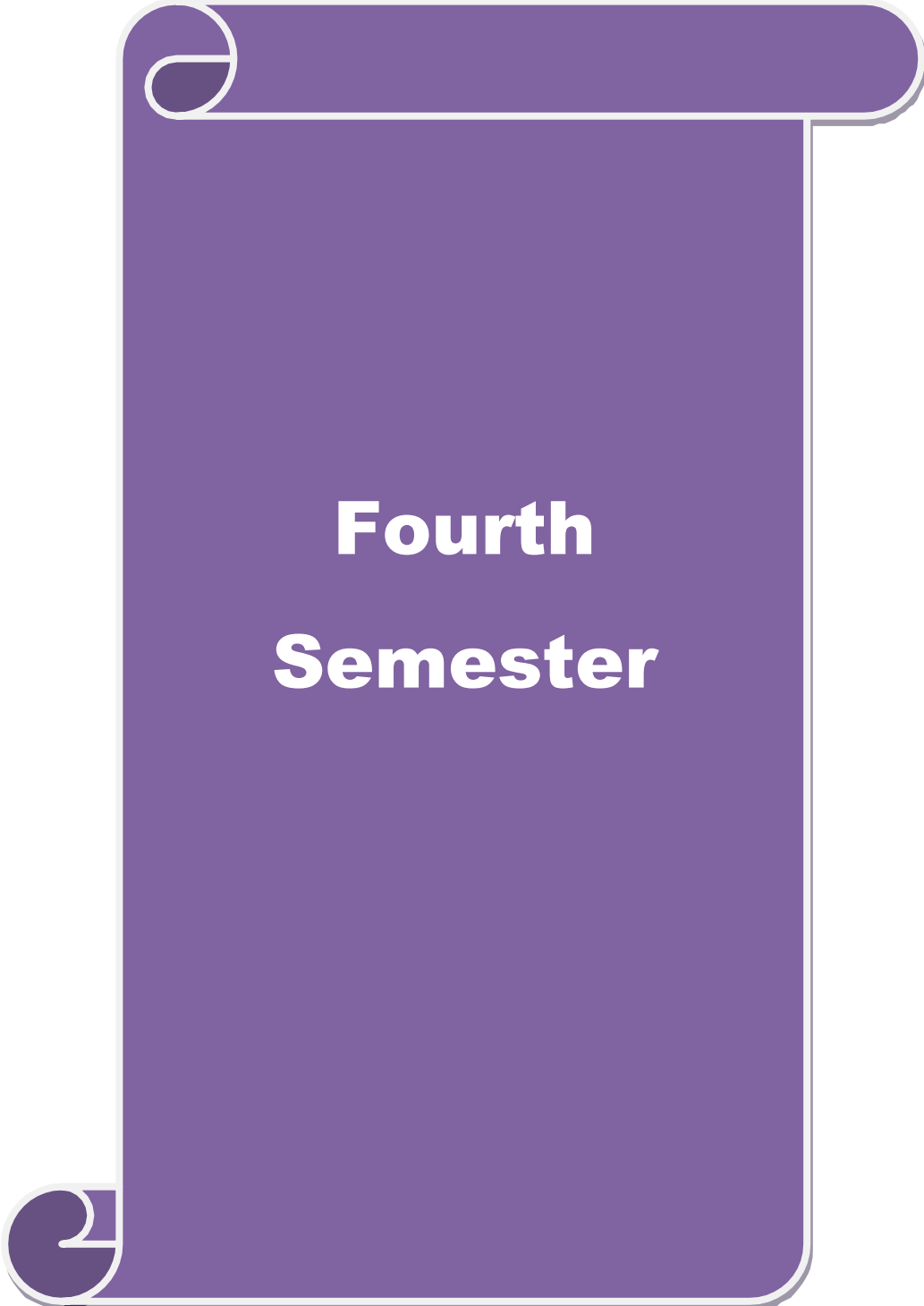
REFERENCE BOOKS:

- 1) Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi,2004.
- 2) Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free Press, New York
- 3) Andrysilmore, Services Marketing & Management, Response Books, Sage Publications, Delhi.2001
- 4) Jagdish Seethi, Etal, Customer Relationship Management.
- 5) StanclesA. Brown, ‘Customer Relationship Management, John Wiley & Sons,2000
- 6) Lovelock, ‘Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore, 2003
- 7) Gilmore, ‘Services Marketing and Management, Response Books, New Delhi, 2004.
- 8) Francis Buttle (Author), Stan Maklan (Author), Customer Relationship Management: Concepts and Technologies- 2 February 2015
- 9) Jagdish N Sheth, Parvatiyar Atul, Customer Relationship Management: Emerging Concepts, Tools and Applications,,2017

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2					5
CO3				4	
CO4					5
CO5				4	





**Fourth
Semester**

TTM 401 (R22): INTERNATIONAL TOURISM MANAGEMENT

COURSE OBJECTIVES:

- ▲ To be equipped with through knowledge of International Tourism.
- ▲ To evaluate the role and emergence of International Hotels for Tourism Management
- ▲ To develop and demonstrate latest quality skills to serve the needs of tourists in International hotels.
- ▲ To develop and promote International Tourism through sales & various marketing strategies.
- ▲ To analyze the problems and queries to face global competition in tourism at present and in future.

COURSE OUTCOMES:

CO1: Through understanding of International tourism scenario

CO2: A proper assessment of International hotels and airlines business and services to please tourists by all means

CO3: To evaluate International rules and regulations and cultural diversity & viz GDS

CO4: To assess International tourism sales & marketing strategies through various travelling distribution system

CO5: To analyze with available knowledge on global completion as per global market trends business protocol.

Unit: I

GLOBALIZATION & TOURISM SECTOR– Globalization the Business World - The Tourism Industry- Challenges - Factors affecting Global & Regional Tourist Movements - Demand and Origin factors _ Destination & Resource factors - Contemporary trends in international tourist movements.

Learning outcome: Through understanding of International tourism scenario

Unit: II

THE EMERGENCE OF INTERNATIONAL HOTELS & TOURISM - Historical aspects - Development of Chains _ Development abroad - Airline connection - Political aspects of international travel- Tourism Barriers to travel - Tourism investment & Business - Regulations - International organizations dealing with barriers viz: WTO, IMF, IHA - Need for Government support of Tourism - National Advisories _ Political risk - Crisis Management.

Learning outcome: A proper assessment of International hotels and airlines business and services to please tourists by all means.

Unit: III

INTERNATIONAL HOTELS - Balancing Global & Local Perspectives - Operating in a multinational environment - International rules & regulations - a brief study Human Resources & Cultural diversity - Understanding cultural diversity - Cultural Perceptions - Business Protocol - Cultural Considerations in Negotiations.

Learning outcome: To evaluate International rules and regulations and cultural diversity & viz GDS.

Unit: IV

INTERNATIONAL TOURISM SALES & MARKETING - Market Research - Developing an International Marketing Strategy - Understanding various travel distribution systems- GDS - Product Positioning.

Learning outcome: To assess International tourism sales & marketing strategies through various travelling distribution system

Unit: V

GLOBAL COMPETITION & THE FUTURE - Long-Term Tourism Growth Trends - Tourism Growth in Major Regions, Global Tourism Markets - Western Europe And North American Countries - Far east & Middle east countries - Africa- Australia - Renowned Tourism Attraction in the Market segment - Transportation developments, Technology & Automation, Development Issues, Tourism & The Environment. Popular Tourist Places and Case Studies of Selected countries like China, Singapore, Malaysia, Thailand, France, and the USA. Important Tourist circuits of selected Indian States like Delhi and Agra, Rajasthan, Jammu Kashmir, Madhya Pradesh, Goa, Orissa, and northeastern regions.

Learning outcome: To analyze with available knowledge on global completion as per global market trends business protocol

REFERENCE BOOKS:

- 1) International Tourism by H. L. Bhatia
- 2) Contemporary Tourism: An International Approach - Chris Cooper & C. Michael Hail
- 3) International Cases in Tourism Management-Susan Homer & John Susan Brooke.
- 4) The International Marketing of Travel and Tourism: A Strategic Approach by Francois Vellas & Lionel Becherel.
- 5) Human Resource Management for Tourism & Hospitality and Leisure Industries: An International Perspective by Tom Baum.
- 6) Trent Powell, International Tourism: Planning and Management | 1 August 2016

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3			3		
CO4				4	
CO5					5



TTM 402 (R22): AIRLINES & CARGO MANAGEMENT

COURSE OBJECTIVES:

- ▲ To understand the role and functions of various International & National Civil Aviation organizations in the aviation industry.
- ▲ To learn the airport codes and airline codes.
- ▲ To know how to handle different cargo items.
- ▲ To be aware the cargo documentation.
- ▲ To analyze the cargo import and export procedures in the aviation industry.

COURSE OUTCOMES:

CO1: Understand the significance and functions of various civil aviation organizations such as ICAO, IATA, DGCA, and AAI.

CO2: Evaluate the different IATA and ICAO codes used by airlines and airports

CO3: Understand the various types of cargo items that airlines transport.

CO4: Evaluate the significance of Cargo documentation procedures and also know the cargo packing, marking, and labeling of Air cargo as per the existing rules.

CO5: Analyze cargo export and import documentation procedures with quality control in accordance with the Directorate General of Foreign Trade (DGFT).

Unit -I

AVIATION SECTOR: Aviation History – Open sky policy– Functions and Role of ICAO, IATA, DGCA, Bureau of Civil Aviation Security, and Airport Authority of India – Types of Airlines – Types of Aircraft – Study of aircraft parts.

Learning outcome: Understand the significance and functions of various civil aviation organizations such as ICAO, IATA, DGCA, and AAI.

Unit – II

AIRLINE CODES: Airline designated codes– Airport codes (IATA & ICAO) – International Conventions – Billing and Settlement Plan – Sale Indicators –Types of Journeys in Airlines –Role of Computers in the Aviation sector.

Learning outcome: Evaluate the different IATA and ICAO codes used by airlines and airports.

Unit - III

AIR CARGO: Basics of Air Cargo – Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges – Airlines & Ships Cargo capacity– Cargo with special attention – Introduction of dangerous goods – Live Animal Regulation.

Learning outcome: Understand the various types of cargo items that airlines transport.

Unit –IV

CARGO DOCUMENTATION: Cargo Packaging, marking, labeling of consignment, acceptance of cargo, airway bill- Charges correction advice (CCA) - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto - Declaration for dangerous goods.

Learning outcome: Evaluate the significance of Cargo documentation procedures and also know the cargo packing, marking, and labeling of Air cargo as per the existing rules.

Unit - V

CARGO EXPORT & IMPORT: Export Documentation – Cargo Export Procedure – Quality Control – Import Documentation – Cargo Import Procedure– Role of DGFT – Import-Export License – EXIM policy – Cargo companies in India.

Learning outcome: Analyze cargo export and import documentation procedures with quality control in accordance with the Directorate General of Foreign Trade (DGFT).

TOPICS FOR INTERNAL PRACTICALS:

- 1) Cargo booking procedure through CRS
- 2) How to prepare the Airway Billing cargo bookings
- 3) Cargo cancelation procedure
- 4) Cargo booking procedure - Live animals & dangerous goods

REFERENCE BOOKS:

- 1) Air Cargo Tariff Manual.
- 2) IATA live Animal Regulation Manual.
- 3) Export-Import Procedures: Documentation and Logistics, by C. Rama Gopal, 2006, New Age International,

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3		2			
CO4				4	
CO5					5

TTM 403 (R22): DESTINATION PLANNING AND DEVELOPMENT

COURSE OBJECTIVES:

- ▲ To facilitate the assessment of the tourism potential of a destination and prepare a tourism development plan as well as marketing techniques;
- ▲ To familiarize with the destination branding practices;
- ▲ To introduce advanced analysis and research in the field of destination development.
- ▲ To know the measurement of destination Image and to improve the image by proper measures
- ▲ To understand the PPP model for improving the destination at competitive sustainable position

COURSE OUTCOMES:

CO1: A clear understanding of the characteristics of the Tourist destination, its selection process

CO2: Applying the National & Regional tourism planning for the development of various destinations

CO3: Evaluate the image of the destination and also the impact of Branding

CO4: Analyzing the Marketing aspects of destinations for promoting.

CO5: Understand & Apply the policies & directions of WTO & other Bodies which are related to the tourism for the development of Tourism Industry at any level.

Unit-I

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

Learning outcome: A clear understanding of the characteristics of the Tourist destination, its selection process

Unit-II

DESTINATION PLANNING PROCESS AND ANALYSIS– National and Regional Tourism Planning and Development – Assessment of tourism potential – Planning for Sustainable Tourism Development – Contingency Planning - Economic, Social, Cultural, and Environmental considerations – Demand and supply match-Design and innovations.

Learning outcome: Applying the National & Regional tourism planning for the development of various destinations.

Unit-III

DESTINATION IMAGE DEVELOPMENT– Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition-Place branding and destination image – Destination image formation process; unstructured image –Product development and packaging – Destination branding and the web-Case Study of Capital Amaravathi as a brand.

Learning outcome: Evaluate the image of the destination and also the impact of Branding

Unit-IV

DESTINATION PROMOTION AND PUBLICITY– Six 'A's framework for Tourism destinations-The dynamic wheel of tourism stakeholders – Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies.

Learning outcome: Analyzing the Marketing aspects of destinations for promoting.

Unit-V

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

Learning outcome: Understand & Apply the policies & directions of WTO & other Bodies which are related to the tourism for the development of Tourism Industry at any level

TEXT BOOK:

1) C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

REFERENCE BOOKS:

- 1) Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition.
- 2) Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- 3) Claire,Haven Tang & Bieri Ellis Jones (2005), Tourism SMEs, Service Quality & Destination Competitiveness.
- 4) Shalini Singh, Dallen. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
- 5) Geoffrey Ian Crouch, J.R. Brent Ritchie &Horst-Herbert G. Kossatz (2003), the competitive Destination: a Sustainable Tourism Perspective, CABJ Publishing.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3		2			
CO4				4	
CO5					5



TTM 404 (R22): TRAVEL MEDIA

COURSE OBJECTIVES:

- ▲ To provide detailed information about Travel Magazines Guide Books and Coffee table books.
- ▲ To understand the importance of Electronic Media in Tourism promotions.
- ▲ To understand the role of the Internet in researching Travel information.
- ▲ To get the new ideas for writing travel articles in various aspects.
- ▲ To know the new techniques for capturing effective travel photographs.

COURSE OUTCOMES:

CO1: A clear understanding of travel media both electronic and print form the need of the hour.

CO2: How fast is electronic media dominating the present society in all spheres and its observations.

CO3: Quick information on the spot for good communication purposes.

CO4: Special attention to new ideas from travel.

CO5: Apply the practical techniques for capturing effective travel photographs.

Unit – I

TRAVEL WRITING: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – The Internet – Researching and Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel – Coffee Table Books, Autobiographical Tales – Anthologies.

Learning outcome: A clear understanding of travel media both electronic and print form the need of the hour

Unit – II

ELECTRONIC MEDIA IN DOCUMENTING DESTINATIONS, Travel, and Transport, Hospitality and tourism resources – Nature of Media coverage: Webcast and telecast – Scriptwriting for travel programs – Identifying points for visual support – Conducting interviews – Virtual tourism.

Learning outcome: How fast is electronic media dominating the present society in all spheres and its observations

Unit – III

RESEARCH TOPICS: Sources of Information – Research on the Internet – Researching on the spot – Organizing research material.

Learning outcome: Quick information on the spot for good communication purposes

Unit – IV

DEVELOPING IDEAS FOR TRAVEL ARTICLES – Journey Pieces – Activity Pieces – Special Interest Pieces – Side-trips – Reviews – Ideas from own travel experiences – Ideas from other sources.

Learning outcome: Special attention to new ideas from travel

Unit – V

HOW TO PORTRAY THE EXPERIENCES: Practical tips – Choosing the right words – Verbs, Adjectives, and clichés, Illustrations – The Practicality of taking photographs, Non-Photographic Illustrations.

Learning outcome: Apply the practical techniques for capturing effective travel photographs.

TEXT BOOK: Janet Macdonald (2000), Travel Writing, Robert Hale, London.

REFERENCE BOOKS:

- 1) Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
- 2) Clark, Riley.M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
- 3) Nelison C. (2001), Tourism and the Media: Tourist Decision Making, Information, and Communication, Hospitality Press, Melbourne.
- 4) Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
- 5) Scot Ober, Contemporary Business Communication 3/e, Houghton Mifflin Company, 2000.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2		2			
CO3				4	
CO4			3		
CO5					5

TTM 405 (R22): ECO & SUSTAINABLE TOURISM

COURSE OBJECTIVES:

- ▲ To develop deep insight in to environment as per the evolution of life and further sustainability of planet earth.
- ▲ To have thorough knowledge of Eco –Tourism resources and will learn to be a responsible Tourist leaving only foot print while visiting any tourist destination.
- ▲ To create awareness of using Eco-friendly facilities in a sustainable manner while visiting a tourist destination.
- ▲ To understand the importance of bio-diversity and worrisome signs of global warming.
- ▲ To understand the role of International Organizations and initiatives taken by the govt of India for sustainable development of Eco –Tourism in India.

COURSE OUTCOMES:

CO1: Understand the nucleus of the environment and the theories behind evolution of ecosystem.

CO2: Analyses how tourism resources contribute to the generation of national income and measures that have to be taken to conserve natural resources.

CO3: Assess relationship between public health and environment and aims at social wellbeing promoting tourism

CO4: Applies remedies to reduce the use of chlorofluorocarbons which is the major threat to the environment today which is a serious effects of depletion of ozone layer.

CO5: Understands how the International Organizations and the Indian Ministry of Tourism promote Tourism development and conserve culture and biodiversity.

Unit-I

ENVIRONMENTAL STUDIES: Definition, Scope, and Importance; Nucleus of Environment - Evolution of life and Environment: Man and Environment - "Environment does not belong to man, man belongs to the Environment" - Futurology - Sustainable Tourism and the Environment - Sustainable Tourism Illusion or Realistic Alternative - The Biggest Industry the World has Ever Seen: The Future of World Tourism - Tourism and the Environment - Sustainable Tourism Development.

Learning outcome: Understand the nucleus of the environment and the theories behind evolution of ecosystem.

Unit-II

EMERGENCES OF ECO-TOURISM: Growth, and Development - Definitions - Principles of Eco-Tourism - An overview of Eco-Tourists. Eco-Tourism Resources in India: Caves, National Parks, Wild Life Sanctuaries, Tiger Reserve, Biosphere Reserve, Wet Lands, Mangroves, Coral Reefs, and Desert Eco System - Heating Environmental Education and Communication - Pro-Poor Tourism - Economics and Environment - Fresh Water and the Environment Eco- Tourism as a business: Eco-Tourism Industry - stakeholders in Eco-Tourism Business planning - Business sectors - Product interpretation and quality control.

Learning outcome: Analyses how tourism resources contribute to the generation of national income and measures that have to be taken to conserve natural resources.

Unit-III

ECO-TOURISM DEVELOPMENT: Sustainable Eco-Tourism - Resource Management - Socio-Economic Development- Eco-Tourism policies - Planning and implementation - Eco-Friendly Facilities and Amenities to the Tourists and the general public - Carrying capacity - Alternative Tourism - Responsible Eco-Tourism - Urbanization and the Environment - Children's Health and Economy and Public Health - Population and the Environment - Saving our planet Earth - Forests - The Earth's Lungs. Ecosystem.

Learning outcome: Assess relationship between public health and environment and aims at social wellbeing promoting tourism.

Unit- IV

POPULATION GROWTH AND FORESTS: Population and Biodiversity - Genetic Diversity and Food Security - Global Warming: Worrisome Sign - An Agenda for Change - Using Economics to Advantage.

Environmental Pollution: Land, Air, Water, and Noise pollution with special reference to tourism activities - Green House Effect - Depletion of the ozone layer treats Global Warming.

Learning outcome: Applies remedies to reduce the use of chlorofluorocarbons which is the major threat to the environment today which is a serious effects of depletion of ozone layer .

Unit-V

ECONOMICS AND SUSTAINABLE DEVELOPMENT: Employment and Promoting Ecology - Eco-Tourism strategies with special reference to Environmental protection - Eco-Tourism Development - Agencies - Role of the International Eco-Tourism Society - The UNWTO - UNDP - WWF - Minister of Tourism Department of Forest and Environment Government of India. Green Climate: always the best choice for Tourists to spend their leisure with family and friends.

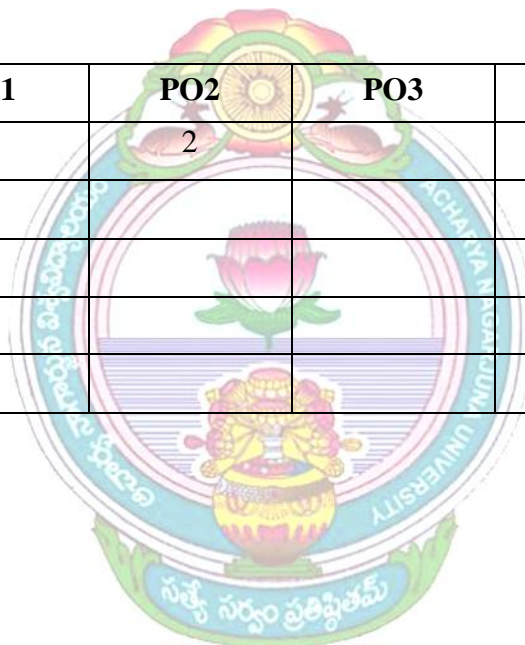
Learning outcome: Assess how the International Organizations and the Indian Ministry of Tourism promote Tourism development and conserve culture and biodiversity.

REFERENCE BOOKS:

- 1) Madhav Gadgil & Ramchandra Guha: The Fissured land; An ecological history of India OUP, Delhi 1992.
- 2) Wernes Wolfgang (ed.): Aspects of Ecological Problems and environmental awareness in South Asia, New Delhi, 1993.
- 3) Tourism & Environment: Dr.M.Lakshmi Narasaiah: Discovery Pub. House, New Delhi, 2003.
- 4) Glimes of Environment by Dr. K.V.S.G Murali Krishna, VGS Book Links Published.
- 5) Environmental Science Education Revised Edition by A. Pannearsevam & Mohan Rama Krishnan.
- 6) Challenges of Sustainability Tourism by D. Kumar, Published by Intellectual Book Bureau

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2				4	
CO3				4	
CO4					5
CO5					5



TTM 406 (R22): EVENT MANAGEMENT

COURSE OBJECTIVES:

- ▲ To provide an understanding of event management, including the size, types of events and code of ethics.
- ▲ To equip students with knowledge of event marketing, promotion, financial management, and risk management.
- ▲ To develop an understanding of event planning, protocol, and staging.
- ▲ To provide knowledge of event staffing, leadership, operations and logistics.
- ▲ To equip students with knowledge of safety and security, crowd management, evacuation, event monitoring, control, and evaluation.

COURSE OUTCOMES:

CO1: Develop a concept for an event and analyze the feasibility of an event using SWOT analysis.

CO2: Analyze financial management and risk management, and define event marketing and sponsorship

CO3: Analyze planning tools and techniques, and describe protocol for formal occasions, speakers, religious and cultural protocol, sporting ceremonies, dignitaries, and flag flying.

CO4: Assess the staffing and leadership in event management, and evaluate staff motivation strategies.

CO5: Analyze the safety and security measures involved in event management, and evaluate the broader impact of events.

Unit – I

INTRODUCTION TO EVENT MANAGEMENT: Size of Events – Types of Events – The Event Team – Code of Ethics. Concept and Design: Developing the Concept – Analyzing the Concept – Designing the Event – Logistics of the Concept. Feasibility: Keys to Success – The SWOT Analysis.

Learning outcome: Develop a concept for an event and analyze the feasibility of an event using SWOT analysis.

Unit – II

MARKETING: Nature of Event Marketing – Process of Event Marketing – The Marketing Mix – Sponsorship. Promotion: Image/Branding – Advertising – Publicity – Public Relations. Financial Management: The Budget – Break-Even Point – Cash-Flow Analysis – Profit and Loss Statement – Balance Sheet – Financial Control Systems – Panic Payments. Risk Management: Process of Risk Management – Incident Reporting – Emergency Response Plans – Standards for Risk Management.

Learning outcome: Analyze financial management and risk management, and define event marketing and sponsorship.

Unit – III

PLANNING: Develop a Mission/Purpose Statement – Establish the Aims of the Event – Establish the objectives – Prepare an Event Proposal – Make Use of Planning Tools. Protocol: Titles Dress for Formal Occasions – Protocol for Speakers – Religious and Cultural Protocol – Protocol for Sporting Ceremonies – Preparing for Dignitaries – Rules of Flag Flying. Staging: Choosing the Event Site – Developing the Theme – Conducting Rehearsals – Providing Services – Arranging Catering – Organizing Accommodations – Managing the Environment.

Learning outcome: Analyze planning tools and techniques, and describe protocol for formal occasions, speakers, religious and cultural protocol, sporting ceremonies, dignitaries, and flag flying.

Unit – IV

STAFFING: Developing Organization charts – Preparing Job Descriptions – Recruitment and Selection – Drawing Up Rosters – Training – Briefing Staff – Managing Legal Requirements – Developing Recognition Strategies – Managing Volunteers. Leadership: Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time management – Planning and Managing Meetings. Operations and Logistics: Logistics – Policies – Procedures – Performance Standards – Functional Areas – Leadership and Staff Motivation.

Learning outcome: Assess the staffing and leadership performance in event management, and evaluate staff motivation strategies.

Unit – V

SAFETY AND SECURITY: Security – Occupational Safety and Health – Incident Reporting. Crowd Management and Evacuation: The Crowd management Plan – Major Risks – Crowd Management – Emergency Planning – Implementing Emergency Procedures. Monitoring, Control, and Evaluation: Monitoring and Control Systems – Operational Monitoring and Control – Evaluation – The Broader Impact of Events.

Learning outcome: Analyze the safety and security measures involved in event management, and evaluate the broader impact of events.

REFERENCE BOOKS:

- 1) Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- 2) David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
- 3) Joe Gold Blatt (1997), Special Events – Best Practices in Modern Event Management, John Wiley and Sons, New York.

- 4) Dr. Anukrati Sharma and Dr. Shruti Arora, Event Management and Marketing: Theory, Practical Approaches, and Planning, 2018
- 5) Abhijeet Bhattacharjee, Event Management - A Zero Investment Startup Business |13 August 2020

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1			3		
CO2				4	
CO3		2			
CO4				4	
CO5					5



TTM 407 (R22): MEDICAL AND WELLNESS TOURISM

COURSE OBJECTIVES:

- ▲ To understand the health Tourism in detail with proper medical measures for people.
- ▲ To evaluate about the clear growth of Medical Tourism and its promotional benefits.
- ▲ To analyse how to claim the product packages under Medical Tourism from health insurance companies.
- ▲ To Create new knowledge on legal aspects of comparing ethical and legal processes through the NABH guidelines.
- ▲ To evaluate Health issues through Wellness Tourism, and know the present trends of Medical Tourism in India.

COURSE OUTCOMES:

CO1: Understand the health Tourism in detail with proper health measures for medical tourists.

CO2: Evaluate about the clear growth of MT and its promotional benefits

CO3: Analyse how to claim the product packages under medical tourism from health insurance companies.

CO4: Create new knowledge on legal aspects of ethical and legal processes under medical tourism under the NABH guidelines.

CO5: Evaluate the health & wellness programmes with social & Economic backdrops.

Unit-I: Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, - Ancient centers of healing, Quality of Life (QOL) - Concept. The scope of Health Measures. Health: Concept, Definitions, and Importance of health to People, Business and Government.

Learning outcome: Understand the health Tourism in detail with proper health measures for medical tourists.

Unit-II: Medical tourism: concept, typology, Genesis, and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at a global level

Learning outcome: Evaluate about the clear growth of MT and its promotional benefits

Unit -III: Medical & Wellness Tourism Market: Tourist Profile, Market analysis, designing Medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations, and post-tour management, Health Insurance, Claiming Health Insurance. Role of Govt. in Health tourism – Case studies about selected Medical and wellness tourism destinations.

Learning outcome: Analyse how to claim the product packages under medical tourism from health insurance companies.

Unit-IV: Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic, and environmental issues in health and medical tourism. Role of National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). Medical Tourism Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

Learning outcome: Create new knowledge on legal aspects of ethical and legal processes under medical tourism under the NABH guidelines.

Unit- V: Tourism & Wellness: Dimensions of wellness, Spa tourism experiences, types of Spas - Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- Economic, Social, Political & Environmental (ESPN) aspects of Healing.

Learning outcome: Evaluate the health & wellness programmers with social & Economic backdrops.

REFERENCE BOOKS:

- 1) Medical Tourism and Transnational Health Care by Professor David Botterill, Professor Guido Pennings, et al. | 24 May 2013
- 2) Medical Tourism: India (Medical Tourism Guide Book 1) by Steven Larson | 31 January 2013
- 3) Medical Tourism in India by Sneha Pathak and Ritesh Mishra | 21 October 2019
- 4) Health and Wellness Tourism: Emergence of a New Market Segment by Marta Peris-Ortiz and José Álvarez-García | 19 August 2016
- 5) M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
- 6) Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.

CO-PO MAPPING:

	PO1	PO2	PO3	PO4	PO5
CO1		2			
CO2			3		
CO3					5
CO4			3		
CO5				4	
