

**SEMESTER ONE**

# **1. FUNDAMENTALS OF TOURISM**

## **Course Objectives:**

The objective of the course is to:

- familiarize students with the basic concepts of travel and tourism
- discuss the terminology used
- give an insight into how travel and tourism evolved over a period of time and reached the modern stage.
- enhance the knowledge of students in various areas related to tourism and how it affects the destination.
- explore the selected issues that currently influence the tourism industry both locally and globally.

## **Learning Outcome:**

By the end of this course, learners would be able to:

- understand fundamentals of tourism from the management, marketing and financial perspectives.
- understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.
- describe the different types tourism resources of India, their importance in tourism and management.

## **Syllabus**

### **MODULE I: Concepts of Tourism and Travel**

Development of Tourism Through Ages: Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism

### **MODULE II: Tourism and Its Theories**

Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences

### **MODULE III: Travel Behaviour & Motivations**

Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel

Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

#### **MODULE IV: Tourism Industry & Its Linkages**

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalizations, Positive & Negative Impacts of Tourism.

#### **MODULE V: Tourism Organizations**

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism &Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

#### **Text & References:**

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)

## **2. TRAVEL AGENCY MANAGEMENT**

### **Course Objectives:**

The course aims to

- Understand various skills necessary for travel agency and tour operation business
- Understand various travel terminology
- Acquire knowledge on documentation in travel industry

### **Learning Outcome:**

After studying this unit, you should be able to:

- Demonstrate an understanding and importance of the travel and tourism industry
- Articulate a clear and well-structured understanding of travel agency management
- Demonstrate the skills necessary to identify sales and marketing strategies for travel agencies
- Evaluate customer service trends and skills as they relate to the travel and tourism industry
- Integrate management concepts to achieve positive results in the travel and tourism industry

### **Syllabus**

#### **Module I: Introduction to Travel Trade**

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator-Inbound, Outbound , Domestic, Ground and Specialized.

#### **Module II: Travel Agency Business Network**

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

#### **Module III: Functions of Travel Agency & Tour Operation**

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOT, ADTOI, IAAI, FIYTO, TAFI

#### **Module IV: Anatomy of Tour**

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

#### **Module V: Setting up Travel Agency & Tour Operation Unit**

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business.

#### **Text & References:**

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

### **3. BASICS OF ACCOUNTING**

#### **Course Objective-**

- The objective of this course is to introduce complex problems of financial accounting such as valuation, measuring and reporting issues related to assets and liabilities and preparing the financial statements.
- Learners are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

#### **Learning Outcomes-**

On successful completion of this course you will be able to:

- Explain and use accounting information in business decision-making contexts
- Critically analyse financial reports and financial information to advise upon and improve business practices.
- Apply the major types of financial statement analysis to plan and control business activities
- Use the major techniques of financial and management accounting to make informed business decisions
- Evaluate contemporary management accounting systems and apply these systems to improve management decision-making.

#### **Syllabus**

##### **Module- I**

**Nature of Accounting Information:** Scope of Accounting, Accounting concepts, Principles & Standards, Accounting Cycle, Journalisation, Subsidiary Books; Ledger Posting, Preparation of Trial Balance, Rectification of Error. Classification of Capital and Revenue. Depreciation Accounting. Preparation of Final Accounts- Manufacturing Account; Trading Account, Profit and Loss Account; Balance Sheet (with adjustments),

##### **Module- II**

**Financial Statement Analysis:** Concept, objective, types. Financial Ratio Analysis- Solvency Ratio, Liquidity Ratio, Activity Ratio, Capital Structure, Profitability Ratios, Cash Flow Statement, Comparative Balance Sheet, Common Size Statement

##### **Module- III**

**Cost Accounting:** Objectives, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level, Job and Contract Costing, Operating Costing; Reconciliation of Financial and Cost Accounting

#### **Module- IV**

**Performance Evaluation Techniques:** Introduction to Budgeting and Budgetary Control; Advantages and Limitations of Budgetary Control; Classification of Budget; Standard Costing and Variance Analysis; Marginal costing; Responsibility Accounting.

#### **Module- V**

**Decision Making Techniques:** Cost Volume Profit Analysis; Management Accounting for Decision Making and Control; Activity Base Costing, Targeting Costing, Life Cycle Costing; Uniform Costing.

#### **Text & References:**

- Maheshwari, S.N. (2nd ed., 2003). Financial and Cost Accounting. Sultan Chand & Sons.
- Bhattacharya, Ashish K. (2003). Financial Accounting for Business Managers. Prentice Hall of India.
- Arora, M. N. (2004). Cost Accounting. Vikas Publication.
- SP Jain and KL Narang, Financial Accounting, Kalyani Publishers
- Maheshwari, S.N. (8th ed., 2004 – Vol-I) & (9th ed., 2004-Vol-II). Advanced Accountancy – Vol. I & II. Vikas Publishing House.
- ICAI, Accounting Standards (Latest).
- Maheshwari, S.N. (2004). Corporate Accounting for Managers. Vikas Publishing House, New Delhi.
- Khan, M.Y. and Jain, P.K (4th ed., 2004). Cost Accounting, Text, Problems & Cases.
- Tata McGraw Hill Company, New Delhi.

## **4. TOURISM PRODUCT & SERVICES AND MARKETING**

### **Course Objectives:**

The objective of the course is to:

- help the learners develop an understanding of the nature of different tourism products.
- provide insights into the process of developing and managing various tourism products
- enhance the knowledge of students about various tourism products of India

### **Learning Outcome:**

By the end of this course, learners will be able to:

- understand and can identify tourism products
- know the components of tourism products
- understand the central, peripheral services and public services in tourism products.
- understand the role of Indian architectural heritage in the tourism industry,
- know and apply the knowledge of Museums, art galleries and libraries, Fairs and festivals of India.
- understand the role of handicrafts and textiles in tourism, the key features of Indian handicraft industry.
- understand importance of passport and the legalities involved in it, the importance and
- apply the concept of visa.

### **Syllabus**

#### **MODULE I: Introduction to Tourism Products**

What is a Tourism Product?, Types of tourism product (TOPs, ROPs, BTEs), Characteristics of tourism products, Services as tourism products, Experiences as tourism products, Classification of tourism products(Natural, Manmade, Symbiotic)

#### **MODULE II: Components of tourism products**

Inter-relationship between travel and transport, catering and accommodation, attractions, leisure and recreation and business facilities; Components included in different tourism products (e.g. package, independent, all-inclusive holidays); Ancillary services – guiding, currency, marketing services

#### **MODULE III: Roles of tour operators and travel agents**



International tour operators (wholesalers), tour operator's product (transport plus accommodation), types of tour operator (e.g. incoming tour operators), nature of tour operations (how to put together a tour), operating characteristics of tour operators (economics, scale of operations, seasonality, integration, importance of price, consumer protection); Retail travel agents – role, different services offered, understanding of travel agency accreditation (e.g. ticket licensing) and conditions, operating characteristics

#### **MODULE IV: Support facilities for travel and tourism**

Concept of infrastructure – features of the built environment (utilities, roads, telecommunications, airports, ports), link with level of economic development,

Type and range of accommodation available (serviced/self-catering, hotels, guest houses, hostels, camping, luxury, budget, etc.): economies of operation and scale of investment, measures of efficient operation, e.g. occupancy rates, classification and grading, facilities provided for business/leisure tourists; Local public transport provision and relationship with improved accessibility – express links to airport (coach, rail, shuttle services), integrated rapid transit system or other forms of transportation

#### **MODULE V: Tourism Services**

Travel Documentation: Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card

#### **Text & References:**

Text:

- S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi

References:

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London

## **5. PRINCIPLES OF MANAGEMENT**

### **Course Objectives:**

This course aims:

- to orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices.
- To teach managerial skills to aspiring manager or the trained managers who want to become more effective.
- To focus on conceptual development in the area of planning, organizing, leading and controlling managerial functions.
- To emphasize on conceptual and technical frame work of leadership and the role of managers and change agent.

### **Learning Outcomes:**

On completion of the course, Learners are expected to:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate leadership styles to anticipate the consequences of each leadership style.

### **Syllabus**

#### **Module I: Introduction**

Concept, Nature, Scope, Functions and levels of Management, Evolution and Foundations of Management Theories, Systems Approach to organization, Modern Organisation Theory.

#### **Module II: Planning Process**

Planning objectives and characteristics, Hierarchies of planning, the concept and techniques of forecasting.

### **Module III: Organising**

Meaning, Importance and Principles, Departmentation, Span of Control, Types of Organisation, Authority, Delegation of Authority

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment, Transfers and Promotions, Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition

### **Module V**

Unit 1: Directing

Motivation, Co-ordination, Communication, Directing and Management Control, Decision Making, Management by objectives (MBO) the concept and relevance.

Unit 2: Management Control

Coordination, Meaning, Nature, Features, Objectives and Process of Management Control, Techniques and Behavioral Aspects of Management control.

### **Text & References:**

- Essentials of Management, H. Koontz
- Principles and Practices of Management, Bakshi
- Management, Stoner, Freeman & Gilbert
- Principles & Practices of Management, L.M. Prasad / C.B. Gupta
- Management Today, Burton & Thakur

**SEMESTER TWO**

# **1. TOURISM PLANNING & POLICY**

## **Course Objectives:**

The course aims to

- Explore the Tourism Policy of India which govern and regulate the development of Tourism in India.
- Provide knowledge on the various committees on Tourism and Tourism Policies of the Union Government
- To explain the market segmentation and learn about target markets

## **Learning Outcomes:**

On the successful completion of this course, students will be expected to:

- Define and explain key concepts and issues concerning tourism planning, tourism public policy and tourism management;
- Critically evaluate several important tourism planning approaches and models;
- Identify key stakeholders involved in tourism planning and policy-making,
- Understand and assess government and industry roles and responsibilities in tourism planning and policy-making.
- Understand the role the draft tourist policy, Learn about Meghalaya Tourism Policy of 2011
- Understand the developing and monitoring tourism master plan

## **Syllabus**

### **Module I: Tourism Planning & Product Life Cycle**

Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development, Destination Lifecycle- Destinations and Products –Destination Management Systems–Destination Planning Guidelines - Destination Zone, Planning Model.

### **Module II: Tourism Planning Policies & Draft**

Tourism Policy: Concept and Meaning of Tourism Policy, Need for Tourism Policy, Significance of Tourism Policy, Objectives & Principles of Tourism Policy, Formulation of Tourism Policy, Approaches to Policy Implementation, Minimization of Policy Gap, Role of Implementing Agencies, Stakeholder-Driven Policy, Hurdles in Formulating and Implementing Tourism Policy, Linking Tourism Policy with Planning.

### **Module III: Tourism policies and tourism development in India**

History of Initiatives for Tourism Planning: Sargent & Jha Committee, National Tourism Policy of India-1982, 1987 & 2002, National Action Plan- 1992, Tourism Policy in Kerala, Rajasthan, Haryana, Jammu & Kashmir, Andhra Pradesh & Karnataka, Gujarat.

### **Module IV: Tourism impacts and need for sustainable tourism planning**

Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation, Environment Impact Assessment (EIA), Tourism through Five-Year Plans in India, WTO Guidelines for Planners, Town Planning -Characteristics of Rural Tourism Planning- Environmental Management Systems (EMS) –Destination Vision, Competitive Sustainable Destination -Destination Mapping

### **Module V: Destination Promotion and Publicity**

Destination Promotion and Publicity :Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing

Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and God's Own Country, Vibrant Gujarat

### **Text & References:**

- Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication
- Bezbaruah, M.P. Indian Tourism; Beyond the Millennium, Gyan Publishing House, New Delhi.
- Bhatia, A.K. Tourism Development – Principles & Practices, Sterling Publishers Pvt Ltd , New Delhi
- Premnath Dhar, Development of Tourism and Travel Industry; Kanishka Publishers.
- Seth Pran, Successful Tourism Management: Fundamentals of Tourism; Sterling Publishers, New Delhi. 1997.
- Singh, S.P., International Tourism Development. ABD Publishers, Jaipur, India

## **2. BUSINESS COMMUNICATION**

### **Course Objectives:**

This course intends to familiarize you with:

- To provide help to business students at all levels and especially to those who are preparing for BBA.
- To cover all aspects of communication and their application in different contexts.
- To give the different aspect of process of communication.
- To discuss different types of business correspondence.
- To provide an understanding of various business Communication Tools.
- To train students to enhance their skills in written as well as oral communication

### **Learning Outcome:**

This course helps:

- Oral, written, and visual communication.
- Communication theories.
- Effective business writing skills.
- Effective business communication tools.

### **Syllabus**

#### **Module I: Introduction**

Communication, business communication, historical background, lifeblood of an organization, types of business communication, internal communication, external communication

#### **Module II: Types of Communication**

Types of communication skill ways of communication: 1. verbal communication: it includes oral, written and e-mails, non-verbal communication: - formal/informal, importance of feedback, importance of nonverbal communication skills, models of communication, quality of feedback, principles of communication, effective communications, barriers to effective communication, do's for breaking the barrier

#### **Module III: Presentation and Interviews**

Introduction, the interview - different types, the interview process, words commonly confused

#### **Module IV: Business Correspondence**

Letter writing, need and importance of business letters, essentials of effective business letter, different format of business letters, types of letters

#### **Module V: Organization**

Organization communication, memorandum, notices and circulars, types of notices, précis writing, report writing

#### **Text and References:**

- Business Communication Today, Bovee, Courtland, John Thill & Mukesh Chaturvedi
- Business Communication, Asha Kaul M.
- Business Communication Strategies, Monippally, Matthukutty M.
- The Theory of Communicative Action, J. Habermas



### **3. RESEARCH METHODOLOGY**

#### **Course Objectives :**

- Discuss the nature and scope of marketing research.
- Define marketing research
- Explain the framework for conducting marketing research process.
- Define and understand the Research Design and process.
- Classify and discuss the various scaling techniques.
- Designing of questionnaire and methods of data collection.
- Discuss the sampling design process and techniques.
- Discuss the various techniques of data processing and analysis.

#### **Learning Outcomes :**

- Conduct the marketing research process.
- Understand the process of research design.
- Implement the correct scaling techniques.
- Understand the purpose of constructing questionnaire and methods of data collection.
- Understand the objective of choosing the right sample.
- Understand the importance of data preparation.
- Understand the procedure for selecting a data analysis strategy.

#### **Syllabus**

##### **Module I : Introduction of Research :**

Research methods versus methodology; Criteria for good research problem encountered by researchers in India.

##### **Module II : Planning and formulation Research Designs :**

Planning a research prospect, problem identification & formulation, Research Design: Exploratory, Descriptive & Experimental Research.

##### **Module III: Questionnaire and Form design :**

Questionnaire method, Steps in constructing a Questionnaire, types of questions, Attitude measurement & scaling techniques, Ordinal, nominal, ratio, interval, scales: Likert Scale, Sampling decisions; sample selection methods- productivity & non-probability sample size.

##### **Module IV Data Collection methods :**

Primary & Secondary data, Observation method, Interview method Data Collection & field force, Field work procedure, common sources of error in the field work, tabulation of collected data.

##### **Module V : Test of significance & report writing**

z, t, f,  $\chi^2$ , correlation & regression techniques, Pre-writing considerations & presentation of research report.

**Text & References:**

- Marketing Research- An applied orientation-By Naresh K. Malhotra
- Kothari, C.R., Research Methodology, Wiley Eastern Ltd, New Delhi
- Amarchand, D. Research Methods in Commerce, Emerald Publishers, Chennai.
- Marketing Research (Text & Cases) nu Rajendra Nargundkar, Tata McGrwa Hill