

### THIRD SEMESTER

| Course Component | Name of course  | Inst. Hours | Credits | Max. Marks                                |     |
|------------------|---|-------------|---------|---|-----|
|                  |   |             |         | CIA                                       | Ext |
| PART I           | Language Paper III  | 6           | 3       | 25  | 75  |
| PART II          | English Paper III   | 6           | 3       | 25  | 75  |
| PART III         | CORE PAPER V<br>Travel Agencies and<br>Tour operators – I | 5           | 4       | 25  | 75  |
|                  | CORE PAPER VI- Marketing Management                       | 5           | 4       | 25  | 75  |
|                  | ALLIED – III Art and Architecture in Ancient<br>India     | 6           | 5       | 25  | 75  |
| PART IV          | Soft Skill-III  |             | 3       | 50  | 50  |
|                  | Environmental studies                                     |             |         | (Examination will be held in IV Semester) |     |

### FOURTH SEMESTER

| Course component | Name of course  | Inst. Hours | Credits | Max. Marks |      |
|------------------|---|-------------|---------|------------|------|
|                  |   |             |         | CIA        | Ext. |
| PART I           | Language Paper – IV   | 6           | 3       | 25         | 75   |
| PART II          | English Paper - IV  | 6           | 3       | 25         | 75   |
| PART III         | CORE – PAPER VII<br>Travel Agencies and Tour Operators – II | 5           | 4       | 25         | 75   |
|                  | CORE – PAPER VIII<br>Tourism Marketing                      | 5           | 4       | 25         | 75   |
|                  | ALLIED – IV<br>Art and Architecture in Medieval India       | 6           | 5       | 25         | 75   |
|                  | Soft Skill-IV   |             | 3       | 50         | 50   |
| PART IV          | Environmental studies                                       |             | 2       | 25         | 75   |

**FIFTH SEMESTER**

| Course component | Name of course  | Inst. Hours | Credits | Max. Marks |     |
|------------------|---|-------------|---------|------------|-----|
|                  |   |             |         | CIA        | Ext |
| PART III         | CORE PAPER IX- Global Tourism                         | 6           | 5       | 25         | 75  |
|                  | CORE PAPER X-<br>Social and Cultural History of India | 6           | 5       | 25         | 75  |
|                  | CORE PAPER XI<br>Hotel Management and Catering        | 6           | 5       | 25         | 75  |
|                  | Elective Paper I<br>Human Rights and Tourism          | 6           | 3       | 25         | 75  |
|                  | Elective Paper II<br>Basics of Tourism                | 6           | 3       | 25         | 75  |
| PART IV          | Value Education                                       |             | 2       |            |     |

**SIXTH SEMESTER**

| Course component | Name of course   | Inst. Hours | Credits | Max. Marks |     |
|------------------|--|-------------|---------|------------|-----|
|                  |  |             |         | CIA        | Ext |
| PART III         | CORE PAPER XII- Personnel Management   | 6           | 4       | 25         | 75  |
|                  | CORE PAPER XIII<br>Front Office Management                                     | 6           | 4       | 25         | 75  |
|                  | CORE PAPER XIV<br>Eco Tourism  | 6           | 5       | 25         | 75  |
|                  | Elective Paper III<br>Air Ticketing and Fare Construction                      | 6           | 4       | 25         | 75  |
|                  | Elective Paper IV -<br><b>CIVIL AVIATION</b><br>(or)<br>Project (Dissertation) | 6           | 5       | 25         | 75  |
| Part V           | Extension Activity   |             | 2       |            |     |

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**ANNA ADARSH COLLEGE FOR WOMEN**  
**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**I B.A TTM – ODD SEMENSTER**  
**CORE-I: FUNDAMENTALS OF TOURISM**

**Learning Objectives:**

- To learn about the fundamentals of mobility of Mankind from a place to another.
- To make the students to understand the Concepts and Definitions, Domestic and International Tourism etc.,
- To let the students aware of the various Nature and Forms of Travel/Tourism.
- To develop the perception of the student community on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI and WTTC. Seasonality & Tourism.

**Learning Outcome**

At the end of the course, the student will be able to

- Learn about the fundamentals of mobility of Tourism.
- Understand the Concepts and Definitions, Domestic and International Tourism etc.,
- Realize the role of the various Nature and Forms of Travel & Tourism.
- Voice on the basic aspects that are to be on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism.

**Unit – 1:**

Tourism: Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound, Domestic and International.

**Unit – 2:**

Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.

**Unit -3:**

Motivation for Travel: Basic travel motivators, Early travel motivators. Tourism Demand, Motivation of Tourism Demand: Measuring Tourism Demand. Pattern and Characteristic of Tourism supply; Factors influencing Tourism demand and Supply.

**Unit -4:**

Organizations in Tourism: Need and Factors, National Tourist Organizations, Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism.

**Unit – 5:**

Impacts of Tourism at the Destination. It's Impact: Socio-Cultural, Environmental and Economic Factors affecting the future of Tourism business. Sociology and Tourism.

**Suggested Readings:**

1. Introduction to Tourism: A.K. Bhatia
2. Tourism System: Mill R.C & Morrison

3. Tourism Development:R.Garther
4. Successful Tourism Management:PranNath Seth
5. Burkharot and Medt, Tourist Past, Present and Future”, Butterworth Heinemann,
6. Gilbert Sigeaux, History of Tourism.
7. Herbert, “Heritage Tourism and Society”.
8. Molatosh Goldner, Ritchie, “Tourism: Principles, Practices, Philosophy”, John Wiley, new York, 1995.

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## **CORE-I: HISTORY OF TOURISM**

### **Learning Objectives:**

- To learn about the mobility of Mankind from a place to another out of Social, Religious and other obligations in the Ancient Period.
- To make the students to understand the antiquity of Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
- To let the students aware of the various International and National Organizations in a Global perspectives which promotes Tourism.
- To develop the perception of the student community on the imperative need of Tourism as an driving force of the economy, its recent developments, challenges and prospects with a futuristic approach.

### **Learning Outcome**

At the end of the course, the student will be able to

- Trace the origin of Tourism from its rudimentary stage in the World scenario.
- Understand the development in Tourism with the emergence of capitalism and industrialization in the 19th Century.
- Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism.
- Voice on the basic aspects that are to be augmented, revenue generation, infrastructure development, Policies to attract Tourists, vision document etc.,

### **Unit- I**

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, Social Tourism and Middle Class Tourism.

### **Unit-II**

1845-1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Result Tourism, Role of Infrastructure, Tourism as an Industry.

1914-1960: Tourist boom between the World Wars, Tourism and ECONOMY and Crises, Social changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism,

League of Nations, TUOTO, Bermuda Agreement, TATA, Emergence of Tourism- Services, Organizations and Civil Aviation.

### **Unit-III**

1960-2000: Tourism Phenomenon, Long Halts, Thomas Cook and Package Tours -Charters, Role of Escorts and Guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of Services.

### **Unit-IV**

Tourism as a Globalized System, Early forms of Travel and Types of Journey. Precursors of Modern Tourism, The Functions of Modern Tourism, the Boom in Mass Tourism in the 19th Century, Holidaying Practism in the Interwar Period, The expansion of Tourism and Globalization Approaches to Travel and Tourism, Tourism and Five Year Plans in India, SWOT analysis of National tourism Policy 2002.

### **Unit-V**

Accommodations Early inns, The Grand Hotels, Motels, Hotels Today. The Dimensions of Tourism, Attractions Facilities, Transportation, Hospitality. The role of Transportation in Shaping Tourism.

### **Suggested Readings:**

1. A Fercuqui "Early Social Formations", Manak, Delhi, 2001.
2. A.L. Rouse, "The Uses of History," 1971.
3. Burkharot and Medt, "Tourist Past, Present and Future", Butterworth Heinemann,
4. Collingwood, "The idea of History", Oxford, 1873.
5. Franck and Brownstone, "The Silk Road- A History.
6. Gilbert Sigeaux, History of Tourism
7. Herbert, "Heritage Tourism and Society".
8. J. Christopher Holloway, "The business of Tourism".
9. Masels, "Early Civilizations of the World", Business Books Communications, 1978.
10. Molatosh Goldner, Ritchie, "Tourism: Principles, Practices, Philosophy", John Wiley, new York, 1995.
11. Nisbet, " Social Change and History", oxford University Press, 1972.
12. Nora Start, " View Point", Prentice Hall, 1997.
13. Ratnager, "Trading Encounters", Oxford University, New Press, 2004.
14. T. Walter Wallbank, "Civilizations Past and Present", Scott Fctosman, London, 1978.

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## **ALLIED: PRINCIPLES OF GEOGRAPHY**

### **Learning Objectives**

- Introduce the field of Geography
- Acquaint students with major concepts in Geography.
- Provide understanding on the concepts and Functions of Environment and Ecosystem.

### **Learning Outcome**

Students will be able to

- Critically read the concepts and relevance of Geography with special reference to India.
- Understand the environmental problems and ecological imbalances and measures and policies to check the same.

### **UNIT I:**

Introduction: Geography in Making: Definition, Nature, Scope and Purpose, Relevance – Relation with other Subjects – Branches of Geography – Basic Concepts in Geography: Earth Surface, Site, Location, Area, Space, Region in Geography.

### **UNIT II:**

Physical: Physiographic Divisions – Soil and Vegetation – Population – Soil and Vegetation – Climate and Weather – Classification of Climates - Composition and Structure of Atmosphere – Population.

### **UNIT III:**

Economic: Mineral and Power Resources in India – Distribution and Utilisation of Iron ore, Coal, Petroleum, Gas – Agricultural Distribution and Distribution of Rice and Wheat – Industrial Development – Automobile and Information Technology.

### **UNIT IV:**

Social Geography of India: Population Data: Census and National Sample Survey – Population size - Distribution of Population by Caste, Race, Religion, Language and Tribes – Social, Cultural and Economic regions in India.

### **UNIT V:**

Environmental Geography: Meaning, Concepts and Components of Environment – Ecology – Man and Environment – Ecosystem: Concepts Structure and Functions – Environmental problems: Global Warming, Deforestation, Loss of Bio Diversity – Environmental Policies and Programmes.

### **Reference Books:**

1. Chandana, R.C. Environmental Awareness. Kalyani Publishers, New Delhi, 1997.
2. Das, P.K. The Monsoons. National Book Trust, New Delhi, 1988.
3. Dikshit, R.D. The Art and Science of Geography. Pi Learning, New Delhi, 2006.
4. Dubey, S.C. Indian Society, National Book Trust, New Delhi, 199.
5. Singh, R.L. & Dutt, P.K. Elements of Practical Geography. Learners Friends, Allahabad, 1968

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**ANNA ADARSH COLLEGE FOR WOMEN**  
**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**EVEN SEMENSTER**

**2020-2021**

**I B.A TTM**

**ALLIED: BUSINESS COMMUNICATION SKILLS**

**Learning Objectives:**

- To learn Basics of communication
- To introduce the skills of Business communication
- To provide an overview of prerequisites of Business Communication Skills

**Course Outcomes:**

Students will be able

- To Understand the nuances of business communication skills
- Demonstrate various skills and effective verbal and non-verbal
- Communication ability Acquire critical writing skills

**UNIT I:**

Communication as Skill – Principles of Communication – Types of Communication - Verbal and Non Verbal Communication– Interpersonal Communication – Questioning – Reflecting – Explaining – The Process of Listening – Reading Styles.

**UNIT II:** Skills in Communication – Effective Verbal Communication – The Importance of Listening – Reading Body Language – Communicating Confidently – Public Speaking.

**UNIT III:**

Business Communication – Interacting in Task Groups – Negotiation and Bargaining – Relational Communication – Organising Interview – Facing Interview.

**UNIT IV:**

Organsational Communication – Cross Cultural Communication – Communication and Social Media – Communication and Audio Visual Presentation – Communication for Conflict Management.

**UNIT V:**

Art of Writing – Types of Writing – Stages of Writing – Business Letters, Memos, minutes, and Emails – Composing Business Reports.

**Reference Books:**

1. Sri Jin Kushal, Business Communication Skills. VK Publications, 2014.
2. Asha Kaul, Effective Business Communication. PHI Learning Pvt. ltd, Delhi, 2015.
3. K K Ramachandran, Business Communication. Vikas Publications, Delhi, 2014.
4. Prasad P. The Functional Aspects of Communication Skills. New Delhi.

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**ANNA ADARSH COLLEGE FOR WOMEN**  
**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**ODD SEMESTER**  
**CORE VI: MARKETING MANAGEMENT**

**Learning Objectives:**

- To learn about the fundamentals of Marketing.
- To make the students to understand the Concepts and Definitions of Marketing
- To let the students aware of the various Nature and Forms of Marketing
- To develop the perception of the student community on the Storage, Warehousing, Risk Bearing, Standardization and about various aspects of Product

**Learning Outcome**

At the end of the course, the student will be able to

- Learn about the fundamentals of Marketing
- Understand the Concepts and Definitions of Product and Product policies
- Understand the consumer behaviour
- To know about the pricing and channels of distribution

**UNIT 1-** Definition – Features – Evolution – Functions – Importance of Marketing – Selling and Transportation – Marketing Environment – Marketing Plan.

**UNIT 2 -** Storage, Warehousing, Risk Bearing – Market Information – Grading – Standardization and Market Finance.

**UNIT 3 -** Product Policies – Product Mix – Alteration of Product Mix – Product Life Style – Branding – Packaging – New Product Development – Classification of Consumer Goods in Marketing.

**UNIT 4 -** Understanding the Market and Consumer Behavior Factors Influencing Buyer Behavior – Buyer Decision Process – Need and Criteria for Market Segmentation.

**UNIT 5 -** Pricing for Products – Objectives – Channels of Distribution – Factors Influencing Channel Decision – Sales Promotion – Elements of Sales Promotion – Consumer Sales and Dealer Sales.

**BOOKS FOR REFERENCE**

- Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993
- Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993 R
- Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004
- Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983

- P.C. Sinha – Tourism Marketing, Anmol Publications, Delhi, 2003
- Amarchand and Varadharajan – Text Book of Marketing
- William Stanton – Fundamentals of Marketing
- R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005
- S.S. Vernekar, Sandeep Goel – Marketing of Services – Strategies for Growth, Deep & Deep Publications, New Delhi, 2005

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**II B.A TOURISM AND TRAVEL MANAGEMENT**  
**ALLIED - ART AND ARCHITECTURE IN ANCIENT INDIA – AQB3A**

**Learning Objectives:**

1. To learn about the evolution of art and architecture in ancient India.
2. To understand about the diverse forms of art prevailed in India during the ancient period.
3. To identify the main characteristics and styles of different regional art and architecture of India.
4. To acquire knowledge about the contribution of Brahmanical, Buddhist, and Jain religious ideology in Indian Sculpture.

**Learning Outcomes:**

At the end of the course, the student will be able to

1. Learn about the Indian art, of ancient times in India, in order to understand and appreciate its diversity and its aesthetic richness.
2. The students will equip with the ability to understand art as a medium of cultural expression

**UNIT 1:**

Background – Meaning of Art – Architecture – Sculpture – Painting and Indian Iconography.

**UNIT 2:**

Indus Valley Civilization – Town Plan – Great Bath – Terracotta – Vedic Art and Architecture.

**UNIT 3 :**

Mauryan Art – Buddhist Architecture – Pataliputra Palace – Stupas – Pillars – Chaityas – Monasteries Art and Architecture under Sungas and Kushanas – Gandhara and Madura School of Architecture.

**UNIT 4:**

Golden Age of Indian Art under the Guptas - Evolution of the Buddhist and Brahminical Art – Ajanta and Ellora Caves – Temple at Bhitargaon.

**UNIT 5:**

Art and Architecture of the South – Hindu Style of Architecture – Pallavas – Kailasanath Temple – Vaikunda Perumal Temple – Chalukyas.

**BOOKS FOR REFERENCE:**

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957 .
3. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005
5. Percy Brown – Indian Architecture, D.B. Taraporevala Son & Company Ltd, 2003
6. S.A. Raj Kumar – Essays on Indian Architecture, Discovery Publishing House, New Delhi, 2003

7. L.P.Sharma – Ancient History of India, Konark Publishers, Delhi, 1997
8. B.N. Luniya - Evolution of Indian Culture, Lakshmi Narain Agarwal, Educational Publishers, Agra
9. Satish Grover – The Architecture of India – Islamic, Vikas Publishing House Pvt Ltd, 1981.

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**ANNA ADARSH COLLEGE FOR WOMEN**  
**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**EVEN SEMESTER**  
**CORE VIII: TOURISM MARKETING**

**Learning Objectives:**

- To learn about the fundamentals of Tourism Marketing.
- To make the students to understand the Concepts and Definitions of Tourism Marketing
- To let the students aware of the various marketing skills in Tourism Marketing
- To make them understand the difference between Marketing and Tourism Marketing

**Learning Outcome**

At the end of the course, the student will be able to

- Learn about the fundamentals of Tourism Marketing
- Understand the Concepts and Definitions of Tourism Product and Product policies
- Understand the strategic gaps
- To know the importance of promotion and public relations in Tourism Marketing

**UNIT 1** - Concept of Marketing in Tourism – Definition of Tourism Marketing – Tourism Marketing Mix – Tourism Product – Special Features of Tourism Marketing.

**UNIT 2** - Difference between Travel Market – Commodity Market – Analysis of Tourism Service System – Introduction – Model of Tourism Industry – Basic Tourism Model – Tourism System – Service Marketing – Consequences – Elements.

**UNIT 3** - Demand for Tourism – Types of Tourism Demand – Determinants of Tourism Demand – Effective Demand – Tourism Supply- Laws of Supply – Elasticity of Supply – Allocating Time for Tourist, Financial Factors.

**UNIT 4** - Strategic Tourism Marketing – Contribution of Marketing Tour Organizations – Strategic Decisions and Gaps – Distribution of Tourist Activity, Communication, Advertisement, Sales Promotion – Public Relations – Merchandising.

**UNIT 5** - Developing Marketing Skills for Tourism – Creativity – Motivation – Team Building – Personality Development.

**BOOKS FOR REFERENCE**

1. Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993
2. Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993
3. Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004
4. Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983

5. P.C. Sinha – Tourism Marketing, Anmol Publications, Delhi, 2003
6. Amarchand and Varadharajan – Text Book of Marketing
7. William Stanton – Fundamentals of Marketing
8. R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005
9. S.S. Vernekar, Sandeep Goel – Marketing of Services – Strategies for Growth, Deep & Deep Publications, New Delhi 2005

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**II B.A TTM**  
**ALLIED - ART AND ARCHITECTURE IN MEDIEVAL INDIA - AQB4A**

**Learning Objectives:**

1. To acquire students with the rich Indo-Islamic heritage of Indian Sub-continent.
2. To evaluate the variegated techniques, influences and their meaningful syntheses of architecture of medieval India.
3. To outline the changes and continuities in the field of culture, especially with regard to art and architecture.
4. To analyze the important architectural style under the colonial regime.

**Learning Outcomes:**

Students will be able

1. To acquire knowledge about the role played by Rulers of Medieval period in the flourishing the architecture of India.
2. To describe main styles, materials used and techniques adopted in medieval architecture.
3. The evolution of Colonial architecture in India.

**UNIT 1:**

Islamic Period – Delhi Sultanate – Qutb Minar – Alaidarwaza –Provincial Architecture – Saracenic Architecture.

**UNIT 2:**

Temples in Medieval Period – Khajuraho – Puri Jagannath Temple – Konark – Mount Abu.

**UNIT 3:**

Art and Architecture of the South – Rashtrakutas – Cholas – Brahadeswara Temple – Gangai Konda Cholapuram – Hoysala Architecture – Vijayanagar – Hazara Ramaswamy Temple.

**UNIT 4:**

Mughal Art and Architecture – Humayun Tomb – Taj Mahal, Fatehpur Sikri – Jama Masjid – Buland Darwaza – Persian Influence – Paintings – Rajput Style.

**UNIT 5:**

Portuguese Influence – Art and Architecture under the British – Neo Gothic Style, Forts, India Gate, Rashtrapathi Bhawan – Church – Public Buildings.

**BOOKS FOR REFERENCE**

1. Dr. Revathy Girish – Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi, 2007
2. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
3. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
4. Anand Singh – Tourism in Ancient India, Serials Publications, New Delhi, 2005.
5. Percy Brown – Indian Architecture, D.B. Taraporevala son & Company Ltd, 2003.
6. S.A. Raj Kumar – Essays on Indian Architecture, Discovery Publishing House, New Delhi, 2003.

7. L.P.Sharma – Ancient History of India, Konark Publishers, Delhi, 1997.
8. B.N. Luniya - Evolution of Indian Culture, Lakshmi Narain Agarwal, Educational Publishers, Agra.
9. Satish Grover – The Architecture of India – Islamic, Vikas Publishing House Pvt Ltd, 1981.

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ANNA ADARSH COLLEGE FOR WOMEN  
TOURISM AND TRAVEL MANAGEMENT  
ODD SEMESTER

III B A

SUBJECT NAME : GLOBAL TOURISM

SUBJECT CODE: AQA5A

LEARNING OBJECTIVES

To locate various countries cities,

To understand natural wonders,historic sites, natural and man made wonders

To understand the physical environment in specific regions.

SYLLABUS

I - Tourism in Europe - attractions, monuments, countries in Europe

II - Introduction about middle east countries, Tourist attractions in Iran, Iraq,Turkey, Jordan, Kuwait, Saudi Arabia,UAE

III - Tourism in South Africa- attractions, monuments, Provinces, cities

IV - Introduction about south east countries, tourist attractions, monuments, buildings.

V - Contemporary issues in Global Tourism, Future of Global Tourism

LEARNING OUTCOMES

To understand about tourism management and promoting global peace

To know how political,environment affect travel both positively and negatively.

To explain international travel patterns.

## **CORE-X: SOCIAL AND CULTURAL HISTORY OF INDIA**

### **Learning Objectives:**

- To learn about the Social and Cultural History of India
- To make the students to understand the various customs in ancient India
- To let the students aware of the various tourism fairs and festivals of India
- To understand the role of western education in the development of India
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### **Learning Outcome**

At the end of the course, the student will be able to

- The students will be able to understand the cultural history of India
- The importance of Karma and the transmigration of soul is understood by the students
- The students will be able to understand the importance of tourism in promoting the culture of India
- They will be able to analyse the importance of western education in the development of the country

**UNIT 1** – Characteristics of Indian Society – Unity in Diversity – Heterogeneous Population Social Life – Spirit of Toleration.

**UNIT 2** – Caste System – Varnashrama Dharma – Doctrine of Karma and its Significance.

**UNIT 3** – Marriages – Types of Marriage – Problems and Changes – Rituals and Ceremonies – Joint and Nuclear Family.

**UNIT 4** – Fairs and Festivals of India – Social, Religious Communal and Tourism Promotional Fairs – Kite Festival, Boat Race Festival, White Water Festival.

**UNIT 5** – Impact of the West – Christianity – Urbanization – Western Education – Social Reforms – Development of Press, Science and Technology.

### **BOOKS FOR REFERENCE**

1. A.L Basham – Cultural History of India, Oxford University Press
2. C.N. Shankar Rao – Sociology – Principles of Sociology with an Introduction to Social Thought, S. Chand & Company, New Delhi, 2007
3. Om Prakash – Cultural history of India, New Age International (p) Ltd, New Delhi, 2005
4. MajumdarA. R.C, The History and Culture of Indian People – The Classical Age – Bharatiya Vidya Bhavan Series - 1997
5. Nehru Jawaharlal – Discovery of India, Oxford University Press, 1967

6. Nilakanta Sastri. K.A. – A Comprehensive History of India, Kolkata, 1957
7. Nilakanta Sastri. K.A – A History of India, Oxford University Press, 1966
8. Percy Brown – Indian Art and Architecture, D.B. Taraporevala son & Company Ltd, 2003
9. Dr. Kumar – Indian Society of Social Institutions, Lakshmi Narain Agarwal Educational Publishers, Agra, 1931
10. Ram Acharya – Tourism and Cultural Heritage of India – RBSA Publications – Jaipur,1980

## **CORE-XII: PERSONNEL MANAGEMENT**

### **Learning Objectives:**

- To learn about the Personnel Management
- To make the students to understand Manpower Management
- To understand the various communication channels that are prevalent in the industry
- To understand the Job satisfaction and Job enrichment

### **Learning Outcome**

At the end of the course, the student will be able to

- The students will be able to understand the placement and the recruitment process
- The importance of work environment is understood by the students
- The students will be able to understand the importance of morale and the importance of wages and salary in the job
- They will be able to analyse the fatigue safety and accident prevention

**UNIT 1** – Definition and Function of Personnel Management

**UNIT 2** – Man Power Management – Planning – Recruitment – Selection – Placement – Criteria for Assessment

**UNIT 3** – Communication – Important Channels – Suggestions of Schemes

**UNIT 4** – Transfers, Promotions and Termination of Services – Wages and Salary – Principles and Techniques of Wage Fixation – Morale – Its Importance – Employee Attitude and Behaviour

**UNIT 5** – Job Enrichment – Executive Development – Work Environment – Fatigue safety and Accident Prevention

### **BOOKS FOR REFERENCE**

1. David A. DeCenzo & Stephen P. Robbins – Personnel/ Human Resource Management, Prentice Hall of India Pvt Ltd, New Delhi, 2007
2. Arun Monappa & Mirza s Saiyadain – Personnel Management, Tata McGraw Hill Publishing Company, New Delhi
3. C.B. Matoria & S.V. Gankar – Personnel Management, Himalayan Publishing House, Mumbai, 2005
4. P.C. Tripathi – Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi
5. G.R. Krishna & P.G. Aquinas – Personnel Human Resource Management, Author Press, Delhi, 2004

6. Arya P.P. & Tandon B.B – Human Resource Development, Deep & Deep Publications  
Pvt Ltd, New Delhi

**ACADEMIC YEAR 2020-2021**

**Name of the Staff: Mrs. J. Geethapriya**

**Total Hours:60 Hrs**

**Name of the Subject: Front Office Management**

**Year/Semester:2021/VI /Even Semester**

**Subject Code: AQA6B**

**FRONT OFFICE MANAGEMENT**

**Course Objectives:**

**The main objectives of the course are:**

- Understand front office operations and management in a hotel.
- To identify the types of Reservations, how Reservations are made and how Reservations are confirmed and maintained
- To outline the front office responsibilities, focusing on communications, guest services, guest relations and security functions.
- Describe accounting fundamentals and analyze basic front office financial statements.

**UNIT 1**

Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Applications – Front Office Forms – Front Office Communications – Guest Relations – Front Office Security – Inter Departmental Communications.

**UNIT 2**

Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating.

**UNIT 3**

Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival.

**UNIT 4**

Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations.

**UNIT 5**

Information System – Mail Service – Message – Keys – Local Information – Bell and Service – Layout Staff – Luggage Procedure – Door Care – Parking – Telephone Procedures – Telex.

## **BOOKS FOR REFERENCE**

1. Michael L Kesavana and Richard M. Brooks – Front Office Procedures, Educational Institutional, American Hotel and Motel Association
2. M A Khan - Front Office, Anmol Publications Pvt Ltd, New Delhi, 2005
3. Sudhir Andrews – Hotel Front Office Training Manual, TATA McGraw-Hill Publishing Company Ltd, New Delhi, 2004
4. Paul B White and Helen Beckley – Hotel Reception, Edward Arnold Ltd, London
5. S.K. Bhatnagar – Front Office Management
6. Suchi Garg – Front Office Management, Alfa Publications, New Delhi, 2006
7. Romila Chawla – Accommodation Management and Tourism, Sonali Publications, New Delhi, 2006
8. J. Mathews – Hotel Management and Hospitality, Aavishkar Publishers, Jaipur, 2006
9. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
10. Yogendra Sharma – Hotel Management, Kanishka Publishers, New Delhi

## **Learning Outcomes:**

**By the end of the course, learners will be able to know,**

- Recognize different sections in the front office and their roles and responsibilities.
- Explain the reservation concepts and procedures in the front office department.
- Explains recruiting, directing and auditing in front office.
- Organize the housekeeping department and manage security and guest amenities

ANNA ADARSH COLLEGE FOR WOMEN  
TOURISM AND TRAVEL MANAGEMENT  
EVEN SEMESTER

III B A

SUBJECT NAME :ECO TOURISM

SUBJECT CODE :AQA6C

LEARNING OBJECTIVES

To educate students in protecting natural resources

To introduce concept of sustainable development

Initiatives to protect environment

SYLLABUS

I - Definition of ecology, ecosystem, types of ecosystem- terrestrial,aquatic forest ecosystem,grassland,tundra,freshwater, marine. Ecosystem diversity.

II - Introduction to ecotourism, Principles of ecotourism, public protected areas,private protected areas, types of ecotourism with sports related activities.

III - Relationship between ecology and Tourism, sustainability-carrying capacity,Habitat, carrying capacity, absorbing capacity, an overview of tourism activities and their linkage to environment.

IV - Environmental education and legislation,needs and strategies with special emphasis on tourism, suggestions for long term sustainable tourist activities.

V -Ecological planning -UN initiatives on environment, methodology for developing new tourism activities without affecting the environment

LEARNING OUTCOMES

To define sustainability and major sustainability challenges

To understand carrying capacity and ecosystems

To analyse the economic, environmental and socio cultural impacts of Tourism.

III B A

**DEPARTMENT OF TOURISM & TRAVEL MANAGEMENT**

**ACADEMIC YEAR 2020-2021**

**Name of the Staff: Mrs. J. Geethapriya**

**Total Hours:60 Hrs.**

**Name of the subject: Air Ticketing and Fare Constructions**

**Year/Semester: 2021/ Even semester**

**Subject code: AQE6A**

**Semester: VI**

**Course Objectives:**

**The main objectives of the course are:**

- To explain the various forms of reserving for Airline Services
- To Identify the different Fares, Tariffs and Currencies.
- To describe the ticketing documents, Air Travel Plans and the billing Systems.
- To know the Role of IATA and other bodies in Airline Business.
- To understand the Itinerary preparation and the types of Tour Programmes.

**ELECTIVE PAPER - III AIR TICKETING AND FARE CONSTRUCTIONS**

**UNIT 1**

Air Transport: Airlines Abbreviations, Codes and Definitions – Aircraft and inflight services – Airport facilities and special passengers – Automation – Baggage – International Regulations.

**UNIT 2**

Airfares and Ticketing – 1: Arrangement of the Tariff Manuals – Terms and Definitions – Published Fares – Currency Regulations – Round and Circle Trip fares – Journeys in different classes – Special fares – Discounted fares – Taxes – Ticketing instructions – BSP Procedures – Stock Control and Security of accountable documents.

**UNIT 3**

Airfares and Ticketing – 2: Review of basic Fare Construction Principles – The mileage system – Lowest combination principle – Around the World Fares – “Open Jaw” Journeys – Re-routings – Collection of Fares.

**UNIT 4**

Tour Programmes: Terms and abbreviations – Types of Tours – How and why tours are produced – Items included in a tour brochure – Booking Conditions – Reservation Procedures.

## **UNIT 5**

Travel Formalities: The Passport – Health Certificates – Taxes, Customs and Currency – Travel Insurance – General preventive measures – The Travel Information Manual (TIM) – Consequence of Negligence.

### **BOOKS FOR REFERENCE**

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S. Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000.

### **Learning Outcomes:**

**By the end of the course, learners will be able to know,**

- How Airline Tickets are made and issued.
- Know how IATA operates the flights and the Reservation process are made.
- To construct fares to various Traffic Conferences and Global Indicators.
- To apply the practical knowledge in the Travel Agencies.

**ANNA ADARSH COLLEGE FOR WOMEN**  
**DEPARTMENT OF TOURISMA ND TRAVEL MANAGEMENT**  
**III B.A TTM**  
**CIVIL AVIATION**

**Learning Objectives**

- Apply knowledge and skills in the aviation industry and make more effective decisions for organization.
- Provide insight into current trends and issues in civil aviation, such as aviation safety and security, law and new technology.
- Understand complexity of air transport operation and to find best solution for the issues.
- Understand many the formalities involved in handling passengers, freight of aircraft.

**Learning Outcomes**

- Explain the roles of the International Civil Aviation Organization and the International Air Transport Association in fostering safe and efficient air transport.
- Describes national and international rules and regulations for air transportation.
- Identify organizations controlling the regulatory processes in international aviation.
- Apply basic principles in estimating stopping and passing sight distance requirements.
- Understand the factors influencing road vehicle performance characteristics and design.

**Unit I**

History of Aviation – Charter Airline – Jet Aviation – Miami Air International – Monarch Airlines – Aircraft Finance –Aircraft – Private, Commercial - Direct Lending – Leasing – Operating, Finance, Wet, Dry lease

**Unit II**

Airport Ownership and Operations – Airport Structure – Premium and VIP Service – Cargo and Freight Service – Airport Control, Ground Control, Terminal Control, Security, Operations – Air Traffic Control (ATC), Patterns – Navigational Aids – Guidance Signs, Lighting, Weather Observations –Airport – Regional, International – World’s busiest Airports, Washington Dulles International Airport

**Unit III**

Aviation Industry in India – India’s International Airport – An Overview – Indian Airlines, Jet Airways, Spice Jet, King Fisher Airlines, Deccan Aviation, Paramount Airways, Indigo Airlines, Pawan Hans

**Unit IV**

Aviation Accidents – Causes, major disasters, Safety Management – Aviation Safety, Flight Safety Section, Air Safety, FLS - Lightning, Ice and Snow, Engine Failure, Fire, Delamination, Bird Strike, Ground Damage, Volcano Ash – Human Factors – Terrorism, Infection, Emergency

Airplane Evacuation – Aviation Safety Administration – Collision Avoidance Systems – Mid Air Collision – Aircraft and Flight Safety Instruments – Aircraft Safety Card - Pre Flight Safety Demonstration - Flight Data Recorder – Cockpit Voice Recorder – Flight Recorder - Radar Coverage – Flight Traffic Mapping ACRO - TCAS – EASA

### **Unit V**

Federal Aviation Administration (FAA) – Aviation Laws - Airport Ground Crew - Aviation Training and Advancement - Careers in Aviation – Flight Attendant, Air Hostess, Pilot, Meteorologist

### **REFERENCE**

1. Jitendra K Sharma – Flight Reservation and Air Line Ticketing, Kanishka Publishers, New Delhi, 2009
2. Baba P George, Alexandru Nedelea – International Tourism, World Geography and Development Perspectives,
3. Shailendra Sengar – Aviation and Hospitality, Anmol Publications Pvt Ltd, New Delhi, 2008
4. Ratandeep Singh – Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi 2009
5. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
6. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004