

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

PROGRAMME OUTCOMES

- Analyze the various components of tourism and other to describe how they coincide each other.
- The programme depicts the inter relationships between travel, tourism and hospitality industries.
- Develop leadership skills and to provide necessary Managerial skills and communicative skills to handle tourism activities effectively.
- Mold career paths to equip students to face professional challenges.
- Enhance the ability and skills to build long lasting business relationships in the tourism industry.
- To develop entrepreneurial skills among tourism and hospitality students.
- Identify and understand how new ideas, concepts or products emerge within the tourism sectors and to make the students to aware of tourism policy initiatives of the governments.
- To offer wide exposure to the students to handle issues in tourism and travel related businesses professionally.

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

SEMESTER I

SUBJECT NAME: FUNDAMENTALS OF TOURISM

COURSE 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.

SYLLABUS

- UNIT I - Tourism : Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound, Domestic and International.
- UNIT II - Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.
- UNIT III - 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 IV - Organizations in Tourism Need and Factors, National Tourist Organizations, Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism
- UNIT V - Impacts of Tourism at the Destination. It's Impact: Socio-Cultural, Environmental and Economic Factors affecting the future of Tourism business. Sociology and Tours.

COURSE OUTCOMES

1. Learn about the fundamentals of mobility of Tourism
2. Understand the Concepts and Definitions, Domestic and International Tourism etc.,
3. Realize the role of the various Nature and Forms of Travel & Tourism
4. 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.

REFERENCE BOOKS

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. MolatoshGoldner, Ritchie, "Tourism: Principles, Practices, Philosophy", John Wiley, new York, 1995

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	M	S	S	S
CO4	S	S	S	S	M

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER I

SUBJECT NAME: HISTORY OF TOURISM

COURSE OBJECTIVES

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

SYLLABUS

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.

COURSE 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.,

REFERENCE BOOKS

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.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER I SUBJECT NAME: PRINCIPLES OF GEOGRAPHY

COURSE OBJECTIVES

- Introduce the field of Geography
- Acquaint students with major concepts in Geography
- Provide understanding on the concepts and Functions of Environment and Ecosystem
- To introduce demography social and cultural attributes such as migration, social relation and cultural identities.

SYLLABUS

- 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

COURSE OUTCOME

Students will be able to

- Critically read the concepts and relevance of geography with special reference to india
- Understand the environment problems and ecological imbalances and measures and policies to check the same
- Evaluating the impacts of human activities on natural environment.
- Showing an awareness and responsibility for the environment.

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, 1991
Singh, R.L. & Dutt, P.K. Elements of Practical Geography. Learners Friends, Allahabad, 1968

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER II SUBJECT NAME: TOURISM BUSINESS

COURSE OBJECTIVES

- Create an awareness in the mind of the students that tourism is an upcoming industry, its importance and difference mode of transport.
- Develop added interest in the field of tourism.
- Specialize in its multidimensional features.

SYLLABUS

- UNIT I : Definition – nature – importance – components and scope of tourism
- UNIT II : Motivations for travel – planning and tourism administration
- UNIT III : Tourism and transport – rail – road – sea and air travel
- UNIT IV : Accommodation – traditional and supplementary
- UNIT V : Tourism as an industry

COURSE OUTCOME

1. To understand the motivations for travel – planning and tourism administration.
2. To recognize importance of tourism and transport – rail – road – sea and air travel.
3. To describe the nature - importance – components and scope of tourism.
4. To understand tourism as an industry.

REFERENCE BOOKS:

1. R.K.Sinha Travel and Tourism Management
2. M. Anand Tourism and Hotel Industry
3. Chakravarthy – Railways For Developing The Nation.
4. International Tourism Travel

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER II SUBJECT NAME: TOURISM RESOURCES IN INDIA

COURSE OBJECTIVES

- Understand the rich heritage of India.
- Analyse the role of Tourism as a means of social education.
- Enhance their interest during the specialization at the post graduate level.

SYLLABUS

UNIT I: The people of India – Arts & Crafts – Fairs & Festivals.

UNIT II: India's worlds heritage sites – Ajanta – Elephanta – Ellora – Qutub Minar -

Taj Mahal – Fatehpur sikri – Mamallapuram – Konark Sun Temple –
Brahadeeswarar Temple – Goa Churches – Saint cathedral

UNIT III: Famous museums & Art Galleries – National Museum (New Delhi) The

National Gallery of Modern Art (New Delhi) – Victoria Memorial Museum (Kolkatta) – Hawa mahal Museum (Jaipur) – Salar Jung Museum (Hyderabad)

UNIT IV: Performing Arts of India – Dance – Classical – Katak – Bharat Natyam Kuchipudi – Manipuri – Odissi – Folk – Bangre – Gama – Karagam – Music – Carnatic – Industhani.

UNIT V: Customs & Costumes of India. Common customs in North, South, East & West India.

COURSE OUTCOMES

1. To familiarize the students with the basic understanding of tourism resources.
2. To understand the various typology of tourism resources.
3. To Familiarize the social and cultural meet in India.
4. To impart knowledge cultural tourism resources of India.

REFERENCE BOOKS

1. Bhatiya A.K.Tourism development in India
2. Dubey & Negi, Economic Geography of India
1. David Philips Monuments of India
2. Growther G India a Travel Survival Kit
3. Konlis, Mountaineering in India

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER II

SUBJECT NAME: BUSINESS COMMUNICATION SKILLS

COURSE OBJECTIVES

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

SYLLABUS

- 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 Bargainin – Relational Communication – Organising Interview – Facing Interview –
- UNIT IV:** Organisational 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

Course Outcomes

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

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

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER III SUBJECT NAME: TRAVEL AGENCY ANAD TOUR OPERATIONS MANAGEMENT - I

COURSE OBJECTIVES

1. To understand the global revolution in the travel industry
2. To know the different sorts of travel agencies
3. To determine the roles and duties of travel agencies and tour companies.
4. To gain and understanding of the various services provided by tour operators.

SYLLABUS

Unit – I

Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

Unit – II

Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.

Unit – III

Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.

Unit - IV

Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy.

Unit - V

Travel Agency Accounting – The Basic Accounting System used in Travel Industry – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control.

COURSE OUTCOMES

1. To acquire in depth knowledge about the Tour Operations Management
2. To be familiar with Tour operation techniques.
3. To gain knowledge about strategies required for handling Tour Operation Business
4. To know about various associations related to travel agencies

REFERENCE BOOKS

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw- Hill, Singapore. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., NewDelhi.
3. J.M.S. Negi, Travel Agency and Tour Operation: Concepts and Principles.
4. Pran Nath Seth (1998), “Successful Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.
5. R.K. Sinha (2003), “Growth and Development of Modern Tourism”, Dominant Publishers, New Delhi.
6. Chunk, James, Dexter &Boberg “Professional Travel Agency Management”
7. Foster, D., “Travel Agency & Tour Operations”J. Christopher Holloway & Chris Robinson

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER III

SUBJECT NAME: TOURISM RESOURCES IN TAMIL NADU

COURSE OBJECTIVES

1. To understand natural and manmade tourist product.
2. To understand the types of tourism resources in Tamil Nadu.
3. To identify the adventure tourism in Tamil Nadu.
4. To understand the cultural tourism in Tamil Nadu

SYLLABUS

- UNIT I: Tourist products of India – natural and manmade – geographical background of the country
- UNIT II: Newly created destinations in Tamil Nadu – Top slip – Tranquebar Valparai – Vattakottai – Pulicat – Chettinadu.
- UNIT III: adventure tourism – scope diving – snorkeling, parachuting, rapping, trekking – rock climbing , hang gliding and mountaineering.
- UNIT IV: Desert tourism – Indias main desert areas- geological structures. Desert and festivals – hill tourism – Ooty – kodaikanal – Yercad.
- UNIT V: tourism ecology – Indias natural sights – Pitchavaram – Sunderbans kaziranga national park – koleladeo Ghana bird sanctuary.

COURSE OUTCOME

1. To evaluate the tourism resources in Tamil Nadu
2. To identify the cultural elements in Tamil Nadu.
3. To create knowledge about the natural and manmade sites in Tamil Nadu
4. To discuss the fairs and festivals in Tamil Nadu

REFERENCE BOOKS

1. Bhatiya .A.K, Tourism development in India
2. International of India, New Delhi
3. Jacemohan legi – international tourism and travel management, New Delhi
4. David Philips monuments of India
5. Growther G India travel survival kit
6. Konlis, mountaineering in India

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER III

SUBJECT NAME: ART AND ARCHITECTURE IN SOUTH INDIA

COURSE OBJECTIVES

1. Course surveys the evolution of art and architecture in south India and their transformation through the years.
2. Various architectural features embedded in the ancient monuments particularly in the temple would be thrown open to the students to understand the heritage monuments of south India in right perspectives.
3. Understand the rich heritage in the forms of sculptures, icons and paintings.

SYLLABUS

- UNIT I:** Introduction-beginning of art and architecture in south India- architectural terminologies- in Sangam literature – Buddhist and Jain architecture- Satavahanas (Nagarjunakonda and Amaravathi) – early Jaina caverns (Sitthanavasal)
- UNIT II:** western Chalukya (Badami, Aihole, Pattadakal)- Gangas (Sravanabelagola) - Hoysalas— Belur, Halebid, Somnathpur- Pallavas- Rock cut – Rathas - Structural temples (Mandagapattu, Mamandur, Mamallapuram, Kanchipuram) - Pandyas – (Lower Rock cut at Trichy-Kalugumalai) - Cholas (Brihadesvara at Tanjore, Brihadesvara at Gangaikondacholapuram, Airavatesvara temple Darasuram) - Kakatiyas (Warangal) - Vijayanagara (Hampi - Vittala, Hazara Ramasami temples - Virupaksha and, Srirangam temple) Nayaks (Meenakshi temple at Madurai, Jalakantesvara temple, Vellore)
- UNIT III:** Sculptures – Terracotta - Stone – Metal - Types of Sculptures- Relief and round - Satavahana – Chalukyas of Badami - Pallavas – Gangas - Cholas – Hoysalas – Kakatiyas - Vijayanagara – Nayaks
- UNIT IV:** Definition & Scope of Iconography - Mode of posture- Attributes - Asanas, Mudras, Ayudhas (Weapons), Vahanas - The techniques of Bronze Casting - Bodhisatva Maitraya, Tirtankaras, Ganesa, Somaskandha, Nataraja, Ten incarnations of Vishnu, Brahma, Durga, Lakshmi, Sarasvati
- UNIT V:** Painting - Genres of Indian Paintings - Material used in paintings - Pre-Historic Rock Art – Murals – Chalukyas (Badami) - Pallavas (Kanchipuram and Panamalai) – Early Pandyas (Sittanavasal) – Cholas (Tanjavur) – Vijayanagar (Kalamkari, Lepakshi, Srirangam) – Nayaks (Madurai, Tanjavur)

COURSE OUTCOMES

- Trace the evolution of art and architecture in South India
- Appreciate the rich monumental and sculptural wealth of South India
- Learn the technique of Bronze Casting and Materials used in paintings

REFERENCE BOOKS

1. Brown, Percy. Indian Architecture, Buddhist and Hindu Periods, (Taraporevala Sons, New Delhi, 1959).
2. Krishna Deva, Temples of North India, (New Delhi, 1969)
3. Srinivasan, K.R., Temples of South India, (New Delhi, 2005)
4. Edith Tomory, A History of Fine Arts in India and the West, Chennai, 1977
5. Krishnasastri, H., South Indian Image of Gods and Goddess, Madras
6. Vincent Smith, History of Fine Arts in India and Ceylon, Bombay, 1962
7. Soundara Rajan K.V., Cave Temples of Deccan, ASI, 1981
8. Balasubramaiaam, S.R., Early Chola Temples, Orient Longman, 1971
9. Balasubramaiaam, S.R., Middle Chola Temples, Thomas Press India Ltd, 1971
10. Balasubramaiaam, S.R., Later Chola Temples, Mudgala Trust, 1979
11. Srinivasan, K.R., Temples of South India, Publications Division, N.Delhi, 1991
12. Banerjee, J.N., Development of Hindu Iconography, Calcutta, 1985

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER IV

SUBJECT NAME: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT – II

COURSE OBJECTIVES

1. To understand the various services provided by the tour operator and travel agencies
2. To know about the history of travel industry and companies.
3. To gain knowledge about itinerary preparation.
4. To understand the policies in tour operation management.

SYLLABUS

Unit – I

Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

Unit – II

Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.

Unit – III

Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.

Unit - IV

Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy.

COURSE OUTCOMES

1. To acquire an in depth knowledge about the Tour Operation Management
2. To become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
3. To acquire an in depth knowledge about the techniques and approaches for successful tour operation management.

REFERENCE

1. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
2. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
3. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
4. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997
5. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
6. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
7. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER IV

SUBJECT NAME: TOURISM POLICIES AND PLANNING IN INDIA

COURSE OBJECTIVES

1. To explain key concepts in tourism planning
2. To develop critical study on planning and managing tourism studies To explore the impact of tourism planning in India
3. To explore key concept in tourism policy and planning from a social, ethical and global perspectives.
4. To demonstrate the application of tourism policy planning to achieve sustainable tourism management best practice.

SYLLABUS

- UNIT I:** Objectives and Aims of Tourism policy – Strategies of Tourism Policy Formulation- Social and Economic Developmental Plans in Tourism – Tourism Infrastructure – Creation of Tourism Supply - State Role in Tourism
- UNIT II:** Tourism Policy Initiatives – Evolution of Tourism Policy in India – Five Year Plans and Tourism Sector – Tourism Department in India – The Process of Tourism Policy Formulation – Tourism Funding, Taxes, and Visa Policies in India
- UNIT III:** Tourism and Organizations – Tourism Finance Corporation of India(TFCI) – Tourism Association of India(TAAI) – The India Association of Tour Operators (IATO) – India Tourism Development Corporation (ITDC) – Indian Institute of Tourism and Travel Management(ITTm)
- UNIT IV:** Tourism Planning – Co-ordination in Planning – Planning Process – Assessment of Demand and Supply – Establishing Objectives – Territorial Planning – Human Resource Planning – Financial Planning – Monitoring Time factors – Tourism Marketing and Promotion.
- UNIT V:** Physical Structure of Planning – Major Infrastructure - Major Tourist Attraction – The Internal Transportation Network in India – Major Tour Routs in India – Challenges in Tourism Planning

COURSE OUTCOMES

1. To understand the policies and regulations of the Government tourism development
2. To evaluate the strategies for tourism planning
3. To understand about various organizations
4. To understand infrastructure facilities

REFERENCE BOOKS

1. A.K. Bhatia, 2003, **International Tourism**, Sterling Publishers, New Delhi.
2. Pushpinder S.Gill, , 1999, **Dynamics of Tourism**, Anmol Publication Pvt Ltd, New Delhi.
3. Pran Nath Seth, 1998, **Successful Tourism Management**, Sterling Publication Pvt Ltd,
4. R.K.Sinha,1999,**Growth & Development of Modern Tourism**,Dominant Publishers Delhi.
5. R.K.Sinha,1999, **Travel and Tourism Management**, Dominant Publishers and Distributors, Delhi.
6. Shashi Prabha Sharma, 2004, **Tourism Education**, Kanishka Publishers, New Delhi.
7. Key: S-Strong, M-Medium/Moderate, L-Low
8. Praveen Sethi, 1999, **Tourism for the Next Millenium**, Rajat Publications, New Delhi.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER IV

SUBJECT NAME: PRINCIPLES OF MARKETING

COURSE OBJECTIVES

1. To acquaint the principles in marketing both at micro and macro levels
2. To understand the concepts and techniques of marketing
3. To promote marketing business activity in managing, planning and controlling

SYLLABUS

UNIT-I: Introduction to Marketing Concepts - Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process - Marketing Environment

UNIT-II: Market targeting: Concept of market segmentation; targeting and positioning - Types of segmentation - Marketing mix.

UNIT-III: Product issues: Types of products - product mix dimensions - product strategies - product life cycle.

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

UNIT-V: Promotion: Concept of Promotion and Communication - objectives and importance of marketing promotion and communication - promotion mix - components of promotion mix - factor affecting promotion mix - types of marketing promotion and communication tools.

COURSE OUTCOMES:

1. To recognize the importance of marketing in tourism industry
2. To describe the basic understanding of marketing concepts
3. To discuss the way of marketing to get an edge over others
4. To understand the way of marketing in the stiff rising competition
5. To critically analyze the advantage for tourism business

REFERENCE BOOKS:

1. Philip Kotler, Jon Bower, James Maken, (2017)Marketing for Hospitality and Tourism, Pearson
2. Les Lumsdon, (1997), 'Tourism Marketing' :International Thomson Press
3. J. Christopher Holloway & Chris Robinson, (1995), 'Marketing for Tourism' Longman
4. Holloway J. Christopher, (2002), ' The Business of Tourism', Prentice Hall of India

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER: V

SUBJECT : GLOBAL TOURISM

COURSE OBJECTIVES:

1. To know the inter relationship between geography and Tourism
2. To understand the various Tourist attractions
3. To know about various issues in Global Tourism
4. To know about countries in the world

SYLLABUS

- UNIT 1: Tourism in Europe –Attractions – Monuments – Theme Parks – Public Buildings.
- UNIT 2: Tourism in North America, Latin America, New Zealand, New York – Attractions – Monuments – Theme Parks – Public Buildings.
- UNIT 3: Tourism in South Africa – Middle East.
- UNIT 4: Tourism in South Asia – Nepal and Srilanka – South East Asia – Singapore – Malaysia – Thailand – Hong Kong, China and Japan.
- UNIT 5: Contemporary Issues in Global Tourism – Future of Global Tourism.

COURSE OUTCOMES:

1. To Understand about global landmass for Tourism development
2. To identify the tourist attractions
3. To identify natural and manmade attractions
4. To evaluate Tourism growth and development of the world

REFERENCE

1. Lonely Planet – China, Japan
2. Ruth Blackmore – Rough Guide to South East Asia
3. Foder's Explorer
4. Badra G.S. – Globalization and Marketing Management, Deep and Deep Publication Ltd, New Delhi
5. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
6. K.K Sharma – World Tourism Today, Sarup & Sons, New Delhi, 2004

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER V

SUBJECT: SOCIAL AND CULTURAL HISTORY OF INDIA

COURSE OBJECTIVES:

1. To learn about the social and cultural history of India
2. To understand the various customs in ancient India
3. To let the student aware of the various tourism fairs and festivals in India
4. To understand the role of western education in the development of India

SYLLABUS:

- 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.

COURSE OUTCOMES:

1. To understand the cultural history of India
2. To understand the importance of karma
3. To understand the importance of Tourism in promoting the culture of India
4. To analyze the importance of western education in the development of the country

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

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER V

SUBJECT NAME: HOTEL MANAGEMENT AND CATERING

COURSE OBJECTIVES:

1. To understand the evolution of Hotel industry, types of Hotels
2. To Know about various terminologies in Hotel Industry
3. To identify the functions of Hotels in Tourism Industry
4. To Understand the future trends in Hospitality Industry

SYLLABUS

- UNIT 1 – Definition of Hotels – Evolution of Hotel Industry – Classification of Hotel Chains in India – Star Rating System – Types of Catering Establishments
- UNIT 2 – Hotel Terminology – Dress Code – Hotel Division & Department – Food & Beverage Management, Resort Management – Kitchen – well equipped Bakery, Kitchen, Confectionary, House Keeping
- UNIT 3 – Organisation of Luxury Hotel – Duties and Responsibilities of various Personnel – study of working of Selected Hotels – Five, Four and Three Stars – Plan of Rooms – European, Continental, American – Types of Rooms
- UNIT 4 – Sales Promotion and Public Relations – Special Events – Tools of Public Relations – Crisis Management – Planning the Sales Call – Handling Competitions – Handling Complaints & Objections
- UNIT 5 – Future Trends in Hospitality Industry – Regulatory Conditions & Guidelines for the Approval of Hotel Project – Role of Association in Hotel Management – FHRAI & TRAI

COURSE OUTCOMES:

1. To understand about Hotel Industry
2. To understand about various associations of hotels
3. To gain knowledge about various divisions in hotel industry
4. To understand about various types of Hotels

REFERENCE

1. Romila Chawla – Accommodation Management and Tourism, Sonali Publications, New Delhi, 2006
2. J. Mathews – Hotel Management and Hospitality, Aavishkar Publishers, Jaipur, 2006
3. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
4. Yogendra Sharma – Hotel Management, Kanishka Publishers, New Delhi
5. S. Kannan – Hotel Industry in India, Deep & Deep Publications Pvt Ltd, New Delhi
6. Praveen Sethi – Handbook of Hospitality and Tourism, Anmol Publications, Delhi, 2004
7. Bernard Davis & Sally Stone – Food and Beverage Management, Heinemann Professional Publishing,

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate,

SEMESTER V SUBJECT NAME: HUMAN RIGHTS AND TOURISM

COURSE OBJECTIVES:

1. To understand the rights and duties of citizen
2. To know about various declarations in Human Rights
3. To understand the Tourism related issues
4. To understand Tourism and environment

SYLLABUS

- UNIT 1 – Nature – Scope – Evolution of the Concept of Human Rights in the West – Magna Carta, bill of Rights, Rights of Man.
- UNIT 2 – Mexico Declaration – Europe Convention on Human Rights – Helsinki Charter – World Conference 1992.
- UNIT 3 – Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International.
- UNIT 4 – Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking – Dispossession and Displacement of People – Tourism Public Safety and Health.
- UNIT 5 – Tourism and Environment – Marine Coastal Regulation Zone, Rules and Laws – Tourism and Fragile Eco Systems – Beach, Coastal and Mountains Community Rights Violation – First Worlds VS Third World.

COURSE OUTCOMES:

1. To obtain knowledge about human rights in Tourism
2. To gain knowledge in Tourism related issues
3. To know about Fundamental rights and duties of citizens
4. To understand nature and scope of human rights

REFERENCE:

1. K.S.Murthy - The Quest for Peace.
2. V.R.Krishna Iyer - Human Rights and Inhuman Wrongs.
3. J.C. Johari - Human Rights and New World Order.
4. Arun Ray Mahapatra - Public Interest Litigations and Human Rights.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER VI

SUBJECT NAME: PERSONNEL MANAGEMENT

COURSE OBJECTIVES:

1. To learn about Personnel Management
2. To make the students to understand Manpower Management
3. To understand the various communication channels that are prevalent in the industry
4. To understand job satisfaction and job enrichment

SYLLABUS:

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

COURSE OUTCOME:

1. The students will be able to understand placement and recruitment process
2. The importance of work environment is understood by the students
3. The students will be able to understand importance of morale, salary, wages in the job
4. To understand the safety and preventive measures in the working place

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. Mamoria & 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

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER VI
SUBJECT NAME: FRONT OFFICE MANAGEMENT

COURSE OBJECTIVES:

1. To understand Front office operations and management in hotel
2. To identify the types of reservations, how reservation are confirmed and maintained
3. To outline the front office responsibilities
4. To know about basic front office financial statements

SYLLABUS

- 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

COURSE OUTCOMES

1. To recognize different sections in the front office and their roles and responsibilities
2. To understand reservation concepts and procedures in the front office department
3. To gain knowledge about recruiting, directing and auditing in front office
4. To organize housekeeping department and manage guest amenities

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

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER VI

SUBJECT NAME : ECO TOURISM

COURSE OBJECTIVES:

1. To define meaning of Eco Tourism
2. To understand Eco tourism development can benefit future generations
3. To understand the natural areas
4. To understand about the environmental issues and their impact on the Tourism Industry

SYLLABUS

- UNIT 1 – Definition Cultural of Ecology – Environment – Eco System – Eco System
Diversity – Habitat – Community –Eco System
- UNIT 2 – Introduction to Eco Tourism – Principles of Eco Tourism – Public protected areas
– Eco Tourism Venues – Privately owned protected areas – types of EcoTourism
with sports related eco tourism activities
- UNIT 3 – Relationship between Ecology and Tourism – Sustainability – Carrying Capacity –
Absorbing Capacity – An overview of Tourism Activities and their linkage to
Ecology and Environment
- UNIT 4 – Environmental Education and Legislation – needs and strategies with special
emphasis on tourism – suggestions for long term sustainable tourist activities.
- UNIT 5 – Ecological Planning – UN Initiatives on Ecology & Environment – National Policy
on Ecology & Environment – Methodology for developing New Tourism Activities
without affecting existing Ecology & Environment

COURSE OUTCOMES:

1. To analyze sustainable Tourism, exploring barriers and potential solutions
2. To apply sustainable principles to the different sectors of Tourism
3. To Identify existing destination assets
4. To analyze methods to reduce negative impact of the environment

REFERENCE

1. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press
2. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi
3. Prabhas Chandra – International Eco Tourism, Environment Rules and regulations, Kanishka Publications, Delhi, 2003
4. Prabhas Chandra – Global Eco tourism, Codes, protocols and Charter, Kanishka Publications, Delhi, 2003
5. Ravee Chauhan – Eco Tourism – Trends and Challenges, Vista International Publishing House, New Delhi, 2006
6. Shashi Prabha Sharma – Tourism and Environment, Kanishka Publishers, New Delhi, 2006
7. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi, 2006
8. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi, 2006

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER: VI

SUBJECT NAME: AIR TICKETING AND FARE CONSTRUCTION

COURSE OBJECTIVES:

1. To explain the various forms of reserving for airlines services
2. To identify the different fares, tariffs and currencies
3. To describe the ticketing documents, Air Travel plans
4. To know the role of IATA and other bodies in Airline Business
5. To understand the itinerary preparation

SYLLABUS

- UNIT 1 – Air Transport: Airlines Abbreviations, Codes and Definitions – Aircraft and in-flight services – Airport facilities and special passengers – Automation – Baggage – International Regulations
- UNIT 2 – Airfares and Ticketing – 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

COURSE OUTCOMES:

1. To know how Airline Tickets are made and issued
2. To know how IATA operates the flights and reservation process are made
3. To construct fares to various Tariff conferences and global indicators
4. To apply the practical knowledge in the travel agencies

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.

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

SEMESTER: VI

SUBJECT NAME: CIVIL AVIATION

COURSE OBJECTIVES

1. To apply knowledge and skills in the aviation industry and make effective decisions
2. To provide insight into current trends and issues in civil aviation such as aviation safety, security law and new technology
3. To understand about Air transport operations
4. To understand the formalities involved in handling passengers, freight of aircraft

SYLLABUS

- 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.

COURSE OUTCOMES:

1. To explain the role of international civil aviation organization
2. To describe national and international rules and regulations for air transportation
3. To identify organizations controlling the regulatory process in international aviation
4. Apply basic principles in estimating stopping and passing sight distance requirements

REFERENCE BOOKS

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

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S

Key: S-Strong, M-Medium/Moderate, L-Low

QUESTION PAPER PATTERN

Time 3 Hours

SUBJECT NAME	MARKS	TOTAL	SPECIAL INSTRUCTION IF ANY
Fundamentals of Tourism			
History of Tourism	<u>Section – A</u>	75	
Principles of Geography	(10x2=20)		
Business Communication	(10 out of 12)		
Tourism Business	<u>Section – B</u>		
Tourism Resources in India	(5x5=25)		
Business Communication	(5out of 7)		
Travel Agency and Tour Operations Management I	<u>Section – C</u>		
Tourism Resources in Tamilnadu	(3x10=30)		
Art and Architecture in South India	(3out of 5)		
Travel Agency and Tour Operations Management I			
Tourism Policies and Planning in India			
Principles of Marketing			
Global Tourism			
Social and Cultural History Of India			
Hotel Management and catering			
Human Rights and Tourism			
Personnel Management			
Front office Management			
Eco Tourism			
Air Ticketing and Fare construction			
Civil Aviation			

R. Shanthi

J. Geetha