

## **BA (HONS) HOSPITALITY & TOURISM**

The trend towards globalization and a steady growth in international tourism has led to an increase level of activity in both, the business and the leisure markets for the hospitality industry worldwide. India's economic liberalization policy and an expansion in the domestic tourism market have further added to this demand. The recent mushrooming of hotels and resorts, in both the luxury and the budget sectors are the result of this. This has immensely enhanced the requirement of trained hospitality personnel.

**Eligibility Criteria:** 10+2 or equivalent in any stream

To earn a BA (Hons) in Hospitality and Tourism Management, a student has to earn a minimum of 90 credits. Minimum 24 credits are to be earned from Hospitality and Tourism subjects and the remaining can be taken from any stream.

Every student has to attain a minimum of D grade in all courses, a student may however, and repeat or change any course being offered. Notwithstanding, every student must acquire the desired number of credits. The detailed course structure under different categories is given in succeeding pages. Brief description of the course content follows thereafter.

<b>Codes</b>	<b>Subject Name</b>	<b>Credit</b>
17A.101	Introduction to Tourism	4
17A.102	Tourism products and Attraction	4
17A.103	Types and Forms of Tourism	4
17A.104	International Tourism Organisations	4
17A.105	Fairs and Festivals	4
17A.106	Handicrafts and Handlooms	4
17A.107	Approval of Travel Agents and Tour Operators	4
17A.108	Functions of Travel Agent	4
17A.109	Functions of Tour Operator	4
17A.110	Public and Private Sector in Travel Agency Business and Tour Operation Business	4
17A.201	Popular Tourist Resources	4
17A.202	Natural Resources	4
17A.203	Tourism Policy	4
17A.204	Understanding Tourism Planning	4
17A.205	International Agreements	4
17A.206	Tourism Geography	4
17A.207	Travel formalities	4
17A.208	Airline Ticketing	4
17A.209	Tourism Marketing	4
17A.210	Tour Operations Management	4
17A.211	Pilgrimage Destinations	4

17A.301	Guiding Skills and Personality Development	4
17A.302	Computer and Information Systems	4
17A.303	Accounting	4
17A.304	Hotel Management	4
17A.305	Resort Management	4
17A.306	Effective Communication	4
17A.307	Management Principles and Practices	4
17A.308	Emerging Trends in Tourism	4
17A.309	Organisational and Consumer Behaviour	4
17A.310	Heritage Management	4
17A.311	Cargo Management	4

### **17A.101 Introduction to Tourism**

Credit: 4

**Content:** What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development,

### **17A.102 Tourism Products and Attraction**

Credit: 4

**Content:** Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product?

### **17A.103 Types and Forms of Tourism**

Credit: 4

**Content:** Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism, Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

### **17A.104 International Tourism Organisations:**

Credit: 4

**Content :** A study of International Tourism Organisations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

### **17A.105 Fairs and Festivals**

Credit: 4

**Content :** Fairs and Festivals of the world

### **17A.106 Handicrafts and Handlooms**

Credit: 4

**Content:** Handicrafts and Handlooms of the world.

### **17A.107.Approval of Travel Agents and Tour Operators:**

Credit: 4

**Content:** Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.

### **17A. 108 Functions of Travel Agent**

Credit: 4

**Content:** Functions of a Travel Agent: Understanding the functions of a travel agency - travel information and counseling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages

### **17A.109 Functions of Tour Operator**

Credit: 4

**Content:** Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations

### **17A.110 Public and Private sector in Travel Agency Business and Tour Operation Business**

Credit: 4

**Content:** Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.

### **17A.201 Popular Tourist Resources**

Credit: 4

**Content :** Popular Tourist Resources and Monuments across the world.

### **17A.202 Natural Resources**

Credit: 4

**Content:** Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshwadeep islands.

### **17A.203 Tourism Policy**

Credit: 4

**Content:** Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states

### **17A.204 Understanding Tourism Planning**

Credit: 4

**Content:** Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning

### **17A.205 International Agreements**

**Credit: 4**

**Content:** International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

### **17A.206 Tourism Geography**

Credit: 4

**Content :** Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference.

#### **17A.207 Travel Formalities**

Credit: 4

**Content :** Important travel guidelines for international travel, visa requirements etc

#### **17A.208 Airline Ticketing**

Credit: 4

**Content :** Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarization, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing, Global Indicators, International Sales Indicators. Practice Itinerary Planning, Passengers Documentation/Travel Formalities (TIM), Familiarization of Air Tariff, Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip, Minimum (CTM), Back-haul Check, Add- ons.

#### **17A.209 Tourism Marketing**

Credit: 4

**Content:** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing., Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

#### **17A.210 Tour Operations Management**

Credit: 4

**Content:** Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways)

#### **17A.211 Pilgrimage Destinations**

Credit: 4

Hindu, Muslim, Jain, Christian, Buddhist, Sikh, Saint

#### **17A.301 Guiding Skills and Personality Development**

Credit: 4

**Content:** Guiding Skill, Guiding Concept: Meaning, Concepts and Types of Guides: Conceptual meaning of Tourist Guide, duties and responsibilities, How guides are appointed in tour. Responsibilities of Guides: Preparation of a tour: Review of itinerary, Interpreting Sites: Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.

### **17A.302 Computer and Information Systems**

Credit: 4

**Contents:** Basic Computing: An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, A descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data. Office Work: The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, PowerPoint, Access and Outlook Express)

### **17A.303 Accounting**

Credit: 4

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance. , Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting.

### **17A.304 Hotel Management**

Credit: 4

**Content :** Hotel Management, Origin and Expansion: Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation, Departments of hotel: Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.

### **17A.305 Resort Management**

Credit: 4

**Content:** Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario, Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development.

### **17A.306 Effective Communication**

Credit: 4

**Content:** Printing and Advertising, Advertising- Its purpose and function, benefits of advertising, non-commercial advertising, ethical issues in advertising and need for advertising. Media Decisions, Advertising Agency Function, Organisation

### **17A.307 Management Principles and Practices**

Credit: 4

This subject explains meaning of management and analyses its process in modern organisations including tourism and travel.

**Contents:** Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession, skills and roles of managers in organisation; Evaluation of management theory, schools of management thoughts. Functions of

Management: An overview of functions of management; Concepts of POSDCORB Planning : Nature, purpose, types and process, Management By Objectives (MBO) Decision Making process, tools and techniques. Decision making components of effective decision making.

### **17A.308 Emerging Trends in Tourism**

Credit: 4

This subject gives knowledge to the students about the various emerging concept in Tourism.

**Content:** Adventure Tourism: Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions, Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management., Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact- Environment Impact Assessment, Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.

### **17A.309 Organisational and Consumer Behaviour**

Credit: 4

The subject helps to understand the key dimensions, processes and influences upon human behaviours at the level of individual and the group in the context of work organisations.

Meaning and forms of an organisation, Theories of Organisation, Organisational issues for twenty first century, emerging organisations, Perception: Social perception, Perceiving others, Learning: Application of learning in Organization, Interpersonal and group behaviour: Analysis of Interpersonal behaviour, Transactional Analysis, Group Dynamic, Groups at work : nature, conflicts, causes and effects, Effective conflict management techniques.

### **17A.310 Heritage Management**

Credit: 4

This subject is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

Indian Culture: General Features, Sources, Components and Evolution., What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

### **17A.311 Cargo Management**

Credit: 4

This subject is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

**Content:** Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo, Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges