



केन्द्रीय जनजातीय विश्वविद्यालय आन्ध्रप्रदेश  
**CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH**

(A CENTRAL UNIVERSITY ESTABLISHED BY AN ACT OF PARLIAMENT)



## CURRICULUM & SYLLABUS

**BBA - Tourism and Travel Management (Hons.) /**  
**BBA- Tourism and Travel Management (Hons. with Research)**  
[Duration: 4 years]

(As per National Education Policy 2020)

w.e.f. 2023-24 Admission Batch

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**  
**SCHOOL OF MANAGEMENT STUDIES**  
**CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH**  
**VIZIANAGARAM – 535003, A.P.**

**COURSE  
REGULATIONS**  
(W.e.f. 2023-25 Batch and Onwards)

## **1.0 THE UNIVERSITY**

Central Tribal University of Andhra Pradesh (CTUAP), a Central University established in year 2019, by the Central Universities (Amendment) Act, 2019. The University is located in the Vizianagaram district of Andhra Pradesh, India. The President of India is the visitor of the university. The Chancellor is the ceremonial head of the University while the executive powers rest with the Vice-Chancellor. The court, the executive council, the academic council, the board of studies, the finance committee and building committee are the administrative bodies of the University.

The University offers Undergraduate, Postgraduate, and Integrated, courses in regular mode. The objective of the University is to impart education and training in traditional, vocational and technical subjects.

## **2.0 THE SCHOOL**

The School of Management Studies is committed to fostering excellence across multiple disciplines of Commerce and, Management. The school offers rich and comprehensive education through three distinguished departments that encompasses the Department of Business Management, the Department of Commerce and the Department of Tourism and Hospitality Management. The School focuses on excellence, innovation, and practicality and endeavour to prepare the students to work in diverse organizational settings and to cultivate well-rounded professionals poised for success in today's dynamic industries. The school also strives to inculcate the business acumen among students to encourage them to start their own entrepreneurial ventures and contribute meaningfully to the global economy.

## **3.0 THE DEPARTMENT**

The Department of Tourism and Hospitality Management is committed to provide comprehensive and enriching educational experience to the students in tourism and hospitality, aligned with the National Education Policy (NEP 2020). The Department offers four year undergraduate program leading to the degree of Bachelor of Business

Administration in Tourism and Travel Management. The objective of the Department is to cultivate the next generation of visionary leaders and strategic thinkers who make profound impact on the global tourism industry. The department offers a holistic approach through its dynamic programs blending theory and practice to prepare students for careers in the vibrant tourism and hospitality industries. Through immersive learning experiences, industry partnerships, and hands-on training, the department empowers the students with the knowledge, skills, critical thinking, and ethical leadership to excel in the dynamic and fast-paced world of hospitality and tourism. The interaction and mentorship with industry professionals empower the students to lead with confidence, integrity, and innovation.

#### **4.0 THE PROGRAM**

The program is designed in accordance with the NEP-2020 guidelines. Upon completion of the program student shall be able to:

- Demonstrate a comprehensive understanding of the tourism and travel industry, including its structure, dynamics, and key stakeholders, as well as the various factors that influence it.
- Possess the skills for outstanding customer service in tourism, including tour planning and operations management, tailored to diverse traveler needs through effective communication, problem-solving, and interpersonal skills.
- Acquire in-depth knowledge of popular tourist destinations, attractions, and cultural heritage sites, along with the ability to analyze destination trends, market demands, and visitor preferences.
- Appreciate the importance of sustainable tourism practices and responsible travel behavior, recognizing the need to balance economic growth with environmental conservation and social responsibility.
- Exhibit entrepreneurial skills and innovative thinking, capable of identifying and seizing business opportunities in the tourism industry.

#### **5.0 THE TITLE AND COMMENCEMENT**

**5.1** This curriculum shall be called the Bachelor of Business Administration in Tourism and Travel Management (Honors) i.e. BBA - TTM (Hons.) and Bachelor of Business Administration in Tourism and Travel Management (Honors with Research) i.e. BBA-TTM (Hons. with Research) of Central Tribal University of Andhra Pradesh.

**5.2** This curriculum and syllabus shall be applicable w.e.f. from the batch 2023-27 and onwards.

## **6.0 PROGRAM REGULATIONS**

### **6.1 CURRICULUM AND CREDIT FRAMEWORK**

The programme as per the NEP 2020, adopts “Curriculum and Credit Framework for Undergraduate Programmes (CCFUP)” incorporating a flexible choice-based credit system, multidisciplinary approach, and multiple entry and exit options. The NEP envisages several transformative initiatives in higher education. In view of it, the BBA-TTM shall encompass:

- ❖ A flexible curriculum structure will facilitate innovative combinations of disciplinary areas for study in multidisciplinary contexts. This approach will also provide students with a range of course options, offering both flexibility and the opportunity for rigorous specialization in the domain of tourism.
- ❖ BBA TTM degree program of either 3 or 4-year duration, shall have multiple entry and exit points and re-entry options, as mentioned below:
  - UG Certificate in Tourism and Travel Management after completing One year (2 semesters) of study.
  - UG Diploma in Tourism and Travel Management after 2 years (4 semesters) of study.
  - BBA in Tourism and Travel Management after a 3-year (6 semesters) programme of study,
  - 4-year BBA - TTM (Honours) after eight semesters programme of

study. Or,

BBA - TTM (Honours with Research) - If the student completes a rigorous research project in their major area(s) of study in the 4th year of a BBA - TTM (Honours with Research).

- ❖ The 4-year bachelor's degree programme is considered a preferred option since it would provide the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per the choices of the student.
- ❖ The Programme shall include apart from others, credit-based courses and projects in the areas of community engagement and service, environmental education, and value-based education.
- ❖ Value-based education to include the development of humanistic, ethical, constitutional, and universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values, and life skills.

## 6.2 MAJOR AND MINOR DISCIPLINES

- ❖ **Major Discipline:** Tourism and Travel Management is the discipline or subject of main focus and the degree will be awarded in Tourism and Travel Management. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.
- ❖ **Minor discipline** helps a student to gain a broader understanding beyond the major discipline. For example, if a student pursuing Tourism and Travel Management major obtains a minimum of 12 credits from a bunch of courses in Artificial Intelligence, then the student will be awarded a BBA degree in Tourism and Travel Management with a Minor in Artificial Intelligence. The Department of Tourism and Hospitality Management shall encourage the students to take up minors in Artificial Intelligence/ Botany / Chemistry etc.

### **6.3 AWARDING UG CERTIFICATE, UG DIPLOMA, AND DEGREES**

- ❖ **UG Certificate:** Students who opt to exit after completion of the first year and have secured 40 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.
- ❖ **UG Diploma:** Students who opt to exit after completion of the second year and have secured 80 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.
- ❖ **3-year UG Degree:** Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 120 credits and satisfying the minimum credit requirement.
- ❖ **4-year UG Degree (Honours):** A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with 160 credits and have satisfied the credit requirements.
- ❖ **4-year UG Degree (Honours with Research):** Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students who secure 160 credits, including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

### **6.4 CREDIT HOURS FOR DIFFERENT TYPES OF COURSES**

The workload relating to a course is measured in terms of credit hours. A

credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

- ❖ Each course may have only a lecture component or a lecture and tutorial component or a lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching.
- ❖ One credit for tutorial work means one hour of engagement per week. In a semester of 15 weeks duration, a one-credit tutorial in a course is equivalent to 15 hours of engagement.
- ❖ A one-credit course in practicum or lab work, community engagement and services, and fieldwork in a semester mean two-hour engagement per week. In a semester of 15 weeks duration, a one-credit practicum in a course is equivalent to 30 hours of engagement.
- ❖ A one-credit of Seminar or Internship or Studio activities or Field practice/projects or Community engagement and service means two-hour engagements per week. Accordingly, in a semester of 15 weeks duration, one credit in these courses is equivalent to 30 hours of engagement.

## **6.0 PROGRAM DURATION**

- The total duration of the program shall be of four years and each academic year will have two semesters. Each semester shall normally have 90 working days.
- Students who desire to undergo a 3-year UG Programme will be allowed to exit after completion of the 3rd year. If a student wants to leave after the completion of the first or second year, the student will be given a UG Certificate or UG Diploma, respectively, provided they secure the prescribed number of. Students who exit with a UG certificate or UG diploma are permitted to re-enter within three years and complete the degree programme.



- Students may be permitted to take a break from the study during the period of study but the total duration for completing the programme shall not exceed 7 years.

## **7.0 ADMISSION PROCESS**

Admissions into BBA-TTM program shall be made through CUET (UG) conducted by National Testing Agency (NTA) or any other admission test as applicable from time to time.

## **8.0 ELIGIBILITY CRITERIA**

Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

## **9.0 MEDIUM OF INSTRUCTION**

- 9.1 The medium of instruction for the programme shall be English.
- 9.2 The Industrial Visit Report / Internship Report / Training Report / Project Report / Dissertation etc., if any, shall be presented and submitted in English.

## **10.0 MODE OF THE PROGRAM**

The program will be available only in the 'Full-Time' mode of study.

## **11.0 STUDENTS' ATTENDANCE**

- 11.1 Every student is required to have at least 75% of attendance to appear in the end semester examination in all the courses put together.
- 11.2 However, the Vice Chancellor on the recommendation of the Head of the Department and Dean of the School may consider the shortage of attendance to the students whose attendance is between 65% and 74% on a genuine medical grounds.
- 11.3 A student whose attendance is less than 75% in all the courses put together in any semester will not be permitted to appear in the end - semester examination

and he/she will not be allowed to register for subsequent semester of study. He /She has to repeat the semester in the subsequent semester only.

## 12.0 PROGRAM STRUCTURE

- BBA - TTM program offers a structured curriculum encompassing Major, Minor, Multidisciplinary, Ability Enhancement, Skill Enhancement and value added courses. Beside that students will have opportunities to undergo internship, to carry out minor project work and to undertake field visit. Each course is assigned a certain number of credits depending upon the number of contact hours (lectures/tutorials/practical) per week.

### 12.1 Broad Category of Course

S. No.	Broad Category of Course	Minimum Credit Requirement	
		3-year UG	4-Year UG
1	Major (Core)	60	80
2	Minor Stream	24	32
3	Multidisciplinary	09	09
4	Ability Enhancement Courses (AEC)	08	08
5	Skill Enhancement Courses (SEC)	09	09
6	Value Added Courses common for all UG	06 - 08	06 – 08
7	Summer Internship	02 - 04	02 – 04
8	Research Project / Dissertation	-	12
<b>Total</b>		<b>120</b>	<b>160</b>

**12.2 CURRICULUM STRUCTURE: 4-Year BBA - Tourism and Travel Management (Honours) or BBA - Tourism and Travel Management (Honours with Research)**

Semester	Major Core	Minor Stream	Multidisciplinary Courses	Ability Enhancement Courses	Skill Enhancement Courses/ Internship	Value added Courses	Total credits
I	Tourism Concepts, Principles and Practices- (4+0+1)	Minor-I (3+0+1)	MDC - I (3+0+0)	English for Communication - I (2+0+0)	Soft Skills-I: Verbal Ability and Quantitative Aptitude (1+1+0) Soft Skills-II: Personality Development (1+1+0)	Indian Constitution and Heritage (3+0+0)	21
II	Principles of Management -(4+0+1)	Minor-II (3+0+1)	MDC - II (3+0+0)	Telugu-I / Hindi-I (2+0+0)	Soft Skills-III Emotional Intelligence and Reasoning Skills (1+1+0) Soft Skills-IV Fundamentals of Information Technology (1+1+0)	Environmental Studies (3+0+0)	21
<b>Exit option with Certificate in Tourism and Travel Management&amp; Option of major and minor interconversion *#</b>							<b>42</b>
III	Human Resource Management (4+0+1) Global Tourism Geography (4+0+1)	Minor-III (3+0+1)	MDC - III (3+0+0)	English for Communication - II (2+0+0)	Soft Skills-V: Basics of Leadership and Management Skills (1+1+0)	-	21
IV	Tourism Products of India (4+0+1) Hotel Management and Operations (3+0+2) / Event Management (3+0+2) <sup>\$</sup> / Travel Desk Management (3+0+2) <sup>\$</sup>	Minor-IV (3+0+1) / Event Management (2+0+2) <sup>\$</sup> / Travel Desk Management (2+0+2) <sup>\$</sup>		Telugu-II / Hindi-II (2+0+0)	Basics of Cost and Managerial Accounting (Vocational) (1+1+0)	Human Values and Ethics (1+1+0)	20
<b>Exit option with Diploma in Tourism and Travel Management #</b>							<b>83</b>
V	Travel Agency and Tour Operations (4+0+1) Sustainable Tourism and Planning (4+0+1) Managerial Economics (3+0+2) / Tour Escorting (3+0+2) <sup>\$</sup> / Travel Journalism (3+0+2) <sup>\$</sup>	Minor-V (3+0+1) / Tour Escorting (2+0+2) <sup>\$</sup> / Travel Journalism (2+0+2) <sup>\$</sup>	-	-	Internship (2)	-	21
VI	Indian History, Culture and Heritage (4+0+1) Airlines and Airport Management (4+0+1) Customer Relationship Management (4+0+1)	Minor-VI (3+0+1) // Business Plan Development (2+0+2) <sup>\$</sup> / Adventure Tour Operations	-	-	-	-	21

	/ Business Plan Development (3+0+2) <sup>\$</sup> / Adventure Tour Operations (3+0+2) <sup>\$</sup> Minor Project/Field Visit (2)	(2+0+2) <sup>\$</sup>						
	62	24	9	8	12+2	8		125

**Exit option with BBA Tourism and Travel Management**

\* Candidate has to complete the 2 credit practicum course from latest chosen major if interchanged the first chosen Minor to Major.

# Candidate who wants to exit the program has to complete an additional 4 credit Vocational Course/Internship to get the Certificate/Diploma.

<sup>\$</sup> Candidate has to opt for Vocational course from major or minor stream only

VII	Tourism and Digital Marketing (4+0+0) Tourism Legislation (Elective) (4+0+0) <sup>@</sup> / Heritage Tourism (Elective) (4+0+0) <sup>@</sup> / Tribal Tourism (Elective) (4+0+0) <sup>@</sup> / Managerial Economics (Elective) (4+0+0) <sup>@</sup>  Research Methodology (4+0+0) Internship (4)	Minor-VII- (3+0+1)						
			-	-	-	-	-	20
<b>Honours</b>								
VIII	Tourism Entrepreneurship (Elective) (4+0+0) <sup>@</sup> / Tourist Transport Management (Elective) (4+0+0) <sup>@</sup> / World Updates and Tourism Trends (Elective) (4+0+0) <sup>@</sup> / Marketing Research (Elective) (4+0+0) <sup>@</sup> / Advance Research Methodology (Elective) (4+0+0) <sup>@</sup>  Financial Management (4+0+0) Incubation and Start-ups (0+0+4) Project Management (0+0+4) Minor Project (2)	Minor-VIII (3+0+1)						
			-	-	-	-	-	22
<b>Honours with Research</b>								

	Tourism Entrepreneurship (Elective) (4+0+0) @ / Tourist Transport Management (Elective) (4+0+0) @ / World Updates and Tourism Trends (Elective) (4+0+0) @ / Hotel Management and Operations (Elective) (4+0+0) @ / Advance Research Methodology (Elective) (4+0+0) @ Pre-Project Seminar (2) Research Project (12)	Minor-VIII (3+0+1)						22
	34 (96)/ 34 (96)							167/ 167
<b>Exit option with BBA Tourism and Travel Management (Honours) or BBA Tourism and Travel Management (Honours with Research)</b>								
<b>Note: @ - The student needs to opt for the electives course from the list of Discipline Specific Elective courses offered by the department.</b>								

**13.3 Program Scheme: 4-Year BBA Tourism and Travel Management (Honours) or BBA Tourism and Travel Management (Honours with Research)**

SEMESTER I								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	100	TTM 101	Tourism Concepts, Principles and Practices	Major	4	0	0	4

2	100		<b>Minor – I</b>	Minor	3	0	0	3
3	100		<b>Multidiscipline Course – I</b>	Multidisciplinary	3	0	0	3
4	100	AEC 101	English for Communication – I	Ability Enhancement Course	2	0	0	2
5	100	SEC 101	Verbal Ability and Quantitative Aptitude	Skill Enhancement Course	1	1	0	2
6	100	SEC 102	Personality Development	Skill Enhancement Course	1	1	0	2
7	100	VAC 101	Indian Constitution and Heritage	Value Added Course	3	0	0	3
8	100	TTM 111	Tourism Concepts, Principles and Practices Practicum	Major	0	0	2	1
9	100		<b>Minor-I Practicum</b>	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

SEMESTER II								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	100	TTM 151	Principles of Management	Major	4	0	0	4
2	100		<b>Minor – II</b>	Minor	3	0	0	3
3	100		<b>Multidiscipline Course – II</b>	Multidisciplinary	3	0	0	3
4	100	AEC151	Telugu – I	Ability Enhancement Course	2	0	0	2
5		AEC152	Hindi – I					
6	100	SEC151	Emotional Intelligence and Reasoning Skills	Skill Enhancement Course	1	1	0	2
7	100	SEC152	Fundamentals of Information Technology	Skill Enhancement Course	1	1	0	2
8	100	VAC151	Environmental Studies	Value Added Course	3	0	0	3
9	100	TTM 161	Principles of Management Practicum	Major	0	0	2	1
10	100		<b>Minor – II Practicum</b>	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

SEMESTER III								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	200	TTM 201	Human Resource Management	Major	4	0	0	4

2	200	TTM 202	Global Tourism Geography	Major	4	0	0	4
3	200		Minor – III	Minor	3	0	0	3
4	200		Multidiscipline Course –III	Multidisciplinary	3	0	0	3
5	200	AEC 201	English for Communication – II	Ability Enhancement Course	2	0	0	2
6	200	SEC201	Basics of Leadership and Management Skills	Skill Enhancement Course	1	1	0	2
7	200	TTM 211	Human Resource Management Practicum	Major	0	0	2	1
8	200	TTM 212	Global Tourism Geography Practicum	Major	0	0	2	1
9	200		Minor – III Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

SEMESTER IV								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	200	TTM 251	Tourism Products of India	Major	4	0	0	4
2	200	TTM 252	Hotel Management and Operations	Major	3	0	0	3
3	200		Minor – IV	Minor	3	0	0	3
4	200	AEC251	Telugu – II	Ability Enhancement Course	2	0	0	2
5	200	AEC252	Hindi – II					
6	200	SEC 251	Basics of Cost and Managerial Accounting	Skill Enhancement Course	1	1	0	2
7	200	VAC251	Human Values and Ethics	Value Added Course	1	1	0	2
8	200	TTM 261	Tourism Products of India Practicum	Major	0	0	2	1
9	200	TTM 262	Hotel Management and Operations Practicum	Major	0	0	4	2
10	200		Minor – IV Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>20</b>

SEMESTER V								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	300	TTM 301	Travel Agency and Tour Operations	Major	4	0	0	4

2	300	TTM 302	Sustainable Tourism and Planning	Major	4	0	0	4
3	300	TTM 303	Managerial Economics	Major	3	0	0	3
4	300		<b>Minor – V</b>	Minor	3	0	0	3
5	300	SEC301	Internship	Skill Enhancement Course	2	0	0	2
6	300	TTM 311	Travel Agency and Tour Operations Practicum	Major	0	0	2	1
7	300	TTM 312	Sustainable Tourism and Planning Practicum	Major	0	0	4	2
8	300	TTM 313	Managerial Economics Practicum	Major	0	0	2	1
9	300		<b>Minor – V Practicum</b>	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

SEMESTER VI								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	300	TTM 351	Indian History, Culture and Heritage	Major	4	0	0	4
2	300	TTM 352	Airlines and Airport Management	Major	4	0	0	4
3	300	TTM 353	Customer Relationship Management	Major	4	0	0	4
4	300		<b>Minor – VI</b>	Minor	3	0	0	3
5	300	TTM 361	Indian History, Culture and Heritage Practicum	Major	0	0	2	1
6	300	TTM 362	Airlines and Airport Management Practicum	Major	0	0	2	1
7	300	TTM 363	Customer Relationship Management Practicum	Major	0	0	2	1
8	300	TTM 364	Minor Project/Field Visit	Major	0	0	0	2
9	300		<b>Minor – VI Practicum</b>	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

SEMESTER VII								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	400	TTM 401	Tourism and Digital Marketing	Major	4	0	0	4
2	400	TTM 402	Research Methodology	Major	4	0	0	4
3	400	TTM 441/442/443/444	Discipline Specific Electives	Major	4	0	0	4
4	400		<b>Minor – VII</b>	Minor	3	0	0	3

5	400	TTM 441	Internship	Major	0	0	0	4
6	400		Minor – VII Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

<b>SEMESTER VIII (Honours)</b>								
<b>S. No.</b>	<b>Level</b>	<b>Code</b>	<b>Courses</b>	<b>Category</b>	<b>Contact Hours</b>		<b>Credits</b>	
					<b>L</b>	<b>T</b>	<b>P</b>	
1	400	TTM 491/492/493/494/495	Discipline Specific Electives	Major	4	0	0	4
2	400	TTM 451	Financial Management	Major	4	0	0	4
3	400	TTM 461	Incubation and Start-ups	Major	0	0	8	4
4	400	TTM 462	Project Management	Minor	0	0	8	4
5	400	TTM 463	Minor Project	Major	0	0	0	2
6	400		Minor – VII	Minor	3	0	0	3
7	400		Minor – VII Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>21</b>

<b>SEMESTER VIII (Honours with Research)</b>								
<b>S. No.</b>	<b>Level</b>	<b>Code</b>	<b>Courses</b>	<b>Category</b>	<b>Contact Hours</b>		<b>Credits</b>	
					<b>L</b>	<b>T</b>	<b>P</b>	
1	400	TTM 491/492/493/494/495	Discipline Specific Electives	Major	4	0	0	4
2	400	TTM464	Pre-Project Seminar	Major	2	0	0	2
3	400	TTM465	Research Project	Major	0	0	0	12
4	400		Minor – VII	Minor	3	0	0	3
5	400		Minor – VII Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>22</b>

<b>SEMESTER IV (Vocational Courses for Major Discipline)</b>								
<b>S. No.</b>	<b>Level</b>	<b>Code</b>	<b>Courses</b>	<b>Category</b>	<b>Contact Hours</b>		<b>Credits</b>	
					<b>L</b>	<b>T</b>	<b>P</b>	
1	200	TTMVOC 251	Event Management	Major	3	0	0	3
2	200	TTMVOC 252	Travel Desk Management	Major	3	0	0	3
3	200	TTMVOC 261	Event Management Practicum	Major	0	0	4	2

4	200	TTMVOC 262	Travel Desk Management Practicum	Major	0	0	4	2
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SEMESTER V (Vocational Courses for Major Discipline)								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	300	TTMVOC 301	Tour Escorting	Major	3	0	0	3
2	300	TTMVOC 302	Travel Journalism	Major	3	0	0	3
3	300	TTMVOC 311	Tour Escorting Practicum	Major	0	0	4	2
4	300	TTMVOC 312	Travel Journalism Practicum	Major	0	0	4	2

SEMESTER VI (Vocational Courses for Major Discipline)								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	300	TTMVOC 351	Business Plan Development	Major	3	0	0	3
2	300	TTMVOC 352	Adventure Tour Operations	Major	3	0	0	3
3	300	TTMVOC 361	Business Plan Development Practicum	Major	0	0	4	2
4	300	TTMVOC 362	Adventure Tour Operations Practicum	Major	0	0	4	2

SEMESTER VII (Discipline Specific Electives)								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	
1	400	TTM 441	Tourism Legislation	Major	4	0	0	4
2	400	TTM 442	Heritage Tourism	Major	4	0	0	4
3	400	TTM 443	Tribal Tourism	Major	4	0	0	4
4	400	TTM 444	Managerial Economics	Major	4	0	0	4

SEMESTER VIII (Discipline Specific Electives)								
S. No.	Level	Code	Courses	Category	Contact Hours			Credits
					L	T	P	

1	400	TTM 491	Tourism Entrepreneurship	Major	4	0	0	4
2	400	TTM 492	Tourist Transport Management	Major	4	0	0	4
3	400	TTM 493	World Updates and Tourism Trends	Major	4	0	0	4
4	400	TTM 494	Marketing Research	Major	4	0	0	4
5	400	TTM 495	Advance Research Methodology	Major	4	0	0	4

**Note:**

- **Internship** – Internship is to be carried out by the students after the fourth and sixth semester examinations during vacation for a period of minimum four weeks or One month. The student is required to submit the report which shall be assessed internally through presentation and viva-voce during the fifth (2 credit) and seventh semesters (4 credits) accordingly.
- **Project Work/Field visit** – Project work/field visit is to be carried out by students after the fifth semester or during sixth semester. The student is required to submit the report which shall be assessed internally through presentation and viva-voce during the sixth semester from a total of 02 credits.
- **Minor Project / Research Project**- Minor Project /Research Project is to be carried out by students after the seventh semester or during eighth semester. The student is required to submit the report which shall be assessed internally through presentation and viva-voce during the eighth semester. The UG Honours students during the VIII semester shall carry out the minor project with 02 credits; whereas the UG Honours with Research Students shall submit the Research Project which shall carry 12 credits
- If student is making exit after first year, than in addition to the prescribed courses in first year, s/he has to complete one vocational course of 4 credits during the summer vacation of the first year.
- The format of the Internship Report / Project Work Report / Industrial Visit Report shall be prescribed by the department.

#### **14.0 EVALUATION**

The assessment of the student's performance in a Theory course shall be based on two

components: Continuous Internal Assessment and Semester-End Examination

- 14.1** Continuous Internal Assessment (CIA): 30 marks (3 & 4 Credits) and 15 marks (1& 2 credits) where 2 midterm exams shall be conducted and average is done, for which 10 marks are added which are from Seminars, assignments or any other academic activity. CIA is purely under the control of the respective departments.
- 14.2** Semester End Examinations (SEE): Examinations will be conducted 70 marks (3 & 4 Credits) and 35 marks (1& 2 credits) at the end of the semester as planned according to the academic calendar.
- 14.3** Only final examination shall be conducted for the Field Visit / Internship / Project / Dissertation etc.
- 14.4** A student he /she must secure at least 40% marks in Theory and Internal Assessment against Max Marks in each subject, and 50% marks in each of the practical subject.

## **15.0 GRADING SYSTEM**

- 15.1** The University follows a ten point grading scale (as given below) for evolution of student's academic performance in the course during the semester:

Marks Range	Letter Grade	Grade Point	Academic performance
90 – 100	O	10	Outstanding
80 – 89	A+	9	Excellent
70-79	A	8	Very Good
60 – 69	B+	7	Good
50 – 59	B	6	Above Average
40 – 49	C	5	Average
Less than 40	F	0	Fail

There is no rounding off either of the Semester Grade Point Average or Cumulative Grade Point Average or Final Grade Point Average at the end of each successive semester as well as at the end of the programme.

- 15.2** The CGPA obtained by the student shall be classified into the following

division:

Marks Range	Letter Grade	Grade Point	Academic performance
9.0 and above	O	10	Outstanding
8.0 and above but less than 9.0	A+	9	Excellent
7.0 and above but less than 8.0	A	8	Very Good
6.0 and above but less than 7.0	B+	7	Good
5.0 and above but less than 6.0	B	6	Above Average
4.0 and above but less than 5.0	C	5	Average
Less than 4.0	F	0	Fail

For proper evaluation of student's academic standing, his/her performance in all semesters including grade obtained in the dissertation, should be taken into consideration.

**15.3** The grades will be calculated as per the following formulas:

$$\text{SGPA} = \frac{\text{Sum of (Credits X Grade Points) Obtained}}{\text{Total Credits of Concerned Semester}}$$

$$\text{CGPA} = \frac{\text{Sum of (Credits X Grade Points) of all Semester}}{\text{Total Credits of all Semester}}$$

**Conversion of SGPA/CGPA to Percentage:**

$$\text{Equivalent Percentage of Marks} = \text{SGPA/CGPA} \times 10$$

**15.4 Declaration of Division:** A candidate who has passed in all the courses of examinations of all Semesters taken together will be declared as "Passed". Such candidates may be awarded the division according to following criterion:

- i. First Division: CGPA 6.0 and above
- ii. Second Division: CGPA 5.0 and above but below 6.0
- iii. Third Division: CGPA 4.0 and above but below 5.0

## **16.0 REVISION OF REGULATIONS, CURRICULUM & SYLLABUS**

The University / School / Department may revise, amend, and / or update the Regulations, Curriculum, Syllabus, and Scheme of Examinations through the Board of Studies, Academic Council and Executive Council as and when required.

## **CURRICULUM & SYLLABUS**



# MAJOR & SEC (BBA-TTM) COURSES OFFERED FOR

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

## SEMESTER - I

### TOURISM CONCEPTS: PRINCIPLES AND PRACTICES

<b>Course Code</b>	<b>TTM 101</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course will enable the students

- To describe the various tourism concepts and principles.
- To identify and explain the various factors influencing tourist motivation.

- To analyze and optimize the components of tourism supply to meet demand effectively.
- To develop analytical and critical thinking skills to assess tourism impacts and practices.
- To examine the contemporary trends, issues, and developments in the tourism sector.
- To assess the role of international organizations in tourism promotion and development

### **Unit-1**

Understanding Tourism: Concept, definition and characteristics of tourism. Understanding Leisure, Recreation, Tourism and their Inter-relationship; Tourist, Traveller, Visitor, Transit Visitor and Excursionist: Definition and Differentiation, Historical Dimensions of Tourism: Early Travels, Travel during Medieval Period, Renaissance period, Industrial Revolution, Emergence of Modern Tourism, Thomas cook & early organized travel.

### **Unit-2**

Introduction to Tourism System - Leiper's Model, Typology of Tourists, Concept of Tourism Product and Typology of tourism products, Tourism Area Life Cycle, Types and Forms of Tourism, Present and future trends of tourism.

### **Unit-3**

Evolution and Concept travel motivation; Types of travel motives; Concept of Push and Pull factors; Travel Motivation classification by Grey, McIntosh, Robinson; Maslow's hierarchy of needs model in context of travel motivations. Tourism Demand- Concept of Demand in Tourism; Types of demand; Unique features of Tourist Demand.

### **Unit-4**

Concept of supply in tourism; Unique features of Tourism supply; Components of tourism supply: Concept of attractions- Natural and Man-made (Built, Social and Cultural), Concept of transportation- Modes (Air, Road, Rail, Sea) and relative significance, Concept of accommodation- Types and forms, Amenities and Ancillary services.

### **Unit-5**

Impacts of tourism - Economic, Environmental and Socio-Cultural. International organizations - UNTourism, WTTC, IATA, ICAO, CLIA.

### **Suggested Learning Resources:**

#### **Books**

1. Swain, S. K. and Mishra, J. M. (2017). *Tourism Principles and Practices (3<sup>rd</sup>ed.)*. New Delhi, India: Oxford University Press.
2. Kamra, K. K. and Chand, M. (2015). *Basics of Tourism: Theory, Operation and Practice (2015 ed.)*. New Delhi, India: Kanishka Publishers, Distributors.
3. Roday, S., Biwal, A. and Joshi, V. (2015). *Tourism Operations and Management (8<sup>th</sup>ed.)*. New Delhi, India: Oxford University Press.
4. Page, S. J. (2011). *Tourism Management: An Introduction (4<sup>th</sup> ed. Special Indian Edition)*. London and New York, USA: Routledge.

5. Goeldner, C. R. and Ritchie, R. B. (2011). *Tourism Principles, Practices and Philosophies (12<sup>th</sup> Ed.)*. John Wiley & Sons.
6. Fletcher, J., Fyall, A., Gilbert, D. and Wanhill S. (2018). *Tourism Principles and Practice (6<sup>th</sup> Ed.)*. Pearson
7. Sharpley, R. (2015). *Travel and Tourism (1<sup>st</sup> Ed.)*. SAGE Course Companions series

**Web links and Video Lectures (e-Resources):**

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=Cdnwi2LUCLzrJZ76d/o1A==>
2. <https://tourism.gov.in/annual-reports/annual-report-2020-21>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Suggested Skill Development Activities**

- Prepare a strategy for collection of tourist statistics in the city of Vizianagaram.
- Site Visits to Tourist Attractions of Vizianagaram
  - to analyze tourist flows and infrastructure
  - to interact with local tourism officials
- Property visits (Hotels, Theme Parks, Travel Companies)

<b>TOURISM CONCEPTS: PRINCIPLES AND PRACTICES PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 111</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course will enable the students

- To critically analyze tourism concepts and practices.
- To identify and address challenges in tourism management.
- To enhance their ability to conduct tourism research and apply findings to the real-world scenarios.

Activity 1: On the world map mark the places and write about the nearest airports of the places connected to Marco Polo's visit.

Activity 2: On contemporary Indian map, mark the places and write about the tourist attractions of the places connected to Hiuan Tsang's visit.

Activity 3: Explore the tourist spots of Vizianagaram and write about these mentioning the nature of attraction.

Activity 4: Explore the tourist attractions of Vishkhapatnam and categorize these attractions under natural, man-made and symbiotic attractions.

Activity 5: Apply Leiper's Model through a survey of 50 residents taking Vizianagaram as tourist generating region w.r.t. where they are visiting, how they are visiting and what transit point they use.

Activity 6: Choose any beach destinations of Vishkhapatnam and find out its stage in the Tourism Area Life Cycle model through a survey of 20 tourists visiting that beach and justify your argument.

Activity 7: Identify the Push factors of Vizianagaram people visiting to different destinations outside the city through a survey of 50 residents.

Activity 8: Through your own photography, highlight the cultural, social and environmental impact of tourism at Vizianagaram OR Vishakhapatnam (Pick any destination).

Activity 9: Survey the accommodation units in Vizianagaram and prepare a list (Nature of ownership, bed capacity, facilities).

Activity 10: Choose any one transport operator or transport consolidator of Vizianagaram OR Vishakhapatnam (choose one) and elaborate on their services, network and operations.

## **SEMESTER II**

### **PRINCIPLES OF MANAGEMENT**

<b>Course Code</b>	<b>TTM 151</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course will enable the students

- To understand and explain the basic concepts and theories of Management.
- To critically analyze and evaluate management and theories and concepts in context of the various organizations.
- To develop leadership skills necessary for the effective management.
- To acquaint with relevant skill sets to apply management principles to real world scenarios.

#### **Unit-1**

Introduction: Meaning, Nature, Objectives, Importance, Scope, Levels of Management, Skills & Competencies, Functions of Management, Evolution of Management Thought, Contribution of F. W. Taylor, Henri Fayol's and Elton Mayo.

## **Unit-2**

Planning: Meaning, Importance, Types, Steps, Planning Tools and Techniques, Decision-Making: Meaning, Concepts, Process, Types of Decisions.

## **Unit-3**

Organisation: Meaning, Importance, Principles, Types of Organisation Structures, Span of Control, Centralisation and Decentralisation of Authority. Staffing: Meaning, Nature, Importance, Manpower Planning, Recruitment, Selection.

## **Unit-4**

Directing: Meaning, Importance, Need and Principles. Motivation: Meaning, Concept, Importance, Types, and Theories. Leadership: Meaning, Factors, Leadership Styles.

## **Unit-5**

Controlling: Meaning, Need and Characteristics, Procedure and techniques of Controlling, Types of Control. Co-ordination: Meaning, Need and Characteristics, Types and Techniques, Steps for effective co-ordination.

### **Suggested Learning Resources:**

#### **Books**

1. MGMT, Chuck Williams & Manas Ranjan Tripathy, 5/e, Cengage Learning, 2013.
2. Essentials of Management, Koontz, McGraw Hill, 8/e, 2014.
3. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010.

#### **Web links and Video Lectures (e-Resources):**

- [https://onlinecourses.nptel.ac.in/noc22\\_mg104/preview](https://onlinecourses.nptel.ac.in/noc22_mg104/preview)
- [https://onlinecourses.nptel.ac.in/noc22\\_mg78/preview](https://onlinecourses.nptel.ac.in/noc22_mg78/preview)
- [https://learninglink.oup.com/access/king-lawley3e-student-resources#tag\\_all-chapters](https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters)

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

#### **Suggested Skill Development Activities**

- Visit an Organization and note the various functions discharged in a day.
- Conduct a professional event in the department and try to understand the various roles played by students in relation to Team and Organizational environment.
- Develop questions, interact with people in the Organisation and try to observe personality traits.
- Meet any Leader / HoD / Dean and observe the Management of various departments and record the changes in administrative pattern

<b>PRINCIPLES OF MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 161</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:** The student will be able

- To apply core management theories to real-world business situations.
- To develop critical managerial skills, including leadership and decision-making.
- To encourage innovation and creativity in management practices.
- To design engaging and relevant training content using instructional methods.

Activity 1: SWOT analysis of Classical school of management approaches.

Activity 2: SWOT analysis of Behavioral school of management approaches.

Activity 3: Analyze and present the role of digital technologies, such as artificial intelligence, data analytics, and collaboration tools, are transforming management practices. (Provide suitable examples).

Activity 4: Demonstrate the usefulness of Technology-Based Planning Tools in the planning process.

Activity 5: Analyze and present the ethical considerations involved, explore alternative courses of action, and justify their decisions based on ethical principles and values. (Provide suitable examples).

Activity 6: Analyze and present the organizational structure of Small, Medium and Large organizations of tourism industry and evaluate how well the structure aligns with the company's goals and objectives.

Activity 7: Design a management training program for an organization of your choice.

Activity 8: Choose any organization. Establish the processes for collecting feedback, monitoring performance, and implementing changes required to foster a culture of continuous improvement and coordination.

Activity 9: Design five motivational posters that reflect key concepts and theories of motivation for the employees of an organization (choose any organization).

Activity 10: Develop a comprehensive business plan for a start-up venture or a new product/service offering covering all the functions of the management.

### **SEMESTER III**

<b>HUMAN RESOURCE MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 201</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able

- To demonstrate a comprehensive understanding of HRM concepts and their application in real-world scenarios.
- To develop and implement HRM strategies that aligns with organizational goals and objectives.
- To effectively manage the talent acquisition, development, and retention in the organization.
- To design and develop an original framework and model in dealing with various situations in the organization.
- To understand and manage HRM opportunities and challenges in a global context and support organizational change initiatives.

### **Unit-1**

**Introduction:** Introduction, meaning, nature, scope, Importance and Evolution of the concept of HRM, Functions, Models, & Principles of HRM, The Factors Influencing Human Resource Management, HR Competencies, HRM and Firm Performance.

### **Unit-2**

**HR Planning:** Importance, Manpower Planning vs HR Planning, Factors Affecting HR Planning, Benefits of HR Planning, HRP Process, Tools for Demand Forecasting, Attributes of an Effective HR Planning, Barriers to HR Planning, Job Analysis, Job Description, Job Specification, Job Evaluation.

**Recruitment and Selection:** Importance of Recruitment, Recruitment Policies, Factors Influencing Recruitment, Recruitment Process, Sources, Evaluation of Recruitment Process, Recruitment Strategy, Selection Process; Selection Tests; Factors Influencing Selections.

### **Unit-3**

**Performance Management and Appraisal:** Objectives, Performance Management and Performance Appraisal, Performance Management Process, Types of Performance Rating Systems.

**Compensation and Benefits:** Total Compensation, Total Rewards System, Forms of Pay, External and Internal Factors, Establishing Pay Rates, Employee Benefits.

### **Unit-4**

**Human Resource Management in Small and Medium Enterprises:** SMEs and Adoption of Human Resource Management, Impact of Weak Adoption of Human Resource Management in SMEs, Indian Scenario, Human Resource Management in the Service Sector: Introduction, Emergence, Implications, Difference in Human Resource Management in Services and Manufacturing Sectors, Human Resource Management and Service Quality Correlation, Trade Unions in Services Sector, Models of Union Strategies.

## **Unit-5**

**Human Resource Management and Innovations:** Factors Affecting the Innovation Process in organisations, Current Trends in Human Resource Management, Case Study of Innovative Human Resource Management Practices.

**Future trends in Human Resource Management:** Hybrid work model, Employee skill development, Internal mobility, Diversity and inclusion in workforce, People analytics, Employee well-being, Multi-generational workforces and All-in-One HR tools.

### **Suggested Learning Resources:**

#### **Books**

1. Sengupta, A. (2019). *Human resource management: Concepts*. Sage Publications India Pvt. Ltd.
2. Sharma, R. C., & Sharma, N. (2019). *Human resource management: Theory and practices*. Sage Publications India Pvt. Ltd.
3. Northouse, P. G. (2016). *Leadership: Theory and practices* (7th ed.). Sage Publications.
4. Murthy, T. P. R. (2015). *Human resources management*. Himalaya Publishing House.
5. Rao, T. V. (2004). *Performance management and appraisal systems: HR tools for global competitiveness* (1st ed.). Response Books.
6. Appasaba, L. V., & Kadakol, A. M. (2016). *Human resource management*. College Book House.
7. Rao, V. S. P. (2014). *Human resource management*. Excel Books.

#### **Web links and Video Lectures (e-Resources):**

- <https://youtu.be/hHE4ilceiXs>
- [https://youtu.be/\\_d5QMwLC19Y](https://youtu.be/_d5QMwLC19Y)
- <https://youtu.be/uMQMDQI7Hpk>
- [https://youtu.be/vXgt9yASs\\_k](https://youtu.be/vXgt9yASs_k)
- <https://youtu.be/pqtYQb9nbRk>
- <https://youtu.be/e1F3xnF5LKg>
- <https://youtu.be/4Kr0VpM14LI>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

#### **Suggested Skill Development Activities**

- Conduct mock interviews where students act as both interviewers and candidates to practice different interviewing techniques.
- Analyze a real-world case of performance management failure and discuss lessons learned.
- Create a compensation package for various job roles within an organization, considering market trends and internal equity.
- Host a debate on the pros and cons of performance-based pay versus fixed salaries.

- Develop a training program for new employees, including objectives, content, methods, and evaluation techniques.
- Simulate a training session where students must deliver content effectively to engage their peers.
- Conduct a workshop on the implications of labor laws in HR practices, including compliance challenges.
- In the class simulate a case of the change management process within an organization facing significant change, focusing on communication strategies.
- Conduct in the class a role-playing scenario involving conflict resolution between employees or between management and staff.

<b>GLOBAL TOURISM GEOGRAPHY</b>			
<b>Course Code</b>	<b>TTM 202</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course objectives:** The student will be able:

- To understand the geographic features of different regions of the world
- To comprehend the geographical foundations of tourism.
- To conduct in-depth studies of specific regions and countries to understand unique tourism challenges and opportunities.
- To analyze tourism patterns and destination characteristics using the geospatial tools and techniques

### **Unit-1**

**Introduction to Geography:** Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude, Time Zone

### **Unit-2**

**Asia:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on China, Asia Pacific Region, South-East Asia: Malaysia, Thailand, Singapore, Indonesia.

### **Unit-3**

**North & South America:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on USA, Mexico, Canada, Brazil.

### **Unit-4**

**Europe:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on UK, Germany, France, Spain & Italy.

### **Unit-5**

**Africa & Australasia:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on South Africa, Egypt, Kenya, Morocco Australia and New Zealand.

### **Suggested Learning Resources:**

#### **Books**

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
3. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
4. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation- Environment, Place and Space*. Third Edition, Routledge, London.
5. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd,

6. Travel Information Manual, IATA, Netherlands, 2012.
7. Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback – 2019
8. Oxford Student Atlas for India - Third Edition Paperback –2019

**Web links and Video Lectures (e-Resources):** to be circulated by the course teacher.

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Suggested Skill Development Activities**

1. Divide the class into some groups. Each group in the class creates a persuasive travel package for their chosen destination, highlighting attractions, accommodations, and activities.
2. Students will create a world map highlighting (countries and region under) different time zones.
3. Assign students to research countries that observe daylight saving time and present how it impacts local times during the transition periods.

<b>HUMAN RESOURCE MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 211</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:** The student will be able

- To apply HR theories to solve real-life organizational challenges.
- To develop recruitment and selection skills to hire top talent.
- To learn to implement effective performance management systems.
- To resolve workplace conflicts and improve employee relations.

- To use HR analytics to support strategic decision-making.

Activity 1: Interview an HR manager of any of Travel Agency and prepare a write up on the career avenues in tourism field.

Activity 2: Refer a recruitment form of any big travel agency or OTA and fill it up. Also submit in that travel agency.

Activity 3: Refer HR policy document of any travel agency and prepare an analytical report on that.

Activity 4: Make a list of 10 MNCs in travel industry and list out the job opening with qualification advertised in last 6 months.

Activity 5: Visit a hotel and list out its departments and organization structure.

Activity 6: Discuss the recruitment and selection process of Taj group of hotels.

Activity 7: Critically evaluate in-house training program of any travel agency / hotel.

Activity 8: List out job titles and relevant nature of job for tourism graduates in cruise industry.

Activity 9: Prepare a list of job titles with respective job description and job specification in aviation industry.

Activity 10: Make a comparative statement of career path chart for tourism professionals in travel, aviation and hospitality sector.

<b>GLOBAL TOURISM GEOGRAPHY PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 212</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:** The student will be able to

- To analyze global tourism patterns and geographical factors.
- To examine the role of climate, culture, and landscapes in tourism.
- To apply geographic tools to assess tourism potential in various regions.
- To understand IATA areas, codes, and time zones for efficient global aviation operations.

**Activity 1:** Color-code a world map and continents (separately for each continent) according

to the different climatic zones (tropical, temperate, polar, etc.), physical features (like mountains, rivers, and deserts), population distribution. Afterward, discuss how these zones, physical features impact the lifestyle, agriculture, and economy of the regions.

**Activity 2:** Prepare a world map with distinct IATA Areas, and sub areas.

**Activity 3:** Asia: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 4:** North America: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 5:** South America: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 6:** Europe: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 7:** Africa: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 8:** Australasia: Color Code Countries in the Continent. Choose one country from the continent and analyze the factors such as geographical location, transport networks, and government policies that have influenced tourism development in that country. Also analyze how geographical factors contribute to the success or challenges of tourism in the chosen country.

**Activity 9:** Prepare International Date Line, and Time Zones in the world.

**Activity 10:** Prepare a list of all countries in the world with their standard time and Daylight Saving Time and duration.

#### **Suggested Learning Resources:**

1. Travel Information Manual, IATA, Netherlands, 2012.
2. Oxford School Atlas: India's Most Trusted Atlas 35th edition (Areal app) Paperback – 2019
3. Oxford Student Atlas for India - Third Edition Paperback –2019



## SEMESTER IV

<b>TOURISM PRODUCTS OF INDIA</b>			
<b>Course Code</b>	<b>TTM 251</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course objectives:** The student will be able:

- To understand the diversity of Indian tourism products.
- To explore India's natural and wildlife tourism focusing on eco-tourism and conservation efforts.
- To analyze India's rich cultural heritage as tourism offerings
- To comprehend the significance of pilgrimage sites and spiritual tourism in India, including major religious circuits and centers.
- To explore the various art forms, handicrafts and fairs and festivals of India as a part of tourism experience in India.
- To assess the rural and tribal tourism products in India including community-based tourism

### **Unit-1**

Concept of Resources. Natural Tourism resources in India: Wildlife Sanctuaries, National Parks in India (Great Himalayan National Park, Kaziranga National Park, Keoladeo National Park, Jim Corbett Tiger Reserve, Manas Wildlife Sanctuary, Nanda Devi National Park and Valley of Flowers, Sundarban National Park, Khangchendzonga National Park, Gir National Park) and Western Ghats. Famous hill station of India: Srinagar, Shimla, Dehradun, Mahabaleshwar, Darjeeling, Coorg, Munnar and Ooty. Famous beaches in Karnataka, Goa, Kerala, Orissa, Andhra Pradesh, Andaman Nicobar & Lakshadweep islands.

### **Unit-2**

Popular Cities- Delhi, Agra, Jaipur, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Vizag. Monuments- Location and unique feature: Ajant Caves, Ellora Caves, Great Living Chola temples, Khajuraho Group of Temples, Rock Shelters of Bhimbetka, Konark Sun Temple, Archaeological Site of Nalanda Mahavihara (Nalanda University), Kakatiya Rudreshwara (Ramappa) Temple, Dholavira, Santiniketan, and other Indus-valley sites

### **Unit-3**

Religious Destinations: Hindu: Char Dham of India, Jyotirlingas, Ayodhya, Mathura–Vrindavana, Gangasagar. Kamakhya (Assam), Vaishnodevi (Jammu), Kanchipuram, Tripuri. Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi, Rajgir, Ladakh. Jain: Dilwara, Girnar, Mt. Abu, Pavapuri, Shatrunjaya, Sharavangalgola, Palitana, Rankapur. Muslim: Ajmer Sharif, Nizamuddin (Delhi), Hazratbal Shrine (Srinagar), Mecca Masjid (Hyderabad), Hazi Ali Dargah (Mumbai). Sikh: Shri Akal Takht Sahib (Amritsar), Takht Shri Keshgarh Sahib (Anandpur Sahib), Takht Shri Harmandir Sahib (Patna), Takht Shri Hazoor Sahib (Nanded), Gurudwara Shri Hemkunt Sahib (Uttarakhand).

### **Unit-4**

Art Forms of India: Major Dance Forms (Classical and Folk), Music, Crafts in India: Famous Handicrafts and Paintings of India. Fairs and Festivals: Kumbhmela, Pongal, Onam, Mahashivratri, Holi, Baishakhi, Dussehra, Diwali, Bihu Festival, Pushkar fair, Goa Carnival.

### **Unit-5**

Rural and Tribal sites: Aarku and Lambasingi (Andhra Pradesh), Ziro Valley (Arunachal Pradesh), Majuli Island, Ukhrul (Manipur), Khamba (Madhya Pradesh), Khonoma (Nagaland), Kauraput (Odisha), Amadubi village (Jharkhand), Hemis (Leh).

### **Suggested Learning Resources:**

#### **Books**

1. Agarwal, N. (2015). *Tourism and Cultural Heritage of India*. New Delhi, India: Aman Publications.
2. Gupta, S .P., Lal, K. and Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
3. Rajaram, K. (2018). *Facets of Indian Culture (27<sup>th</sup> ed.)*. New Delhi, India: Spectrum.

#### **Web links and Video Lectures (e-Resources):**

1. <https://www.incredibleindia.org/content/incredibleindia/en.html>
2. [https://epgp.inflibnet.ac.in/view\\_f.php?category=1873](https://epgp.inflibnet.ac.in/view_f.php?category=1873)
3. [http://m.kkhsou.in/EBIDYA/MGMT/MODIFY\\_tourist\\_india.html](http://m.kkhsou.in/EBIDYA/MGMT/MODIFY_tourist_india.html)
4. <https://opentextbc.ca/introtourism/>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

<b>HOTEL MANAGEMENT AND OPERATIONS</b>			
<b>Course Code</b>	<b>TTM 252</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course objectives:** The student will be able

- To understand the key functions and organizational structure of hotel management.
- To analyze operational processes in front office, housekeeping, and food and beverage departments.
- To develop skills in guest relations and customer service excellence.
- To assess the importance of safety, security, and risk management in hotel operations.

### **Unit-1**

Introduction to Hospitality Industry; Characteristics of hospitality industry, Growth Relationship between the hospitality industry and tourism; Types & Classification of Hotels

on different basis; Organization Structure of Hotels; Origin, growth and development of Hotel Sector in India (ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India: Hilton, Marriott, Hyatt. Career avenues in the hospitality services sector; Hospitality industry & linkages with other industries; Current, future trends and technological developments in hotel industry,

### **Unit-2**

Hotel Front Office: Introduction, Functions and its importance, Different sections of the front office department and their layout and importance: Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination, Organization structure of Front Office, Job Descriptions, Attributes and key responsibilities of Front Office Personnel. Role of technology in front office operations.

### **Unit-3**

Hotel Housekeeping: Introduction, Meaning, functions and importance of Housekeeping, Sections of Housekeeping, Organization structure of the Housekeeping department. Attributes and responsibilities of the Housekeeping staff. Intra and Inter departmental Coordination. Role of technology in housekeeping operations.

### **Unit-4**

Food and Beverage Department: Introduction, meaning, functions and importance. Organization of F&B department of hotel. Attributes and Qualities of F & B staff. Furniture, Linen, Glassware, Tableware, Special and Miscellaneous equipment. Various types of F&B operations. Types of Restaurants and their characteristics. Intra and Inter departmental Coordination. Role of technology in Food & beverage department.

### **Unit-5**

Kitchen Department: Introduction, meaning, functions and importance of kitchen department. Organizational structure of the kitchen(Main kitchen, Commissary, Garde Manger, Butchery and Bakery and confectionery); Co-operation with other departments. Attributes and Qualities of kitchen staff; Levels of skills and experiences; Personal hygiene and food safety, contamination of food. Duties and responsibilities of kitchen staff. Intra and Inter departmental Coordination. Role of technology in kitchen department.

### **Suggested Learning Resources:**

#### **Books**

1. Walker, J. R. (2017). *Introduction to Hospitality Management (5th Ed.)*. New Delhi, India: Pearson.
2. Barrows C. W., Powers, T., Reynolds, D. (2012). *Introduction to Management in the Hospitality Industry, (10<sup>th</sup> ed)*. Wiley India Pvt. Ltd
3. Tiwari, J. R. (2016). *Hotel Front Office (2<sup>nd</sup> ed.)*. New Delhi, India: Oxford University Press.
4. Bhatnagar S.K (2013). *Front Office Management (2<sup>nd</sup> ed.)*. New Delhi, India: Frank Brothers.
5. Raghulanan G. (2016). *Hotel Housekeeping Operations & Management (3<sup>rd</sup> ed.)*. New Delhi, India: Oxford University Press.
6. Andrews Sudhir. (2013). *Hotel Front Office a Training Manual (3<sup>rd</sup> ed.)*. New Delhi, India: Tata McGraw-hill.
7. Andrews Sudhir. (2013). *Hotel Housekeeping a Training Manual (3<sup>rd</sup> ed.)*. New Delhi, India: Tata McGraw-hill.

8. Seal, P. P. (2017). Food and Beverage Management (1<sup>st</sup> Ed.). New Delhi, India: Oxford University Press.
9. Singaravelavan, R. (2016). *Food and Beverage Service ( 2<sup>nd</sup> ed)*. Oxford University Press
10. Andrews, S. (2017). *Food & Beverage Service Training Manual (3<sup>rd</sup> ed)*. Tata Mc Graw Hill.
11. John Cousins, Dennis Lillicrap, Suzanne Weekes. *Food and Beverage Service, (9th ed.)*. Hodder Education.
12. Parvinder S. Bali, (2014) *Food production operations, 2<sup>nd</sup> edition* Oxford University Press
13. Krishna Arora, (2013) *Theory of Cookery*, Frank Bros & Co.
14. Foskett & Paskins, (2016) *Theory of hospitality & Catering*, 13<sup>TH</sup> edition (Hodder Education)
15. Thangam E. Philip, (2014) *Modern Cookery for Teaching and Trade Vol-1, (6th Edition)*, Orient Black Swan

**Web links and Video Lectures (e-Resources):**

1. [https://epgp.inflibnet.ac.in/view\\_f.php?category=1850](https://epgp.inflibnet.ac.in/view_f.php?category=1850)
2. <https://alison.com/courses/introduction-to-hospitality-management-studies/content>
3. [https://www.tutorialspoint.com/food\\_and\\_beverage\\_services/food\\_and\\_beverage\\_services\\_basics](https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_basics)
4. <http://hotelmanagementbusiness.blogspot.com/2009/11/food-and-beverage-service-introduction.html>
5. <https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/>
6. <https://www.studocu.com/en/document/griffith-university/rooms-division-management/lecture-notes/2216hsl-full-note-rooms-division-management/451239/view>
7. <https://www.coursehero.com/file/10813051/Introduction-to-the-Rooms-Division-Notes/>

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

**Suggested Skill Development Activities**

1. Mock Hotel Management Simulation: Create a roleplay in the class where students manage a mock hotel. Divide them into teams responsible for different departments (front office, housekeeping, food and beverage, etc.).
2. Culinary Workshop: Students Organize a culinary workshop focusing on food and beverage management focusing on menu planning, food safety standards, and kitchen organization.
3. Front Office Role Play: Students Conduct role-playing exercises where students simulate front office operations, including check-ins, check-outs, and handling guest complaints.
4. Event Planning Project: students plan and execute a mock event (e.g., a wedding or corporate conference) that includes budgeting, logistics, and marketing strategies.
5. Internship Reflections: After completing internships in hotels or related establishments, students present their experiences and key learnings to the class.



<b>BASICS OF COST AND MANAGERIAL ACCOUNTING</b>			
<b>Course Code</b>	<b>SEC 251</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able

- To understand fundamental concepts and principles of cost and managerial accounting.
- To analyze cost behavior and its impact on decision-making.
- To assess the role of managerial accounting in strategic decision-making.
- To implement cost control measures to enhance organizational efficiency.
- To interpret financial statements for internal management purposes.
- To explore the ethical considerations in cost and managerial accounting practices.

### **Unit-1**

**Introduction to Accounting:** Types and classification; Principles of accounting, Principles, Concepts and Conventions, Double Entry System, Preparation of Journal, Ledger and Trial Balance.

### **Unit-2**

**Final Accounts:** Meaning, Procedure for preparation of final accounts; Trading accounts; Profit and Loss accounts and Balance sheet; Adjustment entries; Closing stock, Depreciation, Provisions, Prepaid and outstanding expenditure, Accrued Income.

### **Unit-3**

**Cost Accounting:** Definition and objectives, Importance, Elements of Cost and Cost classification, Types of costs (fixed, variable, semi-variable), Cost centers and cost units. **Costing Methods:** Absorption costing vs. marginal costing, Job order costing and process costing, Preparation of Cost Sheet

### **Unit-4**

**Managerial Costing:** Decision-Making Tools; Break-even analysis, Cost-volume-profit analysis, Standard Costing; Definition, objectives, and benefits, Setting standards: types and methods. **Ratio Analysis:** Liquidity Ratios, Profitability Ratios, Solvency Ratios, and Efficiency Ratios for strategic decisions and operational effectiveness and long-term viability.

### **Unit-5**

**Travel Agency Accounting;** Understanding the unique aspects; Financial Statements for Travel Agencies; Income Statement, Balance Sheet, Cash Flow Statement. **Costing and Pricing Strategies:** Cost Components in Travel Services, Identifying direct and indirect costs of tour packages, **Pricing Strategies:** Setting prices based on costs, market demand, and

competition analysis.

**Suggested Learning Resources:**

1. Sofat, R. and Hiro, P. (2014), *Basic Accounting (2<sup>nd</sup> ed.)*, New Delhi, India: PHI Learning.
2. Lal, J. (2022) (5<sup>th</sup> ed.). *Accounting for Management*, Himalayan Publishing House, Mumbai.
3. Grewal T.S. & Shukla M.C. (2010). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi.
4. R. L. Gupta & Radhaswamy M. (2014). *Advanced Accountancy*- Vol. I. Sultan Chand & Sons, Delhi.
5. Sharma R.K & Gupta S. (2012). *Management Accounting* .Kalyani Publisher.

**Web links and Video Lectures (e-Resources):**

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

**Suggested Skill Development Activities**

1. Case Study Analysis; Students to visit a travel agent or hospitality businesses understand their financial statements, cost structures, and budgeting practices and submit a report.
2. Students to prepare complete financial statements (income statement, final account and balance sheet) for a fictional travel agency based on provided data.
3. Cost Analysis Workshop; Conduct workshops where students perform cost analysis on various tourism services (e.g., hotel stays, tours). They can calculate direct and indirect costs and discuss how these affect pricing and profitability.
4. Financial Ratio Analysis: Students to calculate and interpret key financial ratios relevant to the tourism industry (e.g., liquidity ratios, profitability ratios) using actual data from publicly available financial reports of tourism companies.

<b>TOURISM PRODUCTS OF INDIA PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 261</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course will enable the students

- To explore the diverse tourism products and attractions across India.
- To develop skills to create tourism itineraries and packages showcasing Indian tourism products.
- To understand the challenges and opportunities in the Indian tourism industry.
- To assess the role of government policies and initiatives in promoting tourism in India.
- To examine sustainable practices in the development and management of tourism products.

**Activity**

- Activity 1: Each student selects a specific tourism product from India (e.g., a cultural festival, a heritage site, or an eco-tourism initiative) and prepares a product presentation.
- Activity 2: Students Organize field trips to local tourist attractions; Vizianagaram fort, Ramateertham, and fairs conducted in the locality and observe and report the tourism product in action.
- Activity 3: Assign groups to prepare case studies on successful tourism products in India such as; the Golden Triangle, Kerala backwaters.
- Activity 4: Students create a marketing campaign for a lesser-known tourism product in Vizianagaram and prepare promotional materials (brochures, social media posts) that highlight unique aspects of the product.
- Activity 5: Students role-play as tour guides for local tourist attractions in the region, presenting key attractions and cultural insights.
- Activity 6: Conduct a seminar where students discuss sustainable tourism strategies for destination upkeep in Vizianagaram.
- Activity 7: Tourism Product Development Workshop: Students will brainstorm and develop a new tourism product for Vizianagaram, focusing on target audience, unique selling propositions, and challenges, followed by group presentations on marketing strategies and expected outcomes.
- Activity 8: Cultural Heritage Research Project: Students will research a specific cultural heritage site in India, preparing a report on its historical significance, current tourism practices, visitor demographics, and conservation efforts, along with suggestions to enhance visitor experiences.

- Activity 9: Tourism Impact Assessment: Students will conduct an assessment of tourism impacts at a chosen site in Vizianagaram or Vizag, gathering data on economic, social, and environmental effects through surveys or interviews with local stakeholders, culminating in a presentation of their findings.
- Activity 10: Interactive Tourism Map Creation: Students will create an interactive map showcasing tourism products in Vizianagaram or another region in India, using digital tools to highlight attractions, accommodations, restaurants, and activities.
- Activity 10 (Alternative): Social Media Engagement Campaign: Students will design a social media campaign to promote a specific tourism product or destination, creating content calendars and sample posts to increase audience interaction while emphasizing unique aspects of the product.

<b>HOTEL MANAGEMENT AND OPERATIONS PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 262</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

**Course Objectives:** This course will enable the students

- To apply practical skills in hotel operations and guest services.
- To analyze operational challenges and implement effective solutions in hotel settings.
- To implement health, safety, and hygiene standards in hotel operations.
- To explore technology applications in hotel management and operations.
- To conduct a comprehensive analysis of hotel performance metrics.

**Activity:**

1. Visit a hotel and make a note how the departments coordinate with each other to provide customer service.
2. Make a note through consultations as how the billing is done by the front office taking into account all services used by the guest in the hotel.
3. Students create a mock hotel setup, including front desk operations, room service, and housekeeping. This hands-on experience helps them understand daily hotel operations.
4. Arrange visits to local hotels and restaurants to observe operations and engage with management about best practices in the industry.
5. Students to plan and execute a themed event (e.g., a wedding or corporate retreat), covering all aspects from budgeting to logistics.

6. Conduct role-playing exercises where students practice handling various customer service scenarios in a hotel, enhancing their communication and problem-solving skills.
7. Organize a dine session to educate students about dining techniques, and service etiquette.
8. Challenge students to develop sustainability initiatives and submit mini project for hotels, focusing on waste reduction, energy efficiency, and eco-friendly practices.
9. Facilitate pot-sharing and cultural exchange events where students can learn about different cuisines and hospitality practices from various states and countries.
10. Task students with creating a marketing campaign for a fictional hotel, including social media strategies and promotional materials.

## SEMESTER V

### TRAVEL AGENCY AND TOUR OPERATIONS

<b>Course Code</b>	<b>TTM 301</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course will enable the students

- To understand the role and functions of travel agencies in the tourism industry.
- To analyze the components of tour packages and itinerary planning.
- To develop skills in booking procedures and reservation systems for travel services.
- To evaluate the impact of technology on travel agency operations and customer service.
- To explore emerging trends and challenges in the travel agency and tour operations sector.
- To understand the role of tourism organizations in the travel industry landscape.

#### **Unit-1**

Travel Agency Business: Introduction: Evolution of travel agency business; Significance of travel agency business; Skills and competencies required for running travel agency business; Travel agency business and its growth; Emerging trends and challenges in travel agency business; Impact of technology on travel agency business, Linkages and integration on travel business.

#### **Unit-2**

The travel agency: Meaning, Concept, Types of travel agencies, Function of travel agent; The tour operator: Meaning, Function and Types of tour operator; Procedure for setting up of Travel Agency and Tour Operating Enterprises, Approval from Dept. of Tourism (DOT), IATA Accreditation, Guiding and escorting: Concept, responsibilities, tour management.

#### **Unit-3**

Itinerary Preparation: Meaning, concept, definition of itinerary, Basic information required for itinerary, Types of itinerary, Steps in Planning the itinerary, Resources of planning itinerary; Costing of the itinerary

Tour Packaging: Concept, Meaning, Component of tour package, Types of Tour Package, Designing and development process, Negotiation with tourism supplier, costing of a package Tour, Financial evolution and pricing, marketing of a Tour package, Operation and execution of a Tour, Post Tour management

#### **Unit-4**

Travel Documentation and Travel formality: Passport, Visa and Health Regulation along with Travel documents; Travel insurance. Forex, Custom Requirements, Baggage Allowance, Restricted Area Permit (RAP) and Inner Line Permit (ILP); Emigration and immigration;

## **Unit-5**

Tourism Organization: Need for tourism organization; International organization: IATA, ICAO, UN Tourism, WTTC, PATA; National Organizations: TAAI, IATO, ITDC, TFCI, STDC, ASI. Case study: Thomas Cook, SOTC, Cox and Kings, Yatra.com, Makemytrip.com, Pickyourtrail.com, VsnapU.com, India City Walks, Women-oriented travel agencies.

### **Suggested Learning Resources: Books**

1. Swain, S. K. and Jitendra (2017). *Tourism Principle and Practices*. New Delhi, India: Oxford University Press.
2. Kamra, K. K., & Chand, M. (2015) *Basics of tourism theory operation and practice*. New Delhi, India: Kanishka Publisher Distributors.
3. Roday S., Biwal, A. and Joshi, V. (2016). *Tourism operation and management*. New Delhi, India: Oxford University Press.
4. Chand, M. (2007). Travel Agency Management: An Introductory Text (2<sup>nd</sup> Ed.). New Delhi, India: Anmol Publishers

### **Web links and Video Lectures (e-Resources):**

1. <https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827>
2. [http://cbseacademic.nic.in/web\\_material/Curriculum/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf](http://cbseacademic.nic.in/web_material/Curriculum/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf)

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

### **Suggested Skill Development Activities**

1. Itinerary Creation Workshop: Students design detailed itineraries for various types of travelers (e.g., adventure seekers, families, luxury tourists), considering logistics, attractions, and local experiences.
2. Mock Travel Agency Setup: Form small groups to create a mock travel agency, including branding, service offerings, and marketing strategies. Present the agency to the class.

<b>SUSTAINABLE TOURISM AND PLANNING</b>			
<b>Course Code</b>	<b>TTM 302</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course will enable the students

- To understand the principles and concepts of sustainable tourism development.
- To analyze the environmental, social, and economic impacts of tourism on destinations.
- Evaluate planning strategies for sustainable tourism that balance conservation and development.
- To explore the role of stakeholders in promoting sustainable tourism practices.
- To assess the policy frameworks and regulations that support sustainable tourism.

### **Unit-1**

**Introduction to Sustainable Tourism-** History of Sustainability, Early Conceptions of Sustainability, sustainable tourism; Definition, Importance, Need for and principles of Sustainable Tourism, Sustainable Development, Approaches to Sustainable Tourism: Global Initiative under Quebec City and Oslo Conventions,

### **Unit-2**

**Sustainable Planning and Development-** Design Considerations for Tourism Facilities, Climate Analysis, Locality Analysis and Site Analysis, Design for Environment, Socio Economic Conditions, Culture and Experimental Values, Community Participation in Tourism Planning, Case Studies.

### **Unit-3**

**Responsible Tourism-** Concepts and meaning of responsible tourism, General and Current Trends in Tourism Development and Its Impacts. Sustainable Tourism Planning. Demand factor, supply factor long range and strategic planning, public involvement in planning, Protected Areas as Sustainable Destinations-Major Wildlife Sanctuaries, Bird Sanctuaries, National Parks, Biological Reserves and Community Reserves, Role of wild life sanctuaries in sustainability. Case study of Assam and Arunachal as a protected area

### **Unit-4**

**Role of Different Agencies in Sustainable Tourism-** Voluntary Sector, Host Community, Media, Tourist in Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in Promotion of Sustainable Tourism, Standardization and Certification for Tourism Sustainability, Role of WTTC, UNWTO, PATA, UNEP, IUCN in Sustainable Tourism Development. Global Significance of Sustainable Tourism- Agenda 21 for Travel and Tourism Industry.

### **Unit-5**

**Case Studies:** Community-based tourism initiatives in Bali, Gijón, Spain: A Model for Responsible Tourism, Feynan Ecolodge, Jordan, Turtle Tourism in the Dominican Republic, Samasati Nature Reserve, Costa Rica, Mdumbi Backpackers, South Africa, Istanbul, Turkey: Sustainable Tourism Community.

**Suggested Learning Resources:**

**Books**

1. Fennell, D. A., & Cooper, C. (2020). Sustainable tourism: Principles, contexts and practices. Channel View Publications.
2. Fennell, D. A. (2014). Ecotourism: Principles and practices (2nd ed.). Routledge.
3. Hall, C. M. (2008). The business of sustainable tourism development. Routledge.
4. Weber, L. (2016). *Sustainable Tourism Development*. Willford Press.
5. Manhas, P. S. (2012). *Sustainable and Responsible Tourism- Trends Practices and Cases*. New Delhi, India: PHL Learning
6. Elizabeth Becker (Simon & Schuster, 2013). The Exploding Business of Travel and Tourism.
7. Lund-Durlacher, D. (2013). *International Cases in Sustainable Travel & Tourism*. Good fellow Publishers.

**Web links and Video Lectures (e-Resources):**

1. <https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827>
2. <https://tourismnotes.com/sustainable-tourism/>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Suggested Skill Development Activities**

1. A group of 4 students select a global destination known for its sustainable tourism practices. Such students to present in the class their study about the destination's strategies, challenges, and successes in sustainable tourism.

<b>MANAGERIAL ECONOMICS</b>			
<b>Course Code</b>	<b>TTM 303</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able

- To understand the fundamental concepts of economics relevant to managerial decision-making.
- To analyze demand and supply dynamics to inform business strategies.
- To apply cost analysis techniques to optimize production and pricing decisions.
- To evaluate market structures and competition to assess business environments.
- To understand the impact of government policies and regulations on business operations.

### **Unit-1**

**Introduction:** Managerial Economics: Meaning, Nature, Scope & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist.

Theory of the Firm: Firm and Industry, Objectives of the firm, alternate objectives of firm.

Managerial theories: Baumol's Model, Marris's model of growth maximization, Williamson's model of managerial discretion.

### **Unit-2**

#### **Demand Analysis**

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand, Classification of Price, Income & Cross elasticity, Promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply.

**Demand forecasting:** Meaning & Significance, Methods of demand forecasting. (Problems on Price elasticity of demand, and demand forecasting using Time-series method).

### **Unit-3**

#### **Cost Analysis & Production Analysis**

Concepts of Production, production function with one variable input - Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Economies of scale, Diseconomies of scale. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, Long- Run Average Cost ( LAC) curve

**Break Even Analysis**—Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).

### **Unit-4**

#### **Market structure and Pricing Practices**

**Perfect Competition:** Features, Determination of price under perfect competition,

**Monopolistic Competition:** Features, Pricing Under monopolistic competition, Product differentiation. **Oligopoly:** Features, Kinked demand Curve, Cartels, Price leadership.

**Monopoly:** Features, Pricing under monopoly, Price Discrimination. **Descriptive Pricing Approaches:** Loss leader pricing, Peak Load pricing, Transfer pricing.

## Unit-5

### Indian Business Environment

Nature, Scope, Structure of Indian Business Environment, Internal and External Environment. Political and Legal Environment, Economic Environment, Socio- Cultural Environment, Global Environment. Private Sector, Growth, Problems and Prospects, SMEs, Significance in Indian economy, challenges and prospects. **Fiscal policy and Monetary Policy:** Meaning of Fiscal policy, three main types of fiscal policy – neutral policy, expansionary, and contractionary. Monetary policy: Meaning, **Objectives of monetary policies:** Controlling inflation, Managing employment levels, and Maintaining long-term interest rates. (Theory only)

**Indian Industrial Policy :** New industrial policy 1991, **Production Linked Incentive (PLI)** scheme for Promoting manufacturing of Telecom & Networking Products in India, New economic initiatives proposed by Indian government for economic growth Private Sector-Growth- like Atma Nirbhar Bharath Abhiyan

### Suggested Learning Resources:

#### Books

1. Ghosh, G., & Choudhury, A. (2011). *Managerial economics* (2nd ed.). McGraw-Hill.
2. Salvatore, D. (2016). *Managerial economics* (2nd ed.). Oxford University Press.
3. Mithani, D. M. (2016). *Managerial economics*. HPH Publications.
4. Samuelson, P. A., & Marks, S. G. (2015). *Managerial economics* (5th ed.). Wiley.
5. Maheshwari, K. L., & Varshney, R. L. (2014). *Managerial economics*. Sultan Chand & Sons.

#### Web links and Video Lectures (e-Resources):

- <https://www.edx.org/learn/managerial-economics>
- <https://www.indiabudget.gov.in/>
- [https://onlinecourses.swayam2.ac.in/imb19\\_mg16/preview](https://onlinecourses.swayam2.ac.in/imb19_mg16/preview)
- <https://www.youtube.com/watch?v=ZXDKdJO3V6Y>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

INTERNSHIP			
Course Code	SEC 301		
Credits	02	Total Marks	50

### Course Objectives

To expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the work place for various functions of the

organization.

## **STRUCTURE**

The Internship shall consist of study of an organization for 4 credits for 4 weeks

## **GENERAL GUIDELINES**

- The Internship shall be for a period of 4 weeks immediately after the completion of 4<sup>th</sup> Semester Examinations but before the commencement of the 5<sup>th</sup> semester classes
- The Course code of the Internship shall be SEC341 and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.

The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

## **SUBMISSION OF REPORT**

Students shall submit one hard copy of the report to the college with hard bound color of royal blue and a soft copy in PDF file (Un-editable Format).

## **EVALUATION**

Internal evaluation will be done by the internal guide.

**Viva-Voce / Presentation:** A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva – voce examination will be conducted by the respective HOD or Senior Professor or Internal Guide of the department and The external guide will be from the industry/ faculty from the other PG centres of VTU as examiner for the viva voce of Internship.

Internship carries 50 marks consisting of 25 marks for Internship report (evaluated by internal guide) and 25 marks for viva-voce examination.

## **CONTENTS OF THE INTERNSHIP REPORT**

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Internship by the student.
- Declaration by the student ( scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- i. Back ground,
- ii. Nature of business,
- iii. Vision mission, quality policy
- iv. Workflow model
- v. Product/service profile
- vi. Ownership pattern
- vii. Achievements/awards if any
- viii. Future growth and prospects

Chapter 3: Mckensy's 7S framework and Porter's Five Force Model with special reference to Organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statements

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Internship such as figures, graphs, photographs, Financial statements etc.

### **FORMAT OF THE INTERNSHIP REPORT**

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5line spacing. The Internship report shall not exceed 60 pages.

<b>TRAVEL AGENCY AND TOUR OPERATIONS PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 311</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course will enable the students

- To apply practical skills in managing travel agency operations.
- To design and plan customized tour packages for diverse client needs.
- To evaluate the role of technology in optimizing travel agency processes.
- To manage logistical aspects of tours, including transportation and accommodation arrangements.

### **Activity:**

1. Customer Scenarios: Conduct role-playing exercises where students act as travel agents and clients to practice handling inquiries, complaints, and booking processes.

2. Destination Research: Assign different destinations to groups for in-depth research on culture, attractions, and travel logistics. Each group presents their findings to the class.
3. Travel Budgeting: Have students create a budget for a proposed trip, including accommodation, transportation, meals, and activities while adhering to a specified financial limit.
4. Cultural Experience: Plan a cultural immersion experience for tourists in a specific destination, including local customs, food experiences, and traditional activities.
5. Marketing Campaign: Develop a marketing campaign for a travel package or tour operation that includes social media strategies, promotional materials, and target audience analysis.
6. Field Trip to a Local Travel Agency: Organize a visit to a local travel agency or tour operator to observe operations and engage with professionals about their daily tasks and challenges.
7. Crisis Management: Simulate a crisis scenario (e.g., natural disaster affecting travel plans) where students must develop quick solutions to manage customer expectations and safety.
8. Networking: Host a networking event where students practice introducing themselves and discussing their travel agency concepts with peers acting as potential clients or partners.
9. Package Tour Design Challenge: Create an all-inclusive package tour for a specific demographic (e.g., honeymooners, senior citizens), detailing accommodations, activities, and pricing structures.
10. Social Media Strategy Workshop: Develop a social media strategy for promoting a travel agency or tour package that includes content ideas, target platforms, and engagement tactics.

<b>SUSTAINABLE TOURISM AND PLANNING PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 312</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course will enable the students

- To apply sustainable tourism principles to the real-world tourism projects.
- To apply best practices in the resource management for sustainable tourism.
- To design tourism experiences that promotes cultural preservation and local benefits.
- To conduct field research to implement sustainable tourism solutions.

### **Activity**

1. Students to participate in a debate on controversial topics in sustainable tourism (e.g., "Is eco-tourism always beneficial for local communities?").

2. Plan a hypothetical community-based tourism project for Arakku and evolve a strategic plan involving local stakeholders for a plastic free Arakku.
3. Conduct a sustainability assessment of a lake in Vizianagaram (Ayakoneru or Pedacheruvu, or similar tourist attractions) using established sustainability criteria.
4. Have students calculate their carbon footprint from travel to any destination and brainstorm ways to reduce it through sustainable practices.
5. Create a personal action plan for reducing the environmental impact while traveling on a study tour.
6. Students to present a self-prepared campaign to the class, focusing on how it promotes sustainability while attracting visitors.
7. Visit a hotel in Vizianagaram and study the waste management system and make a presentation in the classroom.
8. Study garbage management in the Vizianagaram city and prepare a strategic plan to mitigate the grey areas in it.
9. Students to prepare and present in the class a sustainable tourism promotion plan for the Saras mela in Vizianagaram.
10. Study the traffic flow in the Vizianagaram city and suggest measures effective traffic management.

<b>MANAGERIAL ECONOMICS PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 313</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

**Course Objectives:** This course will enable the students

- To apply economic principles to solve real-world business problems.
- To evaluate market competition and structure through case studies.
- To utilize economic principles in simulated managerial decision-making environments.
- To analyze risk and uncertainty in practical economic decision contexts.

### **Activity**

1. Students to conduct a cost-benefit analysis for a proposed business project or investment (evaluating economic viability).
2. Students to prepare and present a specific case study related to pricing strategies or market entry decisions of a well-known company.
3. Students to organize a debate on various pricing strategies (e.g., penetration pricing vs. skimming pricing) reflecting their understanding of strategic decision-making in pricing.
4. Research and present on fluctuation in exchange rates and their impact on international travel.

5. Create scenarios where students must make choices between different options, highlighting the concept of opportunity cost and benefit of choosing one career path.
6. Have students role-play as leader of travel association advising a government on reduced tax policy for travel sector.
7. Students create a pricing strategy for a launch of new product (tour package), considering costs, competition, and consumer behavior.
8. Conduct a group discussion in the class about the impact of recent economic policies (e.g., tax reforms) on businesses and consumers.
9. Conduct a workshop in the class where students calculate price elasticity of demand for various products using real data.
10. Organise a special lecture on “Human Development Index and International Tourism” in the class by an invited faculty.

## SEMESTER VI

### INDIAN HISTORY, CULTURE AND HERITAGE

<b>Course Code</b>	<b>TTM 351</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** Students will gain a comprehensive understanding of the various periods of Indian history, including significant events, movements, and cultural transformations that have shaped contemporary India.

#### **Unit-I**

**Ancient History:** Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty.

#### **Unit-II**

**Mauryan Rule to Gupta Rule:** Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms.

#### **Unit-III**

**Medieval History (11<sup>th</sup>-17<sup>th</sup>):** Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi & Mughal Dynasty.

#### **Unit-IV**

**Modern History(1757-1947):** Rise of Colonial Power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture.

#### **Unit-V**

**Indian Society & Culture:** Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture.

## **Suggested Learning Resources:**

### **Books**

1. Basham, A.L. (2008). *The Wonder That Was India*. Rupa& Co. New Delhi
2. Thapar, R. (1990). *A History of India: Volume 1*. Penguin Books, New Delhi
3. Basham, A.L. (1998). *A Cultural History of India*. Oxford University Press, USA
4. Singh, U. (2009). *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
5. Chandra, B. (2009). *History of Modern India*. Orient Blackswan, New Delhi
6. Brown, P. (2010). *Indian Architecture (Buddhist and Hindu Period)*, Tobey Press, New York
7. Brown, P. (2010). *Indian Architecture (the Islamic Period)*, Palmer Press, New York

**Web links and Video Lectures (e-Resources):** To be provided by the course teacher.

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

## **Suggested Skill Development Activities**

1. Cultural Exchange Program: Set up a cultural exchange with students from another region of India to share traditions, customs, and histories through virtual meetings or actual visits.
2. Celebrate World Heritage Day: Students design posters that highlight important aspects of India's cultural heritage, which can be displayed around campus or in the community.

<b>AIRLINES AND AIRPORT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 352</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The course aim to equip students with a comprehensive understanding of the complexities involved in managing airlines and airports while emphasizing practical applications in the industry. Further;

1. Students will be able to analyze and articulate the role and contributions of airports to job creation, tourism, and local business development.
2. Students will gain the ability to assess key operational functions of airports, including passenger and cargo handling, safety protocols, and service quality benchmarks.
3. Students will develop skills in strategic planning for airline and airport operations.
4. Students will understand the various regulatory bodies governing the aviation industry.

#### **Unit-1**

**Introduction-** History of Aviation; Development of Air transportation in India; Types of airline; Types of aircraft and terminology; Domestic airline & International airline; Carrier in airline industry; Scheduled airline and non-scheduled airline; Growth in airline industry.

#### **Unit-2**

**Airline Geography & Code-** Physical geography: basic map information, world time zones; International date line; Daylight saving time; Greenwich mean time; IATA area of the world. Airport Codes; Airline Codes; Phonetic Alphabet; IATA Areas, IATA code: Country and airport three letter code, major domestic airport name, major International airport name. Case studies in airline industry.

#### **Unit-3**

**Airport Infrastructure & Procedures-** Airport Structures; Types of Airports; Parts of aircrafts; Airport customs; Passenger facilities; Airport Layout: Airport Lounges, airport security systems; Baggage Handling Procedure: X Ray; Airport planning: Airport terminal planning; Airport operations; Airport functions. Case study of five international airports.

#### **Unit-4**

**Airport Handling & Dangerous goods-** Handling of Unaccompanied Minors and Disabled Passengers, Handling of Stretcher Passengers, Handling of CIP, VIP & VVIP; Co - Ordination of Supporting Agencies /Departments; Baggage Handling; Airport Security; Introduction to Dangerous Goods: Dangerous Goods Precautionary Measures, Enforcement and Reporting, Classifications of Dangerous Goods, List of Dangerous Goods, Emergency procedures, Non-Dangerous goods acceptance.

## **Unit-5**

**Institutional framework-** Role of DGCA, Slot allocation: Methodology followed by ATC and DGCA; Management of bilateral Economic Regulations; Role of air traffic control: Airspace and navigational aids, Control processes; Airport authority of India (AAI): Role and Functions of airport authority of India; Airline privatization;

### **Suggested Learning Resources:**

#### **Books**

1. Cook, G. N. and Billig, B. (2017). *Airline Operations and Management (1<sup>st</sup> Edition)*. New Delhi, India: Routledge.
2. Sunetra, R & Archana, B (2016). *Tourism operation and management (7<sup>th</sup> ed.)*. New Delhi, India: Oxford university press.
3. Stephen, S. (2011). *Airline Marketing and Management (7<sup>th</sup> ed.)*. New Delhi, India: Routledge.
4. Maniraho, E. A. (2018). *Airline Cabin Crew Training Manual (1<sup>st</sup> ed.)*. New Delhi, India:Notion Press.

#### **Web links and Video Lectures (e-Resources):**

1. <https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### **Suggested Skill Development Activities**

1. Guest Lectures: Invite industry experts to speak about regulatory challenges faced in airport management and how they navigate these issues.

<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 353</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course provides an in-depth understanding of Customer Relationship Management (CRM) principles, strategies, and technologies.

- Students will explore the importance of CRM in enhancing customer satisfaction, loyalty, and business profitability through various modules.
- Understanding the need of retaining the existing customers to fulfil the organizational objective of wealth maximization.
- Designing and implementing various types of Customer Relationship Programmes which will reduce the cost of an organization and creates more positive impact on customers.

### **Unit 1**

Definitions-Concepts and Context of relationship Management–Evolution of CRM Transactional Vs Relationship Approach – Components of CRM: Information, Process, Technology, and People- Barriers to effective CRM implementation– CRM significance to the stakeholders.

### **Unit 2**

Cross-selling and up-selling strategies-Customer retention techniques and behavior prediction-Personalization and event-based marketing- Customer information Database – Role of data management in CRM -Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments

### **Unit 3**

CRM Strategy, Planning, and Implementation - Elements of CRM – CRM Process – The CRM strategy cycle: Acquisition, Retention, and Win Back, and Prevention of defection – Models of CRM – CRM road map for business applications - Evaluation metrics for measuring CRM effectiveness (e.g., customer satisfaction, loyalty).

### **Unit 4**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers - CRM practices across industries (e.g., Tourism, hospitality & retail).

### **Unit 5**

New Horizons in CRM- E- CRM Solutions: Concepts and different levels of e-CRM – case of Salesforce and HubSpot – Data Warehousing – Data mining for CRM – an introduction to CRM software packages- The impact of social media on customer relationships- Mobile CRM trends and challenges-Ethical considerations in CRM practices

### **Suggested Learning Resources:**

#### **Books**

1. Greenberg, P. (2010). *CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers*. McGraw-Hill.

2. Kumar, V., & Reinartz, W. J. (2016). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.
3. Anderson, K., & Kerr, C. (2002). *Customer Relationship Management*. Tata McGraw-Hill Education.

**Web links and Video Lectures (e-Resources):** To be provided by the course teacher.

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Suggested Skill Development Activities:**

Students Project : Students work in groups to develop a comprehensive CRM strategy for a fictional hotel or travel agency, including implementation plans and expected outcomes.

<b>INDIAN HISTORY, CULTURE AND HERITAGE PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 361</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** Students will gain a comprehensive understanding of the various periods of Indian history, including significant events, movements, and cultural transformations that have shaped contemporary India.

**Activity:**

1. Heritage Walks: Students to Organize guided tours to historical sites in Vizianagaram, allowing students to explore architectural styles, historical significance, and cultural narratives.
2. Museum Visits: Students arrange visits to local museums to study artifacts, paintings, and sculptures that represent various periods of Indian history and culture.
3. Documentary Screening: Students screen one documentary in the class related to Indian history and culture followed by a discussion session to analyze the themes presented.
4. Heritage Festivals Participation: Students to participate in or organize a heritage festival showcasing traditional music, dance, and cuisine from different regions of India.
5. Field Research Projects: Students to conduct field research on cultural practices within their communities and present their findings.
6. Storytelling Sessions: Students to Organize storytelling sessions where students narrate folk tales or historical stories from various regions of India, emphasizing oral traditions.
7. Traditional Games Day: Organize a day dedicated to playing traditional Indian games (like Kabaddi or Gilli Danda) to explore cultural leisure activities.

8. Environmental Heritage Study report: Students to explore the relationship between culture and environment by studying traditional ecological practices in various communities across India.
9. Historical Site Preservation Campaign: Students to initiate a campaign (cleaning, workshop, lecture or any other activity at the historical site) to raise awareness about the importance of preserving local historical sites and monuments of Vizianagaram.
10. Documenting Local Heritage: Students to make video documentary on lesser-known local monuments or cultural practices of Vizianagaram through research and interviews with community members and post it in the departmental social media.

<b>AIRLINES AND AIRPORT MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 362</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course aims in providing students with practical, hands-on experience in the aviation industry, bridging theoretical knowledge with real-world applications.

**Activity:**

1. Role-Playing Scenarios: Students to conduct role-playing exercises on the roles of airport managers, airline staff, and passengers to simulate real-life situations, such as handling flight delays or customer complaints.
2. Customer Service Workshops: Students to conduct workshops focusing on effective communication techniques in customer service, including active listening and conflict resolution strategies.
3. Field Visits: Faculty to arrange visits to local airports or through simulations create an environment of an airport to observe operations firsthand and engage with professionals in the field who can explain the operations and technology used in daily operations.
4. Problem-Solving and Decision-Making: Analyze case studies of past airport crises or operational challenges, encouraging students to propose solutions based on their understanding of airport management principles.
5. Workshops on Aviation Regulations: Students to conduct workshops that cover essential aviation regulations and compliance requirements, helping peers understand their importance in airport operations.
6. Invite industry professionals (e.g., airport managers, airline executives) to share their experiences and insights on current trends in the aviation industry.
7. Students to make present on any of the recent changes in aviation policies or regulations (e.g., safety protocols, environmental regulations) and their impact on airlines and airports.

8. Create a customer journey map for passengers traveling through an airport, identifying key touchpoints and areas for improvement in service delivery.
9. Simulate the baggage handling process at an airport, where students must coordinate between various departments to ensure timely delivery of luggage.
10. Students to Conduct sessions through role play on cultural sensitivity for airline staff, focusing on how to effectively communicate with diverse passenger populations.

<b>CUSTOMER RELATIONSHIP MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 363</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

**Course Objectives:** This course provides an in-depth understanding of practical orientation of Customer Relationship Management (CRM) principles, strategies, and technologies.

**Activity:**

1. Customer Persona Development: Students create detailed customer personas based on demographic and psychographic data for different segments in tourism (e.g., business travelers, family vacationers).
2. CRM Software Exploration: Conduct a hands-on workshop using popular CRM software (like Salesforce or HubSpot) to understand its features and functionalities in managing customer relationships.
3. Case Study Analysis: Analyze a case study of a hotel or travel agency that successfully implemented a CRM strategy, focusing on outcomes and lessons learned.
4. Role-Playing Customer Interactions: Students role-play as hotel staff and guests to practice handling various customer service scenarios, including complaints and feedback collection.
5. Feedback Collection Exercise: Design a feedback survey for guests at a hotel or restaurant, focusing on key areas such as service quality, amenities, and overall experience. Present the feedback in a class.
6. Loyalty Program Design: Create a loyalty program proposal for a hotel or travel agency that includes incentives for repeat customers.
7. Social Media Engagement Project: Develop a social media strategy that incorporates CRM principles to engage with customers before, during, and after their stay or travel experience.
8. Data Analysis Workshop: Analyze sample customer data sets to identify trends in booking behavior, preferences, and satisfaction levels.
9. Email Marketing Campaign Development: Design an email marketing campaign targeting specific customer segments with personalized offers based on their preferences and past behaviors.

10. Crisis Management Simulation: Simulate a crisis scenario (e.g., overbooking or negative reviews) where students must use CRM tools to manage communication and maintain customer relationships.

<b>MINOR PROJECT/FIELD VISIT</b>			
<b>Course Code</b>	<b>TTM 364</b>		
<b>Credits</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>

**Course Objectives:** Students will gain firsthand experience of the tourism operations, challenges, and dynamics within and allied sectors.

**Course Description:**

Project work/field visit is to be carried out by students after the fifth semester or during sixth semester. The student is required to submit the report which shall be assessed internally through presentation and viva-voce at the end of the sixth semester from a total of 02 credits.

## **SEMESTER VII**

<b>TOURISM AND DIGITAL MARKETING</b>			
<b>Course Code</b>	<b>TTM 401</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>

<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>
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**Course Objectives:** The student will be able to his syllabus provides a comprehensive framework for teaching "Tourism and Digital Marketing" to MBA students, integrating essential concepts with practical applications relevant to the industry.

### **Unit 1**

Introduction, Fundamentals of Digital Marketing: Definition, Importance, Comparison between traditional and digital marketing strategies, Components of Digital Marketing, Tools of Digital marketing, Digitizing Marketing Processes, Steps in digitizing marketing, Digital Marketing plan.

### **Unit 2**

Digital Marketing Strategies: Content Marketing, Role & Types of content: blogs, videos, social media posts. Online advertisement, Types of advertising, rules/guidelines of online advertising, E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Blogging, Social Media Marketing (SMM), Benefits, Social Media Strategy, Impact of Social Media on SEO, Platforms for tourism marketing (Facebook, Instagram, Twitter),

### **Unit 3**

Definition of E-Customers, Customer support: Online quality, lower costs, online publishing, electronic distribution; Virtual problem solving: inexpensive communications, online quality enhancements, online customer supports, personalization and marketing, choice assistance customization, relationship marketing, implementing personalization; Online mass customization: Transparent customization, collaborative customization, internet marketing plan. Customer Relationship Management (CRM) in E-Tourism.

### **Unit 4**

Analytics and Measurement: Introduction, Importance of data analytics in tourism marketing, Key performance indicators (KPIs), Tools for Analytics: Overview of Google Analytics and other tools, Interpreting data to improve marketing strategies. Emerging Technologies: Impact of AI, VR, and AR on tourism marketing, mobile marketing in the tourism,

### **Unit 5**

Digital Marketing and the Laws, Ethical practices in digital Marketing, Strategic legal issues for marketers, Real-time legal issues for marketers, Ethical concerns with social media, Privacy, Fears and Phobias of Online Customers, cyber laws, Emerging Issues in Digital Marketing.

### **Reference Books**

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education.
3. Buhalis, D., & Law, R. (2008). *Progress in Information Technology and Tourism Management: 20 Years on and 10 Years After the Internet—The State of eTourism Research*. *Tourism Management*, 29(4), 609-623. <https://doi.org/10.1016/j.tourman.2008.01.005>

4. Barwise, P., Elberse, A., & Hammond, K. (2002). Marketing and the Internet: a research review (pp. 01-801). London: London Business School.
5. Chaffey, D., & Ellis-Chadwick, F. (2012). Digital marketing: strategy, implementation and practice (Vol. 5). Harlow: Pearson.
6. Hanson, W. A., & Kalyanam, K. (2000). Principles of Internet marketing. Cincinnati: South-Western College Pub.
7. Hanson, W. A., & Kalyanam, K. (2007). Internet marketing & e-commerce. Mason, OH: Thomson/South-Western.

<b>RESEARCH METHODOLOGY</b>			
<b>Course Code</b>	<b>TTM 402</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The objective of this paper is to provide an understanding of research methods and methodology applicable in Tourism Business.

#### **UNIT I**

**Concepts of Research:** Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

#### **UNIT II**

**Problem Identification:** Review of Old and Current Literature Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis

#### **UNIT III**

**Qualitative Methods:** Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Interview, Delphi Technique, Participant Observations - Projective Techniques - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

#### **UNIT IV**

**Quantitative Methods:** Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.

#### **UNIT V**

**Data Coding Presentation:** Data Collection – Coding the Data, Communicating Research

Findings - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of Citing References (APA, MLA), Written & Oral Presentation.

### **Suggested Learning Resources**

1. C. R. Kothari (2002), *Research Methodology*, New Age Publication. India.
2. Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), *Market Research, Second Edition*, Prentice Hall.
3. Blaikie N. (2000), *Designing Social Research*, Polity Press, 2000, Canterbury, UK.
4. Marshall. L, Rossman B. (1999), *Designing Qualitative Research, 3rd Edition*, Sage Publications, New Delhi.
5. David de Vaus. (2002), *Analysing social sciences, Data*, Sage Publication, New Delhi.
6. Babbie E (2001), *The Practice of Social Research, 9th Edition*, Wardworth, and Thomson Learns, USA.
7. Joseph F. Haur, Robert & David. J (2004), *Market Research*, McGraw Hill, New Delhi.
8. Donald R Cooper & Pamela S Schindler (2006), *Business Research Methods*, McGraw Hill, New Delhi.

<b>INTERNSHIP</b>			
<b>Course Code</b>	<b>TTM411</b>		
<b>Credits</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>

#### **Course Objectives:**

- The internship component is designed to provide students with practical experience in the tourism, travel, and hospitality sectors.
- It aims to equip students with a comprehensive skill set that prepares them for successful careers in the dynamic field of tourism and hospitality.

Internship, Report & viva-voce component shall be a compulsory component for the students. Each student shall have to undergo 6-week or One-and-half months (June-July) long training in Tourism, Travel and Hospitality Organisations under the guidance of a faculty advisor. The objective of this is to create an opportunity for the students to undergo training in the Travel Agency, Tour Operation, Tourism Information Office, Hotels/Resorts. Such training would help students to understand customer services along with administrative, financial and marketing aspects of the travel business. The credits assigned to this paper shall be distributed in the ratio of 60% : 40% for project report and viva-voce respectively.

### **SEMESTER VIII (Honors)**

<b>FINANCIAL MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 451</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able to  
 To know the various sources of finance  
 To understand the various uses for finance in a corporate  
 To familiarize oneself with the techniques used in financial management.

### **UNIT I**

Financial Management – Financial goals - Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt – Cost of Preference Capital – Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).

### **UNIT-II**

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.

### **UNIT III**

Operating and Financial Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans - Combined Financial and Operating Leverage – Capital Structure Theories - Traditional approach - M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach (NOI) - Determining capital structure in practice.

### **UNIT- IV**

Dividend Policies – Issues in Dividend Decisions – Relevance Theory – Walter's Model – Gordon's Model – Irrelevance Theory – M-M hypothesis - Dividend Policy in Practice – Forms of Dividends – Stability in Dividend Policy – Corporate Dividend Behaviour.

### **UNIT-V**

Management of Working Capital – Significance and types of Working Capital – Calculating Operating Cycle Period and Estimation of Working Capital Requirements – Financing of Working Capital and norms of Bank Finance – Sources of Working capital – Factoring services– Various committee reports on Bank Finance – Dimensions of Working Capital Management.

### **Suggested Learning Resources:**

1. Ross, S. A., Westerfield, R. W., & Jaffe, J. (2019). *Corporate Finance* (12th ed.). McGraw-Hill Education.
2. Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of Corporate Finance* (13th ed.). McGraw-Hill Education.
3. Van Horne, J. C., & Wachowicz, J. M. (2018). *Fundamentals of Financial Management* (14th ed.). Pearson Education.

4. Khan, M. Y., & Jain, P. K. (2005). Basic financial management. Tata McGraw Hill.
5. Banerjee, B. (2010). Fundamentals of financial management. PHI Learning.

<b>INCUBATION AND START-UPS</b>			
<b>Course Code</b>	<b>TTM 461</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:4</b>		
<b>Total Hours of Pedagogy</b>	<b>08</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>		

### **Course Objectives**

- To provide students with a comprehensive understanding of the incubation process and start-up ecosystem.
- To equip students with practical skills in developing business ideas, creating business plans, and securing funding.
- To foster entrepreneurial thinking and innovation among students.

### **UNIT I**

Overview of Entrepreneurship: Definition and importance, Types of entrepreneurs and their roles in the economy. Start-Up Ecosystem: Components of the start-up ecosystem: incubators, accelerators, investors, and support organizations, Understanding the phases of start-up development: ideation, validation, scaling.

### **UNIT II**

Business Model Development Canvas: Introduction, Identifying value propositions and customer segments, Market Research and Feasibility Analysis: validate business ideas, Developing a feasibility report.

### **UNIT III**

Financing Start-Ups: Overview of funding sources: bootstrapping, angel investors, venture capital, crowdfunding. Understanding the stages of financing and associated challenges.

Financial Planning for Start-Ups: finance for new ventures, Key financial metrics: break-even analysis, cash flow management.

### **UNIT IV**

Incubation Process and Management: Understanding Incubation, Types of incubators: technology incubators & social incubators. Managing an Incubator: Planning and operating a successful incubator, Monitoring, evaluation, and benchmarking performance

### **UNIT V**

Practical Applications and Case Studies: Real-world Case Studies - Analysis of successful start-ups and their incubation journeys, Lessons learnt from failed start-ups.

Capstone Project: Development of a comprehensive business plan for a start-up idea, Presentation of the business plan to a panel for feedback.

### **Assessment Methods**

- **Project Report:** (60% of total grade)
  - Submission of a detailed business plan based on the capstone project.
- **Viva Voce/Presentation:** (40% of total grade)
  - Oral presentation of the business plan to faculty and industry experts.

**Suggested Learning Resources:**

1. Byers, T., Dorf, R., & Nelson, A. (2019). *Technology Ventures: From Idea to Enterprise* (6th ed.). McGraw-Hill Education.
2. Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.
3. Blank, S., & Dorf, B. (2012). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. K&S Ranch.

<b>PROJECT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 462</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:4</b>		
<b>Total Hours of Pedagogy</b>	<b>08</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>		

**Course Objectives**

- To provide students with hands-on experience in project management techniques and tools.
- To develop practical skills in planning, executing, and monitoring projects.
- To enhance students' ability to work collaboratively in teams and manage project-related challenges.

**UNIT I**

Project Management Tools -Microsoft Project, Setting up a project in software: defining objectives, scope, and deliverables. Creating Project Plans: Developing Gantt charts and timelines. Resource allocation and budgeting using software tools.

**UNIT II**

Project Planning and Execution: Project Scope and Requirements Gathering, Techniques for gathering requirements from stakeholders, Developing a project scope statement. Execution of Project Plans, Implementing, Tracking progress and managing changes during execution.

## **UNIT III**

Monitoring and Controlling Projects: Performance Measurement Techniques, Key Performance Indicators (KPIs), Earned Value Management (EVM) for assessing project performance. Risk Management Practices, Identifying potential risks and developing mitigation strategies, Using risk management tools to monitor and control risks.

## **UNIT IV**

Team Collaboration and Communication: Effective Team Management, Roles and responsibilities, Techniques for fostering collaboration. Communication Strategies; Developing communication plans for stakeholders, Conducting effective meetings and presentations.

## **UNIT V**

Capstone Project: Real-world Project Simulation;

- Students to work in teams to plan, execute, and present a simulated project from start to finish.
- Application of learned skills in a controlled environment with feedback from instructors.
- Final Presentation and Report Submission
  - Each team will present their project outcomes, challenges faced, and lessons learned.
  - Submission of a comprehensive project report detailing all phases of the project.

### **Assessment Methods**

- Project Report: (60% of total grade)
  - Evaluation based on the completeness, clarity, and application of project management principles in the report.
- Group Presentation: (40% of total grade)
  - Assessment based on the effectiveness of the presentation, teamwork, and ability to answer questions from peers and faculty.

### **Suggested Learning Resources:**

1. Kerzner, H. (2017). *Project Management: A Systems Approach to Planning, Scheduling, and Controlling* (12th ed.). Wiley.
2. Pinto, J. K. (2019). *Project Management: Achieving Competitive Advantage* (4th ed.). Pearson Education.
3. Schwalbe, K. (2019). *Information Technology Project Management* (8th ed.). Cengage Learning.

<b>MINOR PROJECT</b>			
<b>Course Code</b>	<b>TTM463</b>		
<b>Credits</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>

### **Course Objectives**

- To provide students with practical experience in conducting a research project relevant to tourism and hospitality sector.
- To develop skills in project planning, execution, and reporting.
- To enhance analytical and problem-solving abilities through real-world applications.

Minor & viva-voce component shall be a compulsory component for the students. Each student may either chose to undergo 10-week or two-and-half months (March-May) long training in Tourism, Travel and Hospitality Organisations or undertake an independent project under the guidance of a faculty advisor. This project provides a structured framework for conducting a minor research that enhances students' practical skills and prepares them for future professional challenges in their respective fields. The credits assigned to this paper shall be distributed in the ratio of 60:40 for project report and viva-voce respectively.

### **Assessment Methods**

- Project Report: (60% of total grade)
  - Evaluation based on the quality, depth of analysis, and clarity of the final report submitted by the student.
- Presentation: (40% of total grade)
  - Assessment based on the effectiveness of the oral presentation, including organization, delivery, and ability to answer questions.

## **SEMESTER VIII** **(Honors with Research)**

<b>PRE-PROJECT SEMINAR</b>			
<b>Course Code</b>	<b>TTM464</b>		
<b>Credits</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>

### **Course Description**

The Pre-Project Seminar for the Honours with Research Degree in Tourism Management is

designed to prepare students for their capstone research projects. This course will focus on advanced research methodologies, project management principles, and the specific challenges and opportunities within the tourism sector. Through collaborative workshops and presentations, students will develop a comprehensive project proposal that addresses current issues in tourism management. Students are encouraged to explore academic journals, online databases (such as JSTOR or ScienceDirect), and library resources specific to tourism management. Regular communication will be maintained through email and in person. Students are expected to respond promptly to communications from the instructor.

### **Course Objectives**

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

- Identify and articulate a relevant research question within the field of tourism management.
- Develop a robust project proposal that adheres to academic standards and industry relevance.
- Employ appropriate research methodologies and ethical considerations and present his/her research ideas convincingly to an academic audience.

### **Weekly Schedule**

Each Student shall update about his/her progress in a faculty meeting for which a separate attendance shall be maintained in the department. The progression of the research shall be assessed in such seminar presentation. The tentative topic for assessing the students' progression is mentioned below.

<b>Week</b>	<b>Topic</b>
1	Introduction to Research in Tourism
2	Identifying Research Gaps
3	Formulating Research Questions
4	Research Design and Methodology
5	Ethical Considerations
6	Developing a Project Proposal
7	Data Collection Techniques for Tourism

<b>Week</b>	<b>Topic</b>
8	Data Analysis Basics
9	Writing a Literature Review
10	Creating a Research Timeline
11	Presentation Skills for Tourism Researchers
12	Finalizing Project Proposals
13	Project Presentations & Feedback

### **Assessment Criteria**

- Participation and Attendance: 20%
- Project Proposal: 30%
- Presentation Quality: 30%

- Peer Feedback Contribution: 20%

<b>RESEARCH PROJECT</b>			
<b>Course Code</b>	<b>TTM465</b>		
<b>Credits</b>	<b>12</b>	<b>Total Marks</b>	<b>300</b>

### **Course Description**

The Main Research Project is a comprehensive, independent study that allows students to delve deeply into a specific topic within tourism management. Building on the foundation established in the Pre-Project Seminar, this course emphasizes rigorous research methodologies, critical analysis, and the practical application of theoretical concepts. Students will conduct original research, analyze data, and present their findings in a formal report. Regular communication will be maintained through email and in person with the Supervisor. Students are expected to schedule regular meetings with their supervisors for guidance and feedback.

### **Course Objectives**

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

- Conduct independent research on a relevant topic in tourism management.
- Apply appropriate research methodologies and ethical standards.
- Analyze and interpret data effectively.
- Present research findings clearly and professionally in both written and oral formats.

### **Weekly Schedule**

Week	Topic
1	Project Topic Finalization
2	Literature Review
3	Research Design
4	Research Instrument
5	Data Collection
6	Data Analysis Techniques
7	Data Analysis
8	Review and Discussion

Week	Topic
9	Writing the Research Report
10	Discussion of Findings
11	Conclusion and Recommendations
12	Formatting and Referencing
13	Preparing for Presentation
14	Research Project Presentations
15	Submission of Final Report



### **Assessment Criteria**

- Research Proposal: 20%
- Literature Review: 20%
- Final Research Report: 40%
- Presentation Quality: 20%

### **Suggested Learning Resources**

1. Creswell, J. W. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
2. Field, A. *Discovering Statistics Using IBM SPSS Statistics*.

### **Additional Resources**

Students are encouraged to utilize academic journals, online databases (such as JSTOR or ScienceDirect), library resources, and statistical software tutorials relevant to their specific research topics.

## **CURRICULUM & SYLLABUS**

# **VOCATIONAL COURSES FOR MAJOR DISCIPLINE – BBA-TTM (4<sup>TH</sup>, 5<sup>TH</sup> AND 6<sup>TH</sup> SEMESTERS)**

## **COURSES OFFERED FOR**

### **DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

## SEMESTER IV

<b>EVENT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 251</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

The purpose of this course is to acquire an in-depth knowledge about the specialized field of event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events. The specific objectives of the course is;

- To acquire an understanding of the role and purpose(s) of special events.
- To acquire an understanding of the techniques and strategies required to plan successful special events.
- To acquire the knowledge and competencies required to promote, implement and conduct special events.
- To acquire the knowledge and competencies required to assess the quality and success of special events.

### **UNIT I**

Conceptual foundations of events: Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

### **UNIT II**

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

### **UNIT III**

Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA

## **UNIT IV**

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers

## **UNIT V**

Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business. Waste Management & Green Events

### **Suggested Learning Resources**

- Fenich, G. G. (2016). Meetings, expositions, events, and conventions: An introduction to the industry (5th ed.). Pearson.
- Weirich, M. L. (1992). Meetings and conventions management. Delmar Publishers Inc.
- Goldblatt, J., & Nelson, K. S. (Eds.). (2001). The International Dictionary of Event Management.
- Ramsborg, G. C. (Ed.). (2016). Professional meeting management: Comprehensive strategies for meetings, conventions, and events (6th ed.). Professional Convention Management Association.
- Boehme, A. J. (2010). Planning successful meetings and events: A take-charge assistant book.
- Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2023). Events management: An introduction. Routledge.
- Arcodia, C. (Ed.). (2022). The Routledge Handbook of Business Events. Routledge.
- Daniels, M., & Wosicki, C. (2020). Wedding planning and management: Consultancy for diverse clients. Routledge.
- Tzanelli, R. (2017). Mega-events as economies of the imagination: Creating atmospheres for Rio 2016 and Tokyo 2020. Routledge.

<b>EVENT MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 261</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

These activities provide students with practical experience in various aspects of event management while fostering teamwork, creativity, and critical thinking skills essential for success in the industry.

### **Activity**

1. Event Concept Brainstorming Session: Students to work in groups to brainstorm and develop creative concepts for a themed event, focusing on objectives, target audience, and unique features.

2. Budget Creation Workshop: Students to learn and create a detailed budget for their proposed events, including costs for venues, catering, marketing, and entertainment.
3. Venue Scouting Field Trip: Organize a field trip to various local venues suitable for hosting events. Students will evaluate each venue based on capacity, facilities, and ambiance and make a pictorial presentation in the class.
4. Marketing Plan Development: Groups will create a comprehensive marketing plan for their event, utilizing social media strategies, flyers, and promotional partnerships.
5. Sponsorship Proposal Writing: Students will draft sponsorship proposals to attract potential sponsors for their events, highlighting benefits and visibility opportunities.
6. Networking Event Organization: Plan and execute a networking event where students can connect with local industry professionals and/or alumni.
7. Community Service Event: Students to organize a community service project that allows students to plan and execute an event benefiting a local charity or nonprofit organization.
8. On-Site Event Setup: Students will participate in the physical setup of an event space, arranging seating, decorations, and technical equipment.
9. Event Execution Role Play: Conduct role-playing exercises where students take on different roles (event manager, volunteer coordinator, etc.) during the execution of a mock event.
10. Post-Event Evaluation Session: After an event is held, students will gather feedback from attendees and analyze what worked well and what could be improved.

### **Suggested Learning Resources**

- Allen, J. (2017). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. John Wiley & Sons.
- Goldblatt, J., & Nelson, K. S. (Eds.). (2001). The International Dictionary of Event Management.

<b>TRAVEL DESK MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 252</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

This syllabus focuses on the operational, managerial, and customer service aspects of travel management.

## UNIT I

Introduction: Overview of Travel Desk Operations, Types of Travel Services, Customer Service Principles. Travel Agency functions, Desktop operations – Computer peripherals, Business etiquettes and communication.

## UNIT II

Travel Agency Operations: Travel Agency Functions, Reservation Systems: Global Distribution Systems (GDS) and online booking platforms. Ticketing Procedures: domestic and international ticketing.

## UNIT III

Tour Management: Tour Planning and Design, Travel Itinerary, **Group management and situation handling:** Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

## UNIT IV

**Roles and Duties of Travel Desk:** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure. Meet & Greet. Guests at Airport: Check-In Procedures, Customs and Immigration, Group Clearance- Luggage. Guests at **hotel-** Check In, Check out, Rooming List, Meal requests. **Guests during sight-seeing tours:** On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Mental Picture of Routing & Landmarks. Map Reading.

## UNIT V

Legal Considerations, Ethics in Travel Management, Risk Management: Identifying potential risks and their mitigation strategies. Documentation: Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.

### Suggested Learning Resources

1. Bhatia, A. K. (2019). *International tourism management*. Sterling Publishers Pvt. Ltd.
2. Kaur, R. (2020). *Travel agency management*. PHI Learning Pvt. Ltd.
3. Negi, J. (2019). *Travel management*. Vikas Publishing House.
4. Paul, J., & Bhattacharya, S. (2021). *Tourism marketing*. Oxford University Press.
5. Sethi, P. (2018). *Tourism development principles and practices*. Kanishka Publishers.

<b>TRAVEL DESK MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 262</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

These activities are designed to engage students actively in developing practical skills essential for success in the travel management industry.

1. Students to do role-play as travel desk operators, handling customer inquiries and providing information about various travel services.
2. Students to Conduct a workshop and practice customer service skills through role-playing scenarios, focusing on effective communication and business etiquette.
3. Students to do research and present on different Global Distribution Systems (GDS), comparing their features and functionalities in travel agency operations.
4. In pairs, students to simulate the ticketing process for both domestic and international flights, including handling payment and issuing tickets.
5. Students to analyze various online booking platforms, discussing their advantages and disadvantages for both consumers and travel agencies.
6. Students to create a detailed travel itinerary for a specific destination, considering factors like group size, budget, and interests of travelers.
7. Students to conduct a group activity and manage a hypothetical tour group, addressing common challenges such as handling difficult tourists and ensuring group satisfaction.
8. Students to organize a workshop focused on developing conflict resolution skills through role-playing scenarios that involve difficult situations with tourists.
9. Pre-trip Duties Checklist Creation: Students to develop a comprehensive checklist for pre-trip duties, including understanding client profiles and preparing necessary documentation.
10. Students to practice greeting guests, handling luggage, and guiding them through customs and immigration processes as airport check-in procedures.

## **SEMESTER V**

<b>TOUR ESCORTING</b>			
<b>Course Code</b>	<b>TTMVOC 301</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

- This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations.
- It will also orient them to the nitty-gritty's of this profession and intends to deliver key skills.

## **UNIT I**

Tour Escorting: Tour guiding and tour escorting, role of a tour escort; Essential Qualities: Personal hygiene, grooming, etiquette, and the qualities of an ideal tour guide/escort. Business of Guiding: Overview and importance.

## **UNIT II**

Skills for Tour Escorts-Communication Skills: presentation and public speaking. Interpersonal Skills: Leadership, social skills, and managing group dynamics. Cultural Sensitivity: Understanding cultural differences and ensuring respectful interactions with tourists. Understanding the dynamics, practical tips, mechanics of tour guiding; tools of the trade.

## **UNIT III**

Practical Skills- Cartographic Skills: Understanding maps and navigation techniques. Audio-Visual Skills, Safety Protocols: during tours and managing emergency. Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks

## **UNIT IV**

Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks. Professional Ethics and Conduct-Code of Conduct, Cross-cultural etiquette, Conflict Resolution, Feedback Mechanisms.

## **UNIT V**

Managing guiding business: itinerary planning, networking, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT). Tour Planning and Management-Itinerary Development, Logistics Management: Coordinating transportation, accommodations, and meal arrangements. Handling Tourist Needs: Assessing and addressing the needs of different types of tourists.

## **Suggested Learning Resources**

- Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Manning, N. (2017). How to be a tour guide: The essential training manual for tour managers & tour guides. CreateSpace Independent Publishing Platform.
- Wilson, J. (2019). Coming up on your left: A tour guide's guidebook. CreateSpace Independent Publishing Platform.

- Newton, M. (2021). Sell more tours: The essential guide to online marketing for day tour & activity operators. Independently published.
- American Society of Travel Advisors. (2022). Handbook for tour guides. ASTA Publications.

<b>TOUR ESCORTING PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 311</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. This aims to equip students with practical skills necessary for a successful career in tour escorting.

1. Guided City Tour: Students organize and conduct a guided tour of Vizianagaram city, highlighting historical landmarks and cultural sites.
2. Mock Tours: Conduct practice tours with classmates acting as tourists to refine presentation and communication skills.
3. Field Visits: Visit various tourist attractions to observe and analyze different guiding styles and techniques.
4. Guest Lectures: Organise a lecture by an experienced tour guide to share insights and experiences related to the profession.
5. Cultural Immersion: Students Participate in cultural events or festivals of Vizianagaram to understand local customs and enhance cultural sensitivity.
6. Tour Projects: Students to conduct study on specific tourist destinations, focusing on their history, significance, and visitor engagement strategies and make presentation in the class.
7. Role-Playing Scenarios: Students demonstrate as how to handle challenging situations that may arise during tours (e.g., difficult tourists, emergencies) in role-playing exercises in the class.
8. Safety Training: Students to conduct a workshop focused on safety protocols and emergency response procedures for tour groups.
9. Itinerary Planning: Students develop detailed itineraries for different types of domestic tours (e.g., educational, adventure, cultural).

10. Documentation Skills: Practice writing reports or summaries of mock tours, including participant feedback and areas for improvement.

### **Suggested Learning Resources**

- Pond, K. L. (2013). Handbook for tour guides. Goodfellow Publishers.
- Bharat Skills. (2022). Tourist guide - Trade practical book.
- eGyanKosh. Unit 16: Tour guide and escorts.

<b>TRAVEL JOURNALISM MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 302</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

The aim of the course is to equip students with the skills necessary to create engaging and informative travel content across various platforms, including print, online publications, social media, and multimedia formats.

#### **UNIT I**

Introduction: Definition and scope, Historical context and evolution. Types of Travel Writing: Exploration of various formats (e.g., articles, blogs, photo essays). Understanding the Audience: Identification and tailoring content.

#### **UNIT II**

Research and Reporting Techniques: Research Methods-Techniques for gathering information about destinations and cultures, Verification of Information: Ensuring accuracy and reliability in reporting, Interviewing Skills: Conducting effective interviews. Field Reporting Exercises: Hands-on practice in real-world scenarios.

#### **UNIT III**

Writing for Travel: Writing Styles and Techniques, Storytelling Elements: Understanding narrative structure, character development, and thematic depth. Descriptive Writing: Techniques for creating vivid imagery and engaging descriptions. Drafting and Revising.

#### **UNIT IV**

Multimedia in Travel Journalism: Incorporating Visuals: Using photography and videography for storytelling. Audio Storytelling: Basics of podcasting and audio narratives. Social Media Strategies for promotion and audience engagement. Fieldwork assignments: conducting real-world travel reporting, Creating a professional portfolio.

#### **UNIT V**

The Business of Travel Journalism: Freelancing vs. Staff Positions: Understanding different career paths in travel journalism. Pitching Stories: Techniques for pitching ideas to editors

and publications. Monetization Strategies: Exploring ways to earn income as a travel journalist (e.g., sponsorships, affiliate marketing). Future Trends in Travel Journalism: impact of technology and changing consumer preferences.

### **Suggested Learning Resources**

- Greenman, J. F. (2012). *Introduction to travel journalism: On the road with serious intent*. Peter Lang Publishing.
- Ash, A. (2021). *Travel journalism*. Bright Trip.

<b>TRAVEL JOURNALISM MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 312</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

These activities aim to provide practical experience and enhance the skills necessary for effective travel journalism.

1. Field Reporting Assignment: Students to choose a local destination to visit, conduct interviews with visitors or locals, and write a travel article based on their experiences.
2. Travel Blog Creation: Each student will create a personal travel blog where they will publish articles, photos, and videos related to their travel experiences.
3. Photojournalism Project: Students to capture images from a specific location and create a photo essay that tells a story about the place and its culture.
4. Travel Video Production: Students to produce a short travel video highlighting a destination, including interviews, local attractions, and personal narratives.
5. Story Pitching Exercise: Each student to develop and pitch three unique travel story ideas to the class, simulating a real-world editorial meeting.
6. Social Media Campaign: Students to design and implement a social media campaign promoting a travel destination or event, using platforms like Instagram or Twitter.
7. Cultural Immersion Experience: Students to participate in a local cultural event or festival and write an article reflecting on the experience and its significance.
8. Editing Workshop: Students to conduct peer review sessions where students edit each other's articles for clarity, style, and factual accuracy.
9. Interviewing Skills Practice: Role-play interviews with classmates acting as locals or experts in various travel-related fields to enhance interviewing techniques.

10. Podcast Creation: Students to create a short podcast episode discussing their favorite travel experiences or interviewing someone about their travels.

### **Suggested Learning Resources**

1. Greenman, J. F. (2012). *Introduction to travel journalism: On the road with serious intent*. Peter Lang Publishing. <https://www.peterlang.com/document/1109112>
2. Cocking, B. (2017). *Travel journalism and travel media: Identities, places and imaginings*. Palgrave Macmillan. <https://doi.org/10.1007/978-1-37-59908-7>
3. Leffel, T. (2013). *Travel writing 2.0: Earning money from your travels in the new media landscape*. Travelers' Tales.
4. Lonely Planet. (2011). *Lonely planet travel writing: How to*. Lonely Planet Publications.
5. Weller, T. (2009). *The travel writer's handbook: How to write – and sell – your own travel experiences*. The Writer's Digest Press.

## **SEMESTER VI**

<b>BUSINESS PLAN DEVELOPMENT</b>			
<b>Course Code</b>	<b>TTMVOC 351</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

This course focuses on the essential components of creating a comprehensive business plan. Upon completion of this course, students will be able to:

1. Identify and evaluate viable business ideas.
2. Conduct market research and feasibility analysis.
3. Develop a comprehensive business plan that includes financial projections.
4. Understand the components of effective marketing strategies.
5. Present and defend a business plan to potential investors.

### **Unit I**

Entrepreneurship: Definition and importance in an economy Characteristics of successful entrepreneurs, entrepreneurial ecosystem, Types of startups (tech, scalable Startups, Small Business Startups, Lifestyle Startups, Buyable Startups, Large Company Startups and Social Startups).

### **Unit II**

Idea Generation and Validation: Understanding Business Ideas: Techniques of idea Generation: Brainstorming, mind mapping, and other creative processes. Evaluating Business Ideas: Criteria for assessment, Feasibility Analysis and market potential. Market Research and Analysis, Target Market Identification, Defining customer profiles, Identifying competitors' strengths and weaknesses, SWOT Analysis.

### **Unit III**

Business Planning: Developing the Business Plan: Components: Executive summary, business description, market analysis, organization structure, product/service line, marketing strategy, funding request, financial projections. Writing the Business Plan, Financial Planning: Creating income statements, cash flow statements, and balance sheets. Risk Assessment: Identifying potential risks and developing mitigation strategies.

### **Unit IV**

Marketing Strategies: Digital marketing fundamentals: Utilizing social media, SEO, and online advertising. Building a brand identity, Sales Strategies, Customer acquisition strategies, Measuring marketing effectiveness. Legal Aspects of Starting a Business: Business structures (LLC, Corporation, etc.), Intellectual property rights, Contracts and agreements and Regulatory compliance.

### **Unit V**

Presentation and Feedback: Business Plan Presentation Skills, Pitching to Investors, Peer Review Sessions. Scaling the Business: Strategies for growth and expansion, Operational challenges in scaling, Building a team and organizational culture, Exit strategies for entrepreneurs.

### **Suggested Skill Development Activities**

Peer Review Sessions: Implement peer review sessions where students exchange business plans with another group for feedback on clarity, feasibility, and market strategy.

### **Suggested Learning Resources**

1. Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures* (5th ed.). Pearson Education.
2. McKeever, M. (2020). *How to write a business plan* (10th ed.). Nolo Press.
3. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.
4. Verma, S., & Gupta, R. (2018). *Business planning for entrepreneurs*. PHI Learning Pvt. Ltd.
5. Timmons, J. A., & Spinelli, S. (2018). *New venture creation: Entrepreneurship for the 21st century* (10th ed.). McGraw-Hill Education.

## **BUSINESS PLAN DEVELOPMENT PRACTICUM**

<b>Course Code</b>	<b>TTMVOC 361</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Activity**

1. Entrepreneurship Ecosystem Mapping: Students create a visual map of the entrepreneurial ecosystem in their local area, identifying key players such as incubators, investors, and support organizations.
2. Entrepreneurial Traits Workshop: In a workshop, students list and discuss characteristics of successful entrepreneurs, followed by a self-assessment to identify their entrepreneurial traits.
3. Startup Type Presentation: Assign each student or group a type of startup (tech, scalable, small business, etc.) to research and present on its unique characteristics and challenges.
4. Feasibility Analysis Exercise: Students select one business idea and conduct a feasibility analysis, assessing market potential and identifying target customers.
5. SWOT Analysis Group Activity: In small groups, students perform a SWOT analysis on existing startups to understand their strengths, weaknesses, opportunities, and threats.
6. Business Plan Development Workshop: Students work in teams to draft a business plan for a startup idea, covering all essential components like executive summary and financial projections.
7. Legal Structure Debate: Organize a debate on different business structures (LLC vs Corporation) where students defend the advantages of their assigned structure.
8. Implement peer review sessions where students exchange business plans with another group for feedback on clarity, feasibility, and market strategy.
9. Write as an assignment a detailed business plan proposal starting a venture in Vizianagaram.
10. Discuss a case of failure business plan in the class.

<b>ADVENTURE TOUR OPERATIONS MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 352</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives**

Adventure tours require expertise in terms of knowing the risk involved at the destination as well as with the type of activity undertaken. The adventure tour planning keeping shall be taught to students during this course.

## **UNIT I**

Introduction: Concept and Types: land, water and air. Managing Adventure Sports: Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA).

## **UNIT II**

Planning Adventure tourism Activities: Itinerary planning; planning for safety and emergencies, Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of India and other continents.

## **UNIT III**

Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, landform features.

## **UNIT IV**

Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.

## **UNIT V**

Legal Liability and Risk Management: Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.

### **Suggested Skill Development Activities**

### **Suggested Learning Resources**

1. Buckley, Ralf (2006). Adventure Tourism, CABI International.
2. Malik, S.S.(1997). Adventure Tourism, New Delhi: Rahul Publishin.
3. Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publishers.
4. New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: Viva Books.

<b>ADVENTURE TOUR OPERATIONS PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 362</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

## **Course Objectives**

These activities aim to provide hands-on experience in managing adventure tours while enhancing practical skills necessary for success in the field of adventure tourism.

## **Activity**

1. First Aid Workshop: Students conduct a workshop on first aid techniques for common

adventure-related injuries (hypothermia, frostbite, etc.).

2. Adventure Camp Planning: Students will plan and manage an adventure camp, including itinerary creation, logistics, and resource allocation.
3. Knot Tying Workshop: Students Organize a hands-on workshop to learn and demonstrate essential knots used in various adventure activities, such as climbing and sailing.
4. Rucksack Packing Practice: Students practice and demonstrate how to efficiently pack a rucksack for different types of adventure trips, focusing on weight distribution and accessibility.
5. First Aid Training: Students practice and demonstrate sessions on first aid and CPR specifically tailored for adventure activities and emergencies.
6. Physical Conditioning Exercises: Students practice and Implement a series of physical exercises and warm-up routines to prepare students for outdoor adventure activities.
7. Jungle Trekking Expedition: Students organize a guided jungle trekking expedition to demonstrate navigation skills and learn about local flora and fauna.
8. Camping Skills Workshop: Students practice and demonstrate how to set up a campsite, including tent pitching, fire building, and cooking in a camp environment.
9. Water Sports Training: Students practice and demonstrate practical training in various water sports such as kayaking, canoeing, or rafting, emphasizing safety and technique.
10. Night Camping Experience: Organize an overnight camping trip where students can practice skills learned in previous sessions under real conditions.

#### **Suggested Learning Resources**

1. Negi, J. (2001). *Adventure Tourism and Sports*. Kanishka Publishers.
2. Hall, M., & Timothy, D. (2006). *Safety and Security in Tourism*. Jaico Publishing House.
3. Crowther, G. (1990). *India - A Travel Survival Kit*. Lonely Planet Publication.



## **CURRICULUM & SYLLABUS**

# **DISCIPLINE SPECIFIC ELECTIVES FOR MAJOR DISCIPLINE – BBA-TTM (7<sup>TH</sup> AND 8<sup>TH</sup> SEMESTERS)**

## **COURSES OFFERED FOR**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**Discipline Specific Electives****SEMESTER VII****TOURISM LEGISLATION**

<b>Course Code</b>	<b>TTM 441</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:**

- To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists.
- To help students inculcating the legal orientation in tourism planning
- To comprehend the ethical and legal aspects of tourism operations

**UNIT - I**

Introduction – Evolution of travel rules worldwide, Travel Companies Formulation and Functioning: Registration: Proprietorship, Partnership, Limited Liability Partnership (LLP), Private Lt. Public Limited, GST Registration, Opening Current account, Obtaining Trade License [FDA(FSSAI) or Municipality/ Local Authority], Travel Trade recognition MoT GOI, IATA, IATO, TAAI.

**UNIT - II**

Hospitality Laws: Hotel Managers and law, Accommodation, damages, safety of guests, guests property safety, Rights of hoteliers, Negligence, Bailment Booking Contracts, Guest Registration, Infectious Diseases, Lost and Found, Damage to property. General Principles of Contract Act – Breach of Contact – Indemnity – Bailment.

**UNIT – III**

Citizenship – Passports Act, 1967 - Visa – FEMA -Customs & RBI Guidelines – Foreigners Registration Act - Role of Embassies and consulates, Foundations of Aviation laws (International, National, Aviation Baggage Rules), Major Conventions: Paris, Madrid, Havana Chicago, Warsaw & Manila Declaration. National Aviation Laws: DGCA, AAI, AERA, & BCAS.

**UNIT - IV**

National Green Tribunal Act, Environment Act – Environment rules – EIA guidelines - Forest Conservation Act – Wildlife Protection Act – Coastal Zone Regulation Act – Land Acquisition act.

**UNIT – V**

Consumer Protection Act – Consumer issues in Hotels - Travel Agency – Tour Operations – Transportation - Carriage of persons with disability and reduced mobility, Tourism Ethics - Significance – Application – CSR – Accessible tourism –Legal policy framework – Tourism

and livelihood – Tourism and Human Rights – environmental, management ethics - Opportunities and challenges to implementation of ethical principles.

### **Suggested Learning Resources:**

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.
1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
4. Civil Aviation Requirements Section 3 – Air Transport Series ‘M’ Part I, 2008
5. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
6. Foreign Exchange Management Act, [http://finmin.nic.in/the\\_minister/dept\\_eco\\_affairs/america\\_canada/fema Acts/index.html](http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema Acts/index.html)
7. Foreigners Registration Act, [http://www.immigrationindia.nic.in/registration\\_requuirements.html](http://www.immigrationindia.nic.in/registration_requuirements.html)

<b>HERITAGE TOURISM</b>			
<b>Course Code</b>	<b>TTM 442</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives:**

Learners will understand the importance of conservation of historic sites, heritage material and natural heritage and analyse their tangible and intangible factors.

After completing this course the student should be able to:

- Creating awareness and induce thinking about our past, present and future condition of our heritage
- Understand the importance of conservation, heritage and its values
- Identifying tangible and intangible cultural values and recording the same with onsite data and sketches.
- Classifying and marking issues and challenges at the site level and documenting the same.

### **UNIT I**

**Introduction to Heritage:** Heritage; Types of Heritage; Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; National Heritage of importance- UNESCO World Heritage Sites in India.

### **UNIT II**

**Conservation:** Introduction & Types; identification, demarcation and documentation of heritage Zone; community-based heritage conservation; community engagement & stakeholder participation in heritage conservation. Uncovering the community participation through the case.

### UNIT III

**Conservation maintenance:** Ancient Monuments Preservation Act, Preservation; Restoration; Basic conservation handlings – temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care & handling.

### UNIT IV

**General principles of conservations:** Analysis of material; Rules & regulations regarding antiquity & heritage; conservation policy.

### UNIT V

**Heritage Management Plan:** Introduction; significance; Steps – Hardware component and software component; Promotion & public display of conserved site; Analysing working of Heritage management plan through the case study of Heritage Tourism Village Raghurajpur.

#### Suggested Learning Resources:

- Agarwal, O. P. (1999). Conservation of cultural property of India. Agam Kala Prakashan.
- Bishvash, S. S. (1999). Protecting the cultural heritage, Aryan Books International.
- Chainani, S. (2009). Heritage conservation legislative and organisational policies of India. INTACH.

<b>TRIBAL TOURISM</b>			
<b>Course Code</b>	<b>TTM 443</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

#### Course Objectives:

This paper is uniquely designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.

### UNIT I

**Background of Tribes:** Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, *Austro-Asiatic*, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Mariya, Muria, Dongariya Kondh, Distribution of Tribes in India, Features and Characteristics of Indian Tribes, Tribes vs Primitive Tribes, Tribal Population & Literacy

Rate, Indigenous and Tribal people

## UNIT II

**Tribal Society and Culture:** Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.

## UNIT III

**Socio-economic Condition of Tribes:** Facilities for Road, Education, Health, Sanitation, Road, Agriculture, Horticulture, Other Occupations, Village Council & Administration, Sources of Employment & Self-Employment, Government Schemes for Socio-economic Development, Self-Help Group, Micro Finance, Entrepreneurship Activities in Tourism for Tribes,

## UNIT IV

**Tribal Resources for Tourism Development:** Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture

## Unit V

**Management of Tourism in Tribal Areas:** Management of Tribal Resources, Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India

### Suggested Learning Resources:

1. Novelli, M. (2005) *Niche Tourism: Contemporary Issues, Trends and Cases*. Routledge.
2. Mohanty, P.K. (2004) *Encyclopaedia of Primitive Tribes in India, Volume 1*. Gyan Publishing House, New Delhi.
3. Cornell, S.E.(1989).*Tourism and Economic Development: Considerations For Tribal Policy and Planning*, Harvard University, USA
4. Zeppel, H (2006).*Indigenous Ecotourism: Sustainable Development And Management*, CABI, UK
5. Cole, S ( 2008).*Tourism, Culture and Development*, Channel View Publications, UK
6. Fuchs, S ( 1974).*The aboriginal tribes of India*, Macmillan India
7. Vidyarthi, L.P., Rai, B.K. (1977) *The tribal culture of India*. Concept Publishing Company
8. Harrison, D (2001) *Tourism and the Less Developed World: Issues and Case Studies*, CABI
9. Zeppe, H.D (2006) *Indigenous Ecotourism: Sustainable Development and Management*, CABI
10. Smith, M. (2009) *Issues in Cultural Tourism Studies*, Routledge.

<b>MANAGERIAL ECONOMICS</b>			
<b>Course Code</b>	<b>TTM 444</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able

- To understand the fundamental concepts of economics relevant to managerial decision-making.
- To analyze demand and supply dynamics to inform business strategies.
- To apply cost analysis techniques to optimize production and pricing decisions.
- To evaluate market structures and competition to assess business environments.
- To understand the impact of government policies and regulations on business operations.

## Unit-1

**Introduction:** Managerial Economics: Meaning, Nature, Scope & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist.

Theory of the Firm: Firm and Industry, Objectives of the firm, alternate objectives of firm.

Managerial theories: Baumol's Model, Marris's model of growth maximization, Williamson's model of managerial discretion.

## Unit-2

### Demand Analysis

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand, Classification of Price, Income & Cross elasticity, Promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply.

**Demand forecasting:** Meaning & Significance, Methods of demand forecasting. (Problems on Price elasticity of demand, and demand forecasting using Time-series method).

## Unit-3

### Cost Analysis & Production Analysis

Concepts of Production, production function with one variable input - Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Economies of scale, Diseconomies of scale. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, Long- Run Average Cost (LAC) curve

**Break Even Analysis**—Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).

## Unit-4

### Market structure and Pricing Practices

**Perfect Competition:** Features, Determination of price under perfect competition,

**Monopolistic Competition:** Features, Pricing Under monopolistic competition, Product differentiation. **Oligopoly:** Features, Kinked demand Curve, Cartels, Price leadership.

**Monopoly:** Features, Pricing under monopoly, Price Discrimination. **Descriptive Pricing**

**Approaches:** Loss leader pricing, Peak Load pricing, Transfer pricing.

## Unit-5

### Indian Business Environment

Nature, Scope, Structure of Indian Business Environment, Internal and External Environment. Political and Legal Environment, Economic Environment, Socio- Cultural Environment, Global Environment. Private Sector, Growth, Problems and Prospects, SMEs, Significance in Indian economy, challenges and prospects. **Fiscal policy and Monetary Policy:** Meaning of Fiscal policy, three main types of fiscal policy – neutral policy, expansionary, and contractionary. Monetary policy: Meaning, **Objectives of monetary**

**policies:** Controlling inflation, Managing employment levels, and Maintaining long-term interest rates. (Theory only)

**Indian Industrial Policy :** New industrial policy 1991, **Production Linked Incentive (PLI)** scheme for Promoting manufacturing of Telecom & Networking Products in India, New economic initiatives proposed by Indian government for economic growth Private Sector-Growth- like Atma Nirbhar Bharath Abhiyan

### **Suggested Learning Resources:**

#### **Books**

1. Ghosh, G., & Choudhury, A. (2011). *Managerial economics* (2nd ed.). McGraw-Hill.
2. Salvatore, D. (2016). *Managerial economics* (2nd ed.). Oxford University Press.
3. Mithani, D. M. (2016). *Managerial economics*. HPH Publications.
4. Samuelson, P. A., & Marks, S. G. (2015). *Managerial economics* (5th ed.). Wiley.
5. Maheshwari, K. L., & Varshney, R. L. (2014). *Managerial economics*. Sultan Chand & Sons.

### **SEMESTER VIII (Honors) and SEMESTER VIII (Honors with Research)**

<b>TOURISM ENTREPRENEURSHIP</b>			
<b>Course Code</b>	<b>TTM 491</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

#### **Course Objectives:**

This course provides a structured approach to understanding the principles of entrepreneurship within the context of the tourism industry, equipping students with the necessary skills to succeed as entrepreneurs.

#### **UNIT I**

Entrepreneurship in Tourism: Definition, importance and Types, Characteristics & Factors of successful entrepreneurs, Challenges faced by women entrepreneurs Emerging trends.

#### **UNIT II**

Business Planning and Development: Steps involved, Business licensing and registration requirements, Financial, technical, and social feasibility studies, Developing a comprehensive business plan: financial, marketing, human resource, and technical aspects

#### **UNIT III**

Financing Business: Scope & Importance, Sources of funds: banks, government schemes, Non-financial support by DIC, SIDBI, Role of small-scale industries (SSI) in tourism development, Challenges faced by SSI and strategies for overcoming them.

#### **UNIT IV**

Types of Tourism Business: Proprietorship; Partnership business, Limited Liability Partnership (LLP), Private company, One Person Company, Franchise business, Start-Ups, & Public Ltd – Characteristics and .

#### **UNIT V**

Registering a company: Director Identification Number(DIN), Digital Signature Certificate(DSC), Create an account on MCA Portal, Application: File an MoA, notice for appointment of directors, manager and secretary. Setting company's policy and Securing IPR: Trade Related Intellectual Property Rights (TRIP)

### **Suggested Learning Resources:**

1. Desai, V. (2006). *Entrepreneurial development*. Himalaya Publishing House.
2. Dollinger, M. J. (2010). *Entrepreneurship: Strategies and resources* (4th ed.). Pearson Education.
3. Gupta, S. (2004). *Entrepreneurial development*. The ICFAI University Press.
4. Hoyle, L. H., & Jones, T. J. (1995). *Managing conventions and group business*.
5. Khanka, S. S. (1999). *Entrepreneurial development*. S. Chand & Company Ltd.
6. Sharma, S. V. S. (n.d.). *Developing entrepreneurship: Issues and problems*.

<b>TOURIST TRANSPORT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 492</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The course aims to equip students with a comprehensive understanding of how transportation systems operate within the context of tourism, preparing them for careers in this dynamic field.

### **UNIT I**

**Fundamentals of Transport:** Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India

### **UNIT II**

**Road Transport:** Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services.

### **UNIT III**

**Air Transport:** Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) & Its Roles and Functions.

### **UNIT IV**

**Basic Airfares & Ticketing:** Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

### **UNIT V**

**Water Transport Services** Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line.

#### **Suggested Learning Resources:**

1. Jagmohan Negi (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
2. Duval, D Timothy (2007). *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.
3. Ratandeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.
4. Page Stephen (2005), *Transport and Tourism: Global Perspectives*, Pearson Prentice Hall, New Delhi.
5. IATA Training Manual.
6. Air Cargo Tariff Manual.
7. IATA Live Animals Regulation Manual.

### **WORLD UPDATES AND TOURISM TRENDS**

<b>Course Code</b>	<b>TTM 493</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:**

This syllabus emphasizes practical application and real-world engagement, allowing students to explore current trends while developing skills relevant to the dynamic field of tourism.

Note: The course is designed to be flexible, allowing instructors to incorporate relevant societal issues, current events, or emerging trends as deemed important. Detailed outlines for specific activities will be maintained in the instructor's diary, ensuring that all content remains relevant and engaging.

**Unit 1**

Global Tourism Trends and Developments: Overview of current global tourism trends, Analysis of socio-economic factors affecting tourism, Exploration of emerging markets and destinations

**Activities:**

- Group discussions on recent news articles related to tourism trends.
- Research project on a selected trend or destination, with findings presented to the class.

**Unit 2**

Technological Innovations in Tourism: Examination of digital tools and platforms transforming tourism, Impact of social media on travel behaviors and marketing strategies, Exploration of AI, VR, and other technologies enhancing customer experiences

**Activities:**

- Hands-on workshops to create digital marketing content for local tourism businesses.
- Collaborative project to design a tech-based solution for a current tourism challenge.

**Unit 3**

Sustainable Tourism Practices: Principles of sustainable tourism and its importance in the current context, Case studies on successful sustainable initiatives globally and local, Discussion on eco-tourism and community-based tourism models

**Activities:**

- Field visits to local eco-tourism sites or sustainable businesses, followed by reflective discussions.
- Development of a sustainability action plan for a chosen tourist attraction.
- Organizing a community event focused on raising awareness about sustainability in tourism.

**Unit 4**

Cultural and Political Influences: Exploration of cultural heritage and political significance in tourism development, Trends in cultural and heritage tourism, including culinary and experiential travel,

**Activities:**

- Organizing a political or cultural showcase event that highlights contemporary scenario.
- Discussions with community leaders about the role of culture in attracting tourists.

**Unit 5**

Future Directions in Tourism: Predictions for the future landscape of tourism, Challenges and opportunities for innovation in the industry, Exploration of new business models in tourism (e.g., remote work travel, wellness retreats).

**Activities:**

- Development of a business proposal for a new tourism venture that addresses future trends.
- Scenario planning exercises to anticipate potential challenges in the tourism sector.
- Guest speakers from innovative startups to share insights on future directions.

**Suggested Learning Resources:** To be shared by the course teacher based on learning content.

<b>MARKETING RESEARCH</b>			
<b>Course Code</b>	<b>TTM 494</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:**

- To provide conceptual understanding of marketing research, its design, and application of research methodology to Marketing issues.
- To explain to students the need for creating proper marketing research proposal.
- To impart knowledge on sampling and acquire knowledge on probability and non-probability sampling techniques.
- To impart knowledge on the concepts of measurement and scaling.
- To highlight the role of marketing research methodology in different business contexts.

**UNIT – I**

Introduction to Marketing Research: Meaning and Scope of Marketing Research, Factors that Influence Marketing Research, Scope of Marketing Research, Limitations of Marketing Research, Marketing Research Process, Role of Marketing Research in Marketing Decision-making, International Marketing Research, Marketing Research in social media, Mobile Marketing Research, Ethics in Marketing Research, Use of Information Technology in Marketing Research.

**UNIT – II**

Marketing Research Design: The Process of Defining the Problem and Developing an Approach, Defining a Marketing Research Problem, Exploratory, Descriptive, Casual Research Design, Marketing Research Proposal.

**UNIT – III**

Sampling and Data Collection: Sampling Design Process, Classification of Sampling Techniques, Probability and Non-Probability Sampling Techniques, Internet Sampling, Sampling Distribution, Sample Size Determination, Non-Response Issues in Sampling. Sources of Data Collection, Methods of Data Collection.

**UNIT – IV**

Measurement and Scaling: Concept of Measurement, Types of Measurement Scales: Likert, Semantic Differential, Guttman, Interval, Q-Sort, Nature of Measurement, Characteristics of a Good Measurement, Nature of Attitude Scale, Rating Scale, Ranking Scale, Questionnaire Design, Editing, Coding and Tabulation of data.

## UNIT – V

Analysis and Presentation of Data: Data Preparation, Data Preparation Process, Statistically Adjusting Data, Frequency Distribution, Cross Tabulation, Hypothesis Testing, BiVariate Analysis, Correlation, Regression, Multi-Variate Analysis, Discriminant, Logit Analysis, Factor Analysis, Cluster Analysis. Report Writing, Report Preparation and Presentation.

### Suggested Learning Resources:

1. Malhotra, N., & Dash, S. (2019). *Marketing research* (7th ed.). Pearson.
2. Beri, G. C. (2018). *Marketing research* (4th ed.). McGraw-Hill.
3. Cooper, D. R., & Schindler, P. S. (2005). *Marketing research: Concepts and cases*. McGraw-Hill.
4. Luck, D. J., & Rubin, R. S. (2006). *Marketing research* (9th ed.). PHI Learning.
5. Aaker, D. A., Kumar, V., & Georges, J. (2009). *Marketing research* (9th ed.). Wiley India Pvt Ltd.
6. Tull, D. S., & Hawkins, D. I. (2009). *Marketing research: Measurement & method*. PHI Learning

<b>ADVANCE RESEARCH METHODOLOGY</b>			
<b>Course Code</b>	<b>TTM 495</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>04</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The objective is to help students find clear understanding on research methods and methodology to be used for undertaking qualitative and quantitative research in the field of tourism and allied areas.

## UNIT I

**Concepts of Research:** Art of Knowing Research: Analogy, Homology, Ontology and Epistemology - Theoretical Development –Research Strategies: Deductive, Inductive, - Goals of Research: Exploratory, Descriptive and Explanatory-Variables: Independent and Dependent- Construct Vs Measures – Reliability, Internal Consistency- - Generalizability- Guidelines in Scale Development: Levels of Scales: Nominal, Ordinal, Interval and Ratio- Types of Scale: Special Types of Attitude and Behaviour Scales- Likert Scale, Semantic Differential Scale.

## UNIT II

**Qualitative Methods:** Reasons - Five Different Qualitative Inquiry: A Biographical Life History, A Phenomenology, A Grounded Theory, An Ethnography and A Case Study- Postmodernism, Critical Theory, Feminist Approach- Problem, Purpose and Research Statements- Philosophical and Theoretical Framework- Ideological Perspectives, Methods of Qualitative Research: Experimentation, In-depth Interviews - Focused Group Technique,

Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes

### **UNIT III**

**Conceptual Framework** : Methods of Literature Review- Open-mindedness- Planning A Literature Research- Theoretical Framework- Mapping and Analyzing Ideas- Raising Research Questions – Item Generation- Questionnaire Design- Working and Types of Questionnaire- Four Theoretical Components of A Questionnaire: Descriptive vs Prediction, Accuracy Vs Precision- Guidelines for Covering Letter- Hypotheses and Operationalization-  
**Sampling and Method of Data Collection**: Samples and Populations: Types of Sampling – Probability and Non-Probability, Sampling Methods- Errors: Sample Error, Standard Errors, Response Errors- Sources of Data-Primary and Secondary- Data Coding- Data Collection

### **UNIT IV**

**Basic Statistics**: Database Descriptions- Variables: Classification Variables - Guidelines for Graphic Presentations: Bar, Line and Pie Charts-Measures of Central Tendency: Mean, Median, Mode-Measures of Variability- Range, Inter-quartile Range, Variance and Standard Deviation- Coefficient Variation- Measures of Shape: Skewness, Kurtosis, Cross Tabulations, Bivariate Analysis- Correlations: Spearman and Friedman Rank-Multivariate Analytical Techniques: Bivariate Correlation and Simple Linear Regression

### **UNIT V**

**Testing for Hypotheses**: Independent Vs Related Samples, Developing Hypotheses: Null and Alternative- Sample Statistics and Population, Type-I and Type-II Errors-Degrees of Freedom, Statistical Significance- Parameters- Univariate Test of Significance-Bivariate Hypotheses Tests Parametric- t- test, Z- test, ANOVA- MANOVA - Non Parametric: Chi-square, Man-Whitney, median and Kolmogorov-Smirnov - Paired Samples ( Sign, Wilcoxon, McNemar and Chi-square , and Non-Parametric- Chi-square, Kolmogorov-Smirnov, Binomial Phi, Cramer, Using SPSS.

### **Suggested Learning Resources**

1. Creswell, J.W.(1998). Qualitative Inquiry and Research Design- Choosing Among Five Traditions. Sage Publications, New Delhi.
2. David de Vaus. (2002). Analyzing social sciences, Data, Sage Publication, New Delhi.
3. Cooper, D. R & Schindler, P. S.(2006). Business Research Methods, McGraw Hill, New Delhi.
4. Field, A. (2005). Discovering Statistics Using SPSS, (1<sup>st</sup> Edition), Sage Publications, New Delhi.
5. Huizing,E. ( 2007). Applied Statistics with SPSS. Sage Publications, New Delhi.
6. Joseph F,Haur, Robert & David. J .(2004). Market Research, McGraw Hill, New Delhi.
7. Kothari, C.R (2002). Research Methodology, Vishwa Prakashana India.
8. Ranjit, K.(2005). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications, New Delhi.

## **CURRICULUM & SYLLABUS**

## **MINOR COURSES (I-VIII SEMESTERS)**

### **COURSES OFFERED BY**

## DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

**Program Scheme**  
**Bachelors' Program – Minor Courses offered by**  
**Department of Tourism and Hospitality Management**

<b>SEMESTER I</b>								
<b>S. No.</b>	<b>Level</b>	<b>Code</b>	<b>Courses</b>	<b>Category</b>	<b>Contact Hours</b>			<b>Credits</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
1	100	TTM 121	Management Concepts and Organizational Behaviour	Minor	3	0	0	3
2	100	TTM 131	Management Concepts and Organizational Behaviour Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>4</b>

<b>SEMESTER II</b>								
<b>S. No.</b>	<b>Level</b>	<b>Code</b>	<b>Courses</b>	<b>Category</b>	<b>Contact Hours</b>			<b>Credits</b>

						L	T	P	
1	100	TTM 171	Basics of Accounting	Minor	3	0	0	3	
2	100	TTM 181	Basics of Accounting Practicum	Minor	0	0	2	1	
			<b>Total Credits</b>						<b>4</b>

SEMESTER III									
S. No.	Level	Code	Courses	Category	Contact Hours			Credits	
					L	T	P		
1	200	TTM 221	Marketing Management	Minor	3	0	0	3	
2	200	TTM 231	Marketing Management Practicum	Minor	0	0	2	1	
			<b>Total Credits</b>						<b>4</b>

SEMESTER IV									
S. No.	Level	Code	Courses	Category	Contact Hours			Credits	
					L	T	P		
1	200	TTM 271	Human Resource Management	Minor	3	0	0	3	
2	200	TTM 281	Human Resource Management Practicum	Minor	0	0	2	1	
			<b>Total Credits</b>						<b>4</b>

SEMESTER V									
S. No.	Level	Code	Courses	Category	Contact Hours			Credits	
					L	T	P		
1	300	TTM 321	Financial Management	Minor	3	0	0	3	
2	300	TTM 331	Financial Management Practicum	Minor	0	0	2	1	
			<b>Total Credits</b>						<b>4</b>

SEMESTER VI									
S. No.	Level	Code	Courses	Category	Contact Hours			Credits	
					L	T	P		
1	300	TTM 371	Tourism Products of India	Minor	3	0	0	3	
2	300	TTM 381	Tourism Products of India Practicum	Minor	0	0	2	1	
			<b>Total Credits</b>						

SEMESTER VII								
S. No.	Level	Code	Courses	Category	Contact Hours		Credits	
					L	T	P	
1	400	TTM 421	Airlines and Airport Management	Minor	3	0	0	3
2	400	TTM 431	Airlines and Airport Management Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>4</b>

SEMESTER VIII								
S. No.	Level	Code	Courses	Category	Contact Hours		Credits	
					L	T	P	
1	400	TTM 471	Business Law	Minor	3	0	0	3
2	400	TTM 481	Business Law Practicum	Minor	0	0	2	1
<b>Total Credits</b>								<b>4</b>

SEMESTER IV (Vocational Courses for Major Discipline)								
S. No.	Level	Code	Courses	Category	Contact Hours		Credits	
					L	T	P	
1	200	TTMVOC 271	Event Management	Minor	2	0	0	2
2	200	TTMVOC 272	Travel Desk Management	Minor	2	0	0	2
3	200	TTMVOC 281	Event Management Practicum	Minor	0	0	4	2
4	200	TTMVOC 282	Travel Desk Management Practicum	Minor	0	0	4	2

SEMESTER V (Vocational Courses for Major Discipline)								
S. No.	Level	Code	Courses	Category	Contact Hours		Credits	
					L	T	P	
1	300	TTMVOC 321	Tour Escorting	Minor	2	0	0	2
2	300	TTMVOC 322	Travel Journalism	Minor	2	0	0	2
3	300	TTMVOC 331	Tour Escorting Practicum	Minor	0	0	4	2
4	300	TTMVOC 332	Travel Journalism Practicum	Minor	0	0	4	2

SEMESTER VI (Vocational Courses for Major Discipline)							
S. No.	Level	Code	Courses	Category	Contact Hours		Credits
					L	T	P
1	300	TTMVOC 371	Business Plan Development	Minor	2	0	0
2	300	TTMVOC 372	Adventure Tour Operations	Minor	2	0	0
3	300	TTMVOC 381	Business Plan Development Practicum	Minor	0	0	4
4	300	TTMVOC 382	Adventure Tour Operations Practicum	Minor	0	0	4

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR			
<b>Course Code</b>	<b>TTM 121</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** This course will enable the students

- To understand theories and models of Management and OB.
- To classify and differentiate between various methods of problem solving.
- To compile an adept framework for solving the problems at the workplace.
- To acquaint the needed industry relevant skill sets.

#### **Unit 1:**

Introduction, Meaning, Nature, Objectives, Importance, Levels of Management, Skills & Competencies, Scope and Functions of Management, Evolution of Management Thought, Fayol's fourteen principles of Management, Recent Trends in Management. Theories of Management.

#### **Unit 2:**

Planning: Importance, Types, Steps, Planning Tools and Techniques, Organisation: Importance, Principles, Types of Organisation Structures, Span of Control, Centralisation and Decentralisation of Authority.

#### **Unit 3:**

Directing: Importance, Elements and Principles, Controlling: Need and Characteristics, Procedure and techniques of Controlling, Resistance to Control, Effective Control System, Types of Control, Decision-Making: Concepts, Types, Models, Styles and Difficulties.

#### **Unit 4:**

Organisational Behaviour: Concept, Nature, Goals, Importance, Approaches and Models. Attitude: Concept, Types, Components, Attitudes and Behaviour, Perception: Process & Influencing Factors, Perception and Decision-making.

**Unit 5:**

Personality: Theories, Influencing Factors, Big Five Personality Traits, Myers–Briggs Type Indicator (MBTI), Motivation: Concept, Motivation Cycle, Importance, Types, and Theories. Organisational Culture: Strong Versus Weak Culture, Characteristics, Types, Levels, and Dimensions. Creating and Changing Organisational Culture.

**Suggested Learning Resources:**

1. Williams, C., & Tripathy, M. R. (2013). *MGMT* (5th ed.). Cengage Learning.
2. McShane, S. L., & Von Glinow, M. A. (2015). *Organizational behavior* (6th ed.). McGraw-Hill Education.
3. Mullins, L. J. (2005). *Management & organisational behaviour* (7th ed.). Prentice Hall.
4. Koontz, H. (2014). *Essentials of management* (8th ed.). McGraw-Hill.
5. Schermerhorn, J. R., Jr. (2010). *Management* (8th ed.). Wiley India.
6. Luthans, F. (2011). *Organizational behavior* (12th ed.). McGraw-Hill International.

**Web links and Video Lectures (e-Resources):**

- [https://onlinecourses.nptel.ac.in/noc22\\_mg104/preview](https://onlinecourses.nptel.ac.in/noc22_mg104/preview)
- [https://onlinecourses.nptel.ac.in/noc22\\_mg78/preview](https://onlinecourses.nptel.ac.in/noc22_mg78/preview)
- [https://learninglink.oup.com/access/king-lawley3e-student-resources#tag\\_all-chapters](https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters)
- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Skill Development Activities Suggested:**

- Visit an Organization and note the various functions discharged in a day.
- Conduct a professional event in the department and try to understand the various roles played by students in relation to Team and Organizational environment.
- Develop questions, interact with people in the Organisation and try to observe personality traits.
- Meet any Leader / HoD / Dean and observe the Management of various departments and record the changes in administrative pattern.

## **MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR PRACTICUM**

<b>Course Code</b>	<b>TTM 131</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:** The student will be able

- To apply core management theories to real-world business situations.
- To develop critical managerial skills, including leadership and decision-making.
- To encourage innovation and creativity in management practices.
- To design engaging and relevant training content using instructional methods.

Activity 1: SWOT analysis of Classical school of management approaches.

Activity 2: SWOT analysis of Behavioral school of management approaches.

Activity 3: Analyze and present the role of digital technologies, such as artificial intelligence, data analytics, and collaboration tools, are transforming management practices. (Provide suitable examples).

Activity 4: Demonstrate the usefulness of Technology-Based Planning Tools in the planning process.

Activity 5: Analyze and present the ethical considerations involved, explore alternative courses of action, and justify their decisions based on ethical principles and values. (Provide suitable examples).

Activity 6: Analyze and present the organizational structure of Small, Medium and Large organizations of tourism industry and evaluate how well the structure aligns with the company's goals and objectives.

Activity 7: Design a management training program for an organization of your choice.

Activity 8: Choose any organization. Establish the processes for collecting feedback, monitoring performance, and implementing changes required to foster a culture of continuous improvement and coordination.

Activity 9: Design five motivational posters that reflect key concepts and theories of motivation for the employees of an organization (choose any organization).

Activity 10: Develop a comprehensive business plan for a start-up venture or a new product/service offering covering all the functions of the management.

<b>BASICS OF ACCOUNTING</b>			
<b>Course Code</b>	<b>TTM 171</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able

- To understand fundamental concepts and principles of cost and managerial accounting.
- To analyze cost behavior and its impact on decision-making.
- To assess the role of managerial accounting in strategic decision-making.
- To implement cost control measures to enhance organizational efficiency.
- To interpret financial statements for internal management purposes.
- To explore the ethical considerations in cost and managerial accounting practices.

### **Unit-1**

**Introduction to Accounting:** Types and classification; Principles of accounting, Principles, Concepts and Conventions, Double Entry System, Preparation of Journal, Ledger and Trial Balance.

### **Unit-2**

**Final Accounts:** Meaning, Procedure for preparation of final accounts; Trading accounts; Profit and Loss accounts and Balance sheet; Adjustment entries; Closing stock, Depreciation, Provisions, Prepaid and outstanding expenditure, Accrued Income.

### **Unit-3**

**Cost Accounting:** Definition and objectives, Importance, Elements of Cost and Cost classification, Types of costs (fixed, variable, semi-variable), Cost centers and cost units. **Costing Methods:** Absorption costing vs. marginal costing, Job order costing and process costing, Preparation of Cost Sheet

### **Unit-4**

**Managerial Costing:** Decision-Making Tools; Break-even analysis, Cost-volume-profit analysis, Standard Costing; Definition, objectives, and benefits, Setting standards: types and methods. **Ratio Analysis:** Liquidity Ratios, Profitability Ratios, Solvency Ratios, and Efficiency Ratios for strategic decisions and operational effectiveness and long-term viability.

### **Unit-5**

**Travel Agency Accounting;** Understanding the unique aspects; Financial Statements for Travel Agencies; Income Statement, Balance Sheet, Cash Flow Statement. **Costing and Pricing Strategies:** Cost Components in Travel Services, Identifying direct and indirect costs

of tour packages, Pricing Strategies: Setting prices based on costs, market demand, and competition analysis.

**Suggested Learning Resources:**

1. Sofat, R. and Hiro, P. (2014), *Basic Accounting (2<sup>nd</sup> ed.)*, New Delhi, India: PHI Learning.
2. Lal, J. (2022) (5<sup>th</sup> ed.). *Accounting for Management*, Himalayan Publishing House, Mumbai.
3. Grewal T.S. & Shukla M.C. (2010). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi.
4. R. L. Gupta & Radhaswamy M. (2014). *Advanced Accountancy- Vol. I*. Sultan Chand & Sons, Delhi.
5. Sharma R.K & Gupta S. (2012). *Management Accounting* .Kalyani Publisher.

**Web links and Video Lectures (e-Resources):**

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

**Suggested Skill Development Activities**

1. Case Study Analysis; Students to visit a travel agent or hospitality businesses understand their financial statements, cost structures, and budgeting practices and submit a report.
2. Students to prepare complete financial statements (income statement, final account and balance sheet) for a fictional travel agency based on provided data.
3. Cost Analysis Workshop; Conduct workshops where students perform cost analysis on various tourism services (e.g., hotel stays, tours). They can calculate direct and indirect costs and discuss how these affect pricing and profitability.
4. Financial Ratio Analysis: Students to calculate and interpret key financial ratios relevant to the tourism industry (e.g., liquidity ratios, profitability ratios) using actual data from publicly available financial reports of tourism companies.

<b>BASICS OF ACCOUNTING PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 181</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:**

These activities aim to engage students practically with the concepts of accounting while fostering collaboration, critical thinking, and application of knowledge in real-world scenarios.

1. Group Discussion: Students Organize a discussion on the importance of accounting principles in business decision-making. Each group can present their findings on a specific principle (e.g., consistency, prudence).
2. Ledger Creation: Students to create a ledger from journal entries provided in a case study, demonstrating the double-entry system.
3. Final Accounts Project: In groups, students will prepare final accounts for a hypothetical business, including trading accounts, profit and loss accounts, and balance sheets.
4. Case Study Analysis: Analyze a real-world case study of a company's financial statements to identify key components of final accounts.
5. Presentation on Depreciation Methods: Each student will research and present on different methods of depreciation (e.g., straight-line, declining balance) and their impact on financial statements.
6. Cost Classification Exercise: Students will categorize various costs associated with a Tour operation business into fixed, variable, and semi-variable costs through practical examples.
7. Cost Sheet Preparation: Students to prepare a cost sheet for a specific product or service, including all relevant cost components.
8. Break-even Analysis Workshop: Students to calculate break-even points for different products or services using provided data.
9. Ratio Analysis Assignment: Students to analyze financial statements of two companies using liquidity, profitability, solvency, and efficiency ratios and present their findings.
10. Travel Agency Financial Statements Project: In groups, students to create financial statements (income statement, balance sheet, cash flow statement) for a fictional travel agency based on provided data.

**Suggested Learning Resources:**

6. Sofat, R. and Hiro, P. (2014), *Basic Accounting* (2<sup>nd</sup> ed.), New Delhi, India: PHI Learning.
7. Lal, J. (2022) (5<sup>th</sup> ed.). *Accounting for Management*, Himalayan Publishing House, Mumbai.
8. Grewal T.S. & Shukla M.C. (2010). *Advanced Accounts* Vol. I. Sultan Chand & Sons, Delhi.
9. R. L. Gupta & Radhaswamy M. (2014). *Advanced Accountancy*- Vol. I. Sultan Chand & Sons, Delhi.
10. Sharma R.K & Gupta S. (2012). *Management Accounting* .Kalyani Publisher.



<b>MARKETING MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 221</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course objectives:** The student will be able to

**Unit 1:**

**Introduction:** Definition, Importance and Functions of Marketing. Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), marketing vs Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Challenges to marketing. Marketing System: internal environment, external environment; B2B marketing Vs Consumer Marketing

**Unit 2:**

**Analyzing Consumer Behaviour:** Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behavior: personal factors, social and cultural factors. Consumer Buying Decision Process, The black box model of consumer behavior.

Market Segmentation, Targeting and Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Segmentation methods; Selection of Target Market; Product Positioning.

**Unit 3:**

**Concept of Marketing Mix (4 Ps)**

**Product:** Meaning and concept of Product; Product mix and strategies; New Product Development: Sources of New Product idea and Steps in Product Development; Product Life Cycle: Stages in Product Life Cycle and strategies at each stage, Brand: Concept, meaning and Importance.

**Price:** Meaning and concept of pricing; Factor influencing pricing (Internal factor and External factor), Objectives; Pricing Strategies; Pricing Procedure.

**Unit 4: Marketing Mix (Place and Promotion)**

**Place:** Meaning and concept of Place in marketing; Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

**Promotion:** Meaning and concept of Promotion; Marketing communications; Integrated Marketing Communications (IMC): communication objectives, steps in developing effective communication; Promotion Mix: Advertising, Personal Selling, Public Relations and Sales

Promotion.

### **Unit 5:**

**Emerging Concepts in Marketing:** Meaning, Concept, and Significance: Digital Marketing, Sustainable Marketing, Green Marketing, Cross-cultural Marketing, Relationship Marketing, Buzz Marketing, Neuro Marketing, Sensory Marketing, Niche Marketing and Marketing of Services. Case Studies: <https://marketingsherpa.com/article/case-study/third-party-platforms>; <https://marketingsherpa.com/article/case-study/brand?>; <https://marketingsherpa.com/article/case-study/digital>; <https://marketingsherpa.com/article/case-study/marketing-case-study>.

### **Suggested Learning Resources:**

1. Ramaswamy, V., & Namakumari, S. (2013). *Marketing management: Indian context, global perspective* (6th ed.). SAGE Publications.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2014). *Marketing management: A South Asian perspective* (Latest ed.). Pearson Education.
3. Crawford, M., & Di Benedetto, A. (2021). *New product management* (Latest ed.). McGraw-Hill.
4. Kumar, R. (2020). *Advertisement brands & consumer behaviour*. SAGE Publications.
5. Neelamegham, S. (2012). *Marketing in India: Text and cases* (Latest ed.). Vikas Publications.
6. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2007). *Fundamentals of marketing management* (Latest ed.). Tata McGraw-Hill.

<b>MARKETING MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 231</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:** The student will be able to

Activity 1: Visit the shops alongside Ring Road of Vizianagaram and list out the various marketing communication strategies adopted by them and submit a report along with photographs.

Activity 2: Visit any brand outlet / shopping mall, observe for an hour and report demography based behavior of consumers visiting such outlets.

Activity 3: Study and report the Supply chain network of various vegetables sold in Rayatu bazaar (vegetable market) of Vizianagaram.

Activity 4: Visit any garment outlet and report the market segmentation based display of garments.

Activity 5: Visit Platform 65 Restaurant and prepare a note as how it has positioned itself viz-

a-viz other restaurants in the market.

Activity 6: Through a self prepared report compare the ‘visit now and pay later’ schemes of five travel companies.

Activity 7: Examine and prepare a report the pricing strategy of the restaurant chain ‘Barbeque Nation’.

Activity 8: Prepare a write-up on Branding and Positioning of Patanjali Ayurved Limited.

Activity 9: Make a survey and prepare a checklist of five travel agencies with respect to their presence on various social media platforms (e.g. X, Facebook, Instagram etc.).

Activity 10: Make a survey and prepare a write-up on green marketing initiatives of any Smartphone company.

#### **Suggested Learning Resources:**

1. Ramaswamy, V., & Namakumari, S. (2013). *Marketing management: Indian context, global perspective* (6th ed.). SAGE Publications.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2014). *Marketing management: A South Asian perspective* (Latest ed.). Pearson Education.
3. Crawford, M., & Di Benedetto, A. (2021). *New product management* (Latest ed.). McGraw-Hill.
4. Kumar, R. (2020). *Advertisement brands & consumer behaviour*. SAGE Publications.
5. Neelamegham, S. (2012). *Marketing in India: Text and cases* (Latest ed.). Vikas Publications.
6. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2007). *Fundamentals of marketing management* (Latest ed.). Tata McGraw-Hill

## **HUMAN RESOURCE MANAGEMENT**

<b>Course Code</b>	<b>TTM 271</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>

<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>
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**Course Objectives:** The student will be able

- To demonstrate a comprehensive understanding of HRM concepts and their application in real-world scenarios.
- To develop and implement HRM strategies that aligns with organizational goals and objectives.
- To effectively manage the talent acquisition, development, and retention in the organization.
- To design and develop an original framework and model in dealing with various situations in the organization.
- To understand and manage HRM opportunities and challenges in a global context and support organizational change initiatives.

### **Unit-1**

**Introduction:** Introduction, meaning, nature, scope, Importance and Evolution of the concept of HRM, Functions, Models, & Principles of HRM, The Factors Influencing Human Resource Management, HR Competencies, HRM and Firm Performance.

### **Unit-2**

**HR Planning:** Importance, Manpower Planning vs HR Planning, Factors Affecting HR Planning, Benefits of HR Planning, HRP Process, Tools for Demand Forecasting, Attributes of an Effective HR Planning, Barriers to HR Planning, Job Analysis, Job Description, Job Specification, Job Evaluation.

**Recruitment and Selection:** Importance of Recruitment, Recruitment Policies, Factors Influencing Recruitment, Recruitment Process, Sources, Evaluation of Recruitment Process, Recruitment Strategy, Selection Process; Selection Tests; Factors Influencing Selections.

### **Unit-3**

**Performance Management and Appraisal:** Objectives, Performance Management and Performance Appraisal, Performance Management Process, Types of Performance Rating Systems.

**Compensation and Benefits:** Total Compensation, Total Rewards System, Forms of Pay, External and Internal Factors, Establishing Pay Rates, Employee Benefits.

### **Unit-4**

**Human Resource Management in Small and Medium Enterprises:** SMEs and Adoption of Human Resource Management, Impact of Weak Adoption of Human Resource Management in SMEs, Indian Scenario, Human Resource Management in the Service Sector: Introduction, Emergence, Implications, Difference in Human Resource Management in Services and Manufacturing Sectors, Human Resource Management and Service Quality Correlation, Trade Unions in Services Sector, Models of Union Strategies.

### **Unit-5**

**Human Resource Management and Innovations:** Factors Affecting the Innovation Process in organisations, Current Trends in Human Resource Management, Case Study of Innovative Human Resource Management Practices.

**Future trends in Human Resource Management:** Hybrid work model, Employee skill development, Internal mobility, Diversity and inclusion in workforce, People analytics, Employee well-being, Multi-generational workforces and All-in-One HR tools.

## **Suggested Learning Resources:**

### **Books**

1. Human Resource Management: Concepts authored by Amitabha Sengupta by Sage Publication India Pvt. Ltd. 2019 edition
2. Human Resource Management: Theory and Practices authored by R. C. Sharma, Nipun Sharma by Sage Publication India Pvt. Ltd., 2019 edition.
3. Leadership: Theory and Practices authored by Peter G. Northouse by Sage Publication, 2016 edition.
4. Human Resources Management authored by T.P Renuka Murthy by HPH, 2015 edition.
5. The HR Scorecard: Linking People, Strategy, and Performance by Brian Becker, Dave Ulrich, and Mark A. Huselid by Harvard Business School Press, 2001 edition.
6. The HR Answer Book: An Indispensable Guide for Managers and Human Resources Professionals by Shawn Smith and Rebecca Mazin by AMACOM publishers, 2011 edition.
7. Performance Management and Appraisal Systems HR Tools for Global Competitiveness by T. V. Rao, First edition 2004.
8. Human Resource Management by Appasaba L.V and Kadakol A M by College Book House, 2016 edition.
9. Human Resource Management by V.S.P Rao, 2014 edition.

### **Web links and Video Lectures (e-Resources):**

- <https://youtu.be/hHE4ilceiXs>
- [https://youtu.be/\\_d5QMwLC19Y](https://youtu.be/_d5QMwLC19Y)
- <https://youtu.be/uMQMDQI7Hpk>
- [https://youtu.be/vXgt9yASs\\_k](https://youtu.be/vXgt9yASs_k)
- <https://youtu.be/pqtYQb9nbRK>
- <https://youtu.be/e1F3xnF5LKg>
- <https://youtu.be/4Kr0VpM14LI>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### **Skill Development Activities Suggested**

- Make students visit an organization and know the various HR roles in the organization
- Conduct mock interviews.
- Role play for acquainting and addressing HR challenges.

<b>HUMAN RESOURCE MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 281</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>

<b>Credits</b>	<b>01</b>		
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**Course objectives:** The student will be able

- To apply HR theories to solve real-life organizational challenges.
- To develop recruitment and selection skills to hire top talent.
- To learn to implement effective performance management systems.
- To resolve workplace conflicts and improve employee relations.
- To use HR analytics to support strategic decision-making.

Activity 1: Interview an HR manager of any of Travel Agency and prepare a write up on the career avenues in tourism field.

Activity 2: Refer a recruitment form of any big travel agency or OTA and fill it up. Also submit in that travel agency.

Activity 3: Refer HR policy document of any travel agency and prepare an analytical report on that.

Activity 4: Make a list of 10 MNCs in travel industry and list out the job opening with qualification advertised in last 6 months.

Activity 5: Visit a hotel and list out its departments and organization structure.

Activity 6: Discuss the recruitment and selection process of Taj group of hotels.

Activity 7: Critically evaluate in-house training program of any travel agency / hotel.

Activity 8: List out job titles and relevant nature of job for tourism graduates in cruise industry.

Activity 9: Prepare a list of job titles with respective job description and job specification in aviation industry.

Activity 10: Make a comparative statement of career path chart for tourism professionals in travel, aviation and hospitality sector.

<b>FINANCIAL MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 321</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The student will be able to

- To know the various sources of finance
- To understand the various uses for finance in a corporate
- To familiarize oneself with the techniques used in financial management.

## **UNIT I**

Financial Management – Financial goals - Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt – Cost of Preference Capital – Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).

## **UNIT-II**

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.

## **UNIT III**

Operating and Financial Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans - Combined Financial and Operating Leverage – Capital Structure Theories - Traditional approach - M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach (NOI) - Determining capital structure in practice.

## **UNIT- IV**

Dividend Policies – Issues in Dividend Decisions – Relevance Theory – Walter's Model – Gordon's Model – Irrelevance Theory – M-M hypothesis - Dividend Policy in Practice – Forms of Dividends – Stability in Dividend Policy – Corporate Dividend Behaviour.

## **UNIT-V**

Management of Working Capital – Significance and types of Working Capital – Calculating Operating Cycle Period and Estimation of Working Capital Requirements – Financing of Working Capital and norms of Bank Finance – Sources of Working capital – Factoring services– Various committee reports on Bank Finance – Dimensions of Working Capital Management.

### **Suggested Learning Resources:**

1. Ross, S. A., Westerfield, R. W., & Jaffe, J. (2019). *Corporate Finance* (12th ed.). McGraw-Hill Education.
2. Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of Corporate Finance* (13th ed.). McGraw-Hill Education.
3. Van Horne, J. C., & Wachowicz, J. M. (2018). *Fundamentals of Financial Management* (14th ed.). Pearson Education.
4. Khan, M. Y., & Jain, P. K. (2005). Basic financial management. Tata McGraw Hill.
5. Banerjee, B. (2010). Fundamentals of financial management. PHI Learning.

<b>FINANCIAL MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 331</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:**

These activities aim to engage students with practical applications of financial management concepts while fostering collaboration, critical thinking, and real-world analysis skills.

1. Students to work in groups to debate on the differences between profit maximization and wealth maximization, discussing real-world implications for businesses.
2. Students to analyze a case study of a company's financing decisions, focusing on their investment, financing, and dividend decisions.
3. Students to conduct a role-playing exercise and simulate being financial managers making investment and financing decisions based on given scenarios.
4. Students to evaluate a proposed investment project using NPV, IRR, PI, and payback period methods, presenting their findings to the class.
5. Students to research and present a recent investment decision made by a company, analyzing the evaluation criteria used.
6. Students to analyze the operating and financial leverage of a selected company using its financial statements to determine the impact on profit.
7. Students to organize a debate where students argue the merits of different capital structure theories.
8. In groups, students will create alternative financial plans for a hypothetical business and analyze how each plan affects leverage and profitability.
9. Students will research different companies' dividend policies and present their findings, focusing on stability and corporate behavior.
10. Students Conduct a simulation and make dividend decisions for a company based on changing market conditions and stakeholder expectations.

**Suggested Learning Resources:**

1. Ross, S. A., Westerfield, R. W., & Jaffe, J. (2019). *Corporate Finance* (12th ed.). McGraw-Hill Education.
2. Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of Corporate Finance* (13th ed.). McGraw-Hill Education.
3. Van Horne, J. C., & Wachowicz, J. M. (2018). *Fundamentals of Financial Management* (14th ed.). Pearson Education.
4. Khan, M. Y., & Jain, P. K. (2005). Basic financial management. Tata McGraw Hill.
5. Banerjee, B. (2010). Fundamentals of financial management. PHI Learning.

<b>TOURISM PRODUCTS OF INDIA</b>			
<b>Course Code</b>	<b>TTM 371</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course objectives:** The student will be able:

- To understand the diversity of Indian tourism products.
- To explore India's natural and wildlife tourism focusing on eco-tourism and conservation efforts.
- To analyze India's rich cultural heritage as tourism offerings
- To comprehend the significance of pilgrimage sites and spiritual tourism in India, including major religious circuits and centers.
- To explore the various art forms, handicrafts and fairs and festivals of India as a part of tourism experience in India.
- To assess the rural and tribal tourism products in India including community-based tourism

### **Unit-1**

Concept of Resources. Natural Tourism resources in India: Wildlife Sanctuaries, National Parks in India (Great Himalayan National Park, Kaziranga National Park, Keoladeo National Park, Jim Corbett Tiger Reserve, Manas Wildlife Sanctuary, Nanda Devi National Park and Valley of Flowers, Sundarban National Park, Khangchendzonga National Park, Gir National Park) and Western Ghats. Famous hill station of India: Srinagar, Shimla, Dehradun, Mahabaleshwar, Darjeeling, Coorg, Munnar and Ooty. Famous beaches in Karnataka, Goa, Kerala, Orissa, Andhra Pradesh, Andaman Nicobar & Lakshadweep islands.

### **Unit-2**

Popular Cities- Delhi, Agra, Jaipur, Mumbai, Kolkata, Chennai, Hyderabad, Banaglore, Vizag. Monuments- Location and unique feature: Ajant Caves, Ellora Caves, Great Living Chola temples, Khajuraho Group of Temples, Rock Shelters of Bhimbetka, Konark Sun Temple, Archaeological Site of Nalanda Mahavihara (Nalanda University), Kakatiya Rudreshwara (Ramappa) Temple, Dholavira, Santiniketan, and other Indus-valley sites

### **Unit-3**

Religious Destinations: Hindu: Char Dham of India, Jyotirlingas, Ayodhya, Mathura–Vrindavana, Gangasagar. Kamakhya (Assam), Vaishnodevi (Jammu), Kanchipuram, Tripuri. Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi, Rajgir, Ladakh. Jain: Dilwara, Girnar, Mt. Abu, Pavapuri, Shatrunjaya, Sharavanbelgola, Palitana, Rankapur. Muslim: Ajmer Sharif, Nizamuddin (Delhi), Hazratbal Shrine (Srinagar), Mecca Masjid (Hyderabad), Hazi Ali Dargah (Mumbai). Sikh: Shri Akal Takht Sahib (Amritsar), Takht Shri Keshgarh Sahib (Anandpur Sahib), Takht Shri Harmandir Sahib (Patna), Takht Shri Hazoor Sahib (Nanded), Gurudwara Shri Hemkunt Sahib (Uttarakhand).

### **Unit-4**

Art Forms of India: Major Dance Forms (Classical and Folk), Music. Crafts in India: Famous Handicrafts and Paintings of India. Fairs and Festivals: Kumbhmela, Pongal, Onam, Mahashivratri, Holi, Baishakhi, Dussehra, Diwali, Bihu Festival, Pushkar fair, Goa Carnival.

## **Unit-5**

Rural and Tribal sites: Aarku and Lambasingi (Andhra Pradesh), Ziro Valley (Arunachal Pradesh), Majuli Island, Ukhrul (Manipur), Khamba (Madhya Pradesh), Khonoma (Nagaland), Kauraput (Odisha), Amadubi village (Jharkhand), Hemis (Leh).

### **Suggested Learning Resources:**

1. Agarwal, N. (2015). *Tourism and Cultural Heritage of India*. New Delhi, India: Aman Publications.
2. Gupta, S .P., Lal, K. and Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
3. Rajaram, K. (2018). *Facets of Indian Culture (27<sup>th</sup> ed.)*. New Delhi, India: Spectrum.

### **Web links and Video Lectures (e-Resources):**

5. <https://www.incredibleindia.org/content/incredibleindia/en.html>
6. [https://epgp.inflibnet.ac.in/view\\_f.php?category=1873](https://epgp.inflibnet.ac.in/view_f.php?category=1873)
7. [http://m.kkhsou.in/EBIDYA/MGMT/MODIFY\\_tourist\\_india.html](http://m.kkhsou.in/EBIDYA/MGMT/MODIFY_tourist_india.html)
8. <https://opentextbc.ca/introtourism/>

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

<b>TOURISM PRODUCTS OF INDIA PRACTICUM</b>			
<b>Course Code</b>	<b>BTM 381</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course will enable the students

- To explore the diverse tourism products and attractions across India.
- To develop skills to create tourism itineraries and packages showcasing Indian tourism products.
- To understand the challenges and opportunities in the Indian tourism industry.
- To assess the role of government policies and initiatives in promoting tourism in India.
- To examine sustainable practices in the development and management of tourism products.

**Activity**

- Activity 1: Each student selects a specific tourism product from India (e.g., a cultural festival, a heritage site, or an eco-tourism initiative) and prepares a product presentation.
- Activity 2: Students Organize field trips to local tourist attractions; Vizianagaram fort, Ramateertham, and fairs conducted in the locality and observe and report the tourism product in action.
- Activity 3: Assign groups to prepare case studies on successful tourism products in India such as; the Golden Triangle, Kerala backwaters.
- Activity 4: Students create a marketing campaign for a lesser-known tourism product in Vizianagaram and prepare promotional materials (brochures, social media posts) that highlight unique aspects of the product.
- Activity 5: Students role-play as tour guides for local tourist attractions in the region, presenting key attractions and cultural insights.
- Activity 6: Conduct a seminar where students discuss sustainable tourism strategies for destination upkeep in Vizianagaram.
- Activity 7: Tourism Product Development Workshop: Students will brainstorm and develop a new tourism product for Vizianagaram, focusing on target audience, unique selling propositions, and challenges, followed by group presentations on marketing strategies and expected outcomes.
- Activity 8: Cultural Heritage Research Project: Students will research a specific cultural heritage site in India, preparing a report on its historical significance, current tourism practices, visitor demographics, and conservation efforts, along with suggestions to enhance visitor experiences.

- Activity 9: Tourism Impact Assessment: Students will conduct an assessment of tourism impacts at a chosen site in Vizianagaram or Vizag, gathering data on economic, social, and environmental effects through surveys or interviews with local stakeholders, culminating in a presentation of their findings.
- Activity 10: Interactive Tourism Map Creation: Students will create an interactive map showcasing tourism products in Vizianagaram or another region in India, using digital tools to highlight attractions, accommodations, restaurants, and activities.
- Activity 10 (Alternative): Social Media Engagement Campaign: Students will design a social media campaign to promote a specific tourism product or destination, creating content calendars and sample posts to increase audience interaction while emphasizing unique aspects of the product.

**Suggested Learning Resources:**

1. Agarwal, N. (2015). *Tourism and Cultural Heritage of India*. New Delhi, India: Aman Publications.
2. Gupta, S .P., Lal, K. and Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
3. Rajaram, K. (2018). *Facets of Indian Culture* (27<sup>th</sup> ed.). New Delhi, India: Spectrum.

<b>AIRLINES AND AIRPORT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTM 421</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

**Course Objectives:** The course aim to equip students with a comprehensive understanding of the complexities involved in managing airlines and airports while emphasizing practical applications in the industry. Further;

5. Students will be able to analyze and articulate the role and contributions of airports to job creation, tourism, and local business development.
6. Students will gain the ability to assess key operational functions of airports, including passenger and cargo handling, safety protocols, and service quality benchmarks.
7. Students will develop skills in strategic planning for airline and airport operations.
8. Students will understand the various regulatory bodies governing the aviation industry.

## **Unit-1**

**Introduction-** History of Aviation; Development of Air transportation in India; Types of airline; Types of aircraft and terminology; Domestic airline & International airline; Carrier in airline industry; Scheduled airline and non-scheduled airline; Growth in airline industry.

## **Unit-2**

**Airline Geography & Code-** Physical geography: basic map information, world time zones; International date line; Daylight saving time; Greenwich mean time; IATA area of the world. Airport Codes; Airline Codes; Phonetic Alphabet; IATA Areas, IATA code: Country and airport three letter code, major domestic airport name, major International airport name. Case studies in airline industry.

## **Unit-3**

**Airport Infrastructure & Procedures-** Airport Structures; Types of Airports; Parts of aircrafts; Airport customs; Passenger facilities; Airport Layout: Airport Lounges, airport security systems; Baggage Handling Procedure: X Ray; Airport planning: Airport terminal planning; Airport operations; Airport functions. Case study of five international airports.

## **Unit-4**

**Airport Handling & Dangerous goods-** Handling of Unaccompanied Minors and Disabled Passengers, Handling of Stretcher Passengers, Handling of CIP, VIP & VVIP; Co-ordination of Supporting Agencies /Departments; Baggage Handling; Airport Security; Introduction to Dangerous Goods: Dangerous Goods Precautionary Measures, Enforcement and Reporting, Classifications of Dangerous Goods, List of Dangerous Goods, Emergency procedures, Non-Dangerous goods acceptance.

## **Unit-5**

**Institutional framework-** Role of DGCA, Slot allocation: Methodology followed by ATC and DGCA; Management of bilateral Economic Regulations; Role of air traffic control: Airspace and navigational aids, Control processes; Airport authority of India (AAI): Role and Functions of airport authority of India; Airline privatization;

### **Suggested Learning Resources:**

1. Cook, G. N. and Billig, B. (2017). *Airline Operations and Management (1<sup>st</sup> Edition)*. New Delhi, India: Routledge.
2. Sunetra, R & Archana, B (2016). *Tourism operation and management (7<sup>th</sup> ed.)*. New Delhi, India: Oxford university press.
3. Stephen, S. (2011). *Airline Marketing and Management (7<sup>th</sup> ed.)*. New Delhi, India: Routledge.
4. Maniriho, E. A. (2018). *Airline Cabin Crew Training Manual (1<sup>st</sup> ed.)*. New Delhi, India:Notion Press.

### **Web links and Video Lectures (e-Resources):**

1. <https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### **Suggested Skill Development Activities**

- Guest Lectures: Invite industry experts to speak about regulatory challenges faced in airport management and how they navigate these issues.

<b>AIRLINES AND AIRPORT MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 431</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course Objectives:** This course aims in providing students with practical, hands-on experience in the aviation industry, bridging theoretical knowledge with real-world applications.

**Activity:**

1. Role-Playing Scenarios: Students to conduct role-playing exercises on the roles of airport managers, airline staff, and passengers to simulate real-life situations, such as handling flight delays or customer complaints.
2. Customer Service Workshops: Students to conduct workshops focusing on effective communication techniques in customer service, including active listening and conflict resolution strategies.
3. Field Visits: Faculty to arrange visits to local airports or through simulations create an environment of an airport to observe operations firsthand and engage with professionals in the field who can explain the operations and technology used in daily operations.
4. Problem-Solving and Decision-Making: Analyze case studies of past airport crises or operational challenges, encouraging students to propose solutions based on their understanding of airport management principles.
5. Workshops on Aviation Regulations: Students to conduct workshops that cover essential aviation regulations and compliance requirements, helping peers understand their importance in airport operations.
6. Invite industry professionals (e.g., airport managers, airline executives) to share their experiences and insights on current trends in the aviation industry.
7. Students to make present on any of the recent changes in aviation policies or regulations (e.g., safety protocols, environmental regulations) and their impact on airlines and airports.
8. Create a customer journey map for passengers traveling through an airport, identifying key touchpoints and areas for improvement in service delivery.
9. Simulate the baggage handling process at an airport, where students must coordinate between various departments to ensure timely delivery of luggage.
10. Students to Conduct sessions through role play on cultural sensitivity for airline staff, focusing on how to effectively communicate with diverse passenger populations.

<b>BUSINESS LAW</b>			
<b>Course Code</b>	<b>TTM 471</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>4:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

### **Course Objectives:**

- This syllabus provides a comprehensive framework for understanding the various aspects of business law while incorporating practical activities that enhance learning through real-world applications.

### **UNIT I**

Introduction – Historical Evolution, Sources of law: statutory law, case law, and common law, Companies Formulation and Functioning: Registration: Proprietorship, Partnership, Limited Liability Partnership (LLP), Private Lt. Public Limited, GST Registration, Opening Current account,.

### **UNIT II**

General Principles of Contract Act – The Indian Contract Act, 1872: essential elements of a valid contract - Types of contracts- Breach of contract and remedies - Breach of Contact – Indemnity - Guarantee – Bailment.

### **UNIT III**

Commercial Laws: The Sale of Goods Act, 1930: key provisions and implications, The Indian Partnership Act: types of partnerships and their legal implications, The Negotiable Instruments Act, Understanding promissory notes, bills of exchange, and cheques.

### **UNIT IV**

Corporate Law: Overview of the Companies Act, 2013: Corporate governance and the role of directors, Understanding corporate personality and the concept of limited liability, Employment Law: contracts of employment, rights, and obligations, Issues in employment relationships: dismissal, redundancy, and discrimination laws.

### **UNIT – V**

Consumer Protection Act – Foreign Exchange Management Act, 1999: Current Account & Capital Account Transactions. Business ethics and corporate social responsibility (CSR).

### **Suggested Learning Resources:**

1. Singh, A. (2020). *Business law* (2nd ed.). Pearson Education.
2. Kumar, R. (2018). *Commercial law* (1st ed.). SAGE Publications.
3. Sharma, V. (2019). *Corporate law* (3rd ed.). McGraw-Hill Education.
4. Gupta, P. (2021). *Employment law in India* (1st ed.). Oxford University Press.
5. Chawla, S., & Singh, J. (2020). *Business ethics* (1st ed.). Cengage Learning.



<b>BUSINESS LAW PRACTICUM</b>			
<b>Course Code</b>	<b>TTM 481</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>01</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

**Course objectives:**

These activities aim to engage students actively with business law concepts while encouraging collaboration, critical thinking, and practical application of legal principles in real-world scenarios.

1. Students to simulate the process of registering a business (e.g., proprietorship, partnership, LLP) by filling out mock registration forms and discussing the implications of each business structure.
2. Students conduct a workshop and learn about Goods and Services Tax (GST) registration processes, including filling out a sample GST application.
3. Students to draft a simple contract based on a hypothetical business scenario, ensuring they include all essential elements required for validity.
4. Students to analyze a case study involving a breach of contract. Students will identify the type of breach and discuss potential remedies available under the Indian Contract Act, 1872.
5. In pairs, students to do role-play scenarios involving indemnity and guarantee agreements, discussing their legal implications and responsibilities.
6. Students to review a recent sales transaction and analyze it under the Sale of Goods Act, 1930, identifying key provisions that apply to the transaction.
7. Each student to research on Limited Liability partnership under the Indian Partnership Act and present its legal implications to the class.
8. Students to organize a debate on corporate governance practices in India, focusing on the role of directors and their responsibilities under the Companies Act, 2013.
9. Students to analyse a case involving employment law issues (e.g., dismissal or discrimination) and discuss the rights and obligations of both employers and employees.
10. Students to design a campaign to raise awareness about consumer rights under the Consumer Protection Act, including creating informative materials or presentations for local communities.



## **CURRICULUM & SYLLABUS**

# **VOCATIONAL COURSES FOR MINOR DISCIPLINE (4<sup>TH</sup>, 5<sup>TH</sup> AND 6<sup>TH</sup> SEMESTERS)**

**COURSES OFFERED BY**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

## SEMESTER IV

<b>EVENT MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 271</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

### Course Objectives

The purpose of this course is to acquire an in-depth knowledge about the specialized field of event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events. The specific objectives of the course is;

- To acquire an understanding of the role and purpose(s) of special events.
- To acquire an understanding of the techniques and strategies required to plan successful special events.
- To acquire the knowledge and competencies required to promote, implement and conduct special events.
- To acquire the knowledge and competencies required to assess the quality and success of special events.

### UNIT I

Conceptual foundations of events: Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

### UNIT II

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

### UNIT III

Events venues: Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA

### UNIT IV

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations- principles; negotiation with hotels, airlines and ground handlers

### UNIT V

Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT).

Factors including ICT affecting future of events business. Waste Management & Green Events

### **Suggested Learning Resources**

1. Fenich, G. G. (2016). Meetings, expositions, events, and conventions: An introduction to the industry (5th ed.). Pearson.
2. Weirich, M. L. (1992). Meetings and conventions management. Delmar Publishers Inc.
3. Goldblatt, J., & Nelson, K. S. (Eds.). (2001). The International Dictionary of Event Management.
4. Ramsborg, G. C. (Ed.). (2016). Professional meeting management: Comprehensive strategies for meetings, conventions, and events (6th ed.). Professional Convention Management Association.
5. Boehme, A. J. (2010). Planning successful meetings and events: A take-charge assistant book.
6. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2023). Events management: An introduction. Routledge.
7. Arcodia, C. (Ed.). (2022). The Routledge Handbook of Business Events. Routledge.
8. Daniels, M., & Wosicki, C. (2020). Wedding planning and management: Consultancy for diverse clients. Routledge.
9. Tzanelli, R. (2017). Mega-events as economies of the imagination: Creating atmospheres for Rio 2016 and Tokyo 2020. Routledge.

<b>EVENT MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 281</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

These activities provide students with practical experience in various aspects of event management while fostering teamwork, creativity, and critical thinking skills essential for success in the industry.

### **Activity**

1. Event Concept Brainstorming Session: Students to work in groups to brainstorm and develop creative concepts for a themed event, focusing on objectives, target audience, and unique features.
2. Budget Creation Workshop: Students to learn and create a detailed budget for their proposed events, including costs for venues, catering, marketing, and entertainment.
3. Venue Scouting Field Trip: Organize a field trip to various local venues suitable for hosting events. Students will evaluate each venue based on capacity, facilities, and ambiance and make a pictorial presentation in the class.

4. Marketing Plan Development: Groups will create a comprehensive marketing plan for their event, utilizing social media strategies, flyers, and promotional partnerships.
5. Sponsorship Proposal Writing: Students will draft sponsorship proposals to attract potential sponsors for their events, highlighting benefits and visibility opportunities.
6. Networking Event Organization: Plan and execute a networking event where students can connect with local industry professionals and/or alumni.
7. Community Service Event: Students to organize a community service project that allows students to plan and execute an event benefiting a local charity or nonprofit organization.
8. On-Site Event Setup: Students will participate in the physical setup of an event space, arranging seating, decorations, and technical equipment.
9. Event Execution Role Play: Conduct role-playing exercises where students take on different roles (event manager, volunteer coordinator, etc.) during the execution of a mock event.
10. Post-Event Evaluation Session: After an event is held, students will gather feedback from attendees and analyze what worked well and what could be improved.

### **Suggested Learning Resources**

- Allen, J. (2017). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. John Wiley & Sons.
- Goldblatt, J., & Nelson, K. S. (Eds.). (2001). The International Dictionary of Event Management.

<b>TRAVEL DESK MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 272</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

### **Course Objectives**

This syllabus focuses on the operational, managerial, and customer service aspects of travel management.

### **UNIT I**

Introduction: Overview of Travel Desk Operations, Types of Travel Services, Customer

Service Principles. Travel Agency functions, Desktop operations – Computer peripherals, Business etiquettes and communication.

## UNIT II

Travel Agency Operations: Travel Agency Functions, Reservation Systems: Global Distribution Systems (GDS) and online booking platforms. Ticketing Procedures: domestic and international ticketing.

## UNIT III

Tour Management: Tour Planning and Design, Travel Itinerary, **Group management and situation handling:** Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

## UNIT IV

**Roles and Duties of Travel Desk:** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure. Meet & Greet. Guests at Airport: Check-In Procedures, Customs and Immigration, Group Clearance- Luggage. Guests at hotel- Check In, Check out, Rooming List, Meal requests. **Guests during sight-seeing tours:** On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Mental Picture of Routing & Landmarks. Map Reading.

## UNIT V

Legal Considerations, Ethics in Travel Management, Risk Management: Identifying potential risks and their mitigation strategies. Documentation: Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.

### Suggested Learning Resources

1. Bhatia, A. K. (2019). *International tourism management*. Sterling Publishers Pvt. Ltd.
2. Kaur, R. (2020). *Travel agency management*. PHI Learning Pvt. Ltd.
3. Negi, J. (2019). *Travel management*. Vikas Publishing House.
4. Paul, J., & Bhattacharya, S. (2021). *Tourism marketing*. Oxford University Press.
5. Sethi, P. (2018). *Tourism development principles and practices*. Kanishka Publishers.

<b>TRAVEL DESK MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 282</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		

<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

#### **Course Objectives**

These activities are designed to engage students actively in developing practical skills essential for success in the travel management industry.

1. Students to do role-play as travel desk operators, handling customer inquiries and providing information about various travel services.
2. Students to Conduct a workshop and practice customer service skills through role-playing scenarios, focusing on effective communication and business etiquette.
3. Students to do research and present on different Global Distribution Systems (GDS), comparing their features and functionalities in travel agency operations.
4. In pairs, students to simulate the ticketing process for both domestic and international flights, including handling payment and issuing tickets.
5. Students to analyze various online booking platforms, discussing their advantages and disadvantages for both consumers and travel agencies.
6. Students to create a detailed travel itinerary for a specific destination, considering factors like group size, budget, and interests of travelers.
7. Students to conduct a group activity and manage a hypothetical tour group, addressing common challenges such as handling difficult tourists and ensuring group satisfaction.
8. Students to organize a workshop focused on developing conflict resolution skills through role-playing scenarios that involve difficult situations with tourists.
9. Pre-trip Duties Checklist Creation: Students to develop a comprehensive checklist for pre-trip duties, including understanding client profiles and preparing necessary documentation.
10. Students to practice greeting guests, handling luggage, and guiding them through customs and immigration processes as airport check-in procedures.

## **SEMESTER V**

<b>TOUR ESCORTING</b>			
<b>Course Code</b>	<b>TTMVOC 321</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

#### **Course Objectives**

This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

- This course will help the students to appreciate better what the profession of tour

escorting is all about by giving them a practical experience of how to practice escort in real life situations.

- It will also orient them to the nitty-gritty's of this profession and intends to deliver key skills.

## **UNIT I**

Tour Escorting: Tour guiding and tour escorting, role of a tour escort; Essential Qualities: Personal hygiene, grooming, etiquette, and the qualities of an ideal tour guide/escort. Business of Guiding: Overview and importance.

## **UNIT II**

Skills for Tour Escorts-Communication Skills: presentation and public speaking. Interpersonal Skills: Leadership, social skills, and managing group dynamics. Cultural Sensitivity: Understanding cultural differences and ensuring respectful interactions with tourists. Understanding the dynamics, practical tips, mechanics of tour guiding; tools of the trade.

## **UNIT III**

Practical Skills- Cartographic Skills: Understanding maps and navigation techniques. Audio-Visual Skills, Safety Protocols: during tours and managing emergency. Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks

## **UNIT IV**

Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks. Professional Ethics and Conduct-Code of Conduct, Cross-cultural etiquette, Conflict Resolution, Feedback Mechanisms.

## **UNIT V**

Managing guiding business: itinerary planning, networking, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT). Tour Planning and Management-Itinerary Development, Logistics Management: Coordinating transportation, accommodations, and meal arrangements. Handling Tourist Needs: Assessing and addressing the needs of different types of tourists.

## **Suggested Learning Resources**

- Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Manning, N. (2017). How to be a tour guide: The essential training manual for tour managers & tour guides. CreateSpace Independent Publishing Platform.
- Wilson, J. (2019). Coming up on your left: A tour guide's guidebook. CreateSpace Independent Publishing Platform.
- Newton, M. (2021). Sell more tours: The essential guide to online marketing for day tour & activity operators. Independently published.
- American Society of Travel Advisors. (2022). Handbook for tour guides. ASTA Publications.

<b>TOUR ESCORTING PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 331</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. This aims to equip students with practical skills necessary for a successful career in tour escorting.

1. Guided City Tour: Students organize and conduct a guided tour of Vizianagaram city, highlighting historical landmarks and cultural sites.
2. Mock Tours: Conduct practice tours with classmates acting as tourists to refine presentation and communication skills.
3. Field Visits: Visit various tourist attractions to observe and analyze different guiding styles and techniques.
4. Guest Lectures: Organise a lecture by an experienced tour guide to share insights and experiences related to the profession.
5. Cultural Immersion: Students Participate in cultural events or festivals of Vizianagaram to understand local customs and enhance cultural sensitivity.
6. Tour Projects: Students to conduct study on specific tourist destinations, focusing on their history, significance, and visitor engagement strategies and make presentation in the class.
7. Role-Playing Scenarios: Students demonstrate as how to handle challenging situations that may arise during tours (e.g., difficult tourists, emergencies) in role-playing exercises in the class.
8. Safety Training: Students to conduct a workshop focused on safety protocols and emergency response procedures for tour groups.
9. Itinerary Planning: Students develop detailed itineraries for different types of domestic tours (e.g., educational, adventure, cultural).
10. Documentation Skills: Practice writing reports or summaries of mock tours, including participant feedback and areas for improvement.

### **Suggested Learning Resources**

- Pond, K. L. (2013). Handbook for tour guides. Goodfellow Publishers.
- Bharat Skills. (2022). Tourist guide - Trade practical book.
- eGyanKosh. Unit 16: Tour guide and escorts.

<b>TRAVEL JOURNALISM</b>			
<b>Course Code</b>	<b>TTMVOC 322</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

### **Course Objectives**

The aim of the course is to equip students with the skills necessary to create engaging and informative travel content across various platforms, including print, online publications, social media, and multimedia formats.

#### **UNIT I**

Introduction: Definition and scope, Historical context and evolution. Types of Travel Writing: Exploration of various formats (e.g., articles, blogs, photo essays). Understanding the Audience: Identification and tailoring content.

#### **UNIT II**

Research and Reporting Techniques: Research Methods-Techniques for gathering information about destinations and cultures, Verification of Information: Ensuring accuracy and reliability in reporting, Interviewing Skills: Conducting effective interviews. Field Reporting Exercises: Hands-on practice in real-world scenarios.

#### **UNIT III**

Writing for Travel: Writing Styles and Techniques, Storytelling Elements: Understanding narrative structure, character development, and thematic depth. Descriptive Writing: Techniques for creating vivid imagery and engaging descriptions. Drafting and Revising.

#### **UNIT IV**

Multimedia in Travel Journalism: Incorporating Visuals: Using photography and videography for storytelling. Audio Storytelling: Basics of podcasting and audio narratives. Social Media Strategies for promotion and audience engagement. Fieldwork assignments: conducting real-world travel reporting, Creating a professional portfolio.

#### **UNIT V**

The Business of Travel Journalism: Freelancing vs. Staff Positions: Understanding different career paths in travel journalism. Pitching Stories: Techniques for pitching ideas to editors and publications. Monetization Strategies: Exploring ways to earn income as a travel journalist (e.g., sponsorships, affiliate marketing). Future Trends in Travel Journalism: impact of technology and changing consumer preferences.

#### **Suggested Learning Resources**

- Greenman, J. F. (2012). *Introduction to travel journalism: On the road with serious intent*. Peter Lang Publishing.
- Ash, A. (2021). *Travel journalism*. Bright Trip.

<b>TRAVEL JOURNALISM PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 332</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### **Course Objectives**

These activities aim to provide practical experience and enhance the skills necessary for effective travel journalism.

1. Field Reporting Assignment: Students to choose a local destination to visit, conduct interviews with visitors or locals, and write a travel article based on their experiences.
2. Travel Blog Creation: Each student will create a personal travel blog where they will publish articles, photos, and videos related to their travel experiences.
3. Photojournalism Project: Students to capture images from a specific location and create a photo essay that tells a story about the place and its culture.
4. Travel Video Production: Students to produce a short travel video highlighting a destination, including interviews, local attractions, and personal narratives.
5. Story Pitching Exercise: Each student to develop and pitch three unique travel story ideas to the class, simulating a real-world editorial meeting.
6. Social Media Campaign: Students to design and implement a social media campaign promoting a travel destination or event, using platforms like Instagram or Twitter.
7. Cultural Immersion Experience: Students to participate in a local cultural event or festival and write an article reflecting on the experience and its significance.
8. Editing Workshop: Students to conduct peer review sessions where students edit each other's articles for clarity, style, and factual accuracy.
9. Interviewing Skills Practice: Role-play interviews with classmates acting as locals or experts in various travel-related fields to enhance interviewing techniques.
10. Podcast Creation: Students to create a short podcast episode discussing their favorite travel experiences or interviewing someone about their travels.

### **Suggested Learning Resources**

1. Greenman, J. F. (2012). *Introduction to travel journalism: On the road with serious intent*. Peter Lang Publishing. <https://www.peterlang.com/document/1109112>
2. Cocking, B. (2017). *Travel journalism and travel media: Identities, places and imaginings*. Palgrave Macmillan. <https://doi.org/10.1007/978-1-37-59908-7>
3. Leffel, T. (2013). *Travel writing 2.0: Earning money from your travels in the new*

*media landscape. Travelers' Tales.*

4. Lonely Planet. (2011). *Lonely planet travel writing: How to.* Lonely Planet Publications.
5. Weller, T. (2009). *The travel writer's handbook: How to write – and sell – your own travel experiences.* The Writer's Digest Press.

## SEMESTER VI

<b>BUSINESS PLAN DEVELOPMENT</b>			
<b>Course Code</b>	<b>TTMVOC 371</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

### **Course Objectives**

This course focuses on the essential components of creating a comprehensive business plan. Upon completion of this course, students will be able to:

- Identify and evaluate viable business ideas.
- Conduct market research and feasibility analysis.
- Develop a comprehensive business plan that includes financial projections.
- Understand the components of effective marketing strategies.
- Present and defend a business plan to potential investors.

### **Unit I**

Entrepreneurship: Definition and importance in an economy Characteristics of successful entrepreneurs, entrepreneurial ecosystem, Types of startups (tech, scalable Startups, Small Business Startups, Lifestyle Startups, Buyable Startups, Large Company Startups and Social Startups).

### **Unit II**

Idea Generation and Validation: Understanding Business Ideas: Techniques of idea Generation: Brainstorming, mind mapping, and other creative processes. Evaluating Business Ideas: Criteria for assessment, Feasibility Analysis and market potential. Market Research and Analysis, Target Market Identification, Defining customer profiles, Identifying competitors' strengths and weaknesses, SWOT Analysis.

### **Unit III**

Business Planning: Developing the Business Plan: Components: Executive summary,

business description, market analysis, organization structure, product/service line, marketing strategy, funding request, financial projections. Writing the Business Plan, Financial Planning: Creating income statements, cash flow statements, and balance sheets. Risk Assessment: Identifying potential risks and developing mitigation strategies.

#### **Unit IV**

Marketing Strategies: Digital marketing fundamentals: Utilizing social media, SEO, and online advertising. Building a brand identity, Sales Strategies, Customer acquisition strategies, Measuring marketing effectiveness. Legal Aspects of Starting a Business: Business structures (LLC, Corporation, etc.), Intellectual property rights, Contracts and agreements and Regulatory compliance.

#### **Unit V**

Presentation and Feedback: Business Plan Presentation Skills, Pitching to Investors, Peer Review Sessions. Scaling the Business: Strategies for growth and expansion, Operational challenges in scaling, Building a team and organizational culture, Exit strategies for entrepreneurs.

#### **Suggested Skill Development Activities**

Peer Review Sessions: Implement peer review sessions where students exchange business plans with another group for feedback on clarity, feasibility, and market strategy.

#### **Suggested Learning Resources**

6. Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures* (5th ed.). Pearson Education.
7. McKeever, M. (2020). *How to write a business plan* (10th ed.). Nolo Press.
8. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.
9. Verma, S., & Gupta, R. (2018). *Business planning for entrepreneurs*. PHI Learning Pvt. Ltd.
10. Timmons, J. A., & Spinelli, S. (2018). *New venture creation: Entrepreneurship for the 21st century* (10th ed.). McGraw-Hill Education.

<b>BUSINESS PLAN DEVELOPMENT PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 381</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

#### **Activity**

1. Entrepreneurship Ecosystem Mapping: Students create a visual map of the entrepreneurial ecosystem in their local area, identifying key players such as incubators, investors, and support organizations.
2. Entrepreneurial Traits Workshop: In a workshop, students list and discuss characteristics of successful entrepreneurs, followed by a self-assessment to identify their entrepreneurial traits.
3. Startup Type Presentation: Assign each student or group a type of startup (tech, scalable, small business, etc.) to research and present on its unique characteristics and challenges.
4. Feasibility Analysis Exercise: Students select one business idea and conduct a feasibility analysis, assessing market potential and identifying target customers.
5. SWOT Analysis Group Activity: In small groups, students perform a SWOT analysis on existing startups to understand their strengths, weaknesses, opportunities, and threats.
6. Business Plan Development Workshop: Students work in teams to draft a business plan for a startup idea, covering all essential components like executive summary and financial projections.
7. Legal Structure Debate: Organize a debate on different business structures (LLC vs Corporation) where students defend the advantages of their assigned structure.
8. Students Implement peer review sessions where students exchange business plans with another group for feedback on clarity, feasibility, and market strategy.

<b>ADVENTURE TOUR OPERATIONS MANAGEMENT</b>			
<b>Course Code</b>	<b>TTMVOC 372</b>	<b>CIE Marks</b>	<b>15</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>2:0:0</b>	<b>SEE Marks</b>	<b>35</b>
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>	<b>Exam Duration</b>	<b>02 Hrs.</b>

### **Course Objectives**

Adventure tours require expertise in terms of knowing the risk involved at the destination as well as with the type of activity undertaken. The adventure tour planning keeping shall be taught to students during this course.

### **UNIT I**

Introduction: Concept and Types: land, water and air. Managing Adventure Sports: Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA).

### **UNIT II**

Planning Adventure tourism Activities: Itinerary planning; planning for safely and emergencies, Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of India and other continents.

### **UNIT III**

Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, landform features.

### **UNIT IV**

Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food

preparation; packaging; presentation; and hygienic sanitation.

## UNIT V

Legal Liability and Risk Management: Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.

### Suggested Learning Resources

1. Buckley, Ralf (2006). Adventure Tourisms, CABI International.
2. Malik, S.S.(1997). Adventure Tourism, New Delhi: Rahul Publishin.
3. Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publisers.
4. New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: Viva Books.

<b>ADVENTURE TOUR OPERATIONS PRACTICUM</b>			
<b>Course Code</b>	<b>TTMVOC 382</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>04</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>02</b>		

### Course Objectives

These activities aim to provide hands-on experience in managing adventure tours while enhancing practical skills necessary for success in the field of adventure tourism.

### Activity

1. First Aid Workshop: Students conduct a workshop on first aid techniques for common adventure-related injuries (hypothermia, frostbite, etc.).
2. Adventure Camp Planning: Students will plan and manage an adventure camp, including itinerary creation, logistics, and resource allocation.
3. Knot Tying Workshop: Students Organize a hands-on workshop to learn and demonstrate essential knots used in various adventure activities, such as climbing and sailing.
4. Rucksack Packing Practice: Students practice and demonstrate how to efficiently pack a rucksack for different types of adventure trips, focusing on weight distribution and accessibility.
5. First Aid Training: Students practice and demonstrate sessions on first aid and CPR specifically tailored for adventure activities and emergencies.
6. Physical Conditioning Exercises: Students practice and Implement a series of physical exercises and warm-up routines to prepare students for outdoor adventure activities.
7. Jungle Trekking Expedition: Students organize a guided jungle trekking expedition to demonstrate navigation skills and learn about local flora and fauna.
8. Camping Skills Workshop: Students practice and demonstrate how to set up a campsite, including tent pitching, fire building, and cooking in a camp environment.
9. Water Sports Training: Students practice and demonstrate practical training in various water sports such as kayaking, canoeing, or rafting, emphasizing safety and technique.
10. Night Camping Experience: Organize an overnight camping trip where students can

practice skills learned in previous sessions under real conditions.

#### **Suggested Learning Resources**

1. Negi, J. (2001). *Adventure Tourism and Sports*. Kanishka Publishers.
2. Hall, M., & Timothy, D. (2006). *Safety and Security in Tourism*. Jaico Publishing House.
3. Crowther, G. (1990). *India - A Travel Survival Kit*. Lonely Planet Publication.

## **CURRICULUM & SYLLABUS**

# **MULTI-DISCIPLINARY COURSES (I - III SEMESTERS)**

## **COURSES OFFERED BY**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**Program Scheme**  
**Bachelors' Program –Multidisciplinary Courses offered by**  
**Department of Tourism and Hospitality Management**

SEMESTER I								
S. No.	Level	Code	Courses	Category	Contact Hours	Credits		
					L	T	P	
1	100	MDC 105	Global Tourism Geography	Multidisciplinary	3	0	0	3
			<b>Total Credits</b>					<b>3</b>

SEMESTER II								
S. No.	Level	Code	Courses	Category	Contact Hours	Credits		
					L	T	P	
1	100	MDC 155	Tourism Concepts, Systems and Functions	Multidisciplinary	3	0	0	3
			<b>Total Credits</b>					<b>3</b>

SEMESTER III								
S. No.	Level	Code	Courses	Category	Contact Hours	Credits		
					L	T	P	
1	200	MDC 205	Travel Agency and Tour Operations	Multidisciplinary	3	0	0	3
			<b>Total Credits</b>					<b>3</b>

<b>GLOBAL TOURISM GEOGRAPHY</b>			
<b>Course Code</b>	<b>MDC 105</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

#### **Unit-1**

**Introduction to Geography:** Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude, Time Zone

#### **Unit-2**

**Asia:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on China, Asia Pacific Region, South-East Asia: Malaysia, Thailand, Singapore, Indonesia.

#### **Unit-3**

**North & South America:** Physiography, topography, climatic regions, transport network, major tourism attractions. Special Focus on USA, Mexico, Canada, Brazil.

#### **Unit-4**

**Europe:** Physiography, topography, climatic regions, transport network, major tourism attractions, Special Focus on UK, Germany, France, Spain & Italy.

#### **Unit-5**

**Africa & Australasia:** Physiography, topography, climatic regions, transport network, major tourism attractions, Special Focus on South Africa, Egypt, Kenya, Morocco Australia and New Zealand.

#### **Suggested Learning Resources:**

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
3. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
4. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation- Environment, Place and Space*. Third Edition, Routledge, London.
5. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd,
6. Travel Information Manual, IATA, Netherlands, 2012.
7. World Atlas.

#### **Web links and Video Lectures (e-Resources):**

**Note:** The aforesaid links and study materials are suggestive in nature, they may be

used with due regards to copy rights, patenting and other IPR rules.

<b>TOURISM CONCEPTS, SYSTEMS AND FUNCTIONS</b>			
<b>Course Code</b>	<b>MDC 155</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

#### **Unit 1: Introduction to Tourism**

Definitions, scope, and significance; 5A's of Tourism, Evolution of tourism industry: Historical perspective and major milestones; Types of tourism: Domestic tourism, international tourism, and niche tourism; Key stakeholders, economic, social, and cultural phenomenon.

#### **Unit 2: Tourism Systems and Models**

Understanding tourism systems: Components and interrelations; Destination management organizations (DMOs) and their roles; Tourist behavior models: Travel decision-making process; Tourism demand and supply: Factors influencing both; Destination life cycle model and its implications.

#### **Unit 3: Functions of Tourism Industry**

Hospitality industry: Overview and its role in tourism, Transportation in tourism: Modes of transport and their significance; Accommodation sector: Types of accommodation and their operations; Tour operators and travel agencies: Functions and importance; Attractions and activities: Role in tourism experiences. Airlines Industry; Passengers and cargo transportation, Airport infrastructure, Passenger and baggage handling. Aircraft Manufacturers: Boeing, Airbus, and Bombardier.

#### **Unit 4: Tourism Impact**

Tourism Impacts -Case studies and best practices; Economic; Contribution of to GDP and employment, Multiplier effects and income distribution and Poverty, Economic diversification and dependency. Social and Cultural; Preservation& Conservation, Social changes, Cultural commodification and authenticity, influence on local traditions and lifestyles, Cultural exchange and intercultural understanding. Environmental& Ecological; Conservation and preservation efforts, Resource depletion and pollution, Habitat destruction and biodiversity loss, Climate change and carbon footprint, Sustainable tourism practices and certifications.

#### **Unit 5: Tourism Marketing and Promotion**

Tourism marketing: Concepts, strategies, and tactics; Destination branding and image building: Importance and strategies; Digital marketing in tourism: Social media, websites, and online platforms; Tourism promotion campaigns: Case studies and best practices.

#### **References**

1. Enz, C. A. (2010). Hospitality Strategic Management: Concepts and Cases. John Wiley & Sons.

2. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies. John Wiley & Sons.
3. Pike, S. (2015). Destination Marketing: An Integrated Marketing Communication Approach. Routledge.
4. Swain, S.K., & Mishra, J. M. (2012). Tourism Principles and Practices. New Delhi: Oxford University Press.
5. Walker, J. R., & Walker, J. T. (2018). Tourism: Concepts and Practices. Pearson.

<b>TRAVEL AGENCY AND TOUR OPERATIONS</b>			
<b>Course Code</b>	<b>MDC 205</b>	<b>CIE Marks</b>	<b>30</b>
<b>Teaching Hours/Week (L:T:P)</b>	<b>3:0:0</b>	<b>SEE Marks</b>	<b>70</b>
<b>Total Hours of Pedagogy</b>	<b>03</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits</b>	<b>03</b>	<b>Exam Duration</b>	<b>03 Hrs.</b>

#### **Unit 1: Travel Agency Business**

Introduction: Evolution of travel agency business; Significance of travel agency business; Skills and competencies required for running travel agency business; Travel agency business and its growth; Threats in travel agency business; Impact of technology on travel agency business, Linkages and integration on travel business.

#### **Unit 2: Travel Agency and Tour Operator**

The travel agency: Meaning, Concept, Types of travel agencies, Function of travel agent; The tour operator: Meaning, Function and Types of tour operator; Procedure for setting up of Travel Agency and Tour Operating Enterprises, Approval from Dept. of Tourism (DOT), IATA Accreditation, Guiding and escorting: Concept, responsibilities, tour management.

#### **Unit 3: Itinerary Preparation and Tour Packaging**

Meaning, concept, definition of itinerary, Basic information required for itinerary, Types of itinerary, Steps in Planning the itinerary, Resources of planning itinerary; Costing of the itinerary

Tour Packaging: Concept, Meaning, Component of tour package, Types of Tour Package, Designing and development process, Negotiation with tourism supplier, costing of a package Tour, Financial evolution and pricing, marketing of a Tour package, Operation and execution of a Tour, Post Tour management

#### **Unit 4: Travel Documentation and Travel formality**

Travel Formality: Passport, Visa and Health Regulation along with Travel documents; Travel insurance. Forex, Custom Requirements, Baggage Allowance, Restricted Area Permit (RAP) and Inner Line Permit (ILP); Emigration and immigration;

#### **Unit 5: Tourism Organization**

Need for tourism organization; International organization: IATA, ICAO, UN Tourism, WTTC, PATA; National Organizations: TAAI, IATO, ITDC, TFCI, STDC, ASI. Case study: Thomas Cook, SOTC, Cox and Kings, Yatra.com, Makemytrip.com, Pickyourtrail.com, VsnapU.com, India City Walks, Women-oriented travel agencies.

**Suggested Learning Resources:**

1. Kamra, K. K., & Chand, M. (2015) *Basics of tourism theory operation and practice*. New Delhi, India: Kanishka Publisher Distributers.
2. Chand, M. (2007). Travel Agency Management: An Introductory Text (2<sup>nd</sup> Ed.). New Delhi, India: Anmol Publishers
3. Swain, S. K. and Mishra, J. M. (2017). *Tourism Principles and Practices (3<sup>rd</sup>ed.)*.New Delhi, India: Oxford University Press.
4. Roday S., Biwal, A. and Joshi, V. (2016). *Tourism operation and management*. New Delhi, India: Oxford University Press.

## Program Scheme

### 4-Year BBA Tourism and Travel Management (Honours) or BBA Tourism and Travel Management (Honours with Research)

Semester	Major Courses	Theory Code	Credit	Practical Code	Credit
I	Tourism Concepts, Principles and Practices	TTM 101	4	TTM 111	1
II	Principles of Management	TTM 151	4	TTM 161	1
III	Human Resource Management	TTM 201	4	TTM 211	1
	Global Tourism Geography	TTM 202	4	TTM 212	1
IV	Tourism Products of India	TTM 251	4	TTM 261	1
	Hotel Management and Operations / <b>Vocational Course – I*</b>	TTM 252 / TTMVOC 251/252	3	TTM 262 TTMVOC 261/262	2
V	Travel Agency and Tour Operations	TTM 301	4	TTM 311	1
	Sustainable Tourism and Planning	TTM 302	4	TTM 312	1
	Managerial Economics / <b>Vocational Course – II*</b>	TTM 303 TTMVOC 301/302	3	TTM 313 TTMVOC 311/312	2
VI	Indian History, Culture and Heritage	TTM 351	4	TTM 361	1
	Airlines and Airport Management	TTM 352	4	TTM 362	1
	Customer Relationship Management / <b>Vocational Course – III*</b>	TTM 353 TTMVOC 351/352	3	TTM 363 TTMVOC 361/362	2
	<b>Minor Project/Field Visit</b>	---	0	TTM 364	2
VII	Tourism and Digital Marketing	TTM 401	4	----	0
	<b>Discipline Specific Electives</b>	TTM 441/442/443/444	4	----	0
	Research Methodology	TTM 402	4	----	0
	<b>Internship</b>	----	0	TTM 411	4
VIII Honors	<b>Discipline Specific Electives</b>	TTM 491/492/493/494/495	4	----	0
	Financial Management	TTM 451	4	----	0
	Incubation and Start-ups	-----	0	TTM 461	4
	Project Management	-----	0	TTM 462	4
	<b>Minor Project</b>	-----	0	TTM 463	2
VIII Honors with Research	<b>Discipline Specific Electives</b>	TTM 491/492/493/494/495	4	----	0
	Pre-Project Seminar	----	0	TTM464	2
	Research Project	----	0	TTM465	12

Semester	Minor Courses Offered by DTHM	Theory Code	Credit	Practical Code	Credit
I	Management Concepts and Organizational Behaviour	TTM 121	3	TTM 131	1
II	Basics of Accounting	TTM 171	3	TTM 181	1
III	Marketing Management	TTM 221	3	TTM 231	1
IV	Human Resource Management	TTM 271	3	TTM 281	1
V	Financial Management	TTM 321	3	TTM 331	1
VI	Tourism Products of India	TTM 371	3	TTM 381	1
VII	Airlines and Airport Management	TTM 421	3	TTM 431	1
VIII	Business Law	TTM 471	3	TTM 481	1

Semester	Vocational Courses for Major Discipline	Theory Code	Credit	Practical Code	Credit
IV	Event Management	TTMVOC 251	3	TTMVOC 261	2
	Travel Desk Management	TTMVOC 252	3	TTMVOC 262	2
V	Tour Escorting	TTMVOC 301	3	TTMVOC 311	2
	Travel Journalism	TTMVOC 302	3	TTMVOC 312	2
VI	Business Plan Development	TTMVOC 351	3	TTMVOC 361	2
	Adventure Tour Operations	TTMVOC 352	3	TTMVOC 362	2

Semester	Vocational Courses for Minor Discipline	Theory Code	Credit	Practical Code	Credit
IV	Event Management	TTMVOC 271	2	TTMVOC 281	2
	Travel Desk Management	TTMVOC 272	2	TTMVOC 282	2
V	Tour Escorting	TTMVOC 321	2	TTMVOC 331	2
	Travel Journalism	TTMVOC 322	2	TTMVOC 332	2
VI	Business Plan Development	TTMVOC 371	2	TTMVOC 381	2
	Adventure Tour Operations	TTMVOC 372	2	TTMVOC 382	2

### **Multidisciplinary Courses Offered by DTHM**

Semester	Papers	Code	Credit
I	Global Tourism Geography	MDC 105	3
II	Tourism Concepts, Systems and Functions	MDC 155	3
III	Travel Agency and Tour Operations	MDC 205	3

### **Ability Enhancement Courses**

Semester	Papers	Code	Credit
I	English for Communication – I	AEC 101	2
II	Telugu – I	AEC 151	2
	Hindi – I	AEC 152	2
III	English for Communication – II	AEC 201	2
IV	Telugu – II	AEC 251	2
	Hindi – II	AEC 252	2

### **Discipline Specific Electives**

Semester	Papers	Code	Credit
VII	Tourism Legislation	TTM 441	4
	Heritage Tourism	TTM 442	4
	Tribal Tourism	TTM 443	4
	Managerial Economics	TTM 444	4
VIII	Tourism Entrepreneurship	TTM 491	4
	Tourist Transport Management	TTM 492	4
	World Updates and Tourism Trends	TTM 493	4
	Marketing Research	TTM 494	4
	Advance Research Methodology	TTM 495	4

### **Skill Enhancement Courses / Internship**

Semester	Papers	Code	Credit
I	Softskills-1: Verbal Ability and Quantitative Aptitude	SEC 101	1+1
	Softskills-2: Personality Development	SEC 102	1+1
II	Softskills-3: Emotional Intelligence and Reasoning Skills	SEC151	1+1
	Softskills-4: Fundamentals of Information Technology	SEC152	1+1
III	Softskills-5: Leadership and Management Skills	SEC201	1+1
IV	Basics of Cost and Managerial Accounting	SEC 251	1+1
V	Internship	SEC301	2

### **Value Added Courses**

Semester	Papers	Code	Credit
I	Indian Constitution and Heritage	VAC 101	3
II	Environmental Studies	VAC151	3
IV	Human Values and Ethics	VAC251	1+1