

THE UNIVERSITY OF BURDWAN

Curriculum and Syllabus for BBA(T & H)

(6 Semesters Pattern)

With effect from 2018-2019



DURATION OF THE PROGRAMME

The programme is for six semesters spread over three years. There shall be 90 working days in each semester and shall comprise of 450 teaching hours including the days for the conduct of each semester examination. The students will have to opt for one specialization paper out of two both in the 5th and 6th semester respectively having paper code BBATH 503, 504 and BBA TH 603,604.

SEMESTER - I

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 101	Fundamentals of Travel and Tourism	C-1	5-1-0	6	100
BBATH 102	Principles of Management	C-2	5-1-0	6	100
BBATH 103	Introduction to Hospitality	C-3	5-1-0	6	100
BBATH 104	Environmental Studies	C-4	5-1-0	6	100
Total				24	400

SEMESTER II

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 201	Travel Agency and Tour Operations Management	C-5	5-1-0	6	100
BBATH 202	Tourism Geography	C-6	5-1-0	6	100
BBATH 203	Front Office Management	C-7	5-1-0	6	100
BBATH 204	Communication and Skill Development	C-8	5-1-0	6	100
Total				24	400

SEMESTER- III

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 301	Computer Applications in Tourism & Hospitality	C-9	5-1-0	6	100
BBATH 302	Tourism Products of India	C-10	5-1-0	6	100
BBATH 303	Accommodation Operation Management	C-11	5-1-0	6	100
BBATH 304	Human Resource Management in Tourism and Hospitality	C-12	5-1-0	6	100
Total				24	400

SEMESTER- IV

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 401	Transport in Travel and Tourism	C-13	5-1-0	6	100
BBATH 402	Tourism Marketing	C-14	5-1-0	6	100
BBATH 403	Food and Beverage Services	C-15	5-1-0	6	100
BBATH 404	Basic Accounting	C-16	5-1-0	6	100
Total				24	400

SEMESTER- V

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 501	Entrepreneurship Development & Project Management	C-17	5-1-0	6	100
BBATH 502	Practical Tourism (Field Study Trip and Report)	C-18	4-0-4	6	100
	Travel Agency and Tour Operation	Hospitality Operations			
BBATH 503	Travel Documentations	Resort Club and Time Share Management		6	100
BBATH 504	Tour Package Operations	Regional Classical Cuisine Of East and North East India		6	100
Total				24	400

SEMESTER- VI

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
BBATH 601	MICE	C-19	5-1-0	6	100
BBATH 602	On the job Training & Report Presentation	C-20	4-0-4	6	100
	Travel Agency and Tour Operation	Hospitality Operations			
BBATH 603	Tour Guiding and Escorting	CRM in Hospitality & Tourism		6	100
BBATH 604	Itinerary Planning and Costing	Facility Planning and Management		6	100
Total				24	400
GRAND TOTAL				144	2400

SEMESTER- I

Fundamentals of Travel & Tourism

Unit I: Introduction to Tourism Industry: Introduction; Growth of Tourism industry; Concepts, definitions and historical development of Tourism. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.

Unit II: Introduction Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Nature and forms of Travel & Tourism

Unit III: Motivation for travel: Basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand; Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

Unit IV: Introduction with the tourism organizations - need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, UFTAA, PATA, TAAI, WTTC, and FHRAI. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways and Civil Aviation in tourism development

Unit V: Impacts of tourism at the destination - Basic Five A's to a successful tourism destination; Tourism Impacts: Economic Social, Cultural, and Environmental; Factors affecting the future of tourism business; Seasonality & tourism, Sociology of tourism

Suggested Reading:

1. Tourism Principles, Practices & Philosophies: C. R. Goeldner, J.R. B. Ritchie (Wiley India)
2. Tourism Operations and Management: Roday, Biwal, Joshi (OXFORD Higher Education)
3. Tourism - Principles, Practices: Swain & Mishra (OXFORD University Press)
4. Business of Tourism: Christopher Holloway & Neil Taylor (Pearson Education)

Principles of Management

Unit – I:

Introduction to Management - History of Management – Nature – Scope of Management

Unit – II:

Management Theories- Six School of Thoughts – Management Process School – Empirical School – Human Relation School – Social System School – Decision Theory School – Mathematical School.

Unit – III:

Characteristics of Management / Functions of Management - Elements of Management – Planning – Organizing – Co-coordinating – Staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgeting (POSDCORB)

Unit – IV:

Management Principles - 14-Principles – Henry Fayal’s Contribution

Unit – V:

Management by Objectives (MBO) - Introduction (Peter Drucker) – Objective – Process of MBO – Requisites of MBO – Advantages & Disadvantages of MBO.

Suggested Reading:

1. Management – Harold Koontz & Cyrill O’donnel (1976)
2. Principles of Management – George R. Terry & Stephen G. Franklin AITBS, Delhi 1998.
3. Principles of Modern Management – Samuel C Certo (Functions & Systems)
4. Principles of Management – T. Ramassamy (2009) Himalaya Publishers, New Delhi.

Introduction to Hospitality

Unit I: The history and structure of the travel, tourism, and hospitality industry: The historical beginning growth and recent trends in hospitality, definitions of tourist and hospitality. Hospitality organizations, WTO, International Hotel Brands. History of Hospitality in India. Tourists needs and motivations. The different types and needs of tourists; business, vacation, family, and tours. Reasons for travel and need for Hotels.

Unit II: Accommodation and The distribution of hospitality products: Accommodation and food, the range available and grading / Classification criteria. The role of tour operators and travel agents, travel agents as intermediaries, the interrelationships Links between the hospitality sectors, distribution and marketing.

Unit III: Governments and political issues and Positive and negative economic hospitality impacts: The role of governments and influence on hospitality, visas, permits and foreign exchange restrictions, political unrest, Hospitality policy and incentives. Positive impacts: direct and indirect income and employment, the multiplier effect, contribution to GDP, currency exchange rates. Negative impacts: foreign ownership off anilities and hotels, high level of imports of goods for hospitality, seasonality.

Unit IV: Positive and negative environmental hospitality impacts: Positive: conservation of natural beauty areas, archaeological and historic sites, improved Infrastructure, environmental awareness. Negative: environmental impacts, pollution, waste disposal, damage to archaeological and historic sites. Positive: conservation of cultural heritage, buildings and art effects, renewal of cultural pride, cross-cultural exchanges. Negative: overcrowding, over commercialization, loss of authenticity or customs, social problems Influx of expatriate labour

Unit V: Hospitality ethics and sustainable hospitality: Issues in sustainable hospitality, sustainable policies and procedures. Hospitality business practices and codes of conduct.

Suggested Reading:

1. TheBusinessofHospitality, Holloway, J.C., (2002), Longman
2. AnIntroductiontoHospitality, Butterworth- Heinneman, Lickorish, L., and Jenkins, C., (1997).
3. Welcome to Hospitality an introduction – Kye & Kyae Delma Thomas

Environmental Studies

Concept of Environment: Definition and concept of environment; Types and components of environment (Lithosphere, Atmosphere, Hydrosphere, Biosphere); Scope and multidisciplinary nature of the subject; Man-environment relationships; Public awareness – Earth Summits, recent Conventions on climate change

Environmental Education: Goals of environmental education; Environmental education at primary, secondary and tertiary level; Green politics; Environmental movements – The Chipko movement, Silent Valley movement, *Narmada Bachaao Andolan*, Tehri Dam Conflict

Cell and Genetics: Cell: Characteristics and types of Prokaryotic, and Eukaryotic cells; Concept of a gene, chemical nature of gene; Ultra structure and functions of plasma membrane, structure and function of Mitochondria, Ribosome, Golgi body, Chloroplast, Endoplasmic reticulum, Nucleus, Chromosome; Cellular reproduction: Stages of Mitosis and Meiosis

Fundamentals of Genetics: Mendel's Law of inheritance and gene interaction; Darwinism and Modern Synthetic Theory of evolution; Gene pool, Genetic drift

Tourism and Environmental Studies: Relationship between Tourism and Environment, Environmental Impact of Tourism: positive and Negative environmental Impacts, Environmental Impact Analysis.

Suggested Books

1. Environmental Science: S.C. Santra, New Central Book Agency
2. Ecology and Environment: P.D. Sharma., Rastogi Publication.
3. Fundamental of Ecology: E.P.Odum, W.B.Sauders Company, USA
4. Agrawal, Sikdar and Deb (2002): A Text book of Environment; MacMillan
5. Botkin & Keller (1998): Environmental Science: Earth as a Living Planet; John Wiley & Sons
6. Elements of Ecology: Thomas M Smith & Robert Leo Smith; LPE, Pearson Education
7. Principles of Environmental Science: Inquiry and Applications: William P Cunningham & Mary Ann Cunningham; The McGraw-Hill Companies, 4th Edn.
8. Textbook of Environmental Studies: Erach Bharucha; University Grants Commission; University Press 2013
9. Fundamentals of Environmental Studies: Mahua Basu & S. Xavier; Cambridge University Press, 2016

SEMESTER- II

Travel Agency and Tour Operations Management

Unit I: Introduction to Travel & Tourism Business: Definition, Concept, Origin and Development. Growth of Travel Agency (TA) & Tour Operation (TO) Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.

Unit II: Functions and Income of TA/TO: Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO; Tourism Intermediaries (direct & indirect)

Unit III: Business of Tour Operators: Different types of Tour operators, Different partners of tour operators; Brief study of ASTA, TAAI, and IATO. Govt. and IATA rules to set-up Travel Agency/Tour Operation Business; Guide – function, approval and importance; Problems of touts in India and preventive act

Unit IV: Tour Brochures: Meaning, element and importance of brochure; handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.

Unit V: Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning; Do's and Do Not's of Itinerary Preparation; Tour Costing: Tariffs, FITS & GITS. Packaging: Types and Forms of Package Tour.

Unit VI: Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, Customs, Currency, Baggage and Airport information.

Suggested Reading:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M

Tourism Geography

Unit – 1: Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Earth's movement, Continental drift, Latitude, Longitude. International Date Line, World Time Zones.

Unit – 2: IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.

Unit – 3: Elements of weather and climate. Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetations of the world. Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts.

Unit – 4: North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, And Countries in the Continent.

Unit – 5: Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, And Countries in the Continent.

Unit -6: Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia. Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, West Bengal, Goa and Uttaranchal.

Suggested Reading:

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.
4. Encyclopedia of World Geography

Front Office Management

Unit – I: The role of the front office in the Hotel's organization: The hotel industry Hotel organizational structures. The room division organization; Security aspects of the hotel Health and safety aspects Customer care; Roles and responsibilities of a Front Office Assistants.

Unit – II: Communications and Reservation Procedures: Spoken communication Non-verbal communication written communication Tele communications, Fax, E-mails. Handling incoming and outgoing mail. Methods of receiving reservation requests; The information needed when receiving are quest Use of international terms for rooms and bed types, Packages offered by hotels and the range of terms used to describe them. Methods used to record bookings such as diaries, conventional charts, density charts, stop-go charts and computers. Yield management and over booking; Confirmation procedures, deposits and guarantees and cancellation procedures; Reservation status, release times, guaranteed arrivals, Group reservations; Check-in Procedures - Registers, registration cards Booking out walk-in guest Chance arrivals. Key cards and keys, both mechanical and electronic Room status records and room allocation. Room status boards, computers. Group check in

Unit – III: Electronic Booking Systems/ Property Management software: Systems such as Fidelio, which provides hard ware and software supporting point- Concerns the Arrivals list, Departures list, Roomlist,Functionlist,WakeupcallsandpapersandGuesthistoryrecords

Unit – IV: Guest Accounting and Payment Methods: Payment procedures, cash & non-cash payment, accepting different methods of payment, recording deposits, prepayment and refunds, processing visitors paid outs(VPO's),disbursements, petty cash, Establishing credit worthiness Banking procedures, reconciling, checking floats, completing banking documentation, Security forcash non- Cash payments and transfer to bank; Cash and foreign currency; exchange Cheque such as the travelers cheque; Credit cards which include charge card and debit card Vouchers Ledger accounts. Advance deposits and pre-payments, Refunds.

Unit – V: Statistics and Reports and Selling Methods used by Front Office Staff: Benefits to organization, increased occupancy, repeat business, brand loyalty, customer loyalty, new business, increased market share, keeping within budget, resources and support, staff training, Selling techniques, product knowledge, communication skills up selling, selling other services, using sales leads, repeat sales, referred sales, maximum occupancy and room revenue; Procedures, enquires, reservation, status, cancellations, amendments, records and documentation, room allocation. Over booking, releasing rooms, deposits, paying commission.

Suggested Reading:

1. Principles of Front Office Operations, Cassell, Baker, S., Bradley, P.,& Huyton, J.,
2. Front Office Management: Peter Abbott Elseiver
3. Professional Front Office Management AnutoshBhakta
Hotel Front Office Operations &Management Jatashankar R.Tewari

Communication and Skill Development

Unit 1: Essentials of Effective Business Letters - Business Correspondence – Need – Functions – Kinds of Business Letters –Essentials of an Effective Business Letter (Layout) – Planning the Letter.

Unit 2: Business Enquiries - Business Enquiries and Replies – Credit and Status Enquiries – Placing and fulfilling orders – Compliance and adjustments – Collection Letters – Secular Letters – Sales Letters – Agency Correspondence and Goodwill Letters – Import and export correspondence.

Unit 3: Personnel Correspondence - Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion – Retrenchment and resignation

Unit 4: Secretarial Correspondence - Intra-organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation – Periodicals publication for internal circulation

Unit 5: Public Relations Correspondence - External communication – press release and notices – press conference – Exhibitions – Launches – Magazines – Brochures – Advertising – Direct mailing -advertising – Classified Advertising – Speeches – Committees and conferences – Interviews – Suggestion schemes – Listening and communication for public relations.

Suggested Reading:

1. Business Communication, Rajendra Pal & Korlahalli, Sultan Chand & Co', New Delhi.
2. Modern Business Letters, L. Gardside, Pitman Publications, London.

SEMESTER- III

Computer Applications in Tourism & Hospitality

Unit – I: Computer: History, classification, generations. Hardware- Input, Output, Storage Devices Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI

Unit – II: Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. **Application Applets** - Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders,

Unit – III: MS Word- MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.

Unit – IV: MS Excel- Creating Worksheet with Excel: Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells. **Designing a Worksheet:** Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions, Types of Functions.

Unit – V: MS Power point - Creating a Presentation with Power point: Creating a New Presentation, Choosing a Template, Viewing Powerpoint Window, Creating Consistent Slides, Entering Text, Auto Content Wizard, Rearranging Slides, Working with Color Schemes, Adding Header & Footer. **Creating a Slide Show in Powerpoint:** Adding Action Buttons, Creating Slide Transitions, Adding Animation, Timing a Presentation, Types of Views, Setting up a Show, Creating a Custom Slide Show, Starting a Slide Show, Printing a Presentation.

Suggested Reading:

1. Windows 98- Instant Reference: Mathew & Mathews
2. Microsoft Office Professional Instant Ref: Dienes
3. Fundamentals of computers K. Rajaraman
4. Introduction to Information Technology; Leon & Leon; Vikas Publications
5. Computers Fundamentals. B. Ram

Tourism Products of India

Unit-I: Tourism- An overview - Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leeper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility)

Unit –II: Tourism Products - Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

Unit –III: Art and Architecture - Paintings, Sculptures, Museums, Art Galleries
Archaeological sites, Forts, palaces, religious monuments; Museums, art galleries

Unit-IV: Natural Tourist Resources - Land forms and landscapes -Mountains as tourism products -Deserts as tourism product - Coastal and island products - Wildlife Sanctuaries and National Parks in India.

Unit – V: Fairs, Festivals and Tourism: Seasonal - Boat Race Festival – Mango Festival, Garden & Flower Festivals – Tea Festivals – Kite Festival – Snake boat race Festivals - Elephant Festivals – Desert Festival of Rajasthan – Music & Dance Festival – Religious Meals – Festivals.

Suggested Reading:

1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
3. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

Accommodation Operation Management

Unit-1

Introduction to Housekeeping department-organizational hierarchy-layout of Housekeeping department- Housekeeping personnel-job descriptions-inter-departmental Co-ordination qualities of Housekeeping staff-recruitment, selection and planning.

Unit-2

Functions of Housekeeping department- Staff scheduling & Briefing knowledge of rooms-Rules on a guest floor-Maids cart-Room cleaning, Bathroom cleaning-Bed making procedure-Room maintenance procedure-Desk control Security-Types and control of key-Budgeting of Housekeeping department-Lost and found procedure.

Unit-3

Management of Linen and Uniforms-Linen Room-Storage of linen-floor linen room- par stocks and inventory control-stocking, efficiency and quality control of linen.

Unit-4

Cleaning-public area-cleaning methods-cleaning agents-cleaning equipments and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal, contract cleaning.

Unit-5

Health and safety Management- health and Safety-Prevention of fire and First aid. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts.Interior decoration-Lighting, Heating, Ventilation and Flowers.

Suggested Readings:

- Hotel Housekeeping Training Manual by Andrews,Sudhir
- Hotel,Hostel & Hospital Housekeeping by Branson,Joan C
- Housekeeping Management by Kappa,Margaret M
- Professional Management of Housekeeping Operations by Jones,Thomas J.A
- Professional Management of Housekeeping Operations by Martin,Robert J
- Textbook of Hotel Housekeeping Manmanagement & Operations by Andrews,Sudhir

Human Resource Management in Tourism and Hospitality

UNIT -1: HRM – Meaning, Importance, Functions, Challenges and opportunities. Need for HRM in Tourism Industry, Objective of human resource planning, Need for human resource planning in tourism.

Unit –II : Recruitment --Meaning, Sources, methods ,Selection -- selection methods Placement, induction and performance appraisal – meaning and relevance in tourism industry Training and development – meaning and its requirements, wage and salary-concept, Incentive.

Unit –III: Job Evaluation - Concept, scope and limitation, Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages

Unit – IV: Human Resource Development (HRD) –An Overview , What is HRD , Why HRD , HRD process; and outcome’ , An overview of HRD practices : Trends HRD in Service Industry : Importance and role of HRD in Service Sector ,HRD in Tourism Sector

Unit- V: Levels of Tourism planning: Local, National, Regional and International level.Human resource planning and development of tourism in India.

Suggested Reading:

- 1.Human Resource Management --- Gary Dessler
- 2.Human Resource Management--- P.SubbaRao
- 3.Human Resource Management --- Millockovich

SEMESTER- IV

Transport in Travel and Tourism

Unit: I: Introduction of Transport: Concept & Definition of Transport. Evolution and importance of Transportation Systems. Role of Transportation in Tourism. Major transport systems – rail, road, air transport & water transport. Mode of transportation in India.

Unit: II: Air transport and its evolution: Present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI.

Unit: III: Surface Transport System: Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.

Unit: IV: Rail transport system: Major Railway System of World, British Rail. Euro Rail, Amtrak. Cases of orient express Trans Siberian railway and luxury train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.

Unit: V: Water Transport System: Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Major cruise lines of the world and their packages.

Suggested Reading:

1. Transport for tourism: Stephen Page
2. Tourism system: Mill, R.C. and Morrison

Tourism Marketing

Unit – I: Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment

Unit – II: Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market; Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism

Unit – III: Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV: Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model; Marketing of Tourism – Related Activities: Trends in Tourism Marketing – Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.

Unit – V: Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business; Distribution Channel in Travel and Tourism, conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling and Publicity.

Suggested Reading:

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
5. Marketing in Travel and Tourism - Victor T.C. Middleton

Food and Beverage Services

Unit-1

Food production systems, Cook-chill, cook-freeze, The suitability of these systems to the operations, Quality Assurance systems Foodservice Systems, Methods of foodservice, Silver(French) service, Plate service, Buffet& counter service, Room service, Self-service, Restaurant and Bar terms. Types of outlet, Banqueting, Coffee shop &fast food, Restaurant, Public house, Transport catering. Staff skill level, layout of operation.

Unit-2

Alcoholic Beverage: Types of Alcoholic Beverage. Preparation and service of Beer, Wines, Whisky, Rum, Gin, Brandy, Vodka. Cocktails: Recipe and service of at least fifteen international cocktails

Unit-3

Menu planning and standard recipes, Menu structure and trends Equipment and commodities used in Restaurant & Bar, Preparation and cooking, timing of menu items,

Unit-4

Staffing Skills: Aptitude of service staff, Attitude, Personal grooming and hygiene. Attentiveness, body language and effective communications, Teamwork,

Unit-5

Food Service Systems, Methods of foodservice, Silver(French) service, Plate service, Buffet & counter service, Room service, Self-service, Restaurant and Bar terms. Institutional service Types of outlet, Banqueting, Coffee shop &fast food, Restaurant, Public house,

Suggested Readings

1. FoodandBeverageService(HodderandStoughton),LillicrapD.,CousinsJ.,andSmith,R.,1998)
2. Food Production Operations by P.S. Bali
3. Food Production Theory by Rakesh Mangal
4. Food & Beverage Service by R.Singaravelavan
5. TheManagementofFoodserviceOperations,(Cassell)Merricks,P.,andJones,P.,(199
6. Food & Beverage service: A training Manual, by Sudhir Andrewz
Food & Beverage Management, Bernard DavisButterworth&Heinemann

Basic Accounting

Unit I:

Nature of Accounting, Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts. Need and importance of basic accounting in the field of tourism and hospitality industry.

Unit II:

Double Entry System, Journal, Ledger, Trial Balance.

Unit III:

Cash Book, Depreciation Accounting, Final Accounts with Adjustments

Unit IV:

Cost Accounting objective concepts and terminology, Cost sheet/Tender

Unit V:

Process Costing, Marginal costing and break even analysis, Profit volume Analysis

Suggested Reading:

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar

SEMESTER- V

Entrepreneurship Development & Project Management

Unit – I:

Concept of Entrepreneurship: Definition of Entrepreneurship and Entrepreneur, Features of Entrepreneurship, Importance of Entrepreneurship; Characteristics of Entrepreneurship, Entrepreneurship and Creativity; Qualities of Entrepreneur, Meaning of Innovation.

Unit – II:

Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs. Social responsibility in business.

Unit – III:

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism , foreign earnings etc.

Unit – IV:

Project Management: Definition of a project, project planning, need for project planning in entrepreneurship, preparation of project report

Unit – V:

Market survey and Opportunity analysis: Facilities and incentives available from state Govt. and procedure for SSI registration, procedure to avail financial assistance from bank. External environmental analysis; Competitive factors; Legal requirements for establishment of a new unit related to tourism.

Suggested Readings:

1. Innovation of Entrepreneurship – P. F. Drucker
2. Elements of Entrepreneurship – Holt
3. Entrepreneur & Environment – A. N. Desai

Practical Tourism (Field Study Trip & Report)

Guidelines for BBA (T&H) Programme for field study trip.

- Field Study trip will be coordinated by the respective college/ institute and will be maximum of 2 weeks duration. Students will have to submit a project report on the fields study tour visited and the report will have to be evaluated by the external expert. The destination will be selected on the basis of historical, religious, wildlife and Eco-tourism significance including tourist flow to that destination.

Travel Documentations

Unit – I:

Travel Documentation: Need, importance and types. Familiarization with TIM (Travel Information Manual); Passport: Definition, Types of Passport, requirements for Passport.

Unit – II:

VISA: Meaning, Types, Procedures, Validity, Necessary Information to fill the VISA form for Issuance. TWOV.

Unit – III:

Health: Health preparation, Immunizations, Health certificates and information, General preventive measures

Unit – IV:

Taxes, Customs and Currencies and other forms of payment. Auxiliary services and information supplied by Travel agents: Extra services, Passenger Documents, Consequences of Negligence

Unit – V:

Travel Insurance: Products of Travel Insurance, Terminology of Travel Insurance, Standard Travel Insurance Coverage and Exclusions, Travel Insurance Sales Process, Travel Insurance Contract (policy), Insurance Claim

Suggested Reading:

1. Travel Agency and Tourism Operations and Concepts and Principles – Jagmohan Negi
2. Tourism Principles & Practices - Swain, S.K. & Mishra, J.M.
3. Travel Information Manual published by IATA

OR,

Resort Club and Time Share Management

Unit – I: INTRODUCTION TO TIMESHARE: Evolution of Vacation ownership and history , Timesharing and time share condominium, Types of timeshare ownership A) Free-simple
B) Right-to –use C) Biennial D) Lock off or lock out E) Vacation clubs or points based programme F) Split weeks

Unit – II:

TIMESHARE PURCHASING: The basis of making a timeshare contract , Timeshare contract laws in India , Purchaser's right to cancellation of a timeshare contract, The concept of buying and reselling timeshare , Advantages and Risk factors involved in timeshare purchasing i) for the buyer ii) for the seller , Land registration laws and regulations for timeshares, Taxes applicable to timeshares

Unit – III:

RESORT PLANNING AND DEVELOPMENT : Investment considerations A) Market feasibility, B) Market segmentation C) Target marketing D) Competition analysis
E) Forecasts F) Market trends Five phases of Resort Planning , Butler's Theory of Resort Life Cycle/ Tourism Area Life

Unit – IV: Club operation, fitness, spa, aquatics, golf, tennis and indoor games operations,

Unit – V: RESORT, TIMESHARE AND CLUB MARKETING Market segmentation and potential guest markets Marketing mix , Tools of Marketing, Future Market trends, Hotels and their timeshare properties. CLUB MARKETING: Four P of Marketing Membership Marketing Plan, Attracting New Club Members

Suggested Reading:

1. Club Managers Association of America (2003) Clubs Standards of Operating and Performance. Alexandria VA
2. Dedman R. (2008) King of Clubs. Taylor Publishing Co., Dallas TX
3. Randall S. Upchurch, Conrad Lashley, Timeshare resort operations: a guide to management practice, Elsevier Butterworth-Heinemann, Oxford UK ,2006
4. James Edmonds, International Timesharing, Second edition, Service to lawyersltd, London 1986
5. Chuck Y Gee, Resort Hotels Development and Management, Second Edition, AH&MA
6. Diane R. Suchman, Richard L. Ragatz, Developing timeshare and vacation-ownership properties
7. Peter .E . Murphy, The Business of Resort Management: Volume 3 , Butterworth-Heinemann, 2007

Tour Package Operations

Unit – I: Introduction to Tour Package: Definition of Tour Package, Types & Forms of Package Tours, and Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation

Unit – II: Inbound Tour Package: Meaning and importance of inbound tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market

Unit – III: Outbound Tour Package: Special Requirements for outbound packages, Liaisoning for making & selling package Tours, Travel Formalities.

Unit – IV: Special interest Tours: Nature cure, Health Tourism, Yoga & Meditation Beach holidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.

Unit – V: Understanding Tour Motivations: Travel decisions, Mode selection, destination selection, Merits & demerits of Package Tour to the Supplier & Buyer.

Unit – VI: Setting up Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organization, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

Suggested Reading:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi

OR,

Regional Classical Cuisine of East and North East India

Unit – I:

History of regional cuisine: location, states, main agricultural product.

Unit – II:

Cultural Influence: Influence of Religion, Habit, Life Style, Influence of Trade. Influence of Foreign Ruler : influence of religion, habit ,life style influence of foreign ruler

Unit – III:

Influencing of other factors: special agriculture product economy of the region, climate of the region, culinary richness staple food

Unit – IV:

Classical method of cuisine: Equipments & utensils, spices & condiments, other ingredients

Unit – V:

Popular dishes of the region, welcome drinks, main course, accompaniments , sweet and savory, service style :custom & tradition of the region, practices welcoming, style of service of meal

Suggested Reading:

1. Essential North east cook book by Hoihnu Hauzel
2. History, Culture & Tradition of North East India by Tangjakhombi Akoijam
3. A book on ethenic Assamese cuisine, culture & Heritage by Jyoti Das
4. Bengali Cooking seasons and festivals by Chitrita Banerjee
5. Bengali cuisine by Maya Roy Chaudhuri
6. Purba, feast from East-Oriya cuisne from East India by LaxmiParida
7. Healthy Oriya Cuisine by Bijoy Laxmi Hota
8. My Oriya Kitchen by Ush Rani Tripathi

SEMESTER- VI

MICE

Unit I: Concept of MICE: Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre & Post event responsibility. Impact of conventions on communities

Unit II: MICE Business: The nature and demand of conference markets, The Economic and social significance of conventions, process of convention management. Types of Events - Cultural, festivals, religious & business etc. Need of event management. Important convention and conference centers in India

Unit III: Event Planning: Meaning and importance, bidding and supplier contracting. Budgeting of MICE –Use of budget preparation, estimating, fixed & variable cost, sponsorship and subsidies. Cash flow, Measures of financial performance, financial controls, risk management. Ethical behavior practices in the MICE industry.

Unit IV: Marketing of MICE: Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Marketing mix , segmentation, MICE tourism packaging, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Unit V: Event Associations and Fairs: Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of events for the promotion of Tourism. Short study of ICPB and ICCA

Suggested Reading:

1. Successful Event Management; Shone, A & Parry, B.
2. Event and Entertainment Marketing; Avrich Barry
3. Event Management; Bhatia A.K.
4. Meeting, Conventions and Expositions; Montgomery, R.J.

On the Job Training and Report Presentation

Students will have to undertake an On the job training / Industrial Training of 6 weeks duration in any reputed Travel agency / Tour operators/ Airlines/ Government of India tourist office/ hotels / Event Management companies and will expose to customer handling, Air-ticketing, Tour handling, event planning etc. They will prepare project report on the basis of fields selected for training. The said report will have to be evaluated by the board of examiners. The students will have to appear before the board of examiners constituted for the purpose of conducting the Viva-voce.

Tour Guiding and Escorting

Unit I: Introduction to Tour Guide: Meaning and function, Training and approval; Problems of touts.

Unit II: Tour Guiding: Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency situation during tour.

Unit III: Tour Guiding Requirements: Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.

Unit IV: Tourist & Visitors interpretation: Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

Unit V: Case studies: Guiding historical monuments, National parks, Cultural hot spot, Museum etc.

Suggested Reading:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Group Travel Operating Procedures: Susan Websters
3. The Professional Tour Guiding: Kathleen Lingle Pond

OR,

CRM IN HOSPITALITY & TOURISM

UNIT: - 1: Introduction, Definition, CRM as a business strategy, Elements of CRM, CRM processes and systems, Entrance, applications and success of CRM, Customer – supplier relationships, Need and importance of CRM in Hospitality & Tourism Industry.

UNIT: - 2 : CRM as an integral business strategy , The nature of the CRM strategy, The result of a successful CRM strategy. The relationship – oriented Organisation: Mission, Culture, Structure, People, Communication and information Systems

UNIT: - 3: Customer knowledge: The value of customer knowledge, The utilization of data as an asset , From data to customer knowledge, **Communication& Multichannel** Multi channel defined, The channels, Customers and the use of the channels, Influence of the channels on pricing and the formation of relationship.

UNIT-4: The relationship policy: Improvement of the size and quality of the customer database, Relationship policy per segment, Relationship policy by relationship phase, Translating the relationship policy into contact moments. Relationship data management and Customer identification, expanding the size of the customer database, Customer profiling

UNIT-5: Data analyses and data mining Experience with data analysis, The analysis process, Data mining. Relation and cross-sell analyses, Retention, Cross-selling.

Reference Books:

1. Customer Relationship Management: Concepts and Cases 2nd Edition by Alok Kumar Rai)
2. Customer Relationship Management: Concept, Strategy, and Tools: Book by V. Kumar and Werner J. Reinartz
3. The CRM Handbook: A Business Guide to Customer Relationship Management
4. Book by Jill Dyché
5. Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty: Book by V. Kumar
6. Building Business with CrmBook by Richard Knudson
7. Customer Relationship Management: Book by Francis Buttle
8. Consumer behaviour: Book by Michael R Solomon

Itinerary Planning and Costing

Unit I: Introduction to Itinerary: Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships hire Cars; the Role of Ground Handling agents.

Unit II: Tour Brochure: Meaning and importance of the brochure as a selling tool for tour operators; Stages in production of the package brochure; Components of a brochure; trends towards smaller, specialist brochures.

Unit III: Itinerary Preparation: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Do Not's of Itinerary Preparation,

Unit IV: Tour Costing: Concept, types, components of Tour Costing, Preparation of cost sheet, tour voucher and invoicing. Tour Package: Meaning, Components and Types & Forms of Package Tour. FITs, GITs and Special Interest Tours (SITs), Case study of Tour packages for Golden triangle of India

Unit V: Tour operators in the world: Tour operators in the U.K, Germany, France, Switzerland; India. Use of global distribution systems;

Suggested Reading:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
3. Travel Agency Management: An Introductory Text: Chand, M.
4. Manual of Travel Agency Practice: Syrratt, G. and Archer J.

OR,

Facility Planning and Management

Unit-1: Lodging Planning and Design, The planning and design process: Site planning, Hotel Planning, Guestrooms and Suites, Lobby, F&B outlets, Recreation facilities, Administrative offices, Recreation facilities, Food production areas, Back of the house areas, Detailed Guidelines of Classification of Hotel in all category as per Min. of tourism's recommendation

Unit-2: Layout and designs with facilities for PH employee: Kitchen, Stores, Kitchen stewarding, laundry. The impact on facility design on facility Management Management responsibilities

Unit-3: Environmental Management: Energy Conservation, Management of Fresh Water resources, Waste minimization and Management, Waste Water Management, Land use Planning and Management. Safety and the Hospitality Industry: Building Design, maintenance and Safety, Fire Safety, Evacuation Plans.

Unit-4: Water and Waste Water System. Water usage in lodging Industry, Water System. Water quality, Water Heating System, Swimming Pool Water treatment. Electrical system and energy saving techniques in hospitality industry.

Unit-5: Heating, Ventilating and Air-conditioning system: Heating Sources and equipment, Cooling sources and equipment, Guest room HVAC system. Hotel Renovation: Reasons to renovate, The life cycle of Hotel, Types of Renovation, Creating a renovation plan, Implementing renovation plan

REFERENCE BOOKS

1. Management of maintenance & Engineering System in Hospitality Industries --- by Frank D.Borsenik, John Willey & Sons
2. Industrial Organization and Management by O.P Khanna
3. Refrigeration & Air Conditioning by Domkondwar
4. Hotel Maintenance by Arora
5. Hospitality Facilities management and Design: By: David M.Stipanuk, Harold Roffmann
6. Air Conditioning Engineering By: W. P. Jones
7. Facility PlanningBy: TarunBansal