

Bachelor of Tourism & Travel Management

Syllabus - First Semester

APPLICATION OF COMPUTERS

Course Code: TRM2106

Credit Units: 01

Course Objective:

The basic objective of the course is to introduce the students to the world of computers and computer technology. The students will be introduced to the basic concept of operating system, word processing, database, presentation.

Course Contents:

Module - I: Computer Fundamentals

Elements of a Computer system
Characteristic of Computers
Classification of Computers
Limitations
Hardware features and uses
Generations of Computer
Primary and Secondary Storage Concepts
Data Entry Devices
Data Output Devices
Software Concepts
System Software
Application Software
Language Classification
Compilers and Interpreters

Module - II: Operating Systems/Environment

Introduction to Windows
GUI/Features
What are Window & Window 95 and above
Part of a Typical Window and their functions

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Reading ::

Text:

- Basic Computers by IBM
- DOEAC 'O' Level *Information Technology* by V.K. Jain BPB Publications

References:

- Insider Internet Marketing by Jim Deniels

- The Birth of Internet Marketing & Communication by Don Stan Boch

APPLICATION OF COMPUTERS LAB

Course Code: TRM2107

Credit Units: 01

Course Objective:

At the end of the semester the students would be able to-

- Create folders
- Shortcuts copy files & folders
- Deleting files and exploring windows etc.

Course Contents:

Module - I: Window Operations

Creating Folders, Creating Shortcuts, Copying Files/Folders, Renaming Files/Folders, Deleting Files Exploring Windows Quick Menu

Module - II: MS Word

Creating a Document, Formatting Documents, Special Effects Cut, Copy, Paste. Table, Graphics. Print Options.

Examination Scheme:

Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

Suggested Reading :

Text:

- Microsoft Work 2000 by Heidi Steele Techmedia Publications
- Basic Computers by IBM

References:

- Insider Internet Marketing by Jim Deniels
- The Birth of Internet Marketing & Communication by Don Stan Boch
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

FIELD WORK PROJECT-I

Course Code: TRM2108

Credit Units: 03

Course Objective: Students of Tourism need to go through the basics of practical service exposure in different Tourism & Hospitality outlets. To maximize this exposure students will be send for different Tourism services in all the major & minor areas of operation & management within & outside the campus.

Methodology:

Students should be sending for various learning opportunity outside the class room. They should submit the journal after the event is over to assigned faculty from the committee in following format.

- Name of the Event
- Location
- Time
- Faculty Responsible
- Task Assigned
- Learning Outcome
- Suggestions

All the assignments should be duly authorized by the faculty responsible for the event.

Student services will be monitored & evaluated by the committee comprising of Program leader & faculty (as approved by HOI) and the marks will be allotted based on the performance, attitude, learning and utilization of knowledge in practical field.

C-20

S-20

V-20

P-20

JE-20

Syllabus – Second Semester

FIELD WORK PROJECT – II

Course Code: TRM2208

Credit Units : 03

Course Objective: Students of Tourism & Hospitality need to go through the basics of practical service exposure in different Tourism & Hospitality outlets. To maximize this exposure students will be send for different Tourism & Hospitality services in all the major & minor areas of operation & management within & outside the campus.

Methodology:

Students should be sending for various learning opportunity outside the class room. They should submit the journal after the event is over to assigned faculty from the committee in following format.

- Name of the event
- Location
- Time
- Faculty Responsible
- Task Assigned
- Learning Outcome
- Suggestions

All the assignments should be duly authorized by the faculty responsible for the event.

Student services will be monitored & evaluated by the committee comprising of Program leader & faculty (as approved by HOI) and the marks will be allotted based on the performance, attitude, learning and utilization of knowledge in practical field.

C-20
S-20
V-20
P-20
JE-20

Syllabus – Third Semester

TRAVEL DOCUMENTATION

Course Code: TRM2304

Credit Units : 03

Course Objective: To make students understand about the documentation process of travelling.

Course Contents:

Module - I: Passport

- Passport, Requirements, Checklists, Types, Changes, Procedure, Tatkal Scheme and Fees, Passport Act and Penalties under Section 12 (1) B

Module - II: Visas

- Documents for obtaining Visa of Major Tourist Destinations of World including Health Check Documents, Types of Visa, Visa Fees, , Refused or Pending Visas, Destination Departure Records.
- Difference between Visa and Passport.

Module - III: Travel out of India

- Rules and Regulations about Eligibility, Quantum and Documentation Required for Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business, TC, Emigration Requirements, ECNR

Module - IV: Passenger Ticket

- Different Coupons, Ticketing Instruction and Conjunction Tickets, Open Tickets, E-Tickets and its Advantages, Miscellaneous Charges Order (MCO) and Prepaid Ticket Advice (PTA), The Rounding off of Currencies, Referring to Airline Time Table, TIM, OAG, PAT.

Module - V: Destinations

- Tourist Visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Readings

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

TOUR PACKAGING MANAGEMENT

Course Code: TRM2305

Credit Units : 03

Course Objective: To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development.

Course Contents:

Module – I : Tour Package

- Meaning, Type of Tour Package & its Components

Module – II : Planning of Tour Package

- Designing and Process of Tour Package
- Factor Affecting Tour Package

Module – III : Designing of Different Tour Packages

- Cultural Tourism Product: Designing, Development, Issues and Considerations
- Heritage Tourism Product: Designing, Development, Issues and Considerations

Module – IV : Designing of Different Tour Packages

- Religious Tourism Product: Designing, Development, Issues and Considerations
- Medical Tourism Product: Designing, Development, Issues and Considerations

Module – V : Destination Management Handling Company

- Meaning, Factor of Consideration to chose Destination Management Handling Company

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Readings:

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry ii1 India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- Chand Mohinder, Travel Agency Management: An Introductory Text, Anmol Publisher; 2nd Revised edition edition (1 November 2007)

AUTOMATION IN TRAVEL AND TOURISM

Course Code: TRM2306

Credit Units : 02

Course Objective: To make students familiar with the different CRS/GDS systems.

Course Contents:

Module – I : Automation in the Tourism Industry

- An Introduction of CRS/GDS
- Importance of Information Technology in Tourism
- Automation in the Hotel, Airlines and Travel Business

Module – II : CRS/GDS

- Use and Practices of Galileo / Amadeus

Examination Scheme:

Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

Suggested Readings:

- Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
- Burch, J. and Grudnitski G. (1989). Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
- David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.

ITINERARY DESIGNING MANAGEMENT

Course Code: TRM2403

Credit Units : 03

Course Objective: To make students understand about different tour packages and itinerary.

Course Contents:

Module – I : Itinerary Planning

- Itinerary and its Importance
- Types of Itineraries and Component of Itinerary
- Factors to keep in Mind while Designing an Itinerary
- Type of Journey

Module – II : Itinerary for Inbound Tourist

- Itinerary on Buddhist Circuit, Itinerary on Puri-Bhubaneswar-Konark

Module – III : Itinerary for Inbound Tourist

- Itineraries for Inbound and Domestic Tourists:- Golden Triangle, Rajasthan Tour, Kerala Tour

Module – IV : Itinerary for Outbound Tourist

- Popular Outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Readings:

- Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
- Professional Travel Agency Management - Chunk, James, Dexter &Boberg
- The Business of Travel Agency Operations and Management - D.L. Foster
- Travel Agency Management-An Introductory Text, Anmol Publication New Delhi.
- Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

AIRLINE OPERATION MANAGEMENT

Course Code: TRM2404

Credit Units : 03

Course Objective: To make students familiarize with the travel modes and documents.

Course Contents:

Module – I : Management of Airport

- Airport Codes, Airline Codes, Phonetic Alphabet, Airport Lounges, How airports Work?, Baggage Handling, Airport Security

Module – II : Introduction to Journey and Tickets

- Types of Journeys (OW, CT, RT, OJ, RTW).
- Passenger Ticket: Different Coupons, Ticketing Instruction and Conjunction Tickets, Open Tickets, E-Tickets and Its Advantages
- Miscellaneous Charges Order (MCO) and Prepaid Ticket Advice (PTA), The Rounding off of Currencies
- Referring to Airline Time Table, TIM, OAG, PAT.

Module – III : Management of Airlines

- Types of Airlines, Airlines Personnel and Revenue Earning, Airport Management, Study of Aircraft Parts, The Aircraft Turnaround, The Control Tower, Airport Facilities and Special Passengers, Airport Access.

Module – IV : Airport Formalities

- Check in Facilities, Landing Facilities for Departing Passengers, In-Flight Services, Cabin Component, Audio and Video Projection Equipment, Emergency Equipment for Disembarkation, In-Flight Entertainment, Classes of Service with more Comfort.

Module – V : Case Study Discussions

- Jet Airways, Kingfisher, Indian Airlines
- British Airways, Fly Emirates, Singapore Airlines

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Readings:

- JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
- JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
- Study Kit for IATA/UFTAA - Foundation Course: -
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport

- Module – IV – Air Fares & Ticketing

INDUSTRIAL TRAINING PROJECT & PRACTICUM

Course Code: TRM2535

Credit Units: 20

Course Objective:

At the end of the industrial training the student would be able to:

- (i) understand and explain the organization structure of a Travel Agency / Tour Operator
- (ii) prepare job descriptions of various job titles in the organisation
- (iii) understand various procedures & functions followed for:-
 1. Reservations
 2. Information
 3. Booking
 4. Ticketing
 5. Bills and Cash
 6. Guest Relations
 7. Auditing
- (iv) maintain various records & registers and understand their uses.

On completion of the project the student will be required to submit the following:

Project File or Industrial workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Training Report

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

- **Title or Cover Page**

The title page should contain the following information: Department Name; Student's Name; Course; Year; Supervisor's Name.

- **Acknowledgements**

Acknowledgment to any advisory received in the course of work may be given.

- **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

- **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

- **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

- **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

- **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

- **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

- **Performance Appraisal & Completion Certificate** duly signed and stamped

Examination Scheme:

Appraisal Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
Total:	100

Syllabus – Sixth Semester

DMC INTEGRATED PROJECT

Course Code: TRM2632

Credit Units: 12

Course Objective:

To plan a Tourism Destination with varied facilities and attractions

Modus Operandi:

➤ **Formation of Team of 5 members**

Team Designates are the following:

- Project Head
- Finance Head
- HR Head
- Marketing Head
- Operations Head

The planning process is shared by the team members according to their respective portfolio.

➤ **Presentation & Dissertation**

The Team should present the Project Plan before the selected Board. Dissertation led by the Team Leader and supported by the rest of the team members.

➤ **Open to Question-Answer Session**

The Team will be asked Questions on the Project planned by the Board which should be justified by relevant answers.

➤ **On completion of the project the student will be required to submit the following:**

- Project Report
- Presentation

Examination Scheme:

Project Plan:	50
Presentation	20
Viva Voce:	30
Total:	100

Syllabus – Seventh Semester

ENTREPRENEURSHIP DEVELOPMENT

Course Code: TRM2707

Credit Units : 01

Course Objective:

At the end of semester students will be able to-

- Acquire be self-employed and inculcate a habit of self-earning and maintain a dignified life
- Plan a path for hospitality students to make them successful entrepreneurs in their life and contribute to society
- To understand basic knowledge in the field of entrepreneurship development and give them basic exposure of Govt. policies and assistance
- Describes the roles that new venture creation plays in the economy, defines entrepreneurship and show how three factors – individuals, environments and organizations comes through to create the entrepreneurship event
- Impart the knowledge of the resource based framework i.e. Financial, physical, technological, human and organizational
- Exposed get with franchising opportunity and discuss what elements make a business concepts a legitimate franchise opportunity
- Acquire an effective leadership, quality and effective decision-making.

Course Contents:

Module - I: Entrepreneurship Skills

Personality attribute of an entrepreneurs

- Self control-value attitude,Socio-culture factors

Unique characters of the hospitality industry

- Human psychology,Inter-personal relationship,Team building,Customer orientation

Positive entrepreneurship behaviour

- Overcoming external constrains,Solving internal problems

Module - II: Identification of business opportunities in the hospitality industry

Demand / Market Analysis,Present and future competition,Government policy regarding small Enterprises

Module - III: Organization of small enterprises - Form of organization

Sole ownership,Partnership,Private Ltd. Company,Public Ltd. Company,Manpower requirement

Module - IV: Incentives and Assistance-

From central government,From State Government,From Financial Institutions

Module V: Small Enterprises Risk Analysis

Motivational factors, Developing Achievement Orientation, Strength and weakness of Independent Business, Feasibility and viability

Module VI: Establishment of an Enterprise

Registration of business, Licenses and Permits, Financial resources, Organizing material, human and technical resource, Launching the enterprises, Formulating and implanting business strategies

Examination Scheme:

Components	V	H	CT	A	EE
Weightage (%)	05	05	15	5	70

V-viva; H-home assignment; CT-class test; A-attendance; EE-end semester examination

Suggested Reading :

- Small Scale Industries and Entrepreneurship, by Desai Vasant; Bombay, Himalaya
- Small Scale Industries in the Developing Countries, by Staley E. & Morsey R. McGraw Hill.
- Management of Small Scale Industries, by Malhotra I. S. & Gupta S. L,
- Innovation and Entrepreneurship, by Drucker, Peter F; East-West Press (P) Ltd.
- Entrepreneurial Development in India, by Gupta CB & Srinivasan; Sultan Chand
- Entrepreneur Development– New Ventures Creation, by Taneja S & Gupta SL
- Entrepreneurship Management by Dr. Aruna Kaulgud, Vikas Publishing House.

Syllabus – Eighth Semester

RESEARCH PROJECT

Course Code: TRM2837

Credit Units: 15

Course Objective:

The purpose of research (Hospitality and Tourism based) is to seek answers to problems through the application of scientific methodology, which guarantees that the information is reliable and unbiased. This information is utilized to make conclusions and recommend solution. Some elementary factors need to be kept in mind while preparing a research and deciding the topic, these could be based on its relevance, feasibility, coverage, accuracy and research, objectivity and ethics.

To deal with surging information data regarding the various aspects of tourism industry, one should have a working efficiency with research and statistical techniques. The techniques may be applied in collecting, organizing, analyzing and interpreting data for decision-making. These may also be applied for formulating and testing research hypothesis. The course has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them. Students will master the skill for-

- Writing different types of research proposals and reports
- Constructing the relevant tools of research
- Conduct a research project using appropriate qualitative and quantitative techniques
- Do presentation with the help of tutorial aid
- Evaluate a research report.

The research topic should be assigned by the deputed subject faculty in the beginning of semester & should be approved by PL & HOI. Continuous monitoring and guidance should be provided to student at all the steps.

At the term end, the research project will be presented before a panel and evaluated by examiners (As nominated by HOI). The evaluation should be based on presentation, viva, report content & format & conclusion.

Examination Scheme:

Internal Assessment:

Abstract:	10
Draft:	15
Research Orientation:	10
Reading:	05

External Evaluation:

Objective:	05
Issue Profile:	10
Comprehensiveness	10
Relevance:	10
Presentation:	15
Viva:	10

Suggested Reading :

- Applied General Statistics by Crovton and Crowder
- Behavioural Process in Organizations by Pareek, U.Rao. T.V. Pestonjee D.M
- Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi
- Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
- Method of Social Research – New York; The Free Press
- How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi
- How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA.
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi
- Methodology & Techniques of Social Research by Wilkinson & Bhandarkar
- Methods in Social Research by Gode WJ & Hatt PK
- Scientific Social Surveys & Research by Poulina Young & CF Schmid
- Evaluation Information: A Guide for users of Social Scienc by Lescard, Kartzer Jeffery
- Understanding & Conducting Research Application Education & Behavioural Sciences- 2nd Edition.