

**KAVIKULGURU KALIDAS SANSKRIT VISHWAVIDYALAYA,
RAMTEK, MAHARASHTRA**

**BACHELOR OF ART
TRAVEL & TOURISM**

(Semester Pattern with Choice Based Credit and Grading System)

(2020-21 onwards)(Version-1.0)

Bachelor Of Art Travel & Tourism Semester I

Bachelor Of Art Travel & Tourism Semester II

Bachelor Of Art Travel & Tourism Semester III

Bachelor Of Art Travel & Tourism Semester IV

Bachelor Of Art Travel & Tourism Semester V

Bachelor Of Art Travel & Tourism Semester VI

DIRECTION NO OF 2015

Whereas it is expedient to make Directions in respect of examinations leading to the Degree, **Bachelor Of Art Travel & Tourism** as Semester Pattern for the purposes here in after appearing, I, Dr. Uma Vaidya, Vice-Chancellor, Kavikulaguru Kalidasa Sanskrit University I, am hereby pleased to make the following Direction.

- 1) This Direction may be called "Examination leading to **Bachelor Of Art Travel & Tourism** Semester Pattern Direction, 2015.
- 2) The Direction shall come into force with effect from the date of its approval by the Management Council.
- 3) Without prejudice to the other provisions of Direction relating to the examinations in general, the provisions of the said Direction, shall apply to every candidate admitted to this course and examination.
- 4) The fees for the Admission, Examination and other different activities shall be as prescribed by the Management Council from time to time and whenever any change is made in the fees prescribed for any particular examination that shall be notified.
- 5) (i) The scope of the eligibility, subjects, papers and scheme of marking and examination pattern along with aggregate, minimum marks for passing, paper duration shall be as follows:

Course Curriculum (Syllabus) Bachelor Of Art Travel & Tourism
(2020-21 onwards) (Version-1.0)

Name of the Course	Bachelor Of Art Travel & Tourism
Name of the Faculty	Faculty of Art
Examination Type	Semester
Course Duration	03 year(6 Semesters)
Total Credits	168
Eligibility	The candidates must have Passed XII State Board examination or equivalent.

Eligibility:

a. **In the case of Bachelor Of Art Travel & Tourism Semester I** the Candidate should be an Indian National & should have passed the HSC (XII Std) Examination of Maharashtra State Board of Secondary & Higher Secondary Education or its equivalent Examination in Science/ Home science/ Commerce/ Arts/ MCVC.

Or

Candidate should be an Indian National & should have passed the Indian School Certificate (Std XII) Examination or any other equivalent Higher Secondary (Std XII) examination of a council or Board Outside Maharashtra State with Science/ Home science/Commerce/Arts/MCVC.

b. **In the case of Bachelor of Art Travel & Tourism Semester III** Candidate should be an Indian National and should have passed one year Certificate course in Travel and Tourism or its equivalent examination from the state of Maharashtra or out of the state of Maharashtra thereto possessing minimum of 45% Marks.

Or

Candidate should be an Indian National and should have passed one year diploma course in Diploma in Travel and Tourism or its equivalent examination from Maharashtra State Board of Vocational / Technical Education Examination or equivalent examination.

c. **In the case of Bachelor of Art Travel & Tourism Semester III** Candidate should be an Indian National and should have passed the First Year of BA Travel and Tourism Examination of any statutory university/Open University from the state of Maharashtra and out of the state of Maharashtra.

d. **In the case of Bachelor of Art Travel & Tourism Semester III** Candidate should be an Indian National and should have passed the Diploma in travel and

Tourism/ Tourism Operations / from Maharashtra State Board of Technical Education or any state / board equivalent Examination or any State Board/ or Technical Board or its equivalent examination.

Or

Candidate should be an Indian National and should have passed the Diploma in Travel and Tourism from Maharashtra State or any state / board / University equivalent Examination.

APPENDIX- BA Travel and Tourism

1 : Teaching and Examination Scheme Semester I

Sr. No	Theory Sub. Code	Practical Sub. Code	Sub Name	Teaching Scheme In Hours						Examination Scheme														
				Load Per Week			Credit			Theory						Practical								
										Maximum Theory Marks			Minimum Marks For Passing			Exam Hour	Maximum Practical Marks			Minimum Marks For Passing			Exam Hours	
				L	PR	Total	L	Pr	Total	Univer- sity	Int.	Total	Th	Int.	Total		Th	Univ- ersit y	Int.	Total	Unive- rsity	Int.		Total
1	BAT& T T101		Sanskrit.	03		03	3		3	60	40	100	21	14	35	2.5								
2	BAT& T T102	BAT& T P 102	English Communication.	03	04	07	3	2	5	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
3	BAT& T T103		Fundamentals of Tourism.	03		03	3		3	60	40	100	21	14	35	2.5								
4	BAT& T T104		Introduction to Hospitality.	03		03	3		3	60	40	100	21	14	35	2.5								
5	BAT& T T105	BAT& T P 105	Tourism Geography and Map work.	03	02	05	3	1	4	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
6	BAT& T T106		Food Culture of India	03		03	3		3	60	40	100	21	14	35	2.5								
			Total	18	06	24	18	3	21	360	240	600	126	84	210		120	80	200	42	28	70		

**APPENDIX- 2: BA Travel and Tourism
Teaching and Examination Scheme Semester II**

Sr. No	Theory Sub. Code	Practical Sub. Code	Sub Name	Teaching Scheme In Hours						Examination Scheme															
				Load Per Week			Credit			Theory						Practical									
										Maximum Theory Marks			Minimum Marks For Passing			Exam Hour	Maximum Practical Marks			Minimum Marks For Passing			Exam Hours		
				L	PR	Total	L	Pr	Total	Univer sity	Int.	Total	Th	Int.	Total		Th	Univ ersit y	Int.	Total	Unive rsity	Int.		Total	Pr
1	BAT&T T201		Basics of Accounts.	03		3	3		3	60	40	100	21	14	35	2.5									
2	BAT&T T202	BAT&T P 202	Tourism Products of Maharashtra.	03	04	7	3	2	5	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2		
3	BAT&T T203		Culture and Civilization of India.	03		3	3		3	60	40	100	21	14	35	2.5									
4	BAT&T T 204	BAT&T P 204	History of Tourism	03	02	5	3	1	4	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2		
5	BAT&T T205		Environmental Studies in Tourism	03		3	3		3	60	40	100	21	14	35	2.5									
6	BAT&T T206		Tourism Practices and Principles	03		3	3		3	60	40	100	21	14	35	2.5									
				18	06	24	18	3	21	360	240	600	126	84	210		120	80	200	42	32	70			

APPENDIX- 3: BA Travel and Tourism

Teaching and Examination Scheme Semester III

Sr. No	Theory Sub. Code	Practical Sub. Code	Sub Name	Teaching Scheme In Hours						Examination Scheme														
				Load Per Week			Credit			Theory						Practical								
										Maximum Theory Marks			Minimum Marks For Passing			Exam Hour	Maximum Practical Marks			Minimum Marks For Passing			Exam Hours	
				L	PR	Total	L	Pr	Total	Univer sity	Int.	Total	Th	Int.	Total	Th	Univ ersit y	Int.	Total	Univ ersity	Int.	Total	Pr	
1	BAT&T T301		Sanskrit	03		3	3		3	60	40	100	21	14	35	2.5								
2	BAT&T T302	BAT&T P 302	Tourism Informatics	03	04	7	3	2	5	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
3	BAT&T T303		Tourism Products of India	03		3	3		3	60	40	100	21	14	35	2.5								
4	BAT&T T 304	BAT&T P 304	Airfare Ticketing and Related Law	03	02	5	3	1	4	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
5	BAT&T T305		Tourism Marketing	03		3	3		3	60	40	100	21	14	35	2.5								
6	BAT&T T306		Eco Tourism	03		3	3		3	60	40	100	21	14	35	2.5								
			Total	18	06	24	18	3	21	360	240	600	126	84	210		120	80	200	42	28	70		

APPENDIX- 4: BA Travel and Tourism

Industrial Training / Industrial Tour/ Scheme Semester IV

Semester IV: Industrial Training for 6 months.

Course Code	Particular		Marks allotted			Exam Hour
		Allotted marks	Final	Minimum Passing Marks	Credit	
BAT&T P 401	Industrial Training Evaluation of Training on 1. Log Book and Certificate 2. Project Report 3. Appraisals 4. Viva Voce	100 200 100 200	600	280	15	2 hours
BAT&T P 402	Industrial Visit and study Tour Report 04 Industrial visits 01 Tour report	100 100	200	160	06	2 Hours
	Total		800	240	24	

Note: Semester Four is devoted to 05 months Industrial Training. Log Book on training should be maintained by the student and signed by Training Co-ordinator / Head of the Department Head of Institution. a) *Training in recognized Hotel & resorts, Travel Agency
b) *Log book to be maintain.
c) *Certificate of training to be submitted.
d) *On completion of training presentation is compulsory.

APPENDIX- BA Travel and Tourism

5 : Teaching and Examination Scheme Semester V

Sr. No	Theory Sub. Code	Practical Sub. Code	Sub Name	Teaching Scheme In Hours						Examination Scheme														
				Load Per Week			Credit			Theory						Practical								
										Maximum Theory Marks			Minimum Marks For Passing			Exam Hour	Maximum Practical Marks			Minimum Marks For Passing			Exam Hours	
				L	PR	Total	L	Pr	Total	University	Int.	total	Th	Int.	Total	Th	University	Int.	Total	University	Int.	Total	Pr	
1	BAT&T T501		Sanskrit	03		3	3		3	60	40	100	21	14	35	2.5								
2	BAT&T T502	BAT&T P 502	Global Tourism.	03	04	7	3	2	5	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
3	BA T&T T 503		Office Management.	03		3	3		3	60	40	100	21	14	35	2.5								
4	BAT&T T504		Travel Agency and tour Operation Management.	03		5	3		3	60	40	100	21	14	35	2.5								
5	BAT&T T505	BAT&T P 505	Innovative Practices in Tourism.	03	02	3	3	1	4	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2	
6	BAT&T T506		Electives 1 EA1 MICE Tourism Or EA2Cultural Tourism	03		3	3		3	60	40	100	21	14	35	2.5								
			Total	18	06	24	18	3	21	360	240	600	126	84	210		120	80	200	42	28	70		

APPENDIX- BA Travel and Tourism

6: Teaching and Examination Scheme Semester II

Sr. No	Theory Sub. Code	Practical Sub. Code	Subject Name	Teaching Scheme In Hours						Examination Scheme													
				Load Per Week			Credit			Theory							Practical						
										Maximum Theory Marks			Minimum Marks For Passing			Exam Hour	Maximum Practical Marks			Minimum Marks For Passing			Exam Hours
				L	PR	Total	L	Pr	Total	University	Int.	Total	Th	Int.	Total	Th	University	Int.	Total	University	Int.	Total	Pr
1	BAT&T T601		Tourism Economics	03		3	3		3	60	40	100	21	14	35	2.5							
2	BAT&T T602		Travel Reporting	03		3	3		3	60	40	100	21	14	35	2.5							
3	BAT&T T603		Human Resources Management in Tourism	03		3	3		3	60	40	100	21	14	35	2.5							
4	BAT&T T 604	BAT&T P 604	Basics of Research and Projects	03	04	7	3	2	5	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2
5	BAT&T T605	BAT&T P 605	Corporate Communication and Presentation Skill	03	02	5	3	1	4	60	40	100	21	14	35	2.5	60	40	100	21	14	35	2
6	BAT&T T606		Electives 2 EB1 Event Tourism Or EB2 Food Tourism	03		3	3		3	60	40	100	21	14	35	2.5							
			Total	18	06	24	18	3	21	360	240	600	126	84	210		120	80	200	42	28	70	

STUDY TOUR, TRAVEL AGENCIES/TOUR OPERATORS/AIRPORTS AND HOTEL/RESORT TRAINING

The students of Bachelor of Art in Travel and Tourism shall be required to undertake Study tour to important tourist destinations to study about the various types of tourism products during the Second Year.

The duration of the study tour shall be between 7 to 15 days.

The students shall be required to undergo eight weeks practical training in Travel Agencies / Tour operators / Airports-Airlines Services / Tourism Department / Travel Desk / any other department related to travel & tourism immediately after the end of the first and Second year during the vacation.

The students should submit a report of about 30 to 40 typed pages containing the reports of study tour, Travel agency/Tour operator/Airport training to the Head of the Department (HOD) of Travel and Tourism Management of the college on or before the notified date of submission.

Once a student has properly completed the training(s) / study tour during the degree programme and submitted the reports satisfactorily to the HOD, he/she need not repeat the training(s) / study tour during the period of the course.

Project Work

The students should submit the Project Work of about 60 to 80 typed pages, with certificates from the Supervising teacher and Principal on or before the notified date of submission.

The Project Work will be externally and internally evaluated at the end of the third Year

INTERNAL ASSESSMENT

The internal assessment should include the following for all the courses:

Attendance (weightage-1),

Test Papers (weightage-2),

Assignment (weightage-1) and

Viva & Seminar (weightage-1)

Except for the project work and Report evaluation & Viva Voce.

The Grades of internal assessment shall be communicated to the Controller of

Examinations by the Head of the Department before the commencement of the external examinations.

The title of the papers mentioned in the syllabi may be changed by the authorities in the subsequent year.

(ii) The Medium of instruction and examination shall be English/Hindi/Sanskrit sanctioned by the University at the time of affiliation or MOU. In case of instruction and examination language sanctioned by the University other than Sanskrit and English the concern institute has to coordinate with the Examination section to avoid further inconvenience.

6) A collegiate candidate shall submit his application form for admission to the examination through the Principal of his / her college and in respect of University Departments, candidate through the Head of Department within the dates prescribed in this behalf by the University.

7) The rules regarding getting grace marks for passing in examination or getting higher class or getting distinction in a subject shall be applicable as per the provisions mentioned in the syllabi prescribed for the course or the applicable ordinances.

8) The examination leading to the U.G. course (Degree) semester pattern shall be held at the end of semester once in a year at such places and on such dates as may be decided by the University.

9) The following shall be the examinations leading to the Degree There shall be six semesters:

First year : Semester – I & Semester – II examination,

Second year : Semester – III & Semester – IV examination,

Third year : Semester – V & Semester – VI examination,

10) **The duration:**

The duration of the course shall be of three academic years, each being of 180 academic days. The three academic years divided into six semesters viz, **I, II, III, IV, V and VI**, each of 90 academic days.

11) **Medium:**

The Medium of question paper and instruction shall be Sanskrit/ English / Hindi as decided by the University and mentioned specifically in the University affiliation letter or MOU letter. The decision of Vice

Chancellor will be final in case of any dispute related to Medium of language.

12) **Eligibility for Admission:**

As mentioned in the syllabi approved by the University and will be change time to time.

13) **Fees:**

The fees for the Admission, Examination and other different activities shall be as prescribed by the Authorities of the University, from time to time and whenever any change is made in the fees prescribed for any particular examination that shall be notified.

14) **Number of papers:**

The title of the papers mentioned in the syllabus may be changed by the authorities and such changes will be intimated to the students. The scope of the subjects shall be as indicated in the respective Syllabus. In semester V and VI the students will have to opt for any one elective subject.

15) **Credits:**

For the number of subjects in each semester and its individual credits per subject and total credit for each semester shall be applicable as mentioned in the syllabi.

16) **Total Marks:**

The subject to be examined shall be as per the syllabus. The examination of each semester shall comprise of aggregate of 1100 marks. Scheme of examination pattern and marking scheme for minimum passing is prescribed as mentioned the syllabi.

The scheme of examination and number of papers for examination may be changed by the Board of Studies as per the need of the time and such changes will be notified from time to time. The Semester I, III&V examinations will be held in winter. The Semester II, IV&VI examinations will be held in summer.

17) **Admission as External Student –**

There is no provision for external admission.

18) **A.T.K.T. facility -**

An examinee who has failed at an examination shall be allowed to keep next higher term if she/he has passed in **one-third of the subjects prescribed for the examination taken together**. Fraction if any, will be ignored.

However, for admission to the fifth semester the candidate should have passed all the papers of the I & II semesters.

The candidate may appear for all the examinations as per the provision of ATKT simultaneously but his result of final semester shall not be declared unless he is declared successful at lower examinations.

Withholding the result -

However his/her result will be withheld-

- 1) If he/she has not cleared all the Semester examinations
- 2) If the required fee is not paid
- 3) If the no due certificate is not submitted.
- 4) If the original Transfer Certificate is not submitted.
- 5) If the case is submitted to unfair means-committee.

There shall be no division wise classification of examinees successful at the Semesters – I, II, III, IV and V examinations.

19) **Admission procedure:**

A collegiate candidate shall submit his / her application form for admission to the examination through the Principal of his / her college and in respect of candidates of University Departments, through the Head of Department within the dates prescribed in this behalf by the University.

- 20) **Grade - Grade -** The marks will be given in all examinations which will include college assessment marks and the total marks for each Theory /Practical shall be converted into Grades as per Table 1

Table 1: Conversion of marks to grades in credit system

Marks Obtained	Grade	Grade Points	In Words
100-75	O	10	Excellent
74.99-65	A	9	Very Good
64.99-60	B	8	Good
59.99-55	C	7	Average
54.99-50	D	6	Satisfactory
49.99-35	E	5	Pass
Below 35	F	0	Fail

- A student failed to score minimum 35 % marks in each head of passing and in aggregate shall be given F grade.
- A student who passes the internal tests but fails in Term End Examination of a course shall be given F grade.
- Student with F grade in a course would be granted credit for that course but not the grade for that course.
- Grade points earned in each paper shall be calculated as – Grade points obtained (vide Table 1 above) x Credits for the paper.

The computation of Semester Grade Point Average (SGPA) of an examinee shall be as given below:-

- SGPA shall be calculated based on Grade Points corresponding to Grade as given in Table 1 and the Credits allotted to respective Theory / Practical shown in the scheme for respective semester.
- SGPA shall be computed for every semester and CGPA shall be computed only in IV semester.

Table 2

SGPA	=	$C1 \times G1 + C2 \times G2 + C3 \times G3 + C4 \times G4$ $+ C5 \times G5 + C6 \times G6$
		$C1 + C2 + C3 + C4 + C5 + C6$

Where

C = Credit of individual Theory / Practical

G = Corresponding Grade Point obtained in the Respective Theory / Practical

Cumulative Grade Point Average (CGPA)

The CGPA of all semester shall be calculated based on SGPA of all four semesters as per following computation:-

Table 3

CGPA	=	(SGPA) I x (Cr) I + (SGPA) II x (Cr) II + (SGPA) III x (Cr) III+ (SGPA) IV x (Cr) IV + (SGPA) V x (Cr) V + (SGPA) VI x (Cr) VI
		(Cr) I + (Cr) II + (Cr) III + (Cr) IV + (Cr) V + (Cr) VI

Where,

(SGPA) I = SGPA of I Semester

(Cr) I = Total Credits for I Semester

(SGPA) II = SGPA of II Semester

(Cr) II = Total Credits for II Semester

(SGPA) III = SGPA of III Semester

(Cr) III = Total Credits for III Semester

(SGPA) IV = SGPA of IV Semester

(Cr) IV = Total Credits for IV Semester

(SGPA) V = SGPA of V Semester

(Cr) V = Total Credits for V Semester

(SGPA) VI = SGPA of VI Semester

(Cr) VI = Total Credits for VI Semester

Table 4. The conversion of CGPA in to grade shall be as follows

CGPA	Final Grade
9.01 - 10.00	O
8.01 - 9.00	A
7.01 - 8.00	B
6.01 - 7.00	C
5.01 -6.00	D
3.5 - 5.00	E
Below 3.5	F (Failed)

Final Mark List will only show the grade and grade points and not the marks.

21) **Distinction and class-**

Distinction:- CGPA equal to 7.5 and above shall be considered as distinction in that particular subject.

First Class: CGPA equal to 6.00 and above shall be considered as equivalent to First Class which shall be mentioned on Grade Card of IV Semester as a foot note.

Second class: CGPA from 4.5 to 5.99 shall be considered as second class in that particular subject.

Third class: CGPA from 3.5 to 4.49 shall be considered as third class in that particular subject.

22) **Number of Attempts to clear the exam as per old syllabus:** In case of new syllabus being implemented, the student shall have total three consecutive attempts (including the year he/she has first appeared for the exam) to clear the examination as per the old syllabus.

After the last allowed attempt, if he/she fails in the exam the student has to take re admission into the same year of new course.

Note: Under such conditions, all the subjects of new course in which the student will be examined will be as per the **equivalence and absorption** scheme provided in the new course.

However, that student cannot avail any scholarship or other advantages from the university or government.

Not Fit for the Course (NFC):

If examinee failed to pass the program within five successive years (for six semester degree) from the date of his / her first admission to particular program he/she shall be declared as **“Not Fit for the Course (NFC)”** and he/she will not be allowed to appear further for any previous examination of the course.

23) In order to pass in the Examination an examinee shall obtain in each subject not less than the minimum marks / Credit as indicated in the Syllabus.

24) In order to pass in the Examination an examinee shall obtain in each subject not less than the minimum marks / Credit as indicated in the Syllabus.

- I. There shall be Assignments as Continuous Class Assessment (Internal marks for theory) and the average of the marks obtained in CCA shall be sent to the university as the College assessment marks (Internal marks for theory).
- II. The HOD/Principal shall maintain in his/her office the complete record of the marks obtained by the candidate in the Assignment. The same shall be submitted, before the commencement of the University Examination, to the registrar in a sealed envelope.
- 25) The examinee at each of the examination shall have option of not being declared successful at the examination in case he/she does not secure a minimum of grade equivalent to 35% marks at the examination. This option will have to be exercised every time the application is submitted to any of the examinations. Once this option is exercised, the option shall be binding on the examinee and it shall not be evoked in under any circumstances.
- 26) During the IV Semester an educational tour comprising of 8-10 days shall be compulsory. A short tour/factory visit of 2-3 days shall be arranged for IV semester Students.
- 27) After completion of Semester III examination an internship comprising of 20 weeks/ 5 Months Industrial training in the Hotels accepted by the Head of the Institutions shall be a compulsory part as prescribed.
- 28) **Project Work Scheme / Guidelines for the Students, Supervisors and Examiners**
- Every student is required to carry out **Experimental / Field Based Project Work** (semester VI) on a related research topic of the subject /course. It must be an original work and must indicate some degree of experimental work. On the basis of this work, student must submit the Project Report (typed and properly bound) in two copies at least one month prior to commencement of the final Practical/lab Examination of Semester VI.

**Absorption Scheme for Bachelor of Art Travel & Tourism (Old Course)
To Bachelor of Art Travel & Tourism (New Course) semester pattern**

29) **Absorption Scheme:**

1) While switching over to semester pattern, the failure students of annual pattern will be given three chances to clear the examination. 2) The candidates who have cleared first year annual pattern examination in the subject shall get admission to third semester directly by match-able scheme as under. However, candidates who are allowed to Keep Term will not be eligible for admission to third semester unless and until they clear all the papers and practical's of first year annual pattern examination.

30) **Ex- student:**

An examinee who either does not pass or fails to present himself at the examination shall be eligible to appear as an ex-student at any subsequent examination without prosecuting a regular course of study on payment of fresh fees and such other fees as may be prescribed in this behalf.

Provided that an examinee who fails in practical/oral examination may present him / her again for the examination in practical/oral.

**KAVIKULGURU KALIDAS SANSKRIT VISHWAVIDYALAYA,
RAMTEK, MAHARASHTRA**

BACHELOR OF ART TRAVEL & TOURISM COURSE

(Semester Pattern Question Paper for all semesters all subjects)

Scheme for Theory Examination

Duration for each theory Examination : As presented in Syllabus

Maximum Marks Allotted to each Theory : 60

Suggested Distribution of Marks-

Question No. 1: Answer any two out of four Questions (Max. Marks- 12) (6X2)
Two Questions from unit I, Two Questions from unit II.

Question No. 2: Answer any two out of four Questions (Max. Marks- 12) (6X2)
Two Questions from unit III, Two Questions from unit IV.

Question No. 3: Answer any two out of four Questions (Max. Marks- 12) (6X2)
Two Questions from unit V, Two Questions from unit VI.

Question No. 4: Answer any Four out of Six Questions (Max. Marks- 12) (3X4)
One Questions from all six units.

Question No. 5: Answer any Six out of twelve Questions (Max. Marks- 12)
(2X6) Two Questions from all six units.

BAT&T

T-101

Sanskrit in Tourism

Theory – 60

Sessional - 40

Total – 100

English Communication

Theory – 60
 Sessional - 40

 Total – 100

Objective - This is course is designed to improve Oral and Written Communication skills for proper and meaningful conversational interaction in the Tourism industry.

Outcome: Students are expected to learn & improve upon communication skills.

Unit 1	Content	Marks
I	Comprehension of an Unseen Passage	10
II	Report Writing <ul style="list-style-type: none"> • Feasibility Studies • Sales Report • Report on College Gathering • Summer Training etc. 	10
III	Business Correspondence: <ul style="list-style-type: none"> § Complaint letter • Enquiry letter • E-mail writing • Quotation letter 	10
IV	Creating a write-up for an event in the form of notices, circulars, advertisements, press notes, memos, etc. Writing a Bio-data / Résumé or Application for a job	10

V	<p>Précis Writing</p> <p>Expressing the same idea / thought in different ways /</p>	10
	<p>Paragraph writing</p>	
VI	<p>Remedial English</p> <p>Correction of common errors with emphasis on concord, phrasal verbs, tense sequence, use of prepositions, reference and dictionary skills.</p> <ul style="list-style-type: none"> • Linkers and cohesive device • Hotel Related Terminology • Grammar – Correction of common errors 	10

English Communication
(P R A C T I C A L)

Final Examination 50 Marks.

Objective - This is course is designed to improve

A) Business Communication in the form of --

1. Need, purpose, nature, models
2. Channels of Business communication
3. Selection of channel

B) Organizational Communication

1. Upward, Downward, lateral, purpose, functions
2. Written communications

§ Advertisements

§ Press notes

§ Notices

§ Circulars

§ Memos

Topic	C O N T E N T	MARKS
1.	Situational role play. Students will be taught to communicate effectively in correct grammatical English while dealing with numerous problems at the working place. Handling meetings, Types of meetings, Structuring a meeting : agenda and minutes, Conducting a meeting	15
2.	Telephone conversational skills	10
3.	Interview Techniques	10
4.	Grammar	10
5.	Newspaper Reading	05

Books Recommended:-

1. Wren and Martin – English Grammar
2. Examine your English by Margaret M. Malson, published by Orient Longman
3. Common Mistakes in English by T.J.Fitkies, Published by Orient Longman
4. Developing Communication Skills by Krishna Menon and Meera Banerjee, Published by Macmillan India Ltd.
5. Communications in Tourism and Hospitality, Lynn Van Der Wagen, Hospitality Press.

Fundamentals of Tourism

Theory – 60
 Sessional - 40

 Total – 100

Objective: To invoke interest in students with basic concepts and contents of tourism studies.

Unit	Content	Marks
I	Tourism through Centuries (India & World), Ancient, and Medieval and Modern history of tourism Factors influencing the growth of tourism, Globalization and Tourism.	10
II	Significance of Tourism, social, economic cultural – Definition of travel, Traveler, Visitor, Excursionist, Tourist, Picnic – Concept, leisure and business. Typology and forms of tourism – International, Inbound, Outbound, interregional, intra regional, domestic, international, national and other forms Social tourism.	10
III	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, Characteristics of tourism products.	10
IV	Tourism as an Industry: Multi-sectoral and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors. Roles of Government and Private sector in tourism development –	10
V	Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers -Career opportunities in Travel Tourism & Hospitality Industry, Skills / attributes required for successful Tourism and Hospitality Career.	10

VI	Accommodation: History, essence, and scope of the Hospitality Industry, Evolution of lodging, Boarding and Lodging, Types of accommodation: Primary- Secondary, emerging trends in accommodation. Types of F&B outlets for	10
	visitors. Accessibility: Modes of tourist transportation. Attractions: Manmade & Natural attractions.	

Reference

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

Introduction to Hospitality

Theory – 60
 Sessional - 40

 Total – 100

Objectives: To explore various aspects of value creation through hospitality industry.

Unit	Content	Marks
I	Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevo bhavah, Expectations of the guest –. Classification & Categorization of Hotels - Hotel Ownership.	10
II	A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Floatels, Roatels - Apartels, Caravans, Capsule hotel. Major Hotel chains in India. – FHRAI, HRACC.	10
III	Introduction to hospitality industry and its distinctive characteristics – and Possession.	10
IV	Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas -Organizational structure and Functions - Major Departments - Types of hotel rooms – Use of ITin Hotel industry.	10
V	House Keeping: Organizational structure – important housekeeping activities in hotels –coordination with other departments – advantages of good housekeeping and problems of poor housekeeping. Job description of Executive Housekeeper. Food and Beverage Operations :Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service	10

VI	Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA,	10
	AH & LA.	

References

- RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis . L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Torusim and Hotel Management (Anmol Pub. New Delhi)
8. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
9. John R Walker - Introduction to Hospitality Management – Pearson Education India
- 10 S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

Unit	Content	Marks
I	<p>GEOGRAPHY AND TOURISM IN INDIA</p> <p>Geographical features of India – Physiography – Climate – drainage – Bio diversity-Landscape- Environment- Ecology. Geographical settings- Rivers, Backwaters, Lagoons.</p> <p>Meteorological information of India (Indian Climate)</p>	10
II	<p>Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).</p>	10
III	<p>Africa & Middle East – Tourist destinations – attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).</p>	10
IV	<p>Europe & America – tourism destinations – attractions and accessibility of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).</p>	10
V	<p>Importance of Photography and Basics of Photography.</p> <p>Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment - Different types of cameras, lenses, filters, Bellows, Converters etc, Understanding lighting-indoor and outdoor, Exposing and Focusing.</p>	10

VI	<p>Map Reading</p> <p>India and the sub continent - Location - Size and shape - Boundaries - political division - physical features - Northern mountain wall - the great plains — the peninsula plateau — the Coastal plain and islands</p>	10
----	---	----

Reference

1. Cooper and Fletcher, Tourism Principles and Practices, Prentice Hall.
2. Dennis L Foster, An Introduction to Hospitality, Prentice Hall.
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism Delmar (1999).
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007).
5. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers and Distributors.
6. Alan Lew, C. Michael Hall, Dallen J., Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth - Heinemann.
7. Colin Michael Hall, Stephen J. Page - The Geography of Tourism and Recreation Environment, Place and Space, Routledge.
8. Babu P. George, Alexendru Nedelea - International Tourism World Geography & Development Perspectives, Abhijeet Publications.
9. James A. Flots, Ronald P. Lovell, Fred C. Zwahlen, Jr (2002), Hand Book of Photography. 5th Edition, Delmar.
10. Singh, G., 2005. Map Work and Practical Geogra phy, Vikas Publishing House Pvt. Ltd., New Delhi.

BAT & T

P-105

Tourism Geography and Map Work

Sr. No.	Particular	Marks
1	Reading of Tertian map of India	10
2	Reading of weather map of three seasons i. summer ii. Monsoon iii. winter	10
3	Creation of Indian map highlighting Important Tourist Destinations, with various themes.	10
4	Outdoor Photography and destination album promoting Tourism.	10

BAT&T
T-106
Food Culture and Tourism

Theory – 60
Sessional - 40

Total – 100

Unit	Content	Marks
I	Classical Indian National Cookery • Introduction to Cuisines of India – Kashmir, Uttar Pradesh, Punjab, West Bengal., Assam, Orissa, Goa, Rajasthan, Maharashtra, Gujarat, Kerala, Tamil Nadu, Andhra Pradesh, Karnataka. Regional Specialty meals for tourist.	10
II	Ethnic traditions of Muslims, Jains, Christians, Parsis, Buddhists, Hindus, Sikhs	10
III	International Cuisine • Thai, Mexican, Greek, German, Great Britain, Lebanese, France, Italy, China, Russia, Spain, (Mediterranean); Japanese,	10
IV	International Cooking Geographical location, historical background, staple food with regional influence. Regional Specialty meals for tourist.	10

V	<p>Breakfast Cookery</p> <ul style="list-style-type: none"> • Snacks & Fast Food • International & Indian menus – Planning • Classical & Traditional items in breakfast. • Power Breakfast & ‘Brunch’: Concept for tourist. 	10
VI	<p>Parameters for Quantity Menu Planning for tour operations.</p> <p>□Menu Planning Aspects.</p> <ol style="list-style-type: none"> 1. Airlines 2. Seaways 3. Railway <ul style="list-style-type: none"> • Quantity & portions for Bulk production • Practical difficulties involves in Indenting. 	10

REFERENCES

1. Theory of cookery - Krishna Arora
2. Professional Charcutiere - John Kinsella, David Harvey; John Wiley & Sons NY
3. Basic Cookery - David R. Stevenson ; Staneley Thornes Ltd.
4. Prashad – Cooking with Indian Master - Inder Singh Kalra
5. Theory of Catering - Kinton Cesarani / Hodder & Stoughton
6. Basic Cookery - The Process Approach - Daniel R. Steven son / Stanley Thornes
7. Modern Cookery Vol I&II - Philip Thangam
8. Larousse Gastronomique

Semester II

BAT&T
T 201

Basics of Accounts

Theory – 60
Sessional - 40

Total – 100

UNIT	C O N T E N T	MARKS
I	<p>Commercial Organisation & Basics of Accountancy.</p> <ol style="list-style-type: none"> 1. Business: Meaning, Kinds and features. 2. Forms of Commercial Organisations: Sole, Partnership & Joint Stock Companies – Meaning, Features, Merits & Demerits. 3. Bank: Meaning, Kinds and Functions. 4. Insurance: meaning, Kinds and Types of General Insurance only. 5. Book-Keeping and Accountancy: Meaning, Scope (area of application), and Objective, Advantages and Disadvantages. Systems with features. 6. Double Entry System: Principles, Application, Nature, Advantages and limitations. 7. Classification of Income and Expenditures as a Capital, Revenue and Deferred (Simple problems only) 8. Classification of transactions as Real, Nominal & Personal with rules of Debit and Credit. 	10
II	<p>Journal & ledger [Recording, Posting, Balancing & Trial Balance :</p> <ol style="list-style-type: none"> 1. Vouchers as a Proof: Preparation and filling of vouchers. 	10

	<p>2. Journal: Meaning of Journal & its Advantages, Format of Journal with the utility of each column. Requirement of Journalizing.</p> <p>3. Journal Proper. Meaning, Scope and application.</p> <p>4. Ledger: Meaning of ledger, Division of ledger. Rules of Posting.</p> <p>Balancing of ledgers, Kinds of Balances [simple problem only]</p> <p>5. Trial Balance: Meaning, Objectives and Advantages of Trial Balance.</p> <p>System of preparation / Presentation of Trial Balance. Simple problem on Preparation of Trial Balance.</p>	
III	<p>Cash Book and Bank Reconciliation Statement:</p> <p>Cash Book: Meaning, Special feature of a Cash Book as a Journal and a Ledger. Classification of Cash Book as Single, Double and Triple column. Simple Problems on Triple column cash Book Only.</p> <p>Meaning of Discount, its types and treatment with Distinction.</p>	10
IV	<p>Bank Reconciliation Statement – Need of bank Reconciliation Statement and its usefulness. Preparation of Bank Reconciliation Statement. Meaning of Regular Balance and Overdraft (simple problems)</p> <p>3. Petty Cash Book- Meaning and special feature with draft and systems.</p> <p>Meaning of House Bank, Cash Bank, Cash Float and Due Back. Imp rest</p> <p>system of Petty Cash Book with its advantages (simple problems only)</p>	10
V	Branch, Departmental, Franchising & Joint Venture	10

	<p>Accounting:</p> <ol style="list-style-type: none"> 1. Branch: Meaning, Kinds, Merits & Demerits. 2. Preparation of Branch Account in the books of head office. 3. Departments: Meaning, Kinds, merits and demerits. 4. Preparation of Departmental Income statement. 5. Preparation of Departmental Balance sheet. 6. Franchising: Meaning, features, Merits & Demerits, Distinction between Franchising & agency or Distributorship. 7. Joint Ventures: Meaning, features, Merits and Demerits. 8. Preparation of Joint venture Accounts. 	
VI	<p>Receivables Management & Single Entry System:</p> <ol style="list-style-type: none"> 1. Meaning, Scope and Advantages of Receivable Management. 2. Problems on receivables management. 3. Meaning, Features, merits & demerits of Single Entry System. 4. Distinction between Single & Double Entry System. 5. Problems on computation of profit or loss from the given data. 	10

Books Recommended:

1. Basic Financial Accounting for Management Prakash Shah First 2007 Reprint 2008 OXFORD University Press
 2. Modern Accountancy - Vol. I A. Mukharjee M. Hanif -- Tata – MacGraw Hill Publishing Co. Ltd. New Delhi.
 3. Book – Keeping and Accountancy -- -- Any Publication for XII commerce standard
 4. Organisation of Commerce -- -- Any Publication for XII commerce standard
- www.maharashtratourism.net/

BAT&T

T 202

Tourism Products of Maharashtra

Theory – 60

Sessional - 40

Total – 100 Objective : To promote tourism in Maharashtra.

Unit	Content	Marks
I	Maharashtra tourism: an overview – geographical features of Maharashtra in brief, climate, flora and fauna, society and culture, favorable condition for tourism growth in Maharashtra.	10
II	Cultural resources – Style of architecture, classical art forms, folk arts, martial art forms, traditional art forms, handicrafts, painting, forts, palaces, museums, art galleries, parks, other man-made attractions.	10
III	Natural resources: Flora and fauna, major wild life sanctuaries, waterfalls, national park, biodiversity, hill stations, caves, beaches, islands, Mangroves, farms and plantations, ecotourism in Maharashtra (all in brief).	10
IV	Developments in Maharashtra tourism: Department of Tourism, role of MTDC, ITDC, Ecotourism Directorate, Maharashtra tourism policy, Tourism vision statement. Sustainable Tourism.	10
V	Maharashtra tourism Marketing and promotion, Travel marts, Road shows, publicity materials, sustainable tourism prospective in Maharashtra, public and private participation, role of local bodies in tourism.	10
VI	Fairs and Festivals of tourism Significance –Religious festivals (Holi, Dusshara /Durga Pooja, Deepavali, Ramzan, Christmas) Regional festivals (Ganesh Utsav / Marbat), Music festivals, (Kalidas Mohatsav), Dance Festivals (SCCZ), Temple Festivals (Ram Navmi, Durga Pooja), Fairs (Durga Pooja).Gastronomy tourism.	10

BAT&T

P 202

Tourism Products of Maharashtra

Sr.No.	Particulars	Marks
1	Presentation on Maharashtra Tourism	10
2	Assignment on tourism products of Maharashtra	10
3	Power-point presentation on any one unexplored destination in Maharashtra.	10
4	Assignment on fairs and festivals of Maharashtra.	10

BAT&T

T 203

Culture & Civilization of India

Theory – 60

Sessional - 40

Total – 100

Unit	Content	Marks
I	India's rich heritage - Concept, Fundamentals of Culture, Essential Features, Culture and tourism Relationship, archaeological sites - ancient monuments and diverse, monuments and architecture, religion and religious festivals - cultural and artistic heritage of India - dance, music, sculpture, painting, etc.	10
II	Himalayas - the proud crown of India - Himalayan ranges, valleys, peaks, meadows, hill stations - mountaineering and adventure tourism in Himalayas.	10
III	Wildlife Resources of India - Major national parks and wildlife sanctuaries in India – bio-reserve centres – bio diversity and eco system.	10
IV	Fairs and Festivals in India - desert tourism in India - beaches & backwaters, religious tourism, Adventure tourism, Fort Tourism.	10
V	Major attractions in North India, Major attractions in South India, Major attractions in East India, Major attractions in West India. Major attractions in Central India. Indian Cuisine an overview on its impact on tourism.	10
VI	Temple Architecture: Dravida – Nagara – Vesara – Different phases of Architecture - Contribution of Sungas, Satavahanas and the Kushans – Gandhara art – The architectural designs of the Guptas.	10

References

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.

2. India - A Travellers Companion by Pran Nath Seth.

3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi - 7.
5. Cultural Tourism & Heritage Management - by Shalini Sign, Rawat Publication, Jaipur.
- 6 K.A.N. Sastri, Age of the Nandas and Mauryas, New Delhi 1967.
- 7 Percy Brown: Indian Architecture.
- 8 Srinivasan K.R – Temples of South India.
- 9 Fergurson, James – History of Indian and eastern Architecture; 1876 Revised and Edited by James Burgess 2, vol.1910.
10. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi - 19.
11. Tourism in India - K.K. Sharma, Classic Publishing House, Jaipur.
12. Invitation to Indian Dances by Susheela Misra Arnold Publishers, New Delhi - 29.

BAT & T

T 204

History of Tourism

Theory – 60

Sessional - 40

Total – 100

Unit	Contents	Marks
I	History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences	10
II	Methodology for History of Tourism, Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travelers and Travelogues of Ancient and Medieval World.	10
III	Tourism - basic concepts, Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism Tourism Products - definition and Characteristics.	10
IV	Ancient Civilization and social conditions- Egypt, Mesopotamia, India, China, Rome, Middle East. Middle Ages, Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations	10
V	Tourism activity in the ancient and medieval world: Seven wonders of the world Tourism. Pilgrimage Tourism (Hindu, Buddhist, Jain, Christian and Islamic) Tourism and Spectator Sports (Olympics, Common Wealth sports), Resorts and Spas, Tramping, Royal Tourism and Educational tours	10
VI	Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East	10

BAT&T

P 204

History of Tourism

Sr. No.	Particular	Marks
1	Presentation on Tourism activity in the ancient and medieval world.	10
2	Global Map highlighting Trade Routes- Silk Route and Spice Route on ancient world	10
3	Pilgrimage Tourism (Hindu, Buddhist, Jain, Christian and Islamic)	10
4	Spectator Sports Tourism (Olympics, Common Wealth sports).	10

REFERENCE BOOKS

1. Burkart and Medlik Tourism: Past, Present and Future
2. Collingwood The Idea of History
3. Gilbert Sigeauxz History of Tourism
4. Maisels Ęarly Civilisations of the Old World
- 5.. McIntosh, Goldner, Ritchie Tourism: Principles, Practices, Philosophy
- 6.. Nisbet Social Change and History
7. Nora Starr. Viewpoint
8. Ratnagar Trading Ecounters
9. Roger Housden Sacred Journeys in a Modern World
10. T. Walter Wallbank Civilisations Past and Present World Civilization encyclopedias (Time-Life, Readers Digest and others) Special Issues of Annals of Tourism Research – History of Tourism – quarterly, University of Michigan.

BA T&T

T 205

Tourism and Environmental Studies

Theory –60

Sessional - 40

Total – 100

Aim of the course

The course aims at sensitizing the environmental aspects of tourism

Objectives of the course

- To understand the basics of environment.
- To study the environmental impacts of tourism.
- To study the environment conservation role of tourism

Unit	Content	Marks
I	Environment, Ecology, Environmental factors (Ecological factors) - Climate, topography, Edaphic and biotic factors. Ecosystem, Kinds of ecosystem, Structure of ecosystem, Characteristics of an ecosystem, Food Chain – Food Web.	10
II	Basic properties of eco-systems and their relevance in the context of tourism - diversity (habitat, species, community), absorbing capacity - carrying capacity: types, factors affecting – resilience – stability – dynamics - multi- functionality - integrity.	10
III	Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention. Conservation in India –CRZ – Tourism as strategic tool for environmental protection.	10
IV	Impact of Tourism on environment: Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.	10
V	Ecotourism – definitions and principles of ecotourism –Local participation - Ecotourism resources in India - Responsible tourism - Alternative tourism - ecological planning considerations in tourism- environmental ethics in tourism - Sustainable development –Sustainable development of tourism.	10

VI	Current issues in Environmental Studies - Changing trends, Environmental and health hazards - Air, noise, visual pollutions crimes-human rights and tourism related issues-Trafficking in women and children-Drug Trafficking-Deposition and displacement of people. Green Practices.	10
-----------	---	----

Reference

- 1.J Tyler & Miller: Living in the environment
- 2.DL Manjunath: Environmental Studies, Pearson Education New Delhi (2007)
- 3.S.C Nigam Ecotourism and sustainable Development : Rajat Publications – New Delhi
- 4.WTO: Sustainable Tourism.
- 5.Brandon K: Ecotourism and Conservation
- 6.David A Fennel:
- 7.Butler RW: Tourism Environment and Sustainable Development.
- 8.Richard Wellford: Corporate Environment Management.

BAT&T

T-206

Tourism Principles and Practices

Theory – 60

Sessional - 40

Total – 100 Objective : To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

Unit	Content	Marks
I	Tourism Demand – Demand - Meaning, Definition, Measurement of Tourism Demand, Tourist Statistics – Types of tourist statistics – Tourism Barometer, Methods of measurement – Problems – Statistical review of spenders and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Maharashtra.	10
II	Tourism Impacts an overview – Economic benefits and issues with examples from the national context – Applicability of Multiplier effect in tourism – Social impacts (Positive and Negative) – Cultural impacts (negative and positive)	10
III	Environmental impacts (positive and negative) – Green’s Checklist of Environment impacts. Environmental education and Legislation –needs and strategies with special emphasis on Tourism –Suggestion for Long term sustainable tourism activities - a critical review of tourism Policy and Ecotourism Policy of India	
IV	: Planning and Developments Development of tourism, Evolution of destination, Tourism area life cycle concept (TALC), stages in development – tourism planning – needs and importance of planning – steps in tourism planning – Environmental and other considerations in tourism planning – carrying capacity meaning types – visitor management, meaning, various visitor management measures.	10
V	Tourism policy – meaning and scope – importance – tourism policy in India, familiarization of recent policies (82, 92, 2002) – recent tourism policies in Maharashtra, Sargent Committee 5 year plan, – familiarization, Maharashtra tourism vision 2020 – Responsible tourism policies – implementation process.	10

VI	Ethics – meaning and importance, level of business, ethics, stakeholders level, social level, internal policy level, ethical issues concerning tourism –Environment consideration, Cultural ethics, Waste management in tourism –need for involvement of local community, ethics in marketing.	10
----	--	----

References

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. www.worldtourism.org

Semester III

BAT&T
T- 301

Sanskrit

BAT&T

302

Tourism Informatics

Theory – 60

Sessional - 40

Total – 100

Course Objectives

1. To familiarize the students with the office automation and communication technologies used in business, and
2. To make them proficient in using computer for routine tasks like data retrieval, data analysis, accounting and report generation.

Unit	Content	Marks
I	Overview of Information Technology: Evolution of computer, Application areas of computer, Benefit and limitations of computers, Features of the modern personal computer and peripherals. Types of Computers.	10
II	Overview of Operating Systems & major application software. Introduction to e-Commerce & Online operations. Computer networks & Internet, wireless technology. Introduction to Credit cards, internet banking, ATM.	10
III	Internet access methods – Dial-up, DSL, Cable, ISDN, Wi-Fi - Internet as a knowledge repository, academic search techniques, plagiarism, introduction to use of IT in teaching and learning. Digital divide, IT & development, the free software movement, software piracy, cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones.	10

IV	IT and Disintermediation in Tourism, Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV, Smart Cards -Access control – security chips - biometric security systems, biometric passport/e-passport.	10
	Use of GPS & GPRS technology in Tourism.	
V	History and development of CRS, Introduction to GDS (Galileo / Amadeus), Structure of GDS, Use of GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing - Online ticketing: Travel portals, present trends, Internet as a tool for tourism promotion.	10
VI	Case Study of the website www.maharashtratourism.in , Basic computer operation and Keyboard Familiarization, Familiarization with Internet (browsing, Email management and Web searching).	10

Essential Reading

1. Technology in Action, Pearson
2. V. Rajaraman, Introduction to Information Technology, Prentice Hall
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas, Rs. 180
4. Peter Norton, Introduction to Computers, 6e, (Indian Adapted Edition)
5. Jagmohan Negi, Air Travel Ticketing And Fare Construction, Kanishka P P 302 Tourism Informatics

Term work 50 Marks.

Final Examination 50 Marks.

Tourism Informatics Tourism Informatics

- 2 Practical windows Utility Tools
- 3 Practical related to MS-WORD
- 3 Practical related to MS EXCEL
- 3 Practical related to MS POWERPOINT
- 1 Practical related ATM Operations 3
- Practical related Internet.

Books Recommended

1. Computer Fundamentals: P.K. Sinha, BPB Publications
2. MS WORD made easy
3. MS EXCEL made easy
5. MS POWERPOINT made easy

BAT&T

T 303

Tourism Products of India

Theory – 60

Sessional - 40

Total – 100

Unit	Content	Marks
I	India's rich heritage - archaeological sites - ancient monuments and diverse, monuments and architecture, religion and religious festivals - cultural and artistic heritage of India - dance, music, sculpture, painting, etc.	10
II	Himalayas - the proud crown of India - Himalayan ranges, valleys, peaks, meadows, hill stations - mountaineering and adventure tourism in Himalayas.	10
III	Wildlife Resources of India - Major national parks and wildlife sanctuaries in India - bio-reserve centres - bio diversity and eco system - Wildlife Protection Act, 1972 (Introduction).	10
IV	Fairs and Festivals in India - desert tourism in India - beaches & backwaters.	10
V	Major attractions in North India, Major attractions in South India, Southwest India.	10
VI	Major attractions in East India, Northeast India , Major attractions in West India.	10

References

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India - A Travellers Companion by Pran Nath Seth.
3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi - 7.
5. Cultural Tourism & Heritage Management - by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi - 19.
7. Tourism in India - K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by Susheela Misra Arnold Publishers, New Delhi - 29.

BAT&T

T 304

Air Fares Ticketing and Related Law

Theory – 60
Sessional - 40

Total – 100

Objectives: To equip the students the mechanism of airfare ticketing exercise.

Unit	Content	Marks
I	Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy. Role of AAI and DGCA. A brief account of IATA / ICAO- Warsaw -Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.	10
II	Airline Terminology – Airports and offline stations served by airlines – Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul& long haul, Low Cost Carriers. Cabin Crew - In flight services - Types of class – upgrading &downgrading.	10
III	Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares. Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items –carriage of live animals –dangerous goods. Credit cards –UATP and other commercial credit-cards - BSP.	10
IV	- Codes of Airlines - 2 letter codes - 3 letter city codes - airport & of line stations served by airlines- Abbreviations used in airlines, its fleet,– Types of journeys (OW, CT,RT, OJ, RTW)-	10
	-Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation.	

V	<p>Passenger Ticket</p> <p>: Different Coupons – ticketing instruction & ticketing conjunction tickets- open tickets, E-tickets & its advantages, Miscellaneous charges order (MCO) & Prepaid Ticket Advice(PTA); Currencies and their three letter codes - How to do the rounding off units of rate of exchange Referring to airline Timetable, TIM, OAG, PAT</p>	10
VI	<p>International Sale Indicators - Global Indicators. International Fare Construction based on IATA& UFTAA Fare Formula and Basics steps using Mileage System – OW, RT, CT. Exercises on ticketing - OW, RT, CT Case study of Air India and Jet Airlines</p>	10

References

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

BA T&T

P 304

Air Fares Ticketing and Related Law Term

work 50 Marks.

Final Examination 50 Marks.

Practicals

1. Air Fare and Ticketing
2. Visit to travel agency for practical exposure
3. Fare Construction
4. Itinerary Planning
5. Product Presentation
6. Preparing Brochures

References

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

BAT&T

T 305

Tourism Marketing

Theory – 60

Sessional - 40

Total – 100

Aim of the course

The course aims at equipping the student with the fundamentals of marketing.

Objectives of the course

1. To understand the basic concepts of marketing 2.

To study the importance of marketing in tourism.

Objectives:

- To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- To expose the students to the latest trends in marketing.

Unit	Content	Marks
I	Marketing – meaning – scope – modern concepts of marketing – importance of tourism and hospitality marketing – Meeting human needs, wants and demands – service characteristics of Tourism and Hospitality marketing. Marketing and Marketing research – meaning – scope - process- scope of marketing research in tourism.	10
II	Tourist behavior & Psychology – factors affecting - cultural, social, personal and psychological factors– the buyer decision process. S-T-P Strategy – Segmentation – basis for segmenting – segmenting the Tourist Market - market targeting – market positioning. Psychological determinants of demands for tourism. Kind / types of tourist.	10

III	<p>Marketing Mix – importance of marketing mix – 8P’s of tourism & hospitality marketing mix(Place, Price, Promotion, Product, People, Physical Evidence, Process and Possession) - Product: Steps of new product development – product lifecycle stages</p> <p>Branding (Case study of Maharashtra tourism).</p> <p>Pricing: factors influencing pricing – general pricing approaches – pricing strategies in tourism.</p>	10
IV	<p>Channels of distribution: Functions - Logistics - Channel strategies – marketing intermediaries in the tourism industry – direct marketing and its characteristics – scope of direct marketing in tourism.</p>	10
V	<p>Marketing Communication – Integrated Marketing Communication – DAGMAR approach – Mass Communication - mass media. Advertising: definition — objectives of advertising – advantages and disadvantages of advertising – Advertising media – Advertising media in tourism.</p>	10
VI	<p>Advertising and publicity in tourism:- Brochures, Newsletters, Magazines, postures, exhibitions, trade fairs, films, radio, TV. - Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.</p>	10

REFERENCES

- 1.Ravi Shankar Service Marketing
- 2.Nimit Chaudhary – Service Marketing
- 3.Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
- 4.Holloway and Robinson, Marketing for tourism, Longman publisher, London
- 5.SM Jha: Tourism Marketing
- 6.Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
- 7.Marketing Management: Keller& Kotler
- 8.Naresh Malhotra – Marketing Research
- 9.Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India

BAT&T

T 306

Eco-Tourism

Theory – 60
Sessional - 40

Total – 100

Unit	Content	Marks
I	Introduction to Eco Tourism : Definition, Concept , Growth & Principles, Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.	10
II	Tourism: Environmental Relevance, Eco – tourism in 3 rd World Countries. Problems, prospects for sustainability. Concept of carrying capacity Eco – tourism as worldwide phenomena.	10
III	Concept and planning of eco – tourism destinations, Developing and implementing Eco tourism guidelines for wild lands and neighboring communities,	10
IV	Eco – tourism and community development. Law pertaining Setting up of accommodation unit in eco-zones.	10
V	Conference, convention & declaration related to environments Johannesburg, Rio – declaration (Agenda 21), Quebec declaration Travel & Tourism Management Syllabus	10
VI	Environmental Code of conduct and related certifications ISO Certification.	10

Reference Books

1. Global Eco Tourism
2. Codes-Protocol & Charter Prabhas Chandra
3. International Eco Tourism Environment Rules & Regulation Prabhas Chandra
4. Travel & Tourism Cottman
5. Tourism System- Introductory Text Mik & Morrivon
6. Tourism & Sustainability Mowforth Routh Udge

BAT&T
T 501
Sanskrit

Theory – 60
Sessional - 40

Total – 100

BAT&T

T 502

Global Tourism

Sessional

Total – 100

Aim of the course

The course aims at introducing the student about the major tourist destinations in the world.

Unit	Content	Marks
I	Globalization & tourism sector Globalization & the business world, the tourism industry, Challenges, Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements. Types of international Tourism Inbound and Outbound. Countries and their National Decorations (Flags).	10
II	The emergence of international hotels & tourisms Historical aspects, development of chains, development abroad, airline connection. Trends in terms of tourist arrival and tourist receipts in inbound tourism at the global level.	10
III	Political aspects of the international travel, tourism, Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz : WTO, IMF, Il.1A, Need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management Inbound and Outbound tourism trends in Europe, America and Africa.	10
IV	International rules & regulations -a brief study International tourism sales & marketing. Inbound and Outbound tourism trends in East Asia Pacific(This	10

	diverse region includes China, Fiji, Indonesia, Korea, Malaysia, Philippines, Solomon Islands, Thailand, and Vietnam.), Middle East(Iran, Iraq, Turkey, UAE, Sudan and Egypt) and South Asia(Afghanistan, Bangladesh, Bhutan, India Maldives, Nepal, Pakistan, Sri Lanka).	
V	<p>Global competition & the future</p> <p>Long -term tourism growth trends, tourism growth in major regions,</p> <p>Problems and challenges before international tourism like climate change, terrorism, and Ethical issues.</p>	10
VI	<p>MICE Tourism (Meetings, Incentives, Conventions, Exhibitions)</p> <p>definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathi maidan, Delhi etc.</p>	

BAT&T

P 502

Global Tourism

Sr. No.	Particulars	
1	Contemporary trends in international tourist movements	20
2	Assignment on India International Trade Fair at Pragathi maidan.	20

REFERENCES

1. Rough Guides

2. Lonely Planet

3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism – Delmar (1999)

4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)

5. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers Distributors

6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann

7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge

8. Babu P George, Alexendru Nedelea- International Tourism

World Geography & Development Perspectives, Abhijeet Publications

BAT&T

T 503

Office Management

Theory – 60
Sessional - 40

Total – 100

Unit	Contents	Marks
I	Office- Meaning, Importance, Functions. Office Manager-Qualities, Functions, duties. Office organization-Meaning, Structure of an organization, Principles of Organization, Types of organization, Delegation, Decentralization, Departmentation	10
II	Office systems and routines- office routines, essentials of successful office system, Planning and designing office system, limitations of office system	10
III	Departments in an office their functions, Record management purpose , principles, Filing- advantages, characteristics of a good filing system, Advantages, Modern methods of filing, Indexing, filing routines,	10
IV	Office forms, Form designing, Forms control, Office stationary-types, control, Office cost reduction and cost saving-budgetary control	10
V	Business Reports-types of report, principles of preparation of reports, qualities of a good report, steps.	10
VI	Statistical Data- Phases of data collection, limitations of data, sources of data, methods and techniques to collect data, presentation of data, diagrammatic presentation of data.	10

REFERENCE BOOKS

4. Office Organization and management- S P Arora

BAT&T

T 504

Travel Agency Management & Tour Operations

Theory – 60

Sessional - 40

Total – 100

Objective: To understand various skills necessary for travel agency and tour operation business

Unit	Content	Marks
I	Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.	10
II	Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing	10
III	Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.	10
IV	Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.	10
V	Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.	10
VI	Guides Escorts and Interpreters : Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills and responsibilities of Guides Escorts and Interpreters, interpreting sites, escorts, Attributes of Guides Escorts and Interpreters -personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.	10

References

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

BAT&T

T 505

Innovative Practices in Tourism

Theory – 60

Sessional - 40

Total – 100

Unit	Content	Marks
I	MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathi maidan, Delhi etc.	10
II	Voyage tourism-tourist ships or cruise liners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outer space – international space station – space travelers – training needed for space traveler – lunar tourism.	10
III	Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam,vasthi, rasayana, lehyam, arishta etc.Naturopathy treatments – general idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation.	10
IV	Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism Sidha & Unani – cost effectiveness in India.	10
V	Professionalization of tourism – strategic management in tourism – impact of globalization on tourism & travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism.	10

VI	Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations – benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.	10
-----------	---	----

References:

1. Tourism Development Revisited. Edited by Sutheeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.41
5. Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi.
6. Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice – Dr. P.O. George (In press).
8. www.incredibleindia.org
9. www.keralatourism.org
10. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi – 6

BAT&T
P 505
Innovative Practices in Tourism

Term work **40 Marks.**

Final Examination **100 Marks.**

Case Study and Presentation on new concepts of Tourism.

Nomenclature of Tourism. (Agri Tourism, Birth tourism, Culinary tourism, Cultural tourism, Extreme tourism, Geo tourism, Heritage tourism, Medical tourism, Nautical tourism, Pop-culture tourism, Religious tourism, Slum tourism, Space tourism, War tourism, Wildlife tourism)

MICE Tourism

(Meeting Incentive Conferences & Exhibitions)

Rationale: To introduce to the students the MICE industry.

Unit	Contents	Marks
I	Introduction to MICE <ul style="list-style-type: none">- Definition, Evolution, Importance- Infrastructure for MICE- MICE as a supplement to tourism- Present scenario of MICE in India	10
II	Planning of Meetings <ul style="list-style-type: none">- Types of Meetings- Planning of conventions, conferences- Planning of exhibitions and expositions	10
III	Special Events Management <ul style="list-style-type: none">- Definition- Planning for special events- Understanding the target market- Management and implementation for special events- Preparing for special events- Budget for special events- Post event task / formalities	10

IV	<p>Organizations promoting MICE</p> <ul style="list-style-type: none"> - IACC (International association of Conference Centers) and ICPB (India Convention Promotional Burro) - ICCA (International Congress & Convention Association) - ITPO (Indian Trade Promotion Organization) - Role of Ministry of Tourism in MICE - Role of suppliers in MICE <p>University of Pune –MHMCT Revised Syllabus 2014 Page 70</p>	10
V	<p>Legal aspect of MICE</p> <ul style="list-style-type: none"> - Negotiation - Contract and risks - Labour issues and ethics in MICE 	10
VI	<p>Use of technology in MICE</p> <ul style="list-style-type: none"> - Internet, <p>Using Computer for different MICE applications, Using Mobile Apps for MICE.</p>	10

Learning Resources

Reference Books

1. Meetings, Expositions, Events and Conventions an Introduction to the Industry- George G. Fenich, Pearson Education
2. Study material of IGNOU on MICE
3. International Tourism- A. K. Bhatia,
4. Introduction to Travel & Tourism- Dennis L. Foster
5. Corporate & Business Travel- Thompson Smith, Jeanie M.
6. How to plan & book Meetings & Seminars- Williams Jud

Cultural Tourism

Unit	Contents	Marks
I	Tourism & culture, the effect of culture on tourism, culture and society, analyzing the culture & cultural changes.	10
II	Cultural tourism –definition introduction & meaning, importance of cultural tourism , types of cultural tourism, positive and negative impacts of cultural tourism merits and demerits of cultural tourism organizations promoting cultural tourism in India	10
III	Cultural tourism in India. Various destinations promoting culture of India. Scope and development of Socio cultural Tourism. Planning and development of new destinations promoting cultural tourism.	10
IV	Problems and challenges for development of cultural tourism. Renovation and restoration of monuments and archeological sites. Fast urbanization and changing consumer behavior.	10
V	International scenario on cultural tourism. Popular destinations promoting cultural tourism. Social and economic impact of international tourism.	10
VI	Strategies for cultural tourism-community attitudes, residents visitor relations, social carrying capacity, cultural strategies, Case studies on cultural tourism	10

References—

1. Tourism Operations and management, Oxford Publication. By Sunetra Roday.
2. Dynamics of Historical and Cultural and Heritage tourism. Kanishka Publishers, Ratandeep Singh.

T 601
Tourism Economics

Theory – 60
Sessional - 40

Total – 100

Unit	Contents	Marks
I	Meaning and Measurement of Tourism, Travel through ages, Tourism and employment generation, Tourism and revenue generation	10
II	Planning and staff, Financial planning, Organizing system, Organization structure, Authority relationship. Motivation to travel Time factor, regional planning consideration.	10
III	Tourism demand and supply, Foreign exchange and balance of payment, (BOP) through international trade on Tourism, Inflation and rate of exchange.	10
IV	Leadership (Conflict management), team management and decision making, Individual goals and organization goals,	10
V	Role of various Organization, Job design Socio-economic benefits and Average effects of tourism, Tourist arrival statistical analysis, Boosting Indian economy.	10
VI	Nature and scope of Economic Science. Theory of consumption and demand analysis. Theory of production and supply. Price Theory-Price regulation, Fixation of room rates Theory of money and banking, International trade. Public finance and public economic policy. Role of Government in promoting the industry since independence.	10

REFERENCE BOOKS

1. Tourism Development (Sterling) -A.K. Bhatia
2. Dynamics of Tourism (Sterling) - R.N. KAUL
3. Tourism Management (Sterling) - P.N. Seth
4. Fairservice, Economics of Tourism - Prague 1968
5. Economic Review of world Tourism - London 198

BAT&T

T 602

Theory – 60

Sessional - 40

Total – 100

Itinerary Preparation and Budgeting

Unit	Contents	Marks
I	Meaning of Itinerary, Need of itinerary, different type of itineraries, outline itinerary, detailed itinerary, process of itinerary preparation.	10
II	Planning for the itinerary. Study of various inbound and outbound itineraries published by SITA, SOTC, C&K, LPTI with their costing.	10
III	Domestic itineraries, special interest itineraries, difference between tour itinerary and tour programme with their costing.	10
IV	Feedback needed to make an itinerary, characteristics of best itinerary, feasibility check of an itinerary.	10
V	Useful linkages with hotel, transportation and excursion points, procedure of introducing new itineraries and problem involved in it.	10
VI	Budgeting Budget - Meaning and objectives of budgeting - Principles of budgeting - Qualities of a good budget - Revenue and capital budget - Performance budgeting and success of performance budgeting	10

REFERENCES:

1. Travel agency and tour operation concepts and principals- Jagmohan Negi
2. Encyclopedia of tourism management- PC Sinha
3. Tourism and travel concepts & principals- Jagmohan Negi
4. Regional development, tourism, hotels and travel trade- Jagmohan Negi
5. Sundaram K.P.M - fiscal economics
6. Andley and sundaram -Public finance theory and practice

Human Resource Management in Tourism

Theory – 60

Sessional - 40

Total – 100

Objectives: To give a conceptual understanding of human resource practices in organizations.

Unit	Content	Marks
I	Introduction to Human Resource Management—Importance-scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.	10
II	Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods..	10
III	Placement, Induction and Internal mobility of human resource. Training of Employees—need for training-objectives- approaches --method straining environment- areas of training- Training evaluation.	10
IV	Performance appraisal and career planning. Need and importance-objectives process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development.	10
V	Compensation management and grievance redressal. Compensation planning objectives- Wage systems- factors influencing wage system-.	10
VI	Grievance redressal procedure- discipline- approaches- punishment-essentials of a good discipline system. Labor participation in management.	10

REFERENCE BOOKS:

Human Resource Management- Text and Cases-- VSP Rao

Human Resource Management—Snell, Bohlander

Personal Management and Human Resources—Venkata Ratnam .Srivasthava.

A Hand Book of Personnel Management Practice—Dale Yolder.

BAT&T

T 604

Research Methodology in Tourism

Theory- 60

Sessional - 40

Total – 100

UNIT	C O N T E N T	MARKS
I	INTRODUCTION: <ul style="list-style-type: none">• Meaning and definition• Scope and purpose of doing research• Areas of Research• Research Procedure• Applications of Research• Problems of Conducting research	10
II	PROJECT THEME : <ul style="list-style-type: none">• Identifying theme of project• Selection of title• Description of Universe• Executive Summary• Statement of Research problem and research objectives• Rationale for conducting study	10
III	RESEARCH DESIGN & DATA COLLECTION: <ul style="list-style-type: none">• Primary research• Secondary research• Research approaches-observation, Experiment, survey• Research Instrument- Questionnaire, Mechanical.	10
IV	DATA ANALYSIS <ul style="list-style-type: none">• Classification	10

	<ul style="list-style-type: none"> • Tabulation • Analysis and Interpretation 	
V	<p>REPORT WRITING:</p> <ul style="list-style-type: none"> • Report format • Executive summary • Literature review • Findings • Conclusions and recommendations • Bibliography 	10
VI	<p>Data Collection and Presentation:</p> <p>Meaning types and Methods.</p> <p>Central Tendencies and dispersion.</p> <p>Analysis of time series, interpolation and index numbers.</p>	10

BOOKS RECOMMENDED:

1. Marketing Management, Philip kotler ; Prentice- Hall of India, New Delhi
2. Hospitality & Travel marketing, Alastair M. Morrison; Delmar Publishers Inc.
3. Marketing Research, Harper W. Boyd; Richard D. Irwin, Inc., All India Traveller Book Seller, Delhi.
4. How to Complete Your Research Project Successfully, Judith Bell; UBS Publisher Distributors, Delhi
5. How to Research and Write a Thesis in Hospitality and Tourism, James M. Paynter John Wiley and Sons, NY,USA
6. Travel, Tourism and Hospitality Research, Ritchie Goeldner, John Wiley.
7. Statistics for Managers.
8. Business Statistics.

Research Methodology in Tourism

Project Work

The students should submit the Project Work of about 60 to 80 typed pages, with certificates from the Supervising teacher and Principal on or before the notified date of submission.

The Project Work will be externally and internally evaluated at the end of the Sixth Semester.

BAT&T
T 205

Corporate Communication and Public Relation

Theory- 60
Sessional - 40

Total – 100

Unit	Contents	Marks
I	Meaning of Communication, Process of Communication, Attributes of Sender, Encoding, Message, Noise, Decoding and Receiver affecting Communication Process. Type of Communication and Forms of Communication. Barriers in communication.	10
II	Factors in Effective Communication. Types of communication networks. Succeeding in Job Interviews Writing a C.V. and Cover Letter, Job Interviews, Over-coming Common Mistakes in Interview, Confidence Building.	10
III	Group Discussion, Basic Concepts of Group Discussion, Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics in Group Discussion, What is observed in Group Discussion. Critical Success Factors in Group Discussion, Overcoming Mistakes in Group Discussion.	10
IV	Evolution of Public relation <ul style="list-style-type: none"> • Definition of Public relation • Growth of public relation Importance of Public relation <ul style="list-style-type: none"> • Qualities of public relation personnel • Public relation in an organization • Internal and external public relation • Public relation in crisis Public relation management	10
V	Ethics of Public Relations	10

	Organization public relation department Planning of public relation	
VI	Budgeting of public relation Public relation and communication Public relation and advertising Purpose of public relation advertising Public relation and publicity	10

BAT&T

P 205

Corporate Communication and Public Relation

Sr. No.	Particulars
1	Job Interviews Techniques, Writing a C.V. / Resume / Bio Data, and Cover Letter
2	Group Discussion, Basic Concepts of Group Discussion

Books Recommended:

1. Black Sam, Practical Public Relation, Sir Issar Pitman and Sons Ltd. London 1970.
2. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
3. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
4. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
5. Boves. Thill Business Communication Today Mcycans Hills Publication.
6. Dark Studying International Communication Sage Publication.
7. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

BAT&T

T- 606 E B1

Theory- 60
Sessional - 40

Total – 100

Event Tourism

Unit	Contents	Marks
I	Event Tourism- Definition, Meaning and Scope. Event Types- Fairs and Festivals, Cultural Events. Current Trends in Event Tourism Event Terminology Typology of Planned Events. Planning and Managing events Before and After. Social Responsibility of event Organizers.	10
II	Site Planning, Operations, and Logistics Planning the Venue or Site The Operations Plan and Logistics Planning for "Green" and Sustainable Events India as Events Tourism destinations. Advertisement and publicity on Global Platform,	10
III	Destination Planning and Marketing for Event Tourism Tourism Trends That Influence the Events Sector Event Tourism Planning and Policy Event Tourism Strategies and Tactics Leveraging Events and the Legacy Research for Event Tourism Planning Natural Resources and Event Planning. Promotion and Marketing Strategies.	10
IV	Organization and Coordination Perspectives on Organizations Organizational Structures for Events Managing Not-for-Profit Associations Organizational Culture The Learning Organization	10

V	Economic Impact of event Tourism.	10
	<p>Private Events-Destination for Wedding, MICE Activities.</p> <p>State Events Tourism.-Emphasis on State Level Events and Regional Festivals.</p> <p>Promotion Strategies of Locale Events, Festivals and fairs.</p> <p>Understand importance of Bed& Breakfast Scheme.</p> <p>Involvement of Local Community in Event Tourism.</p> <p>Key Challenges and Issues related to Event tourism</p>	
VI	<p>National Events-Fair, Trade Fair, International Trade Fair, Sports Events.</p> <p>Sustainable tourism activities at destinations.</p> <p>Event Audience, Visitor Management.</p> <p>Designing Feedback System,</p> <p>Importance of feedback.</p> <p>Future Prospects of Event Tourism</p>	10

Reference Books:

1. Event management & event tourism, Donald Getz Cognizant Communication Corp., 1997
2. Festivals, Special Events, and Tourism, Donald Getz Van Nostrand Reinhold, 1991

BAT&T

T-606 E B 2

Theory- 60
Sessional - 40

Total – 100

Food Tourism

Unit	Contents	Marks
I	Tourism Perspective in Culinary Tourism. - Introduction to tourism – the world’s largest industry. Meaning of Food Tourism, Components of Food Tourism The Tourism system, Significance of food Tourism to a Nation	10
II	Food Tourism Planning Need for Tourism Planning, The Nature of Food Tourism Planning, The planning process, Ethnic Food Habits (Hinduism, Islam, Sikhism, Christianity, Jainism, Buddhism, Zorastrian).	10
III	Safe and Honorable food Tourism Code of conduct, Specific objectives, Applicability, Guidelines for Travel and Tourism industry.	10
IV	Attraction Planning and Development food Tourism Principles of Attraction Development food Tourism, Feasibility Analysis and Location Identifying the Market, Amusement, Recreation & Entertainment as other Attractions.	10
V	Managing Destination for Sustainability Destination area life cycle, Sustainable Tourism Development Carrying capacity and its dimensions, Limits of Acceptable Change (LAC) , Tourism Legislations, Environment Protection Act Tourists with special needs, Present Accommodation Scenario	10
VI	Indian cuisine Eastern and Western cuisine Gujarati, Rajasthani, Goan, Maharashtraian, Bengali, History, and culinary terms. Northern cuisine-Moghlai, Avadh, Punjabi, Kashmiri - history, culinary terms. Indian Breads, South Indian Cuisine-Hyderabad, Andhra, Tamilnadu, Chettinad. History, and culinary terms. Indian breakfast Items.	10

Reference Books

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education
- 2) Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley –India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeeep Singh, Kanishka Publications, New Delhi
- 5) Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company
- 7) Indian Food, K.T.Achaya, Oxford
- 8) Theory of Cookery By K Arora, Publisher: Frank Brothers