

BANARAS HINDU UNIVERSITY

Faculty of Arts

Department of History of Art

B.A. TRAVEL & TOURISM MANAGEMENT (VOCATIONAL)

Course Structure

Core Courses

<i>Semester Details</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Credits</i>
First	TTM:01	Introduction to Tourism	3
	TTM:02	Tourism Industry	3
Second	TTM:03	Tourism Business Environment	3
	TTM:04	Tourism Development-Emerging Trends	3
Third	TTM:05	Tourism Geography	3
	TTM:06	Tourism Resources	3
Fourth	TTM:07	Tourism & Transportation	3
	TTM:08	Hospitality Management	3

B.A. Vocational
(Tourism and Travel Management)

Semester – I

TTM: 01 INTRODUCTION TO TOURISM MANAGEMENT

Objective: This course intent to give an outlook on tourism conceptual frame work on tourism

Unit 1

Tourism: History, Travel through ages, Definitions, Significance of Tourism, Components – 5A's of tourism, type of tourism, Forms of tourism as per UNWTO (8 classes)

Unit 2

Motivation for Travel: Travel motivators- McIntosh, Purpose of visit, Factors influencing tourism demand and supply, actual demand, potential demand, suppressed demand , barriers of travel, disposable income, health, security, destination features (6 classes)

Unit 3

Tourism Impacts: Tourism Impacts, Socio- cultural; preservation of Art forms, demonstration effect, staged authenticity.

Economic; multiplier effect, economic leakages, employment generation, infrastructure development

Environmental; Preservation of environment-(Brief description on Ecotourism), Pollution and related issues (10 classes)

Unit 4

Tourism and host community, Attitude of hosts on visitors, Tourism Area Life Cycle, destination life cycle and attitude of hosts, community involvement in tourism (6 Classes)

Presentations: (5 classes)

Reference

Pran Seth, **Successful Tourism Management** (Vol.1 & 2), Sterling Publications, New Delhi

AK Bhatia, **International Tourism**, Sterling Publications, New Delhi

Chris Holloway, **The Business of Tourism**, Pearson Education, New Delhi

Stephan Page, **Tourism Management**, Viva Books, New Delhi

Wall & Matheison, **Tourism Change, Impacts and Opportunities**, Pearson Publications, Delhi

Lew, Hall & Williams, **A Companion to Tourism**, Rawat Publications, Jaipur

**B.A. Vocational
(Tourism and Travel Management)
Semester – I
TTM: 02 TOURISM INDUSTRY**

Objective: This course aims to give a comprehensive outlook on tourism industry.

Unit 1

Tourism Product: Features, Composition of tourism product, Linkages of tourism with other industries
Discussion on how a tourism product is offered-airline seat, hotel room, tour packages (6 Classes)

Unit 2

Role of Government in tourism: Tourism in India Since 1947, Establishment of Ministry of Tourism, organizational structure and functions, I.T.D.C. Role and Functions, Tourism at state level – Study of U.P. Tourism (6 Classes)

Unit 3

Private sector and tourism: Overview – Major Players in Hospitality industry in India, Hotel Chains (Taj, Oberoi, Holiday Inn, Sheraton, Radisson, Park, Best Western, Ginger), Role of small scale hotels Major Companies offer Air Transportation (King Fisher, Jet Airways, Spice Jet), Car rental Companies (Aviz, Herts, Eco Rent a Car), Cruise Operators (Aqua Marine Cruises) and ancillary services, Public Private Partnership- Basics (8 Classes)

Unit 4

Institutional set-up in tourism: UNWTO – About the organization, Programmes, Regional Activities, IATA – About the organization, services, WTTC – About the organization, activities, TAAI – About the organization, code of ethics, IATO – About the organization, role and functions, FHRAI - About the organization (8 Classes)

Presentations (7 Classes)

Reference

Ravi Shanker, **Services Marketing**

P N Seth, **Successful Tourism Management**, Sterling Publications, New Delhi

K.K. Kamra & Mohinder Chand, **Basics of Tourism**, Kanishka Publishers, New Delhi

www.tourism.gov.in

www.unwto.org

www.iata.org

www.wttc.org

www.iato.in

**B.A. Vocational
(Tourism and Travel Management)
Semester – II**

TTM: 03 TOURISM BUSINESS ENVIRONMENT

Objective: This course aims to give basic knowledge on the tourism business environment

Unit 1

Travel Formalities: Travel documents, Passport, Types, requirements to get an Indian passport, Visa, types, general requirements, Customs, Green channel, Red channel, Currency, Health documents, Travel Insurance (8 Classes)

Unit 2

Travel Agency: Role functions, structure, sources of income, types, challenges (5 Classes)

Unit 3

Tour Operators: Role functions, structure, sources of income, types (5 Classes)

Unit 4

Approval & Recognitions: Approval of a travel agency/tour operator by Ministry of Tourism, IATA, IATO (6 Classes)

Unit 5

Case study of Kuoni, SOTC, Thomas Cook, Cox N Kings, Carson Wagonlit, TUI, Balmer-Lawrie

(6 Classes)

Presentations

Reference

K.K. Kamra & Mohinder Chand, Basics of Tourism, Kanishka Publishers, New Delhi

R.G. Menon, **Travel Agency Management**, Arise Publishers and Distributors, New Delhi

Foster, **Sales & Marketing of Travel Agency**

Pat Yale, **The Business of Tour Operation**, CAB Publishing

Tarun Chetwani, **Ticketing & Travel Agencies**, Cyber Tech Communications, New Delhi

Jagmohan Negi, **Travel Agency Operations**, Kanishka Publications, New Delhi

B.A. Vocational
(Tourism and Travel Management)
Semester – II

TTM: 04 TOURISM DEVELOPEMENT- EMERGING TRENDS

Objective: This course aims to teach the basic concepts of tourism statistics, and emerging trends

Unit 1

Tourism Statistics: Need of collecting tourist statistics, methods, types of tourist statistics, usage of tourist statistics, introduction to T.S.A. (5 Classes)

Unit 2

Study of Tourism Statistics: Top 10 tourist receiving countries, Region wise, India, state level for the last 5 years, Evaluation of growth rate of tourism in India for last five years. (5 Classes)

Unit 3

Tourism Policy of India: National Action Plan 2002, Tourism policy 2002, Approaches on Rural tourism and ecotourism, selected rural tourism sites in India (8 classes)

Unit 4

Emerging trends: Potentials of rural tourism in India, Eco tourism and adventure tourism Study of implementation of Ecotourism programme in Sikkim (6 Classes)

Presentations

References

Romila Chawla, **Tourism Research Planning & Development**, Sonlai Publications, New Delhi
Sanchey Malaviya, **Tourism Leisure & Recreation(Vol.3)**, Isha Books, Delhi

**B.A. Vocational
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Semester – III**

TTM: 05

TOURISM GEOGRAPHY

Objective: This course aims to give an outline of Tourism Geogrphahy

Unit 1

Fundamentals: Definition, The Globe, latitude and longitude, international date line, maps, types of maps, map reading

Unit 2

Climatic regions: World's 5 temperature zone – Artic, Cold, Cool Temperate, Warm Temperate, Hot, Hot:- Equatorial and Tropical Climate, western margin tropical climate, Oceanic tropical , Hot Desert: Arid zone, Warm temperate- Mediterranean, Eastern Margin Warm Temperate, Cool Climate – Tundra and Mountain Climate (8 Classes)

Unit 3

Physical Features of Indian sub Continent: Mountains, Rivers, Plains, Plateaus, Coastal regions, Islands, Hill Stations, Lakes, Desert (8 Classes)

Unit 4

Political Features of India: States, Union Territories, Capitals, Populations, Language, Religion, Ethnic groups (6 Classes)

Unit 5

Selected Natural Tourist Attractions: World Heritage - Natural Sites of India, Other Selected sites:- Chilka Lake, Leh, Jaisalmer, Kutch, Satara, Marble Rocks-M.P., Araku Valley, Tawang, Pelling - Sikkim

Presentations

References:

Rose Mary Burton , **Tourism Geography**, Long Man Publications, London

Boniface & Cooper, **Worldwide Destinations**, British Library

Majid Hussain , **World Geography**, Rawat Publications, Jaipur

R V Prajapati, **Encyclopedia of World Geography**, Cyber Tech Publications, New Delhi

Babu P George & Alexandru Nedelea, **International Tourism World Geography & Development Perspective**, Abhijeet Publications, New Delhi

Shaw & Williams, **Critical Issues in Tourism**, A Geographical Perspective, Black Well Publ, London

R L Singh, **India a Regional Geography**, National Geographic society of India, Varanasi

**B.A. Vocational
(Tourism and Travel Management)
Semester – III
TTM: 06 TOURISM RESOURCES**

Objective: This course aims to give the basic knowledge on tourism resources of India

Unit 1

Natural Resources: Biosphere Reserves- Selected National Parks & Wildlife sanctuaries – A general study

Tiger Reserves and Elephant Projects, Community Involvement in tourism in Wildlife reserves in India – case study of Periyar Wild Life Sanctuary and Corbett National Park (6 classes)

Unit 2

Religious Attractions: Hindu: Chardhams, Jyotirlinga Temples, Vindhyachal, Kamakhya, Vaishno Devi, Shirdi and Tirupati, Jains: Girnar, Sravana Belagola, Sikh: Amritsar, Muslim: Ajmer, Nizamuddin Aulia,

Unit 3

Buddhist Circuit: Lumbini, Bodh Gaya, Sarnath, Kushinagar, Kausambi, Sravasti, Rajgir, Nalanda, Vaishali

Unit 4

Study of Tourist Attractions of U.P & Uttarakhand.: Agra, Jhansi, Varanasi, Lucknow, Ayodya, Allahabad, Chunar, Haridwar, Rishikesh, Mussorrie, Nainital, Almora, Gangotri, Yamunotri, Badrinath, Kedarnath.

Presentation

Reference

R.K.Prithi, **Ecotourism**, Saad Publications, Delhi

Romilla Chawla, **Tourism in India**, Sonali Publications, New Delhi

Priya Sone Singh, **Important Buddhist Pilgrimage Centres in India (Hindi)**, Eastern Book , Delhi

Nayyar, **Wildlife Sanctuaries and National Parks**, Arise Publications, New Delhi

Lonely Planet, India

Rough Guide to India

Indian Wild Life, Apa Publications, Delhi

**B.A. Vocational
(Tourism and Travel Management)
Semester – IV**

TTM: 07 INFORMATION TECHNOLOGY & TOURISM

Objective: This course aims to provide an outlook on the use of Information and Communication Technology in Tourism Industry

Unit 1

Fundamentals of Computers: Computer peripherals, hardware and software, application software, operating system (4 Hours)

Unit 2

Types of Computers: Computers used at present, configuration, compatibility of software, computer virus, malwares, hookers, security of database

Unit 3

Office Documentation: Use of office packages like MS Office, Office.org to make letters, charts and tables, basics of spreadsheet and Power point presentations

Unit 4

Use of Computers in Travel Industry: Booking and Cancellation, information retrieval and storage, accounting and sales

Practical

Reference

S Chauhan, K Gupta, & Saxena **Fundamentals of Computer**
Rajaramanan V, **Computer Fundamentals**
Stultz Busby, **Office 2000**, BPB Publications, New Delhi

B.A. Vocational
(Tourism and Travel Management)
Semester – IV

TTM: 08 INTRODUCTION TO TOURISM MANAGEMENT

Objective: This Course aims to provide an insight in to the management functions

Unit 1

Management : Definition, Concept, Nature, Process and significance, Principles of Management application of management functions in Tourism (6 Classes)

Unit 2

Functions of Management: Overview Planning, Organising, Staffing, Directing, Controlling, Coordinating, Reporting, Budgeting (6 classes)

Unit 3

Marketing: Concepts, Definition, importance, history, marketing philosophies, selling, product, societal marketing, Overview of Segmentation, Targeting and Positioning (6 Classes)

Unit 4

Service Marketing: Basic concepts, difference between Marketing and Service Marketing, salient features, classification, Marketing mix, 8 p's of marketing, challenges and strategies in tourism marketing (8 Classes)

Presentations

Reference

Tripathi & Reddy, **Principles of Management**, Tata McGraw Hill, New Delhi

Sudhir Sharma & Gautam Bansal, **Principles of Management**, IB Publications and Distributors, Delhi

Koontz & Weihrich, **Essentials of Management**, Tata McGraw Hill, New Delhi

Shoemaker & Shaw, **Marketing Essentials in Hospitality and Tourism**, Pearson Publications, Delhi

Alastair Morrison, **Hospitality and Travel Marketing**, Delmar Thomson

Philip Kotler, **Marketing for Hospitality & Tourism**, Pearson Publications, New Delhi

B.A. Vocational
(Tourism and Travel Management)
Semester – Major Elective
TTM. EL: 09 BUSINESS COMMUNICATION

Objective: This course aims to give an outline on Communication Skills

Unit 1

Communication: Fundamentals, Meaning & Definition, objectives, Essentials of effective communication, Communication process, 10 Commandments of good communication, the 7 C's of communication

Unit 2

Effective Speaking, principles of effective oral communication, guidelines for effective communication, inter personal communication, perception in communication, self confidence for effective communication

Unit 3

Listening and feed back, Definitions and views, meaning, nature and importance of effective listening, difference between hearing and listening, principles of effective listening, listening process, meaning and nature of feed back, kinds of feed back, developing effective feed back skills.

Unit 4

Personality Development: Meaning, personality and personal grooming, clothing, fitness, *behavioural* approaches, formal and informal, working in a team, group formation, group behavior, formal and informal groups, stages of group development, communication network structure

Reference:

C.S.Rayudu, **Communication**, Himalaya Publishing, Delhi

Raymond Lesiker, John Pettit & Marie Flatley, **Basic Business Communication**, Irwin Books, London

Dalmer Fisher, **Communication in Organisations**, Jaico Publications, New Delhi

Allan Pease, **Body Language**, Manjul Publishing House, Bhopal

B.A. Vocational
(Tourism and Travel Management)
Semester – Major Elective
TTM. EL: 10 TOURISM & TRANSPORTATION

Objective : This course aims to give detailed inputs on tourism transportation

Unit 1

Overview: Transport system in India

Air: History of Civil Aviation in India, Air India, Indian, Domestic Airlines in India, LCCS, Major Airports under AAI

Rail : Indian Railways, History and Growth, types of trains, tourist trains in India, Mountain Trains

Unit 2

Waterways: Inland waterways and Canal System in India, Adventure sports opportunities in Indian Rivers, cruise facilities in Indian rivers.

Unit 3

Surface Transport: Highway system in India, Major roads, East Coast Road, Mumbai-Pune Expressway,

Golden Quadrilateral Highway, basics of car rental, major companies, types of cars, type of rates

Unit 4

Airline Ticketing: Domestic, checking schedules, Flight time, booking tickets, Check in procedure, Checked baggage & hand baggage, Railways e-ticketing IRCTC.

References:

Stephan Page, **Transport and Tourism**, Global Perspectives, Pearson Publications

Jagmohan Negi, **Tourist Guide and Tour Operations**, Kanishka Publications, New Delhi

Jagmohan Negi, **Travel Agency Operations**, Kanishka Publications, New Delhi

Tarun Chetwani, **Ticketing & Travel Agencies**, Cyber Tech Publications, New Delhi

Web resources

www.irctc.co.in

www.indianrail.gov.in

B.A. Vocational
(Tourism and Travel Management)
Semester – I
TTM. EL-11 HOSPITALITY MANAGEMENT

Objective: The aim of this course is to an insight on Hospitality industry

Unit 1

Origin: History and development of hotel industry worldwide, concept of Spas, Inns, Chalets, Chaityas,

Unit 2

Types of Accommodation: Classification of hotels, size, location, length of guest stay, categorization, one star to five star, types of rooms

Unit 3

Departments of a hotel : An Over View of Front office, House keeping, Food and Beverage- service, production, Sales and marketing, Accounting, Security, Engineering.

Unit 4

Emerging concepts of Accommodation: Holiday Homes, Ecohotel, Tree house, House boats, Caravans, camping sites, jungle resorts

References:

B.K. Chakravorthy, **Hotel Management**, APH Publication Corporation, New Delhi

Yogendra Kumar Sharma, **Hotel Management**, Kanishka Publications, New Delhi

Pragathi Mohan, **Hotel Industry & Tourism in India**, Ashish Publications, New Delhi

Mohammed Zulfikar, **Introduction to Tourism and Hotel Industry**, Vikas Publishing, New Delhi

<p>B.A. Vocational (Tourism and Travel Management) TTM.EL- 12 Entrepreneurship in Tourism</p>
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Objectives: This paper covers the concept relating to Entrepreneurship development and its relevance in Tourism and how it can be used as a source of self employment.

Unit 1

Entrepreneurship – Definition, Role and expectations, Entrepreneurial styles and types. Entrepreneur – Characteristics & functions, Promotion of Entrepreneurship and Small Scale Enterprises in tourism.

Unit 2

Women Entrepreneurship–Need, Growth, Success, Development and Problems faced. Entrepreneurship in Informal Sector like Rural, Tourism, Health care, Transport and allied services.

Unit 3

Ownership Structures- Institutional, Financial and Organizational Framework of SMEs (Small and Medium Enterprises) in India-issues, relevance (a case of self employment).

Unit 4

Forms of Business organizations-Sole Proprietorship, Partnership and Company (Advantages and Disadvantages). Managing Family Enterprises-issues and problems with special reference to tourism.

Suggested Readings

Peter F. Drucker, **Innovation & Entrepreneurship**, Heinemann

Donald L. Sexton & Raymond W. Smilor , **The Art & Science Of Entrepreneurship** Ballinger Pub. Co

Clifford M. Baumbach & Joseph R. Mancuso: **Entrepreneurship and Venture Management** (Prentice Hall).

Gifford Pinchot, **Intrapreneuring**, Harper & Row.

Ram K. Vepa, **How to Succeed in Small Scale Industry**, Vikas.

Richard M. Hodgets, **Effective Small Business Management**, (Academic Press).

Dan Steinhoff & John F. Burgess, **Small Business Management – Fundamentals**, McGraw Hill
Shaw & Williams, **Critical Issues in Tourism**, A Geographical Perspective, Blackwell Publishing

B.A. Vocational
(Tourism and Travel Management)
Open Course
TTM.OC- 13 Entrepreneurship in Tourism

TTM-OC-1 : TOURISM AND HOSPITALITY MANAGEMENT

Objective: The aim of the course is to provide elementary knowledge of tourism industry including transportation, hotel, destination and future scopes.

Unit-I Introduction: Concept of tourism. Definition, Why it is important to study tourism? Scope of tourism, type, Impacts of Tourism.

Unit-II Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Departments of Hotel. Tourist Guide and Escort.

Unit-III Travel Agency, Tour Operator, Car Rentals, Airlines, Travel related documents, Passport, Visa, currency regulations, custom, health regulations, baggage regulations etc.

Unit-IV Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits. Tourist trains (Palace on Wheels, Hill Train, Deccan Odyssey).

Suggested Readings:

Seth, P.N. , **Successful Tourism Management**, Sterling Publication, New Delhi

Bhatia, A.K. , **Tourism Development**, Sterling Publication, New Delhi

Jagmohan Negi, **Travel and Tourism**, Anmol Publication, New Delhi

Manoj Dixit, **Profiles of Indian Tourism**, Royal Book House, Lucknow

B.A. Vocational
(Tourism and Travel Management)
TTM.EL- 13 Practical Work

1. Brochure design: 1 credit

The student has to design and prepare a tour brochure. The no. of pages should be at least 8. The inner pages should contain information on the tour operator, destination features, hotels offered and the terms and conditions with feed back form. Students opt this course have to get guidance from the concerned teachers in the department, and get necessary assistance in proof reading, corrections and modifications. The final copy (Colour) printout should submit it to the Department.

The Dept./Faculty/University will not have any financial commitment towards the printing and designing cost. The student has to afford the expenditures involved to complete work.

2. Visit to a heritage site and preparing a study report: 2 credits

The student has to make a report on the condition of the monument, conduct a study on the visitors profile and interest. The report should be of minimum 25 pages neatly type written and include the following details.

Destination- monument visited—details, history, importance and touristic importance, no. of visitors, who manages the site, etc. The student also has to conduct a survey among the visitors with a scheduled questionnaire. Minimum number of respondents should be 30 and the survey result will be the part of the report.

The Dept./Faculty/University will not have any financial commitment towards arranging trips to the monument concerned or preparation of the reports. The student has the freedom to arrange his trip any period during course and the attendance will be given according to the nature of the programme.

3. Dissertation: 2 credits

The student has to prepare a mini thesis about a particular topic assigned by the teachers. The structure of the thesis should be as follows

Introduction
Scope of the study
Significance of the study
Objectives
Methodology
Instruments used to conduct the study
Review of literature
Analysis & Findings
Conclusion
Bibliography

The dissertation should be of minimum 40 pages, neatly type written submitted with the supervisors report. Teachers who teach tourism in BA will be the supervisor for the projects.

The Dept./Faculty/University will not have any financial commitment towards arranging field visits, data collection or report preparation. The student has to afford the expenditures involved to complete the dissertation work and submit the report.

4. Doing training in an organization and submitting report -----2 credits

Students also can do part time training in hotels, travel agencies and tour operators or airlines approved by UP Tourism/IATA/IATO. The training report has to be submitted in the department at the end of the training with employers certificate. The Dept./Faculty/University will not have any financial commitment towards arranging training or undergoing training. The student has to afford the expenditures involved to complete the training and submit the report

B.A. Travel & Tourism Management (Vocational)

Course Details

Core Courses

Semester Details	Course Code	Course Title	Credits
First	TTM:01	Introduction to Tourism	3
	TTM:02	Tourism Industry	3
Second	TTM:03	Tourism Business Environment	3
	TTM:04	Tourism Development-Emerging Trends	3
Third	TTM:05	Tourism Geography	2
	TTM:06	Tourism Resources	2
Fourth	TTM:07	Information Technology & Tourism	2
	TTM:08	Introduction to Tourism Management	2

Major Elective

Semester Details	Course Code	Course Title	Credits
Third	TTM.EL:09	Business Communication	2
	TTM.EL:10	Tourism & Transportation	2
Fourth	TTM.EL:11	Hospitality Management	2
	TTM.EL:12	Entrepreneurship in Tourism	2
	TTM.EL:13	Practical 13.1 Brochure Design : 1 Credit 13.2 Monument Visit and Report : 1 Credits 13.3 Dissertation : 2 Credits 13.4 Job Training : 2 Credits <i>Required no.of credits 2, students can choose any course above mentioned but minimum 2 credits should be earned</i>	2

**In third and fourth semester students have to choose one course from the given list which enable them to earn three credits each*

Minor Elective (Open Programme)

Semester Details	Course Code	Course Title	Credits
TTM.OC.1		Tourism –An Overview	3