PONDICHERRY UNIVERSITY
PUDUCHERRY

BBA – TOURISM
DEGREE PROGRAMME

SEMESTER PATTERN
CHOICE BASED CREDIT SYSTEM (CBCS)

REVISED SYLLABI
WITH EFFECT FROM
ACADEMIC YEAR 2017 - 2018
# BBA – TOURISM

## COURSE STRUCTURE

<table>
<thead>
<tr>
<th>SEMESTER / YEAR</th>
<th>SUBJECT CODE</th>
<th>NAME OF THE PAPER</th>
<th>CREDITS</th>
<th>Tutorial/ Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>I / I</td>
<td>LBEN/LHIN/LMAL/LSAN/L TAM/LTEL 111</td>
<td>Bengali/Hindi/Malayalam/Sanskrit/Tamil/Telugu-I</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGL 112</td>
<td>ENGLISH – 1</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT 111</td>
<td>Tourism Concepts and Practices</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT 112</td>
<td>Tourism Resources of India</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>PADM 113</td>
<td>Public Administration</td>
<td>02</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>First Semester Total Credits</strong></td>
<td></td>
<td><strong>20</strong></td>
<td></td>
</tr>
<tr>
<td>II/I</td>
<td>LBEN/LHIN/LMAL/LSAN/L TAM/LTEL 121</td>
<td>Bengali/Hindi/Malayalam/Sanskrit/Tamil/Telugu-2</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGL 122</td>
<td>ENGLISH – 2</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT121</td>
<td>Tourism Geography</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT122</td>
<td>Travel Agency and Tour Operations</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>ENVS 123</td>
<td>Environmental Studies</td>
<td>02</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Second Semester Total Credits</strong></td>
<td></td>
<td><strong>20</strong></td>
<td></td>
</tr>
<tr>
<td>III/ II</td>
<td>BBAT (231)</td>
<td>Tour Itinerary Planning and Design</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT (232)</td>
<td>Business Communication</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT(233)</td>
<td>Tourism Organizations</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT(234)</td>
<td>Basics of Hotel Operations</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT (235) SEC-I</td>
<td>Internship-I</td>
<td>02</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Third Semester Total Credits</strong></td>
<td></td>
<td><strong>20</strong></td>
<td></td>
</tr>
<tr>
<td>IV/II</td>
<td>BBAT (241)</td>
<td>Soft Skills and Personality Development</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT (242)</td>
<td>Principles of Management</td>
<td>03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBAT (243)</td>
<td>Human Resource Management in Tourism</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT (244)</td>
<td>Airlines and Airport Management</td>
<td>04</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT (245) SEC-2</td>
<td>Computer Applications in Tourism</td>
<td>02</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Fourth Semester Total Credits</strong></td>
<td></td>
<td><strong>20</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Table: Semester-wise Breakdown of Subjects and Credits

<table>
<thead>
<tr>
<th>SEMESTER/YEAR</th>
<th>SUBJECT CODE</th>
<th>NAME OF THE PAPER</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>V/III</td>
<td>BBAT(351)SEC-3</td>
<td>Internship-II</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT (352)</td>
<td>Front Office Operations</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (353)</td>
<td>Travel Documentation</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (354)</td>
<td>Tourism Economics</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (355)</td>
<td>Principles of Accounting</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (356)</td>
<td>National Tour</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (357) GE-I</td>
<td>Tourism Entrepreneurship</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Fifth Semester Total Credits</strong></td>
<td><strong>30</strong></td>
</tr>
<tr>
<td>VI/III</td>
<td>BBAT (361)</td>
<td>Communicative French</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>BBAT (362)</td>
<td>Sustainable Tourism</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (363)</td>
<td>Destination Planning</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (364)</td>
<td>Tourism Marketing</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (365)</td>
<td>Tourism and Technology</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (366)</td>
<td>Airfares ad Ticketing</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>BBAT (367) GE-II</td>
<td>Event management</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Sixth Semester Total Credits</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

**TOTAL CREDITS FOR THE SIX SEMESTERS -140**

1. **Aim of the Course**
The B.B.A. (Tourism) course aims to impart the students with fundamental and hands on knowledge of tour operations and other allied services.

2. **Eligibility of Admission**
Candidates for admission to B.B.A. (Tourism), shall be required to have passed 10 + 2 system of Examination or equivalent with any stream of studies.

3. **Lateral Entry Admission**
Candidates who have passed Diploma in any field of study II Class (10+3 years of study) are eligible to apply for the lateral entry to the 2nd year of the course subject to availability of seats, but limited to 10% of the sanctioned intake.

4. **Duration of the course**
The course shall be of three years’ duration spread over six consecutive semesters. The maximum duration to acquire prescribed number of credits in order to complete the Programme of Study shall be twelve consecutive semesters (six years).
SEMESTER-I
BBAT 111- TOURISM CONCEPTS AND PRACTICES

06 Credits

Unit – I
Introduction to Tourism - Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; Components and elements of tourism: Intermediaries and suppliers; The tourism system; Types and typologies of tourism; Approaches to study tourism

Unit – II
Historical Dimensions of Tourism - Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of “Paid holiday”; Understanding tourism motivations ; Factors affecting growth and development of International and national Tourism; Concept of Push and Pull factors in Tourism; Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III
Infrastructure in Tourism - Tourism Infrastructure - Types, Forms and Significance; Accommodation: Forms and types; Transport Sectors: Modes and relative significance; Other support Infrastructures required for tourism

Unit – IV
Tourism Demand and Supply - Concept of demand and supply in tourism; Unique features of tourist demand; Constraints in creating ideal destination

Unit – V
Significance of Tourism Industry - Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. ; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment.

Reference Books
BBAT 112 - TOURISM RESOURCES OF INDIA

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

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

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

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

Unit – V
Fairs, Festivals and Tourism: Seasonal

Reference Books
1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
4. Basham A.I : The Wonder that was India.
5. Banetjee B.N Hindu Culture, Customs & Ceremonies.
6. Deva B.C Musical Instruments
SEMESTER-II
BBAT121 - TOURISM GEOGRAPHY

Unit - I
Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Unit - II
Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Unit - III
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).

Unit - IV
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).

Unit - V
Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).

Reference Books
1. Rough Guides
2. Lonely Planet
   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
BBAT 122- TRAVEL AGENCY & TOUR OPERATIONS

06 Credits

Unit - I
Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.

Unit - 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 – 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.

Unit - III
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.

Unit - IV
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.

Unit - V
Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

Reference Books
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
SEMESTER-III
BBAT 231- TOUR ITINERARY PLANNING AND DESIGN  03 Credits

Unit-I

Unit-II
The Nature and Scope of Tour Operations; Designing itineraries, Confirmations and Reconfirmations, Handling booking techniques and procedures, maintenance of different registers, planning package tours-Tour Guiding & Interpretation- Traveller’s Advice.

UNIT-III
Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do’s and Don’ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

Unit-IV
Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operations with various plans and services-Itinerary preparation of specific common interest tour itinerary & costing- Resources for planning itineraries.

Unit-V
Travel Formalities and Regulations: Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas, Customs Regulations, Emigration and Immigration, Taxes, Travel Insurance.

Reference Books
BBAT 232 - BUSINESS COMMUNICATION

03 Credits

Unit 1

Unit 2

Unit 3

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

Unit 5

Reference Books
BBAT 233 - TOURISM ORGANISATIONS

Unit-I

Travel Trade Associations: Need and forms of Associations in the Travel and Tourism field-
Early History of International Tourism Organisations: IUOTO - Growth of Tourism organizations in India.

Unit-II

Organisations with Sectoral Interests: ASTA, AFTA, ABTA, JATA, IATO - their Aims and Activities.

Unit-III

Regional Tourism Organisations: PATA, IOTO, ETC - their Aims and Activities.

Unit-IV

Organisations for Global Tourism Development: UNWTO, WTTC - their Aims and Activities.

Unit-V

Organisations representing Specific Trade Groups: IATA, ICAO, UFTAA- their Aims and Activities.

Reference Books

3. Anu Chandran (2007), Tourism an Overview, Kerala Tourism Academy, Thiruvananthapuram.
BBAT 234 - BASICS OF HOTEL OPERATIONS

Unit – I
Introduction and overview of accommodation industry in India- Classification of hotels- Heritage Hotels - Departments of hotel - Hotel categories

Unit - II
Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

Unit - III
Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipments types of rooms and beds, role of housekeeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

Unit - IV
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of executive chef- Structure of food production department, duties, floor plan of kitchen, flow of activities.

Unit - V
Hotel Marketing Department its functions, organization structure, job descriptions, hotel sales, methods used, back office functions and organization structure

Reference Books
2. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry
5. Front Office operations-James Bardi
6. F & B Service - Dennis Lilycrop
7. F & B Service a training manual – Sudhir Andrews
9. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
10. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi)
BBAT 235 - Internship Training Report and Viva Voce

02 Credits

**Internship Training (6 Weeks) Report and Viva-Voce:** Students are required to undergo two Internship Trainings during the course; the first one at the end of the Second Semester and the second one at the end of the Fourth Semester. Each student will select one Tourism/Hospitality Organisation for his/her **on-the-job training** after **completion of II & IV Semesters’ examinations.** The student will study the organization structure, information system, profile and operational procedures and submit a report and the Viva-Voce for the same shall be conducted during the Third and Fifth Semesters. It shall be valued by the examiners (Internal and external) for 100 Marks each for the Semesters (Report-50 & Viva-50).
SEMESTER-IV
BBAT 241 - SOFT SKILLS AND PERSONALITY DEVELOPMENT

Unit-I 03 Credits
Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations, Team Presentations-Non-Verbal communication: Forms of Non-Verbal communication, Interpreting non-verbal messages, Tips for effective use of Non-Verbal communication.

Unit-II
Skills development through practice: Listening skills and barriers; JAM sessions, Role Plays, Debates, Elocution, Mock Interviews, etc.; Persuasive Communication, Convincing Skills, Conversations.

Unit III
Spoken English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.

Unit IV
Presentation skills and techniques; Personal grooming and business etiquettes- corporate etiquette, social etiquette and telephone etiquette, gestures and body, language, impression management-Image Building and Self Awareness- Developing Self Awareness-Projecting a winning personality-Attending Interviews.

Unit V
Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation.

Reference Books
BBAT 242- PRINCIPLES OF MANAGEMENT

03 Credits

Unit – I

Unit – II

Unit – III

Unit – IV
Management Principles - 14-Principles – Henry Fayol’s Contribution

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

Reference Books

1. Business Management – J.C. Sinha
6. Principles of Modern Management – Samuel C Certo (Functions & Systems)
BBAT 243 - HUMAN RESOURCE MANAGEMENT IN TOURISM

06 Credits

Unit - I

Unit - II

Unit - III

Unit - IV

Unit - V

Reference Books

2. Human Resource Management—Snell, Bohlander
BBAT 244 - AIRLINES AND AIRPORT MANAGEMENT

06 Credits

Unit-I

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit-II


Unit-III

Airport management: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Procedures and Practices- Main Aircraft types-Airport areas- Prohibited items.

Unit-IV


Unit-V

International Air Transport Regulations-Warsaw conventions and ICAO-Chicago conventions and ICAO- Bilateral Agreements.

Reference Books

5. IATA Training Manual.
BBAT 245 - COMPUTER APPLICATIONS IN TOURISM

02 Credits

Unit - I

Unit - II

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

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

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

Reference Books
1. Windows 98- Instant Reference : Mathew & Mathews
2. Microsoft Office Professional Instant Ref : Dienes
3. Fundamentals of computers K. Rajaraman
4. Introduction to Information Technology; Leon & Leon; Vikas Publications
5. Computers Fundamentals. B. Ram
6. Microsoft Office XP; BPB Publications.
SEMESTER-V
BBAT 351- Internship Training Report and Viva Voce  
02 Credits

Internship Training (6 Weeks) Report and Viva-Voce: Students are required to undergo two Internship Trainings during the course; the first one at the end of the Second Semester and the second one at the end of the Fourth Semester. Each student will select one Tourism/Hospitality Organisation for his/her on-the-job training after completion of II & IV Semesters’ examinations. The student will study the organization structure, information system, profile and operational procedures and submit a report and the Viva-Voce for the same shall be conducted during the Third and Fifth Semesters. It shall be valued by the examiners (Internal and external) for 100 Marks each for the Semesters (Report-50 & Viva-50).
BBAT 352 – FRONT OFFICE OPERATIONS 05 Credits

Unit I
Introduction to Hospitality Industry - The term ‘Hotel’, evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (based on various categories like size, location, clientele, length of stay, facilities, ownership)- Organizational chart of hotels (Large, Medium, Small)

Unit-II
Front Office Department - Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels)- Duties and responsibilities of various staff- Attributes of front office personnel- Co-ordination of front office with other departments of the hotel

Unit-III
Room Types & Tariffs - Types of rooms- Food / Meal plans - Types of room rates (Rack, FIT, crew, group, corporate, weekend etc.)

Unit – IV
Role of Front Office - Key control and key handling procedures- Mail and message handling - Paging and luggage handling - Rules of the house [for guest and staff] - Black list - Bell Desk and Concierge

Unit- V
Reservation - Importance of guest cycle (Various stages, sectional staff in contact during each stage) - Modes and sources of reservation - Procedure for taking reservations (Reservation form, conventional chart, density chart, booking diary with their detailed working and formats)- Computerized system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) - Procedure for amendments, cancellation and overbooking.

Reference Books
1. Check in Check out(Jerome Vallen)
2. Hotel Front Office Training Manual. (Sudhir Andrews)
4. Hotel Front Office (Bruce Braham)
5. Managing Front Office Operations (Michael Kasavana, Charles Steadmon)
6. Front Office Procedures and Management (Peter Abbott)
7. Front Office operations/Accommodations Operations (Colin Dix)
8. Front Office Operation and Administration (Dennis Foster)
BBAT 353 - TRAVEL DOCUMENTATION

05 Credits

Unit-I
Introduction to Travel Documentation and Formalities – Major Documents for International Travel and Domestic Travel - Cargo Documentation – Travel Advisories – Travel Regulations – Emigration and Immigration.

Unit-II
Passport -Types of Passports - Rules and Regulations – Formalities involved in obtaining the Passports – Travel certificates –Alternative travel documents for cruise staff and others.

Unit-III

Unit-IV
Health Regulations – Quarantine norms for preventing the spread of infection of A H1N1, Yellow Fever, HIV, ZIKA, Plague, Ebola, Swine Flu, etc. – Medical certificates.

Unit-V

Reference Books


BBAT 354 - TOURISM ECONOMICS

Unit - 1

Unit – II
Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting

Unit – III
Employment and Income generation, Tourism Multiplier Effects, Balance of Payments, Foreign Exchange, Displacement effect and tourism, Tourists spending, Cost and Benefits of Tourism to Community

Unit – IV
Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Managing Tourism Business during Economic Slowdown, FDI in Tourism

Reference Books
BBAT 355- PRINCIPLES OF ACCOUNTING

Unit I
Meaning- Definition of Accounting- Book keeping and Accounting- Objectives of Accounting-Branches of accounting- Persons interested in Accounting Information

Unit II
Types of Accounts- methods of Recording – Differences between Single Entry and Double entry system- Accounting concepts and conventions.

Unit III
Journal, Ledger, Subsidiary Books

Unit IV
Trial Balance- Trading Account- Profit and Loss Account and Balance Sheet(with adjustments)

Unit V
Accounting of Non Trading Organisation- Receipts and payments- Income and Expenditure and Balance sheet

(Problems: 20%, Theory 80%)

Reference Books
2. R.L. Gupta, Advanced Accounting, S. Chand & Co. New Delhi
3. Pillai and Baghawati, Cost Accounting
4. Jain and Narang, Cost Accounting, Kalyani Publications
5. T.S. Reddy & Murthy, Financial Accounting
Tour (North India/ South India) Report and Viva-Voce: One long tour at the end of the Fourth Semester is a compulsory component of the BBA (Tourism) Course. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours along with the highlights of the destinations covered in the itinerary. The report shall be evaluated for fifty marks and the Viva-Voce shall be conducted for fifty marks in the Fifth Semester, i.e., in total 100 marks.
BBAT 357- TOURISM ENTREPRENEURSHIP

03 Credits

Unit -I
Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

Unit -II
Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

Unit - III
Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP’s critical evaluation.

Unit – IV
Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, Forex earnings, and augmenting and meeting local demand.

Reference Books
SEMESTER-VI
BBAT 361 – Communicative French

02 Credits

Lessons I to VI

Lesson I: Comment saluer et se présenter
Lesson II: Comment saluer (suite)
Comment poser des questions
Lesson III: Être
Indicatif présent d’être
Pronoms sujets – je, tu etc.
Les nationalités
Lesson IV: Avoir
Indicatif présent d’avoir
Les autres utilisations de avoir
Lesson V: Les nombres
Les nombres cardinaux de 0 à 100
Lesson VI: Qu’est-ce que c’est
L’article indéfini – un, une, des
L’article défini – le, la, les
Les pluriels des noms

Reference Book

Je parle français – I, Abha Mehta, Abhay Publications, New Delhi
BBAT 362 - SUSTAINABLE TOURISM

05 Credits

Unit –I

Unit – II
Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism-Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development, Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development

Unit – III
Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio economic conditions, Culture and Experimental values.

Unit – IV
Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability.

Unit – V
Approaches in sustainable tourism: Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and Kerala Declaration-Community based and Pro-poor tourism including STEP. Eco-friendly Practices and Energy waste Management. Benefits of sustainable tourism development.

Reference Books
1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins
2. Sustainable Tourism, Salah Wahab and John J. Pigram,
BBAT 363- DESTINATION PLANNING

Unit-1


Unit – II

Tourism Destination Planning - Process and Analysis: National and Regional Tourism Planning and Development - Assessment of tourism potential – Controlled tourism development— Contingency planning and destination preparedness -Economic, social, cultural and environmental considerations in destination planning - Design and innovations- Resource Analysis, Market Analysis, Competitor analysis, Regional Environmental Scanning- HRD in the destination context.

Unit – III


Unit – IV


Unit – V

Case studies of Genting (Malaysia), Pattaya( Bangkok), Khajuraho & Konark.

Reference Books

5. Claire, Haven Tang& Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
BBAT 364 – TOURISM MARKETING

Unit – I

Unit – II

Unit - III

Unit – IV

Unit – V

Reference Books
1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Marketing Management - V.S. Ramaswamy , S. Namakuman
6. Marketing in Travel and Tourism - Victor T.C. Middleton
7. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
8. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
BBAT-365 - TOURISM & TECHNOLOGY

Unit- I

Unit – II

Unit – III
Applications of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) – Mobile Applications- Online Travel Portals

Unit- IV
Social Media and Tourism- Travel Blogs – Tourism Websites - Travel and Accommodation Review Sites (Trip Advisor, Expedia) - Challenges for conventional business models & Competitive strategies.

Unit – V

Reference Books

2. Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley
BBAT 366 - AIR FARES & TICKETING

05 Credits

Unit - I
Airline Terminology – Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of journeys (OW, CT, RT, OJ, RTW) – Global indicators.

Unit - II
Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Unit - III
Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Unit - IV

Unit – V
Introduction to CRS – Computer Reservation System- Types – AMADEUS – GALILEO – SABRE – Advantages of CRS.

Reference Books
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
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
BBAT 367- EVENT MANAGEMENT

03 Credits

Unit- I

Unit – II
Meaning and Functions of MICE Tourism- Meeting, Incentive, Conference and Exhibitions, Need for MICE, Growth of Incentive Travel and Incentive Programmes, Motivation for Incentive Travel, Profile of Business & Corporate Travelers, Need of a Business Traveler, Client’s Profile, Prospective Customers

Unit- III
Infrastructure for MICE Tourism, Players in the Event Industry, Convention Centres, Transportation, Accommodation, Logistics, Catering, Human Resource, Civic Amenities and other Supporting Services, Sustainable Policies for MICE,

Unit – IV
Socio-Economic Significance of Event Tourism, Economic, Social and Cultural and Environmental Impact of MICE Tourism, Issues and Challenges

Unit- V
Technology for Event Management, Providing Services at meetings, Spot Management, Pre and Post Convention Management, Demand and Supply, Organizers of Events, Meeting Planners

Reference Books