

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BVOC

Course : Travel Tourism Management

Semester : II

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Travel Tourism Management

Semester: II

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBVOG (TT)				
1	CBTT201	Organizational Behaviour	3	3
2	CBTT202	Principles of Marketing & Customer Service Management	3	3
3	CBTT203	Introduction to Computer Networks	3	3
4	CBTT204	Indian Geography & Tourism Products	3	4
5	CBTT205	Global Tourism-Industry and Issues	3	4
6	CBTT206	Travel Agency Management & Tour Guide Role	3	4
7	CBTT207	Reservations, E-Ticketing & Technology In Tourism Service	3	4

SEMESTER II GE PAPERS

Course: CBTT201	Course Title: Organizational Behaviour (Credits :03 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • This paper examines the behaviour of people in the work environment. • Students develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change. • The paper is based on a foundation of theory but incorporates a strong practical emphasis. <p>Outcomes: Students will be able to</p> <ol style="list-style-type: none"> 1. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. 2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour. 3. Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour. 4. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts. 	
Unit I	Introduction - Organizational Behaviour Roles & Functions of Managers in Organizations	04L
Unit II	Individual Behaviour & Personality – Attitudes Individual differences in Personality & Perception	16L
Unit III	Motivation & Health Psychology Theories of Motivation Stress & Health	15L
Unit IV	Cross Cultural Management: Impact of Globalization, Diversity at Workplace Ethical issues & Gender issues	10L
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Robbins, S.P. (2013). <i>Organisational Behaviour</i> New Delhi: Prentice Hall of India Pvt. Ltd. 2. Luthans, F., (2013). <i>Organisational Behaviour</i>, New York: McGraw Hill International. 3. Greenberg, Jerald, Baron, Robert, A., <i>Organizational Behaviour</i>, New Delhi: Prentice Hall of India Pvt. Ltd. <p>Additional References:</p> <ol style="list-style-type: none"> 1. Chhabra, T. N., <i>Organisational Behaviour</i>, Sun India Publications. 2. Singh, A.K., and B. P. Singh, <i>Organizational Behaviour</i>, Excel Books Pvt. Ltd, New Delhi. 		

3. Hersey, P.K., Blanchard, H. and D. E. Johnson, *Management of Organisational Behaviour: Leading Human Resources*, Pearson Education.
4. Moshal, B.S., *Organisational Behaviour*, Ane Books Pvt. Ltd., New Delhi
5. Sekaran, Uma, *Organisational Behaviour: Text and Cases*, Tata McGraw Hill, New Delhi

Evaluation Scheme

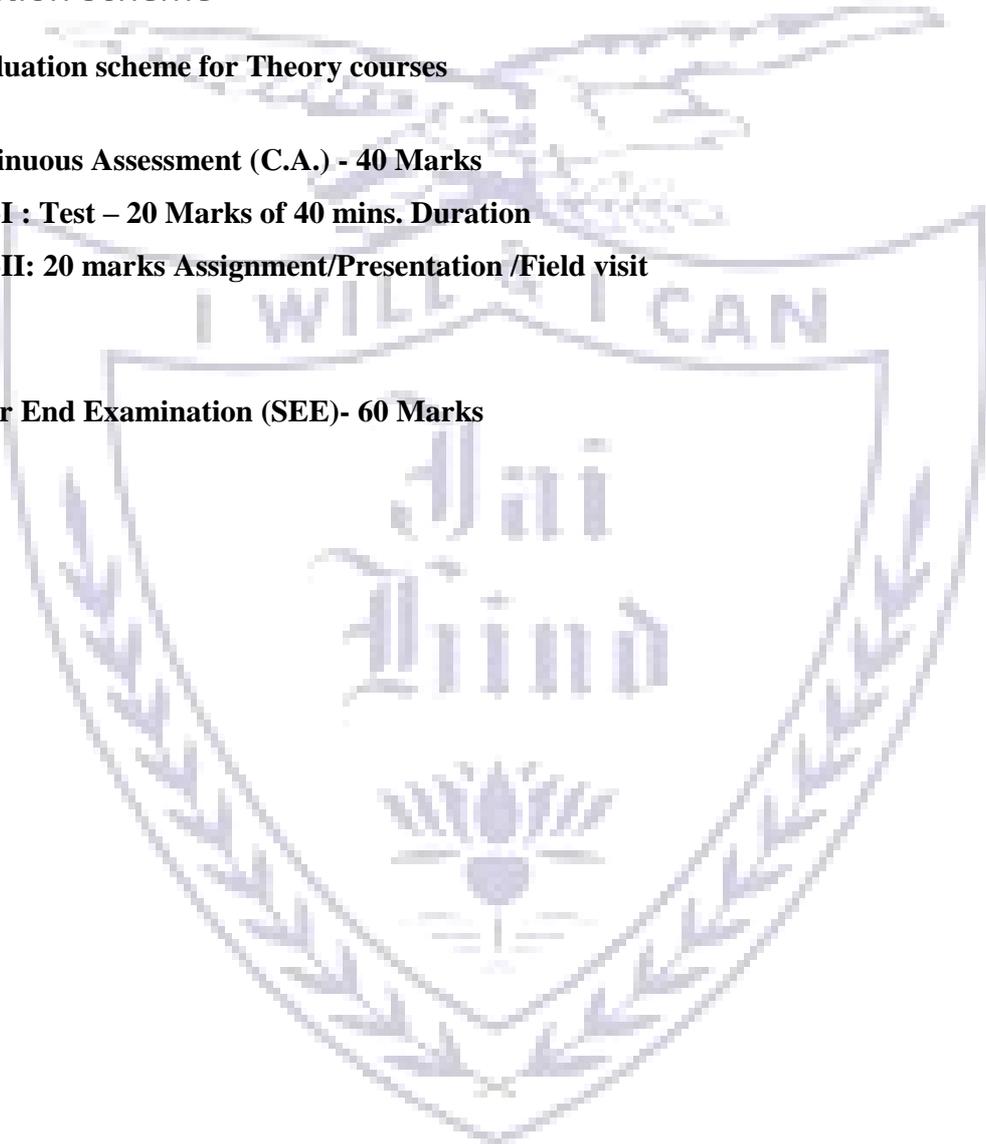
[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks



Course: CBTT202	Course Title: Principles of Marketing & Customer Service Management (Credits :03 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • Learn who managers are and about the nature of their work. • Know why you should care about leadership, entrepreneurship, and strategy. • Know the dimensions of the planning-organizing-leading-controlling (P-O-L-C) framework. • Learn how economic performance feeds social and environmental performance. • Understand what performance means at the individual and group levels. • Create your survivor’s guide to learning and developing principles of management. <p>Outcomes: Students will be able to</p> <ul style="list-style-type: none"> • Evaluate the global context for taking managerial actions of planning, organizing and controlling. • Assess global situation, including opportunities and threats that will impact management of an organization. • Integrate management principles into management practices. • Assess managerial practices and choices relative to ethical principles and standards. 	
Unit I	<p>Marketing – An Overview: Definition of Market Types Meaning, scope & Importance of Marketing Functions of Marketing Difference between Marketing and Selling Production concept, Pillars of Marketing - Market segmentation, Target marketing Positioning & Differentiation</p>	10L
Unit II	<p>Marketing Environment- Introduction, Need and Importance of Environmental Analysis Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment; Marketing Mix: Introduction, Evolution of the “Marketing mix” & Components of a traditional marketing mix</p>	10L
Unit III	<p>Customer Relationship Management Meaning -Customer Relationship Management Theoretical perspectives of relationship Evolution of relationship marketing Customer Satisfaction: Meaning, Definition & Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Measuring Customer Satisfaction & Case studies on Customer</p>	15L

	Satisfaction	
Unit IV	Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Service Quality Dimensions&Service Quality Gaps Measuring Service Quality	10L
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Stephen P. Robbins and Mary Coulter, <i>Management</i>, Prentice Hall of India, 8th edition. 2. 2. Hill, Charles, W. L., McShane, Steven, L.,(2007) <i>Principles of Management</i>, Mcgraw Hill Education, Special Indian Edition. <p>Additional References:</p> <ol style="list-style-type: none"> 1. Rai,Alok Kumar., (Second Edition)<i>Customer Relationship Management: Concepts and Cases</i>,PHI Learning. 2. Knox,Simon.Payne,Adrian,.Maklan, Stan.(2002). <i>Customer Relationship Management</i>, Routledge Inc. 3. AndersonKristin., Kerr,Carol.(2001).<i>Customer Relationship Management</i>, McGraw-Hill Professional. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

II. Continuous Assessment (C.A.) - 40 Marks

C.A.-I: Test – 20 Marks of 40 mins. Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Course: CBTT203	Course Title: Introduction to Computer Networks (Credits :03 Lectures/Week:03)	
	Objectives: 1. Build an understanding of the fundamental concepts of computer networking. 2. Familiarize the student with the basic taxonomy and terminology of the computer networking area. 3. Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking. 4. Allow the student to gain expertise in some specific areas of networking such as the design and maintenance of individual networks. Outcomes: Students would learn to understand- 1. Understand basic computer network technology. 2. Understand and explain Data Communications System and its components. 3. Identify the different types of network topologies and protocols. 4. Identify the different types of network devices and their functions within a network 5. Understand and building the skills of subnetting and routing mechanisms. 6. Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.	
Unit I	KNOWING COMPUTER: What Is Computer, Basic Applications of Computer, Evolution of Computers - Generations, Types of Computers, Computer System, Characteristics, Data, Information HARDWARE: Basic Components of a Digital Computer - Control Unit, ALU, Input / Output, Functions and Memory, Memory Addressing Capability of a CPU, Processing Speed of computer.	15L
Unit II	What is a Network : Introduction, Local Area Network, Wide Area Network, Advantages of a School Network, Disadvantages of a School Network Protocol: Introduction, Ethernet (Physical/Data Layers), IP/IPX (Network Layer), TCP/SPX (Transportation layer), HTTP, FTP, Telnet, SMTP, and DNS(Session/Presentation/Application Layers)	10L
Unit III	Hardware: Introduction, File Server, Workstations, Laptops/Mobile Devices, Network Interface Cards, Switches/Concentrators/Hubs, Repeaters, Bridges, Routers, Firewalls Cabling: Introduction, Unshielded Twisted Pair (UTS) Cable, Shielded Twisted Pair (STP) Cable, Coaxial Cable, Fiber Optic Cable, Ethernet Cable Summary,Cable Installation Guidelines, Wireless LANs	10L
Unit IV	Topology: Introduction, Linear Bus, Star, Tree or Expanded Star, Choosing a Topology Addresses: Class A, Class B, Class C Software: Introduction, Peer-to-Peer, Client/Server, Network Operating System Software	10 L
Textbook: “Networking Essentials”- Glenn Berg “Computer system architecture”- M. Morris Mano Additional References:		

“An Internet starter kit”- Sam
“E-Commerce”- David Whitley
“Introduction to computer”-Peter Norton
“How computer work”- Ron White (QUE)

Evaluation Scheme

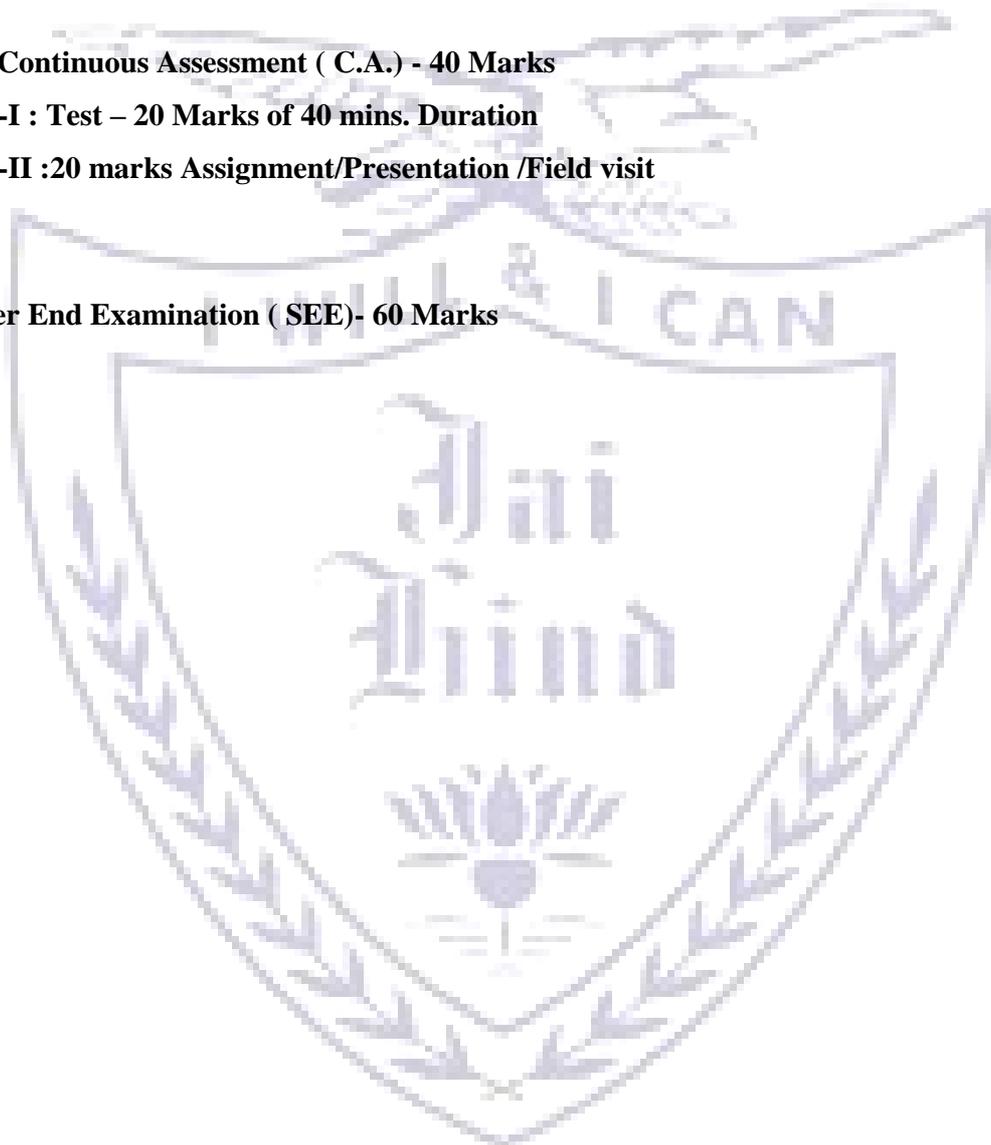
[A] Evaluation scheme for Theory courses

III. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II :20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks



Course:CBTT204	Course Title: Indian Geography & Tourism Products (Credits :3 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To understand the basic elements of tourism industry. • To understand how the tourism circuit works and important one's in India • To have the knowledge of India geography which plays an essential role while designing any tour itinerary. <p>Outcomes:</p> <ul style="list-style-type: none"> • Students would various aspects of topography. • Would understand different societies and cultures in India. • Would know the accomodation facilities available for tourist. • To understand the important roles in evolution of people their ideas, places and environment. 	
Unit I	<p>Geography of India – Physical geography, Cultural Patterns Political Geography of East, West, North & South India Naturalresources – Wild life sanctuaries, national parks & biosphere reserves Backwater tourism, mountain & hills tourist destinations Island, beaches, caves and deserts in India. Tourism Products- Concept, characteristics and classification</p>	10 L
Unit II	<p>Tourism Circuits – Major tourism circuits of India: interstate& intra state circuit, Religious circuits, heritage circuits & wildlife circuits Man-made destinations & theme parks- Adventure sports, Commercial attractions & Amusement parks Gaming, Shopping & Live entertainments Zoological & Botanical Gardens. Supplementary accomodation- House boats, Tree houses, home stays Tourism by rail – Palace on wheels</p>	15 L
Unit III	<p>Contemporary destinations in India – Places & packages for Eco tourism, Rural Tourism & Golf tourism, Camping Tourism, Medical tourism & pilgrimage tourism Important Case studies on types of Tourism in India – Adventure Tourism, Cultural & Heritage Tourism & Pilgrimage</p>	10 L
Unit IV	<p>Facts about India- Media, Mass Communication, Transport Communication, Economy, Currency Postal and Courier Services Important Information for Tourists- Documents & formalities, Types of Visa & Airport entry, Baggage rules, Customs, lost baggage &</p>	10 L

	Prohibited items & health checks Railway Reservation – Special Quota & Indirail, Circular Journey Tourist cars & Tatkal reservations Govt. of India Tourist Offices, Leading travel Agents & Special Interest Tourism	
<p>Textbook: 1. S.P. Gupta (2002), <i>Cultural Tourism in India</i>, New Delhi: Indraprastha Museum of Art and Archaeology.</p> <p>Additional References: 1. Ball, Stephen, (2007). <i>Encyclopedia of Tourism Resources in India</i>, B/H. 2. Dixit, Manoj. (2002). <i>Tourism Products</i>, Lucknow :New Royal Book Co. 3. Douglas, Norman. Ed. (2001), <i>Special Interest Tourism</i>, Australia:John Wiley & Sons. 4. Singh, Sarina.(2008), Lonely Planet, India. 5. Jacob, Robinet. (2007), <i>Indian Tourism Products</i>, Delhi:Abhijeet Publications.</p>		

Evaluation Scheme

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IV. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II :20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Course: CBTT205	Course Title: Global Tourism-Industry and Issues (Credits :3 Lectures/Week:03)	
	Objectives: <ul style="list-style-type: none"> • To introduce students to the Global Tourism Industry-its evolution, trends and challenges • To provoke critical perspective by undertaking case studies pertaining to aspects of global tourism • To introduce concepts of sustainability and Eco tourism • To teach students about international VISA/Passport regulations etc Outcomes: Student will be able to appreciate global Tourism aspects and have a perspective on Tourism planning and World organisations.	
Unit I	Understanding Global Tourism Growth and evolution of tourism Measuring tourism Global Tourism –Development, Trends & Issues Globalisation, Tourism and Cultural Change	15 L
Unit II	Sociology of Travel Analysing Tourist Behaviour Protecting the visitor Eco Tourism for developing countries Tourism Case Studies –Malaysia, Thailand, African Safari Tourism Carrying Capacity Tourism , Environment Impact Assessment	10 L
Unit III	Planning & Approaches to Tourism Homogeneous Product-Established Resorts Stages in Tourism Planning Types of Tourism Planning –Macro and Micro Synergy between Shopping and tourism Event Tourism Tourism & Sustainable Development	10 L
Unit IV	Tourism Organisations, Geopolitical & Policy Issues Role of UNWTO Global Approach UNESCO Criteria, Fairs & festivals, funding, committee, conventions, approved heritage sites- challenges, impact of IT & trends	10 L
Textbook: 1. S.P. Gupta (2002), <i>Cultural Tourism in India</i> , Indraprastha Museum of Art and Archaeology, New Delhi. Additional References: Smith, V. (ed.). (2001). <i>Hosts and Guests Revisited: Tourism Issues in the 21st Century</i> . Dieke, Peter U. C. (ed.). (2000). <i>The Political Economy of Tourism Development in Africa</i> . Stronach, V. (2000). <i>The Other Side of Paradise: Tourism, Conservation and Development in the Bay Islands</i> . Dahles, H. and K. Bras. (eds.). (1999). <i>Tourism and Small Entrepreneurs: Development</i> ,		

National Policy and Entrepreneurial Culture: Indonesian Cases.
Lew, Alan (ed.). (1999). *Tourism on American Indian Lands.*

Evaluation Scheme

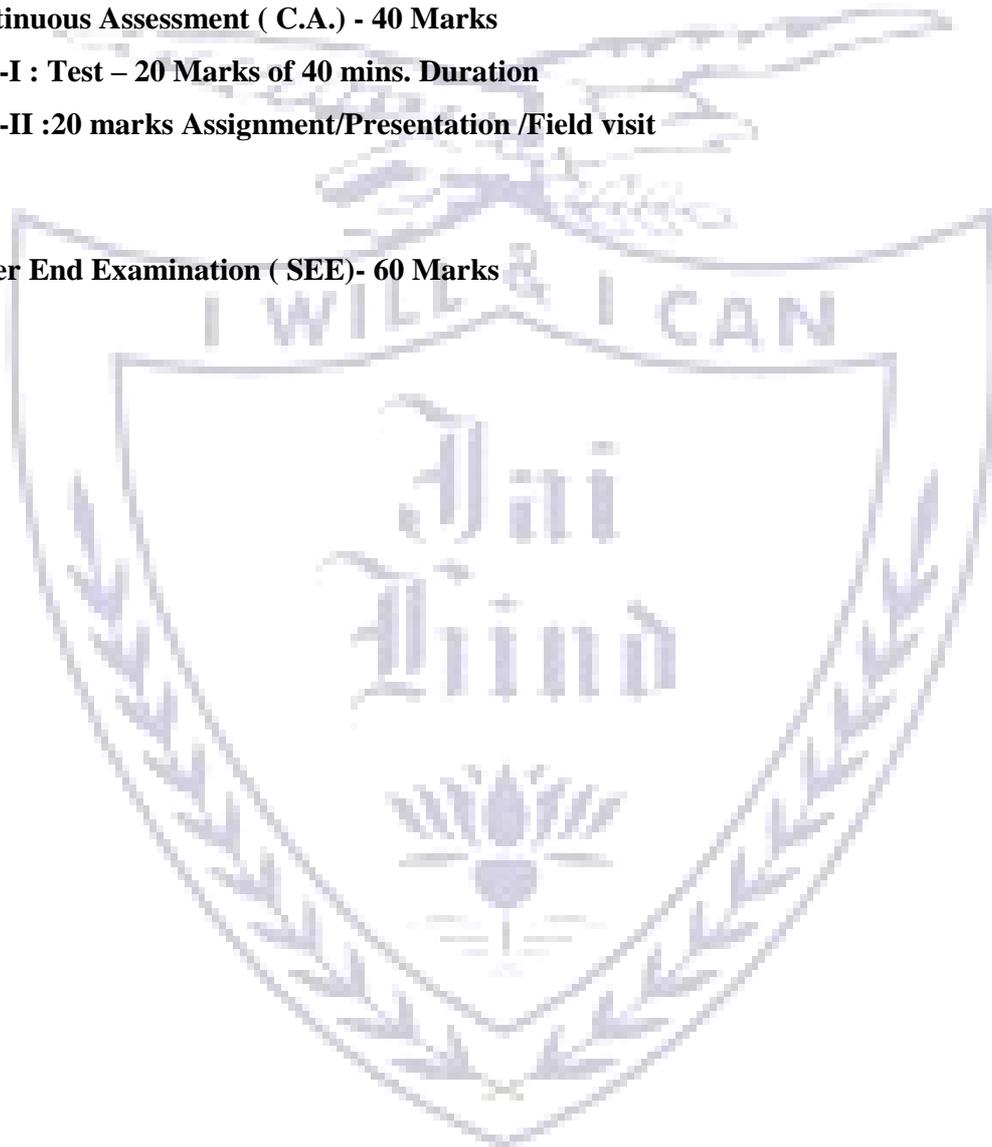
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V. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II :20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks



Course: CBTT206	Course Title: Travel Agency Management & Tour Guide Role (Credits :4 Lectures/Week:03)	
	Objectives: <ul style="list-style-type: none"> • To introduce students to the Global Tourism Industry-its evolution, trends and challenges • To provoke critical perspective by undertaking case studies pertaining to aspects of global tourism • To introduce concepts of sustainability and Eco tourism • To teach students about international VISA/Passport regulations etc Outcomes: Student will have knowledge about Travel Agency Operations Will understand Tour Packaging fundamentals& aspects of Customer market.	
Unit I	Introduction & Functions of a Travel Agency – Organised Travel, Types of Travel agency Tour Agency Operations, on site and offsite servicing, Travel Retailing and sale of products IATA controlled approval- E –ticket, settlement of Account, benefits of Insurance Organisational Structure Working of Travel Agency & Tour Operators, travel Agency MNCs- Meaning & Benefits, Procedure for the approval from Government of India IATA of tour Agency & Tour Operator	10 L
Unit II	Tour Operations – Origins of packaged tour, growth in package tours Mass Market Operations Specialist Tour Operators Domestic operators & Types of packaged tour Inbound Tour Management- Types of travellers and major markets of inbound tourists Inbound Itinerary description, transport & accommodation Steps to itinerary making, sample programs for inbound tourists Cost sheet (meaning & significance), terms and conditions	15 L
Unit III	Outbound Tour Management- Major markets for outbound Tourism & statistics of outbound Tourists Reasons for growth and need for better packages, Handling outbound groups, potential of outbound group, Profile of outbound travellers Outbound Tourist data- European jewels-Best of Italy and France, Switzerland & Super Saver USA Tour pricing, fixed costs, variable costs Total Net tour Cost, total cost worksheet Cancellation fee & refund	10 L
Unit IV	Agency Supplier relationship- Relationship with air travel producers & customer centric approach	10 L

	<p>Relationship with transport suppliers & Private Bus line operators, Operators of mass transit system, & relationship with accommodation suppliers, Category of rooms, relationship between travel agents and tour operators; Hospitality Management: Type of accommodations available, different categories of hotels, different departments of hotel – an Introduction. Other functions –Documentation of Tours, Communication strategies with seniors and colleagues Safety measures, emergencies, insurance guidelines and refund policies</p>	
<p>Textbook: D.L. Foster, <i>The Business of Travel agency Operation & Administration</i> J.M.S. Negi, <i>Travel Agency & Tour Operations: Concepts & Principles</i> Additional References: 1. Malik, Haris&Chatterjee, <i>Indian Travel Agents</i> 2. C.Y. Gee, <i>Travel Industry</i> 3. Yale P, <i>The Business of Tour Operations</i></p>		

Evaluation Scheme

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VI. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II :20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Course: CBTT207	Course Title: Reservations, e-ticketing & Technology in Tourism Service. (Credits :4 Lectures/Week:03)	
	Objectives: <ul style="list-style-type: none"> • To introduce students to the Global Tourism Industry-its evolution, trends and challenges • To provoke critical perspective by undertaking case studies pertaining to aspects of global tourism • To introduce concepts of sustainability and Eco tourism • To teach students about international VISA/Passport regulations etc Outcomes: <ol style="list-style-type: none"> 1. Be familiar with the basic functioning of a GDS: Amadeus. 2. Learn to search and analyse air transport services and fares offered by the airlines before select the best option no fit the specific customer’s needs. 3. Know how to develop all the process to generate an air transport reservation with a global distribution system 4. Be familiar with the basic functioning of a travel agency-management programme. 5. Apply communication techniques relevant to the tourism sector. 	
Unit I	Air Transportation-II: Introduction to Air Ticketing- Booking, Ticketing (Def.), City codes terminology & OAG flight schedules. Baggage Rules – Piece and weight concept, Prohibited items, checked and unchecked baggage. Road Transportation booking & e-ticketing formats	10 L
Unit II	Train transportation – Inbound and outbound, terminologies-PRS, PNR, Tatkal, Automated Fares e-Ticketing System Formats	15 L
Unit III	Cruise Transportation booking, e-ticketing formats	10 L
Unit IV	Accommodations booking, e-ticketing formats, Special Mileage Provisions & special fares etc, Travel Softwares training & prominent portals	10 L
	<u>GDS TRAINING WILL BE PROVIDED WITH A CHARGEABLE FEE–GALILEO or AMADEUS,ABACUS</u>	20 Hours
Textbook: <ul style="list-style-type: none"> • IATA Ticketing Hand Book • Chand, Mohinder, <i>Travel Agency Management</i> Additional References: <ul style="list-style-type: none"> • ABC World wide Airways Guide (Red & Blue) • Air Tariff Book 1, World wide Fares. • Air Tariff Book 1, World wide Rules, IT Fares etc. • Air Tariff Book 1, World Wide Maximum Permitted Mileage 		

- Travel Information Manual (TIM)

Evaluation Scheme

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VII. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II :20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

