

BANGALORE CENTRAL UNIVERSITY
B.COM (Tourism) Degree (CBCS SEMESTER SCHEME) – 2019-20



DEPARTMENT OF COMMERCE

REGULATIONS PERTAINING TO B.COM (Tourism) DEGREE (CBCS -SEMESTER SCHEME) - 2019 - 20

I. OBJECTIVES:

1. To develop ready to be employed skilled professionals in the Tourism sectors.
2. To develop business skills among students that can meet the requirement of business and industry
3. To develop researchers and consultants in the area of Tourism Management.
4. To develop Entrepreneurs in the field of tourism.
5. To develop administrators with an all-round vision of tourism planning and development who can act as potential think tank.
6. To develop Holistic managers with inter disciplinary knowledge.
7. To develop Business Philosophers to propagate social responsibility and accountability.
8. To develop students with Professional and Academic inputs to adapt to the requirements of the changing Tourism industry and analyze the various components of this industry.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two years Pre – University course of Karnataka State or its equivalent as notified by the university from time to time.

III. DURATION OF THE COURSE:

The course of study is Three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completes Three (03) years of the course will be awarded Bachelor's Degree in Commerce (B.Com.).

IV. MEDIUM OF INSTRUCTION:

The medium of instruction and examination shall be in English.

V. CLASS ROOM STRENGTH OF STUDENTS:

There shall be Maximum of 60 students in each section.

VI. ATTENDANCE:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

VII. COURSE MATRIX

Annexure – 1 for B.Com (*Tourism*) degree course Matrix

VIII. TEACHING AND EVALUATION:

M.Com/MBA/M.Com (F&A)/MBS graduates with **B.Com, B.B.M, and BBA & BBS** as basic degree from a recognized university are only eligible to teach and to evaluate the **Commerce subjects** (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. **MTA/MTTM/M.Com/MBA with tourism** specialization is only eligible to teach and to evaluate the **Tourism subjects**. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

IX PRACTICALS / RECORD MAINTENANCE AND SUBMISSION:

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical classes & on line assignments.
- b. In every semester, the student should maintain a Practical Record Book in which exercises / programs are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.

X. SCHEME OF EXAMINATION:

- a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.
- b. Of the 30 marks of Internal Assessment of Theory Papers, 20 marks shall be based on two tests. Each test shall be of at least 30 Minutes duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance.
- c. The marks based on attendance shall be awarded as given below:
 - 76% to 80% = 04 marks.**
 - 81% to 85% = 06 marks.**
 - 86% to 90% = 08 marks.**
 - 91% to 100% = 10 marks.**
- d. Internal Assessment Marks for Practical's shall be awarded by the faculty concerned based on Syllabus for Practical's provided in each Semester. The student is required to prepare/workout the concerned exercises in a Practical Record Book maintained by him/her and shall submit it to the faculty concerned at least 15 days before the last date of the semester.

XI. APPEARANCE FOR THE EXAMINATION:

- a. A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
- b. A candidate who has passed any language under Part-I shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- c. Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.
- d. A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XII. MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 40% marks in university examination (i.e. 28 marks out of 70 marks of theory examination) and 50% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:

- a. **First Class with Distinction:** Those who obtain 75% and above of the total marks of parts I, II, III & IV.
- b. **First Class:** Those who obtain 60% and above but less than 75% of the total marks of parts I, II, III & IV.
- c. **Pass Class:** Those who obtain 50% and above but less than 60% of total marks of parts I, II, III & IV.

2. Ranks shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part IV) as a whole. However, only those candidates who have passed each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

XIV. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XV. TERMS AND CONDITIONS:

- a) A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- b) Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c) The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XVI. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

i) For Theory Examinations:

SECTION-A 1. a,b,c,d,e,f,g.	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5.	(Analytical questions) Answer any THREE	(03 X 05 = 15 Marks)
SECTION-C: 6,7,8,9.	(Essay type questions) Answer any THREE	(03 X 15 = 45 Marks)
Total		70 Marks

ii) For Practical Subjects Examinations:

SECTION-A: 1, 2, 3, 4, 5.	Answer any FOUR	(04 X 05 = 20 Marks)
SECTION -B: 6, 7, 8, 9.	Answer any THREE	(03 X 10 = 30 Marks)
Total		50 Marks

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVIII. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.



B.COM (Tourism) Degree (CBCS- SEMESTER SCHEME) – 2019-20
COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	1.1	4	3	30	70	100	2
	Language – II : English	1.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	1.3	4	3	30	70	100	2
	Business Dynamics & Entrepreneurship	1.4	4	3	30	70	100	2
	Fundamentals of Tourism Industry	1.5	4	3	30	70	100	2
	Tourism Geography and Resources	1.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	1.7	2*	2	50	50	100	2
Part 4	Foundation Course*	-	2	2	30	70	100	2
	CC & EC*	-	-	-	50	-	50	1
Total Credits								17

* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.

II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language - I: b Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	2.1	4	3	30	70	100	2
	Language – II : English	2.2	4	3	30	70	100	2
Part 2 Optional	Advanced Financial Accounting	2.3	4	3	30	70	100	2
	Banking Operations & Innovations	2.4	4	3	30	70	100	2
	Tourism Products and Resources	2.5	4	3	30	70	100	2
	Tourism Marketing	2.6	4	3	30	70	100	2
Part 3 Practicals	Practical's on Skill Developments*	2.7	2*	2	50*	50*	100	2
Part 4	Foundation Course*		2	2	30	70	100	2
	CC & EC*		-	-	50	-	50	1
Total Credits								17

***One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.**

**** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.**

III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills-I	3.2	4	3	30	70	100	2
	Corporate Accounting	3.3	4	3	30	70	100	2
	Financial Management	3.4	4	3	30	70	100	2
	Principles & Concepts of Hospitality Management	3.5	4	3	30	70	100	2
	Tour Operations Management	3.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	3.7	2*	2	50*	50*	100	2
Part 4	Foundation Course*		2	2	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								17

***One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.**

**** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.**

INSTRUCTION: During the III Semester students should be assigned Community Service and it shall be monitored by the Mentors. Maximum 15-20 Students shall be allotted to each Mentor. In addition to commerce and management Faculty, faculty from Languages including English and Additional Subjects, Librarian and Physical Education director shall also be appointed has mentors. The Community service may be carried out in any type of Non-Profit Service Organization's such as, Panchayat Raj institutions, Public Hospitals, Old age homes, orphanage houses, sports clubs. Women organizations, neighborhood organizations, religious or educational organizations, red cross, lions club, rotary clubs, youth service association Or any other social service organization. Minimum of 15 days of field service shall be ensured. The report on community service shall be submitted within 60 days of commencement of IV semester. The report shall consist of organizational profile, nature of service and experience of student along with the certificate from the organization in about 20 pages. The related Marks & Credit will be awarded in the IV Semester.

IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills- II	4.2	4	3	30	70	100	2
	Advanced Corporate Accounting	4.3	4	3	30	70	100	2
	Goods & Services Tax	4.4	4	3	30	70	100	2
	Tourism Policy, Planning and Development	4.5	4	3	30	70	100	2
	Information Technology and Communication for Tourism	4.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments *	4.7	2*	3	50**	50**	100	2
Part 3	Foundation Course*- Community Service Report	-	2	2	100	-	100	2
	CC & EC*	-	-	-	50	-	50	1
Total Credits								17

* Each Practical class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.

- Community Service Report:-30 marks for viva-voce, 70 marks for report evaluation by internal examiners

INSTRUCTION: During the IV Semester, the students should be assigned INTERNSHIP and it shall be monitored by the Mentors. Faculty from Commerce and Tourism Department shall only be appointed as Mentors. Minimum of THREE weeks of internship shall be undergone by the student and the Internship Certificate from the Organisation shall be enclosed with the report. Internship may be undertaken in any type of Travel agency/Tour operators/Hotels/DOT/Airports/Cruise lines/Rural Tourism/Amusement Park and tourism related Organizations. Maximum 20 Students shall be allotted to each Mentor. The Report on Internship shall be submitted within 60 days of commencement of V semester. The related Marks & Credit will be awarded in the V Semester.

V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Optional	Income Tax –I	5.1	4	3	30	70	100	3
	Auditing & Corporate Governance	5.2	4	3	30	70	100	3
Part 2 Elective	Entrepreneurship Development in Tourism	5.3	4	3	30	70	100	3
	Event Management and MICE Tourism	5.4	4	3	30	70	100	3
	Airline and Airport Operations	5.5	4	3	30	70	100	3
	Travel Consultant & Travel Formalities	5.6	4	3	30	70	100	3
Part 3 Practical's	Practical's on Skill Developments*	5.7	2*	3	50**	50**	100	3
Part 4	SDC/SEC: Internship Report	-	-	-	100	-	100	3
	AECC***	-	2	2	30	70	100	2
Total Credits								26

* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.

***AECC: Ability Enhancement Course:.

Internship Report on Tourism -Internship report: 30 marks for viva-voce, 70 marks for project evaluation by internal examiners.

INSTRUCTION: During the V Semester, the students should be assigned a Dissertation/ project work on Tourism and it shall be monitored by the Mentors. Faculty from Commerce and Tourism Department shall only be appointed as Mentors. Dissertation/ project report may be undertaken in any type of Travel agency/Tour operators/Hotels/DOT/Airports/Cruise lines/Rural Tourism/Amusement Park and tourism related Organizations. Maximum 15-20 Students shall be allotted to each Mentor. The Report shall be submitted within 60 days of commencement of VI semester. The related Marks & Credit will be awarded in the VI Semester.

VI SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Optional	Income Tax – II	6.1	4	3	30	70	100	3
	International Financial Reporting Standards	6.2	4	3	30	70	100	3
Part 2 Elective	Tourism Business Planning and Development	6.3	4	3	30	70	100	3
	Sustainable Tourism Management	6.4	4	3	30	70	100	3
	Front Office Management	6.5	4	3	30	70	100	3
	Cruise Operations Management	6.6	4	3	30	70	100	3
Part 3 Practical's	Practical's on Skill Developments*	6.7	2*	3	50**	50**	100	3
Part 4	SDC/SEC: Dissertation/Project Report	-	-	-	100	-	100	3
	AECC***	-	2	2	30	70	100	2
Total Credits								26

* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

** IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test). University examination shall be conducted with a separate Question Paper.

***AECC: Ability Enhancement Course.

Dissertation/Project Report on Tourism-Dissertation/Project Report: 30 marks for viva-voce, 70 marks for report evaluation by internal examiners

1. Foundation Course / Skill Development / Skill Enhancement Course (SEC) / Ability Enhancement Compulsory Course (AECC) / Interdisciplinary Courses

Common for all programmes, MCQ type of question paper shall be used, use of modern teaching aids and supply of study material is recommended.

- Constitution of Indian and Human Rights
- Environmental Science
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership
- Culture, Diversity and Society
- Research Methodology
- Education and Literacy / Science and Society
- Human Resource Development / Management
- Any one Foreign Language
- Commodity & Stock Market
- Mathematics in finance.
- Any other Course prescribed by the University from time to time

2. Co-and Extra – Curricular Activities (CC& EC)

A student shall opt for any one of the following activities in the first four semesters offered in the college

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indian in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Any other Co- curricular and Extra-curricular activities leading to Student Development as prescribed by the University.

Evaluation of Co-curricular and Extra Curricular Activities as per the procedure evolved by the University from time to time.

FIRST SEMESTER

Paper No. 1.1, 1.2, 1.3 & 1.4 -Syllabus as per Bangalore Central University B.Com Degree (regular)
Course- 2019-20.

1.5 Fundamentals of Tourism Industry

Objectives:

- To provide the concept and nature of Tourism and its significance.
- To equip with various tourism systems that are related to Tourism Industry.

Unit-1 Basics of Tourism

Definition, Objectives, Components- Attraction-Natural & Manmade, Accessibility, Accommodation and Amenities, Types of Tourism-Domestic & International, Types of tourists, Forms of Tourism-Purpose of Visit, Alternative Tourism, Activity undertaken, Specialty Tourism, Eco-Tourism, Agri-Tourism, MICE. Terms-Excursionist, Traveler, Transit traveler, Visitor, Nature and Significance of Tourism, Impacts, Emerging Trends. 15 Hrs

Unit -2 Travel Trade Organization

Travel Agencies and Tour operators- Types, Role and Functions, Important features-Segments of Tourism Industry-factors contributing growth of tourism industry. Problems in tourism industry in India –New Issues and Challenges in tourism industry in India, Steps taken by Indian Government –Future of tourism industry in India, Case study of Famous Travel Agents and Tour Operators. 10 Hrs

Unit- 3 Transportation system in India

Accessibility: Air Transportation, Aviation-Airline-Airport, Sea Transportation (Cruise Line) Indian Railway system, IRCTC, Luxury tourist trains in India, Road Transportation in India, National Highways Importance of Transportation, Advantages and Disadvantages, unique transportation in India and world. 10 Hrs

Unit- 4

Accommodation Industry: Types of Hotel, Types of room, Meals Plan, Departments in Hotel, BnB, Resorts, Cruise Line, Homestay, Farmstay, Camping sites, Youth Hostels- Aminties. Guest life Cycle, Case study of Mayura, JL&R Ltd, Ashoka and other major hotels in India. 10 Hrs

Unit -5

Tourism in India, MoT, Dot-GoK, ITDC, KSTDC, TAAI, UNWTO, IATA, UNESCO – Tourism Police - National & State, Incredible India campaign, Tourism development schemes in India & Karnataka. Different Tourism Slogans/punch line. 15 Hrs

Books for Reference:

1. Pran Seth- Successful Tourism Management
2. Burkart and Medik-Tourism Past, present and Future
3. A K Bhatia-International Tourism Management
4. Tourism Business-Kings Publication
5. M Mananad-Tourism and Hotel Industry in India
6. Sudhir Andrew-Front Office Manual.

1.6 Tourism Geography and Resources

Objectives:

- To provide the concept and types of geography related to tourism in India.
- To equip with skills related to geography of tourism in India.

Unit – 1

Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills. Latitude & Longitude- Knowledge of International Dateline- Local Time- Standard Time- Indian Standard Time –Greenwich Mean Time- Weather & Climate- Elements of Weather & Climate-Impact of Weather and Climate on Tourism.

10 Hrs

Unit – 2

Geography of tourism in India:

- a) Physical divisions of India
- b) Rivers of India
- c) Seasons of India
- d) Natural & Cultural Heritage of India

15 Hrs

Unit-3

Geography of tourism in Karnataka: Western Ghats-Monsoon Tourism, Types of Forest - National Parks, Wild life Sanctuary, Bird Sanctuary–Forest Department, DoT-GoK, KSTDC, JL&R Ltd-Natural & Cultural Heritage. Case study on Heritage sites, National Park and other nature based tourism.

15 Hrs

Unit – 4

Adventure Activities-Scuba Diving, Trekking, White river rafting, Hiking, Bird watching, Paragliding, Angling, Cycling, Jeep Safari, Camping, Agritourism, Resorts, Sustainable Tourism, Eco-Tourism, Medical Tourism, Safari, Hill Station. Case study on Adventure tourism

10 Hrs

Unit - 5

Importance of Geography in Tourism: Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- GIS -Tourism Planning and Development. Tourism Demand, Motivation of Tourism Demand. Tourism System-TGR-Travel Generating Region, Leiper's model, Tourist Behavior

10 Hrs

Books for Reference:

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade
3. Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Elliots, Prentice Hall Edn. 2001.

1.7: PRACTICALS ON SKILL DEVELOPMENT

Unit 1:

- ❖ Preparation of Chart showing Types of Tourism
- ❖ Preparation of Chart showing Forms of Tourism.
- ❖ Collection and recording of visit to Tourist attractions in Bangalore.
- ❖ Chart showing types of Tourists

Unit 2:

- ❖ Visit to Dept of tourism/KSTDC/ITDC/JLR/Badami house/travel agency/Tour operator/Gurajat tourism/HP tourism dept/Golden chariot/Hotels/ Resorts/Home stay understand the organization structure and prepare a report.
- ❖ Preparation of a Project report to start a SSI Unit.
- ❖ Format of a business plan.

Unit 3:

- ❖ Structure of Tourism Department, Government of Karnataka.
- ❖ Organizational structure of Ministry of Tourism, ITDC.
- ❖ Prepare a brief case study of any one of the following: KSTDC, JL&R Ltd, ITDC.
- ❖ Visit to IITM, TTF and other Tourism related exhibition

Unit 4:

- ❖ Draw specimen of Traveler's Cheques / Gift cheques
- ❖ Chart showing Company's Organization Structure (Tour Operation, Hotel, KSTDC etc)
- ❖ Preparation of Chart showing various luxury trains.
- ❖ Famous travel agencies in India.

Unit 5:

- ❖ Ideas to develop unknown tourist destinations (as per students choice)
- ❖ Case study on Urban Tourism
- ❖ List out World Heritage Sites in India
- ❖ Famous travelers from around the world.

SECOND SEMESTER

Paper No. .2.1, 2.2, 2.3 & 2.4 Syllabus as per Bangalore Central University B.Com Degree (regular)
Course- 2019-20.

2.5 Tourism Product and Resources

LEARNING OBJECTIVE: The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

Unit- I Introduction to Tourism Product

Tourism product: Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources – Natural & Man made, Socio cultural, Diversities in Landform & Landscape – Outstanding, Geographical features - Climate, Flora & Fauna. Nature & Scope to tourist places in India. 10 Hrs

Unit- II Man made, Cultural and Heritage Tourism Product

Man made Tourism Products: Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, fairs and festivals. Cultural and Heritage Products of India. Case study of Man made Tourism Products- Amusement Parks, Museum, AgriTourism, Kite Festival, Boat Festival, Dance Festival. 15 Hrs

Unit- III Natural Tourism Product

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation- Conflicts. Natural and Symbiotic Tourism Products 10 Hrs

Unit- IV Emerging Trends in Tourism Product

Emerging Trends: Adventure Tourism, Medical Tourism, Village Tourism, Community Based Tourism, Agritourism, Homestay/BnB, Sustainable Tourism, Eco-Tourism, Dark Tourism, Blue Tourism, LGBT, MICE and other tourism related areas. 10 Hrs

Unit- V Karnataka Tourism Product

Natural –National park, Wildlife Sanctuary, Bird Sanctuary, Beach, Waterfalls
Manmade-Heritage Sites, Historical Monuments, Pilgrimage sites, Culture, Art, Dance, Musi, Handicrafts, Painting. Case study on World Heritage Sites and Pattadakallu Dance Festival, Dasara, Folk and Classical Arts 15 Hrs

1. Gupta, SP Lal, K. Bhattacharya.M, Cultural Tourism in India, DK Print
2. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
3. Mishra,L. Cultural Tourism in India, Mohit Publications
4. Thomas L Bell, Human Geography : People and Places, Prentice Hall
5. Bindia Thaper, Suparna Bhalla, Surat Kumar Manto, Introduction to Indian Architecture, Periplus Edition
6. Jacob, Tourism Products Of India, Abhijeet Publications

2.6 TOURISM MARKETING

Objectives:

- To provide the concept and types of Marketing related to tourism in India.
- To equip with skills related to Marketing Tourism in India.

Unit – I:

Tourism Marketing- definition, Marketing Concepts, Nature and Scope of Marketing, tourism Marketing Mix, Marketing Environment, factors affecting the tourism marketing Environment. Tourist behavior – meaning and factors affecting Tourist behavior. 10 Hrs

Unit – II: Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behavior, Market Segmentation – bases, Marketing segmentation and positioning (STP), Targeting and Positioning for competitive Advantage. 10 Hrs

Unit – III: Developing the Tourism Marketing Mix: Tourism Product- definition, features, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging in tourism, Pricing Products – Pricing- meaning and factors pricing of tourism product, Pricing policies and Methods. 10 Hrs

Unit – IV: Distribution Channel and Logistics Management-Channel Selection, factors affecting the channels of distribution. Tourism Promotion – meaning and importance, developing effective communication, Promotion Mix: Advertising- its purpose and function in tourism, Advisement copy and types, Sales Promotion, Personal Selling, word of mouth and Publicity. 10 Hrs

Unit – V: Issues in Marketing: Global Marketing, Direct Marketing, E- business, CRM, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues. 10 Hrs

Books for Reference:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.
4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons

2.7: PRACTICALS ON SKILL DEVELOPMENT

Unit 1:

- ❖ Understanding of recent trends in tourism—Agri / Wine/Home stay
- ❖ Understanding of recent trends in tourism Dark tourism/Medical tourism/MICE
- ❖ Factors affecting the Travel agency/Tour operator /Hotel/Resorts/any related tourism product.
- ❖ Study of Consumer Behavior for a tour product of your choice.

Unit 2:

- ❖ Develop an Advertisement copy for tourism product.
- ❖ Prepare a chart for distribution network for different natural/ cultural tourism products.
- ❖ Prepare a chart of different types of Amusement parks/museums
- ❖ Prepare a chart of different types food and beverages outlets.

Unit 3:

- ❖ Presentation & Progression of tourism of different States
- ❖ Organizational structure of Ministry of Tourism, ITDC.
- ❖ Specimen of Travel Vouchers,
- ❖ Tour package quotation.

Unit 4:

- ❖ List out the tourism slogans of different states.
- ❖ Pricing of tourism products.
- ❖ Note on dances forms of India
- ❖ Collection of tourist inflow in Badami House and prepare a statistics account.

Unit 5:

- ❖ Case study on Overseas Marketing by ITDC, KSTDC and other State DoTs
- ❖ Case study on Golden Chariot
- ❖ Prepare a chart on Tourism Brands in India and around the world.
- ❖ Collection of tourist inflow in of Bangalore major Monuments and prepare a statistics account.

THIRD SEMESTER

Paper No. .3.1, 3.2, 3.3 & 3.4 Syllabus as per Bangalore Central University B.Com Degree (regular)
Course- 2019-20.

3.5 Principles & Concepts in Hospitality Management

Unit – 1

Introduction to Hospitality – Concept, Historical evolution of Hospitality industry – Global and Indian Context

World famous Hotel chains, Group of hotels, Famous Indian Hotels.

Unit – 2

Hotel – Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/ international hotels chains in India Hotel plans(AP, MAP, CP, EP) Hotel guest room types and status: Menu types of menu

Unit -3

Departments/Functional units in Hotel and organizational Structure Hotel Organisation – Organizational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage departments.

Unit – 4

Front Office Operations: Front office Assistant, Reservation, Registration, Check-in and Check-out producer, Bell Boy, Lobby area, welcoming guest, Front Office Manager, Importance of Front Office in hotel.

Unit – 5

Guest Relationship Management – Skills and personality traits of hospitality staff, complaint handling, Grooming, Communication skills, basic computer Knowledge, emergencies importance and use of PMS in hospitality industry-Opera/IDS

Books for Reference:

1. Hotel Management – Yogendra K Sharma.
2. Introduction to Tourism and Hospitality Industry – Sudhir Andrew
3. Hotel Housekeeping Operations – Sudhir Andrew
4. Hotel Front office Operations – Sudhir Andrew
5. Housekeeping Operations – Raghubalan and Smritee Raghubalan

3.6 Tour Operations Management

Objectives:

- To provide the concept of Tour Packaging and Tour Operations.
- To equip with Itinerary development and knowledge about various International and National Tourism Organization
- To educate on Inbound Tourism and generating foreign currency to support nations' economy.

Unit-1

Concept of Tour: History & Growth of Travel Agency, Emergence of Travel Intermediaries, Definition, Types- Domestic, International-Inbound & Outbound, Hosted Tour, Escorted Tour, Independent Tour, and Custom designed Tour, Prepackaged Tour components, Advantages of Selling Tours.

Unit -2

Tour Organization: Travel Agent & Tour Operator difference, Functions, Organizational structure of Travel Agent & Tour Operator. Linkages of Tour Operation, Business with Principal Suppliers, Government and other agencies. Incentive and Concessions applicable to tour operators in India. MoT policy and regulations of Travel Agent & Tour Operator

Unit -3

Travel Consultant: Sales & Operation, FIT & GIT, Communicating with Suppliers, Quotation-Quoting suppliers and customers, Route mapping, connectivity, availability check, follow-up, re-confirmation, **International Travel Documents & formalities:** Travel Agents & Tour Operators-Differentiation Inbound & Outbound, Travel formalities and Regulations-Passport, VISA, Customs, Immigrations and Foreign Exchange

Unit- 4

Karnataka Tourism: Package tour-KSTDC itinerary, Golden Chariot Itinerary, Southern Splendor, Heritage circuit, Eco-Circuit, Beach itinerary, Adventure Tour Packages, Preparation the itinerary of various destinations in Karnataka.

Unit- 5

Domestic Tourism Organization: Role and Contribution of Tour Packages of ITDC, STDC, KSTDC, Role of DOT, TAAI, FHRAI, AIA Role MoT, DoT-GoK. National and State Tourism Policy supporting Tour operations in Inida.

Books for Reference

1. A K Bhatia-Tourism Development, Principles and Practices, Sterling Pub.
2. Mohinder Chand-Travel agency Management, Anmol Publications
3. IATA Study Materials
4. Charles R. Goeldner, J. R. Brent Ritchie-Tourism Principles, Practices and Philosophies
5. L K Singh-Management of Travel Agency
6. GwendaSyratt-Mannual of Travel Agency Practice

FOURTH SEMESTER

Paper No. .4.1, 4.2, 4.3 & 4.4 Syllabus as per Bangalore Central University B.Com Degree (regular)
Course- 2019-20.

4.5 TOURISM POLICY, PLANNING AND DEVELOPMENT

Unit - I

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.

Unit - II

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organizations. Incentives & concessions extended for tourism projects and sources of funding.

Unit - III

Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept.

Unit - IV

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development.

Unit - V

Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning. Ministry of Tourism, Department of Tourism-Government of Karnataka.

Reference Books:

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
4. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
5. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
6. Tourism Dimensions : S.P. Tiwari (New Delhi)
7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
8. Tourism Planning : An integrated and Sustainable Approach - Inskip E.
9. National & Regional Tourism Planning : Inskip E. (London, Routledge)
10. Ecotourism: A case guide for planners and managers - Ecotourism Society
11. Report of Adhoc Committee on Tourism - 1963
12. National Tourism Policy - 1982
13. National Committee Report - 2002
14. National Action - 1992
15. Draft of Tourism Policy - 1997

4.6 Information Technology and Communication for Tourism

Objectives: The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

Unit – I

Basic Computing: An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, A descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data.

Unit – II

Office Work: The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

Unit – III

Internet: Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing.

Unit – IV

Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available).

Unit – V

Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Book Reference:

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
- Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.
- Mehta Subhash, "Wordstar – 7", New Delhi : Comdex Computer Publishing, Pustak Mahal.

FOURTH SEMESTER

Paper No. .5.1, & 5.2 Syllabus as per Bangalore Central University B.Com Degree (regular) Course-2019-20.

5.3 Entrepreneurship Development in Tourism.

Course Objective: This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

Unit I

Entrepreneurship : Evolution of the Concept & Definition, Functions Of Entrepreneurship; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry; Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages of Entrepreneurship to society. Factors affecting Entrepreneurship growth. Challenges of entrepreneurship in Tourism.

Unit II

Small Scale Enterprises: Concept & definitions, Classification & definition of Industries, Essentials ,features & Characteristics of Small Scale Enterprises, Need and Rationale of SSI Development, Role of Entrepreneurship/ SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Challenges of Small scale Industries in Tourism.

Unit III

Tourism Entrepreneurship: Concept & Definition, Policy measures for Tourism entrepreneurship in India. 7-S, Objectives of Tourism Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, success full startups and ventures. Agri-Tourism, Farm Tourism, Community Based Tourism, Homestay, BnB, Village Tourism. Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

Unit IV

Financial Planning: Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan : Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business.

Unit V

Forms of Business ownership- Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry ,Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/ Hotels on risk taking, innovation, creativity and growth in Tourism.

Books for Reference:

1. Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
2. Bird B.J. Entrepreneurial Behavior. New York: John Wiley & Sons
3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper, NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.

5.4 EVENT MANAGEMENT & MICE TOURISM

Objectives: As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

Unit – I

Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Mysore Dasara, Hampi Utsava, Pattadakal Dance Festival, Ganga Mahotsava, Varanasi Ganga Aarathi and Taj Mahotsava)

Unit – II

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Unit – III

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development. IITM, TTF and other Tourism related fairs.

Unit – IV

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Unit – V

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

Book Reference :

1. Bhatia A.K.(2001), Event Management, Sterling Publishers, New Delhi.
2. David C.Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events-Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Avirch Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
5. Panwar.J.S. (1998). Marketing in the New Era. Sage, New Delhi.
6. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
7. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

5.5 AIRLINE AND AIRPORT OPERATIONS

Unit I

Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control

Unit II

Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards

Unit III

Facilitation and security and contingency planning: Passenger Handling, Class or Type of Fare, Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods, Dangerous Goods in Passenger Baggage: Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

Unit IV

Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulkloaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags, Handling of Damaged Cargo, Handling of Pilfered Cargo, Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo, Handling and Stowage of Live Animals, Handling of Human Remains, Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents, Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain, Special Load—Notification to Captain

Unit V

Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices, Storage of Unit Load Devices, Continued Airworthiness of Unit Load Devices, ULD Build-up and Breakdown, ULD Transportation, ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping, Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation, Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL, Load Control, Terms and Definitions,

Book for References:

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis.R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
6. P.S.Senguttuvan –Principles of Airport Economics-Excel Books-2007
7. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill, London-
8. Kent Gouiden- Global Logistics Management –Wiley Black Well
9. Lambert –Strategic Logistic Management – Academic Intl Publishers
10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
11. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

5.6 Travel Consultant & Travel Formalities

Unit 1:

Introduction: Tour Operation Organizational structure-Travel Agency Organizational Structure-Service and Operation - Identifying the different sectors of tourism industry -Classification of tourism Knowledge of types of travel- Learning about types of travelers- Understanding various travel related services -Functions of travel consultant and travel agency-FIT-GIT- World Travel laws– Policies, Practices and Problems in Tour Management

Unit 2:

Package tours: Understanding the concept of package tours- Developing knowledge of different types of tours for customers-Tour Packages difference between FIT & GIT-Inclusions, Exclusions, Meals, Accommodation categories, Itinerary flow-Tour Manager, Itinerary for tour manager, customer, couch driver- Duties and responsibilities of Tour Manager. Tour packages of major Tour Operating companies.

Unit 3:

Group Individual Traveler/ Group Inclusive Traveler.-Destination Knowledge, Computer knowledge, communication skills. basic etiquette-grooming-Tour Operating company rules and regulations. Tour-case study on KSTDC, ITDC, SOTC, THOMAS COOK, COKS AND KINGS, KESARI and other major tour operating company tour packages. Knowledge on other compotator -tour packages. Comparison of tour packages. Follow up-Sales skills.

Unit 4:

Free Individual Traveler/ Free Independent Travelers – Destination Knowledge-Destination Expert, Research on Guest requirements-Checking availability of Airline connectivity, Accommodation, Local transfers, local sightseeing and other related aspects. Follow up, confirmation, re-confirmation of different services. Seat in couch basis, private transfers, self drive— Itinerary Preparation – Pricing, Cost and Selling a Tour.

Unit 5:

Travel Formalities & Travel Documentation-Operation section in Tour Operation Company- VISA – on arrival and pre arrival-E-VISA, Passport-Transit VISA-Documents to get VISA for various countries around the world —Health Regulation along with travel documents required for various part of the world: Restricted Area Permit (RAP) and Inner Line Permit (ILP)-Vaccination-Additional Tour documents for Special Tour -VISA formalities for Inbound Tourism. Travel Insurance, Immigration and Emigration, Customs and Forex.

Reference Books:

1. All major Tour Operators Tour Broachers
2. National and State Tourism Departments Broachers
3. To be provided by the instructor

SIXTH SEMESTER

Paper No. 6.1, & 6.2 Syllabus as per Bangalore Central University B.Com Degree (regular) Course-2019-20.

6.3 Tourism Business Planning and Development

Unit 1:

Introduction:-Tourism in India, Tourism Business in India, Concepts, 5 A's of Tourism-Attraction, Accessibility, Accommodation, Activities, Amenities. Tourism Services, New Trends in Tourism, Supporting industry for tourism, Rural Tourism and development, MICE-Free lancer, DMC.

Unit 2:

Tourism Clusters & Focus Tourism Destinations: Urban tourism- Mysuru, Coorg, Belur-Halebeedu, Srirangapatna, Kalaburgi- Heritage tourism- Hampi, Badami, Aihole, Pattadakal, Vijayapura, Kalaburgi, Bidar- Nature Tourism -Western Ghats-Shivamogga, Uttar Kannada, Chickkamagalur, Hassan, Kodagu- Wildlife tourism- Nagarhole, Bandipur, BRT, Kavery, Bannerghatta- Wellness tourism –Mysuru- Religious tourism -Mookambika, Udupi, Dharmasthala, Karkala, Muradeshwar, Gokarna, Shravanabelagola, Kalaburgi, Vijayapura, Bidar, Ramnagar (Sufi) Coastal Tourism -Mangaluru, Udupi, Kundapur, Muradeshwar, Karwar & Gokarna

Unit 3:

Ministry of Tourism- Organizational Structure of MoT- India tourism Policy-ITDC. MoT- Guidelines and Schemes. Tourism Infrastructure development, Hotels & Restaurants, Travel Trade, Human Resource Development, Publicity and Events, Overseas Marketing, Market Research and Statistics, International Cooperation, Niche Tourism- Guidelines for Travel Agents, Rural Tourism, Homestay, Tour guide and other tourism business. Entrepreneurship Programme.

Unit 4:

Karnataka Tourism Department-Organizational structure of DoT, Karnataka Tourism Policy- KSTDC, Jungle Lodges and Resorts Ltd, Government Schemes to start Tourism Business- Homestay Registration and regulations- Tourism Investment in Karnataka- Master Plan- Tourism Facilitation Act, KSTDC airport taxi attachment- Guidelines for development of Tourism Products and Services- Improve Infrastructure, Tourism Products and Services.

Unit 5:

New Trends in Tourism Business: Community Based Tourism, Village Tourism, Homestay, Agri-Tourism, Farm Tourism, Rural Tourism, Dark Tourism, Cultural Heritage Tourism,

Reference Book & Websites:

1. <http://tourism.gov.in/>
2. <http://www.karnatakaturism.org>
3. <http://www.theashokgroup.com>
4. <https://kstdc.co/>
5. Karnataka Tourism Gazetteer
6. Karnataka-A state study guide
7. Tourism development-A.K.Batia

6.4 Sustainable Tourism Management

Course Objective: To make students aware about the role of sustainable tourism in the changing global scenario. This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

Unit-I

Sustainable Tourism & its Dimensions: Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

Unit-II

Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

Unit-III:

Sustainable Tourism & Responsible Tourism: Sustainable Tourism Development-Guiding Principles for Planning and Management, Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

Unit-IV

Sustainable Tourism Infrastructure and instruments for more sustainable Tourism: Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism ,Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments.

Unit-V

Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

Book reference:

1. Tony Griffin , Sustainable Tourism, A Global perspective by Rob Harris, , Peter Williams, Butterworth-Heinemann.
2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
3. Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions .
4. David Weaver Powell 's City of Book, Sustainable Tourism; Theory and Practice .
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers

6.5 Front Office Management

Unit 1:

Lodging Industry – Historical background – Introduction to hotel industry in India – Overview of accommodation industry – Modern trends that accelerate the growth of industry – Grouping hotels on the basics of size – Target market – Guest profile market segmentation – Classification of Hotels – Types of rooms – Levels of service – Ownership and affiliation – Room tariff and types of room plans.

Unit 2:

Organisation Of Lodging Properties – Hotel organization – Organisation charts – Classifying functional areas – Front office organization – Front office personnel (staffing) including uniformed staffs – Job description – Functional organization of the front office department – Supervisory techniques – Career development.

Unit 3

Front Office Operation

Guest Cycle – Reservation – Types of reservation – Sources of reservation – Reservation records – Processing deposits – Reservation consideration – Legal implication – Other bookings – Potential reservation problems.

Unit 4:

Registration – Pre-registration activities – Room and rate assignment – Room status – Rooming procedure – FITs – Groups/Crews – Indian and Foreign – Room change – Self-registration – Walk in guest – Guest with non-guaranteed reservation – Guest with guaranteed reservation.

Unit 5

Ongoing Responsibilities – Communication within Front Office – Log book – Information directory – Mail handling – Inter-departmental communication – Housekeeping – Food service – Engineering and maintenance – Marketing and Public relation – Guest services – Complaint handling – Front office security function – Key control – Types of keys – Surveillance and access control – Emergency procedures – Medical emergency – Robbery – Fire – Employee safety – Programme – Telephone Services.

Books Recommended:

1. Soebaker – Principles of Hotel Front Office Operations.
2. Sudheer Andros – Front Office Operations Manual.
3. Stephan and Peter John – Hospitality Operations.
4. William.S.Gray – Hotel Management And Operations.

6.6 Cruise Operations and Management

Unit 1:

Introduction to Cruise Industry/Cruise Line: History, Cruise Geography - The Caribbean, Star Cruise, Norwegian Cruise, Alaska, Europe, Asia & major cruise around the world- Small, Medium, Large Ships; River Vessels; Cruise vessels from Economy to luxury – Planning Cruise Itineraries and Ports of Call- Pre & post tour packages and shore excursion tours in the ports of call- elements and scope of the cruise market

Unit 2:

Cruise operations – Captain & Chief Engineer; Purser Staff -Account keeper; Cruise Staff -Working Onboard -Customer Service & cruise terminology -Managing Cruise Terminals during embarkation & disembarkation - economic significance of global cruise industry- role of operators and crew members involved in cruise shipping- The supply of cruise ships

Unit 3:

Departments in Cruise Line, Managing Food and Drink Operations -Deck Department-Entertainment Department-Safety and Security for people on board a cruise ship. Beauty Salon/Spa-Hotel Operations Department-Casino Department-Information Technology-Cruise Staff Department-Medical Department-Deck Department-Photo Department-Engine Department-Golf/Scuba Diving Instructors-Entertainment Department-Onboard Lecturers/Speakers-Food And Beverage Department-Onboard Instructors-Galley/Culinary Positions-Art Auctioneer-Gift Shops Department-Clergy / Religious Services-Housekeeping Department-Gentleman Dance Host

Unit 4:

Health, safety and security (SOLAS) & the 4 disaster ships-Maritime issues and legislation; CST, seller of travel

Managing Integrated Operations - needs for customer services and security on board a cruise ship-Duties and responsibilities of crew- Safety and risk assessment- Recent cruise ship accidents. The economics of cruising- Economic, socio-cultural and environmental factors interacting with cruise industry

Unit 5:

The various distribution channels cruise lines use to market their products- cruise sales and marketing process. Travel Agent vs. booking yourself. Cruise lines in India- Sunderbans Luxury Cruise- The Oberoi Motor Vessel Vrinda Cruise- River Ganges Heritage Cruise- Lakshadweep Cruise- The Luxury Vrinda – A Luxury Backwater Cruise-House Boats- Goa Cruise Destination- Costa Neo Classica Cruise- Kerala Backwater Cruise- Andaman Islands Cruise.

Book Reference:

1. Dowling, R. K. (Ed.). (2006). Cruise ship tourism. CABI. ISBN-13:978-1845930486, ISBN-10: 1845930487
2. Mancini, M. (2010). The CLIA guide to the cruise industry. Cengage Learning. ISBN-13: 978-1111130893, ISBN-10: 1111130892
3. Vogel, M., Pathanassis, A., & Wolber, B. (Eds.). (2012). The business and management of ocean cruises. CABI. ISBN-13: 978-1845938451, ISBN-10: 1845938453
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