

**JNU - IITM**

**BBA**

**TOURISM AND TRAVEL**

***SYLLABUS***

***2024-27***

<b>BBA (Tourism &amp; Travel)</b>			
<b>COURSE STRUCTURE</b>			
<b>First Semester</b>			
<b>CODE</b>	<b>Subject Name</b>	<b>TYPE OF COURSE</b>	<b>CREDITS</b>
BBAT 101	MANAGEMENT CONCEPTS & PRINCIPLES	DSC 1	06
BBAT 102	INTRODUCTION TO TOURISM	DSC 2	06
BBAT 103	INDIAN HISTORY	DSC 3	06
BBAT 104	ENGLISH COMMUNICATION	AECC 1	03
BBAT 105	PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS	AECC 2	03
<b>TOTAL SEMESTER CREDITS</b>			<b>24</b>
<b>DSC: Discipline Specific Core Course</b>			
<b>AECC: Ability Enhancement Compulsory Course</b>			
<b>Second Semester</b>			
<b>Code</b>	<b>Subject Name</b>	<b>TYPE OF COURSE</b>	<b>CREDITS</b>
BBAT 201	BASICS OF ACCOUNTING	DSC 4	06
BBAT 202	INTRODUCTION TO HOSPITALITY	DSC 5	06
BBAT 203	PRINCIPLES OF GEOGRAPHY	DSC 6	06
BBAT 204	ENVIRONMENTAL SCIENCE	AECC 3	03
BBAT 205	CRAFTSMANSHIP IN EVENT MANAGEMENT	AECC 4	03
<b>TOTAL SEMESTER CREDITS</b>			<b>24</b>
<b>DSC: Discipline Specific Core Course</b>			
<b>AECC: Ability Enhancement Compulsory Course</b>			
<b>Third Semester</b>			
<b>CODE</b>	<b>Subject Name</b>	<b>TYPE OF COURSE</b>	<b>CREDITS</b>
BBAT 301	BUSINESS ECONOMICS	DSC 7	06
BBAT 302	MARKETING MANAGEMENT	DSC 8	06
BBAT 303	INFORMATION TECHNOLOGY FOR TOURISM	DSC 9	06
BBAT 304	HUMAN RESOURCE MANAGEMENT	DSC 10	06
BBAT 305	STUDY TOUR	SEC 1	04
<b>TOTAL SEMESTER CREDITS</b>			<b>28</b>
<b>DSC: Discipline Specific Core Course</b>			
<b>SEC: Skill Enhancement Course</b>			

Fourth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 401	TOUR OPERATIONS	DSC 11	06
BBAT 402	TRANSPORT SYSTEM	DSC 12	06
BBAT 403	TOURISM RESOURCES	DSC 13	06
BBAT 404	DIGITAL MARKETING FOR TOURISM BUSINESS	SEC 2	04
BBAT 405	FOREIGN LANGUAGE – I (FRENCH/GERMAN/SPANISH/CHINESE/JAPANESE/ THAI/VIETNAMESE)	SEC 3	03
<b>TOTAL SEMESTER CREDITS</b>			<b>25</b>
<b>DSC: Discipline Specific Core Course</b>			
<b>SEC: Skill Enhancement Course</b>			
Fifth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 501A	LEGAL FRAMEWORK FOR TOURISM	DSE 1	06
BBAT 501B	INDIAN CULTURE & HERITAGE		
BBAT 502A	INTRODUCTION TO STATISTICS	DSE 2	06
BBAT 502B	AIR TICKETING & FARE CALCULATION		
BBAT 503A	TOUR GUIDING & INTRPRETATION	DSE 3	06
BBAT 503B	AVIATION MANAGEMENT		
BBAT 504	FOREIGN LANGUAGE – II (FRENCH/GERMAN/SPANISH/CHINESE/JAPANESE/ THAI/VIETNAMESE)	SEC 4	03
BBAT 505	SUMMER INTERNSHIP	SEC 5	04
<b>TOTAL SEMESTER CREDITS</b>			<b>25</b>
<b>DSE: Discipline Specific Elective Course</b>			
<b>SEC: Skill Enhancement Course</b>			
Sixth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBAT 601	ITINERARY PLANNING & COSTING	DSE 4	06
BBAT 602A	DISASTER & CRISIS MANAGEMENT IN TOURISM	DSE 5	06
BBAT 602B	TRAVEL PHOTOGRAPHY & TRAVELOGUE		

BBAT 603A	CURATING HERITAGE WALKS (CULTURAL HERITAGE TOURISM)	DSE 6	06
BBAT 603B	POOL MANAGEMENT		
BBAT 604A	ADVENTURE TOURISM	DSE 7	06
BBAT 604B	SUSTAINABLE TOURISM PRACTICES		
BBAT 605A	YOGA & WELLNESS TOURISM	SEC 6	02
BBAT 605B	RURAL TOURISM		
<b>TOTAL SEMESTER CREDITS</b>			<b>26</b>
<b>DSE: Discipline Specific Elective Course</b>			
<b>SEC: Skill Enhancement Course</b>			

**Total Credits: 152**

# FIRST SEMESTER

<b>Code of course and semester</b>	<b>BBAT101 / Semester I</b>
<b>Name of course</b>	<b>Management Concepts and Principles</b>
<b>Type of course</b>	Discipline Specific Core Course/ DSC 01
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation, v) learn basics of organizational behaviour.
<b>Text book/s</b>	Tripathi P. C., Reddy P. N. & Bajpai A (2021) Principles of Management, Tata McGraw Hill Publishing Company. Koontz H. and Weihrich H. (2012). <i>Essentials of management: An International &amp; Leadership Perspective</i> . New Delhi: Tata McGraw-Hill Education Hill Charles W.L and McShane Steven. L. (2017). <i>Principles of Management</i> . New Delhi: McGraw Hill Education. Special Indian Edition Prasad, L.M. (2019). <i>Organizational Behaviour</i> . New Delhi: Sultan Chand & Sons. Chandan .J.S. (2014). <i>Principles of Management</i> . New Delhi: Vikas Publishing House Vasishth, N. and Vasishth, V. (2007). <i>Principles of management</i> . Taxmann Publication
<b>Reference books</b>	Weihrich, H., Cannice M, V and Koontz, H. (Latest edition). <i>Management- A global entrepreneurial perspective</i> . Tata McGraw Hill
<b>Unit I</b>	<b>Introduction to Management:</b> Organization management; role of managers; organization and the environmental factors; functions of management; social responsibility of management.
<b>Unit II</b>	<b>Planning:</b> Nature and purpose of planning; planning process; types of plans & objectives; Management by Objectives (MBO); types of strategies & policies; decision making; types of decision; decision making process; rational decision-making process; decision making under different conditions.
<b>Unit III</b>	<b>Organising:</b> Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; Departmentation; Span of control; Centralization and Decentralization; Delegation of authority; Staffing; Selection and Recruitment; Orientation; Career development; Career stages; Training; Performance appraisal.
<b>Unit IV</b>	<b>Directing:</b> Managing people; communication; Process and Importance of Communication; Barriers to effective communication; Types and Nature of Motives,

Theories of Motivation; Leadership Styles & Models; Organizational culture; Elements and Types of Culture; Managing cultural diversity.

**Unit V**

**Controlling:** Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

<b>Code of course and semester</b>	<b>BBAT 102 /Semester I</b>
<b>Name of course</b>	<b>Introduction to Tourism</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 02
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	This course shall introduce the learners to the various fundamental concepts of travel trade. After doing this course, the students would be able to appreciate the significance of tourism industry in the economy vis a vis other industries. They would also be to establish the importance of linkages of various components in tourism industry. This course shall also provide the students with insights on the socio-economic and ecological impacts of tourism.
<b>Text book/s</b>	Holloway, J. C. (Latest edition). <i>The Business of Tourism</i> , Pitman Publishing, London. Swain, S. K., & Mishra, J. M. (2011). <i>Tourism Principles and Practices</i> , Oxford Higher Education.
<b>Reference books</b>	Medlik, S. (Latest edition). <i>Understanding Tourism</i> , Butterworth Hinemann, Oxford. Hayward, P. (2000). <i>Leisure and Tourism</i> , Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers

<b>Unit I</b>	<b>Basic concepts &amp; development of tourism:</b> Tourism, excursion, leisure and recreation; tourist, visitor, traveller; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organised travel; Modern day Mass Tourism.
<b>Unit II</b>	<b>Typology and forms of tourism:</b> International Tourism, Inbound, Outbound, inter regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.
<b>Unit III</b>	<b>Tourism system &amp; Environment:</b> Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.
<b>Unit IV</b>	<b>Tourism Demand &amp; Travel Motivators:</b> basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study-pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige.
<b>Unit V</b>	<b>Future growth and development of Indian tourism:</b> 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.

<b>Code of course and semester</b>	<b>BBAT 103 / Semester I</b>
<b>Name of course</b>	<b>Indian History</b>
<b>Type of Course</b>	Discipline Specific Core Course / DSC03
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	It is said “However great a tree may grow, its greatness lies in its roots” and this holds the same for Indian History too. This module educates the students about different phases of Indian History which is categorised in to Ancient, classical, Medieval and Modern India. History is taught realising its relevancy in Indian Tourism.
<b>Text book/s</b>	NCERT (2013)- Themes of Indian History – Part 1, 2, 3
<b>Reference books</b>	Basham. A.L. (2019), <i>The wonder that was India</i> , Picador; Indian ed edition. Chandra, S. (2020), <i>A History of Medieval India</i> , Orient BlackSwan. Chandra, B. (2020), <i>History of Modern India</i> , Orient BlackSwan. Chandra, B. (2017), <i>India Since Independence</i> , Penguin India.

- Unit I** The pre-historic period, Indus Valley Civilization - Source of Information, Vedic Period – Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism.
- Unit II** Mauryan Period – origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period – political, religious, socio-cultural and economic development during Maurya to Gupta period. Political condition of North India, South India and Eastern India after Guptas.
- Unit III** History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khaliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls- Babur, Humayun, Akbar, Jahangir, Aurangzeb.
- Unit IV** Political Condition of India in after Moghul- Decline of Mughal emperor and its impact. Rise of Maratha Power under Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies. Establishment of British Rule in India.
- Unit V** Social and religious reforms movement in India, Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post Independence. Indian Democracy and contribution of different political parties for the development of India

<b>Code of course and semester</b>	<b>BBAT 104/ Semester I</b>
<b>Name of course</b>	<b>English Communication</b>
<b>Type of course</b>	Ability Enhancement Compulsory Course/ AECC 01
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	This course aims to sharpen the business communication skills of the learner. Focus will be on reading, writing and speaking skills with underline orientation required in business world.
<b>Text book/s</b>	Kumar, I. & Kumar, S. (Latest edition). <i>A Course Book of English Grammar, Composition and Translation</i> . Bapna, A. & Bapna, R. (2015) <i>How to Write and Speak Effective, Powerful and Fluent English</i> .
<b>Reference books</b>	Murphy, R., & Smalzer, W. R. (2002). <i>Basic grammar in use: self-study reference and practice for students of English. Student's book</i> . Ernst Klett Sprachen. Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (Latest edition). <i>Business communication: Making connections in a digital world</i> . McGraw-Hill.

**Unit I** **Grammatical Focus:** Grammatical & structural aspects covering parts of speech; tense; voice; clause; preposition; degrees of comparison; synonyms & antonyms etc.; identifying & analysing grammatical errors including errors in spelling & punctuation. Grammar -; words often confused; one-word substitution; phrases; idioms.

**Unit II** **Reading:** Vocabulary building; comprehension; interpretation; summarizing.

**Unit III** **Writing:** Letter Writing – formal; informal; accepting & declining invitations; paragraph writing; precise writing, essay writing. Effective business writing - correspondences; letter, fax, e-mail for making enquiries; placing orders; asking & giving information; registering complaints; handling complaints; drafting notices; drafting advertisements; job applications.

**Unit IV** **Speaking:** Interactive communication like introducing self; greetings; conversations; pronunciation: appropriate stress; intonation; clarity; business etiquettes; impromptu speech; debate; role play; presentations.

**Unit V** **Listening:** Understanding – spoken English; formal English and business-related conversations.

<b>Code of course and semester</b>	<b>BBAT 105/ Semester I</b>
<b>Name of course</b>	<b>Personality Development and Communication Skills</b>
<b>Type of course</b>	Ability Enhancement Compulsory Course/ AECC 02
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	To understand the fundamentals of communications. To understand the importance of personality development in professional setup. Have effective professional communication. To understand the techniques of presentation skills.
<b>Text book/s</b>	Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2004). <i>Lesikar's Basic Business Communication</i> . McGraw-Hill Companies. Burton, J., & Burton, L. (Latest edition). <i>Interpersonal Skills for Travel and Tourism</i> . Financial Times/Prentice Hall.
<b>Reference books</b>	Tuhovsky, I. (2015). <i>Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking</i> . Create Space Independent Publishing Platform.

**Unit I Image Building and Self Awareness**

- Developing Self Awareness
- Projecting a winning personality
- Understanding Business Etiquette
- Developing Self Awareness

**Unit II Assertive Communication Skills**

- Understanding the concept of assertiveness
- Assertiveness skills and techniques
- Assertive coping mechanisms and strategies
- Time management and Stress management

**Unit III : Culture and Communication**

- Communication across cultures
- Customers from Overseas
- Customers at home
- The nature of the industry

**Unit IV Selling skills :**

- Developing selling skills and initiating sales conversation
- Questioning techniques, presenting the products

- Handling objections and closing the sale
- Social responsibility in Communication

**Unit V**

**: The Recruitment Process**

- Selling Yourself : Resume
- Group Discussion
- The Job Interview : Types
- Preparing for the Interview

# SECOND SEMESTER

<b>Code of course and semester</b>	<b>BBAT 201/ Semester II</b>
<b>Name of course</b>	<b>Basics of Accounting</b>
<b>Type of course</b>	Discipline Specific Core Course/ DSC 04
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.
<b>Text book/s</b>	Maheshwari, S.N. and Maheshwari, S. K (2018). <i>An introduction to Accountancy</i> . New Delhi: Vikas Publishing House.
<b>Reference books</b>	Sofat, R. and Hiro, P. (2016). <i>Basic Accounting</i> . Delhi: PHI Learning Pvt.Ltd.

- Unit I Introduction to Financial Accounting:** Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies(capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.
- Unit II Recording of transactions and secondary books:** Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance
- Unit III Final Accounts:** Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries.  
Trading account, profit and loss account and balance sheet, practical problems.
- Unit IV Depreciation:** Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)
- Unit V Joint Stock Company:** Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company.  
Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares.  
Debentures: classification, issue, terms of issue, writing off loss on issue of debentures.  
Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.

<b>Code of course and semester</b>	<b>BBA202/ Semester II</b>
<b>Name of course</b>	<b>Introduction to Hospitality</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 05
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.
<b>Text book/s</b>	Andrews S. (Latest edition), Hotel Front Office Training Manual, Tata Mc Graw Hill Publication, New Delhi. Lal, J. (2017). <i>Accounting for Management</i> , Himalayan Publishing House, Mumbai.
<b>Reference books</b>	Andrews S. (Latest edition), Introduction to Tourism and Hospitality Industry, Tata Mc Graw Hill Publication, New Delhi.
<b>Unit I</b>	<b>Hotel industry</b> - Development of Hotel Industry in India – Origin and Development over the ages, Future, Changing trends. Concept, Role of Hospitality in the development of tourism industry. Types of accommodation - intermediary accommodation, grouping of accommodation. Classification of hotels 1. Size 2. Location 3. Length of Stay 4. Facilities offered 5. Types of Plan – European plan, American plan, modified American plan, continental plan & Bermuda plan.
<b>Unit II</b>	<b>Various Departments in hotels and their functions</b> - accommodation management - front office - housekeeping – F&B Service-Food Production-supporting service - working of hotels - maintenance of equipments - maintenance of Account etc.. FHRAI and its role, government participation in and contribution to hospitality.
<b>Unit III</b>	<b>Different types of rooms</b> - available in India and various tariffs and facilities offered- Types of room – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency. Hotel industry future in India, Changing trends. Relation of Tourism with hospitality industry.
<b>Unit IV</b>	Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License , Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry.
<b>Unit V</b>	Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions –

Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

<b>Code of course and semester</b>	<b>BBAT 203 / Semester II</b>
<b>Name of course</b>	<b>Principles of Geography</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 06
<b>Credits</b>	06 Credits
<b>Exit Level outcomes</b>	After completing this course the student should be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of Geography, Physical features of Earth.</li> <li>2. Understand the various types of physical Geographical concepts.</li> <li>3. Understand the Relevance of Geography in Tourism.</li> </ol>
<b>Text book/s</b>	Strahler A.N. (1975), <i>Physical Geography</i> , Third Edition, Willey International.
<b>Reference books</b>	Ahmed. E. (1999). <i>Geomorphology</i> . Kalyani Publisher, New Delhi. Singh, S. (2021). <i>Physical Geography</i> . Prayag Pustak Bhawan.

<b>Unit I</b>	<b>Lithosphere:</b> Nature and scope of physical Geography; Earth – Origin; interior of the earth, origin of continents and Ocean – theories, concept of plate tectonics, earthquakes and volcanoes.
<b>Unit II</b>	<b>Physical Geographical Features:</b> Rocks – Origin; classification and characteristics, drainage pattern, rivers, mountains and folded mountains, wind, glaciers and underground water, plateau and plains.
<b>Unit III</b>	<b>Atmosphere:</b> Composition and structure of atmosphere; weather and climate – definition, elements and factors of climate; temperature; insolation and heat budget, atmospheric pressure, concept of air mass, cyclones and anti- cyclones.
<b>Unit IV</b>	<b>Hydrosphere:</b> Oceans; ocean bottom; composition of sea water and salinity; ocean currents – Atlantic, Pacific and Indian oceans; ocean deposits; corals, islands, atolls.
<b>Unit V</b>	<b>Biosphere:</b> Definition; components of biosphere; plants and animals’ evolution; dispersal and distribution of plants and animals; eco-system.

<b>Code of course and semester</b>	<b>BBAT 204 / Semester II</b>
<b>Name of course</b>	<b>Environmental Science</b>
<b>Type of course</b>	Ability Enhancement Compulsory Course / AECC 03
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	COP 21 Paris got the World's attention stressing the need to protect environment. It is this Ecology in which we live and it's our responsibility to save. In the Name of tourism, we are leaving foot prints behind, creating global concerns. This module provides insights about sustainable development and conservation of Ecology
<b>Text book/s</b>	Kumar, A. (2004), <i>A Text Book of Environmental Science</i> , APH Publishing House, New Delhi.
<b>Reference books</b>	Bharucha, Ecach (2021), <i>A Text Book of Environmental Sciences for UG</i> , Orient BlaskSwan, New Delhi.

- Unit I**      **Basic principles:** Ecology, Environment and Eco System; biological levels of eco system; relationship of ecology and tourism; tourism activities and their linkages to ecology; environment pollution; environmental impact of tourism.
- Unit II**      **Eco Systems and their relation with tourism:** Introduction towetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism.
- Unit III**      **Environmental Concerns:** Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes; role of tourism in environmental concerns; impact of environmental concerns on tourism; prevention of environmental hazards.
- Unit IV**      **Addressing Environmental Concerns:** Environmental Conventions; ecotourism; responsible tourism; voluntary tourism; community based tourism; pro-poor tourism including STEP; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.
- Unit V**      **Institutional Support:** International Organisations for environment and wildlife; UN Initiatives on ecology and environment; national policy on ecology and environment; Environmental Impact Assessment (EIA) – need for EIA; steps of EIA; method; usage of EIA. Environment and Tourism – prospects and challenges.

<b>Code of course and semester</b>	<b>BBAT 205 / Semester II</b>
<b>Name of course</b>	<b>Craftsmanship in Event Management</b>
<b>Type of course</b>	Ability Enhancement Compulsory Course / AECC 04
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	Students will be able to understand the MICE and event industry. They will be able to understand the nature and the structure of the industry
<b>Text book/s</b>	Fenich, G.G (2018) <i>Meeting Expositions, Event &amp; conventions: An introduction to the industry</i> . New Delhi Pearson/ Prentice Hall
<b>Reference books</b>	Weirich, M.L. (Latest edition). <i>Meetings and Convention Management</i> . New York: Delmar Publishers Inc. Montgomery, R.J and Strick. S.K. (1994). <i>Meeting Expositions, Event &amp; conventions: An introduction to the industry</i> . New York Van Nostrand Reinhold

**Unit I Introduction to MICE & EVENT Industry:** History and structure of Industry, Growth of Industry, Types of MICE & EVENT, Impact of Industry on stakeholders, Latest trend in Industry, Case study of major events

**Unit II Pre and post planning of organizing Events:** Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps required to conduct a Successful Event, Event Budget, Legal Issues Related With Events

**Unit III Business Tourism & Event as a Tourism Product:** Classification & Significance, Nature of Business Tourism & Types, Structure of Business Tourism, Incentive Travel, Demand & Supply of Business Tourism

Relationship between Events & Tourism Industry, Relevance & Applications of Event Technology – Video Conferencing, Tele Conferencing, LCD Projectors, Internet, Fax, E-Mail

**Unit IV Players in Event Business:** ICBP, ICCA. Historical & Heritage Sites, Classification of Events, Tourism Events & Events Characteristics, Impacts & Limitations of Events

**Unit V Risk & Security Management:** Security Issues, Crowd Management, Major Risk, Emergency Planning, Incident Reporting & Emergency Procedures

# THIRD SEMESTER

<b>Code of course and semester</b>	<b>BBAT301 / Semester III</b>
<b>Name of course</b>	<b>Business Economics</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 07
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	Purpose of this course is to acquaint the learner with basic business economics in general and tourism business economics in particular for business analytics.
<b>Text book/s</b>	Maheshwari Y, (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd.
<b>Reference books</b>	Singh, R. (2015). Indian Economy Tata McGraw Hill Tribe, J. (2011). <i>The Economics of Recreation, Leisure, and Tourism</i> (4/e). Burlington: Elsevier Ghosh, G. & Choudhury (2016) Business Economics. McGraw Hill Dominick S. (2016) <i>Managerial Economics</i> Oxford Publishers Mishra, J.P. (2022) <i>Business Economics</i> , Sahitya Bhawan Publications

- Unit I**      **Concepts of economics** – Nature; scope; characteristics and application of managerial economics; wealth oriented view; welfare oriented view; scarcity view; development view.
- Unit II**      **Consumer Analysis** – Measurement of consumer behavior; law of diminishing marginal utility; law of equi-marginal utility; consumer’s equilibrium; price effect; income effect and law of substitution & consumer surplus.
- Unit III**      **Demand analysis** – Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.
- Unit IV**      **Production analysis** – Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; law of returns and production function.
- Unit V**      **Price determination** – Meaning and main features of price determination of a firm; Different theory of pricing. Factors and methods of pricing; price determination under perfect, imperfect, monopoly and oligopoly situations.  
Profit : kind of profit role of profit theory of profit; break-even analysis; Determinant of break-even points.

<b>Code of course and semester</b>	<b>BBAT 302/Semester III</b>
<b>Name of course</b>	<b>Marketing Management</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 08
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
<b>Text book/s</b>	Chowdhary, N. and Prakash, M. (2005). <i>A Textbook of Marketing of Services</i> . New Delhi: Macmillan India Limited. Dasgupta, D. (2010). <i>Tourism Marketing</i> . New Delhi: Pearson Education.
<b>Reference books</b>	Middleton, V. (2001). <i>Marketing in Travel and Tourism, 3/e</i> . New Delhi: Butterworth-Heinemann. Kotler, P., Bowen, J. and Makens J. (2021). <i>Marketing for Hospitality and Tourism</i> . New Delhi: Prentice Hall/ Pearson Education.
<b>Unit I</b>	<b>Marketing:</b> Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.
<b>Unit II</b>	<b>Market targeting:</b> Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix.
<b>Unit III</b>	<b>Product issues:</b> Types of products; product mix dimensions; product strategies, product life cycle.
<b>Unit IV</b>	<b>Pricing:</b> Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. Distribution channels- Nature importance distribution system. Marketing intermediaries.
<b>Unit V</b>	<b>Promotion:</b> Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools.

<b>Code of course and semester</b>	<b>BBAT 303/ Semester III</b>
<b>Name of course</b>	<b>Information Technology for Tourism</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 09
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	This course aims to equip tourism students with essential knowledge in computer science, the internet, and contemporary technology trends relevant to the tourism industry. It emphasizes the "what" of technology, focusing on core concepts and their applications in the field of tourism.
<b>Text book/s</b>	Arora, A. (2015). <i>Computer Fundamentals and Applications</i> , New Delhi: Published by Excel Books Rajaraman, V. (2020). <i>Groundbreaking inventions in information and communication technology</i> . PHI Learning Pvt. Ltd. Benckendorff, P., Xiang, Z., Sheldon, P. J. (2019). <i>Tourism Information Technology</i> . United Kingdom: CABI.
<b>Reference books</b>	Curtin, D. P. (Latest edition). <i>Information Technology: The Breaking Wave</i> . Irwin Professional Publishing. Jerome, K. (2001). <i>Managing with Information</i> .
<b>Unit I</b>	<b>Basic Computer Concepts:</b> Introduction, Evolution, Different generations of computer hardware, Hardware (Input and Output devices; Memory (or storage) devices; Central Processing) and software (System and application), Programming languages, Basic computer applications; General idea of information and communication technologies.
<b>Unit II</b>	<b>Cybersecurity and types of cybercrime:</b> Introduction to cybercrime, Types: Phishing, online scams, identity theft, ransomware attack, DDos attacks, Hacking, Cyberbullying, cyberstalking, Malware and its types Importance of cybersecurity. Strategies for preventing cybercrimes in business. Best practices for securing tourism websites and online booking systems. Data encryption and secure communication protocols. Use of Antivirus software, Ethical Issues & Cyber Law
<b>Unit III</b>	<b>Introduction to MS Office:</b> MS-Word: Introduction, MS-Word Screen and its Components, Elementary Working with MS-Word MS-Excel: Introduction, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel MS-Powerpoint: Introduction, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint
<b>Unit IV</b>	<b>Computer networks–</b> Basic concepts of computer networks; Types of networks; Networking devices: switches, hubs, routers, bridges. <b>Internet:</b> Introduction, Internet evolution Working of Internet, Key internet protocols (HTTP, HTTPS, FTP). Search engines and web browsers. Website layout and navigation
<b>Unit V</b>	<b>Emerging Technologies and their application in Tourism:</b> Cloud Computing, Electronic payment system, DBMS, VR, AR, AI and Chatbots, IoT, Biometrics, Blockchain, Voice Technology, Smart Destinations,

<b>Code of course and semester</b>	<b>BBAT 304 / Semester III</b>
<b>Name of course</b>	<b>Human Resource Management</b>
<b>Type of course</b>	Discipline Specific Core Course/ DSC 10
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	Human resource is a critical factor for any business activity today. It is therefore important for a manager to understand the concepts of human resource management and refer to same in managing, planning and controlling human resource. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.
<b>Text book/s</b>	Aswathappa, K. (2005). <i>Human Resources and Personnel Management</i> . Tata McGraw Hill, New Delhi.
<b>Reference books</b>	Dressler, G. (2011). <i>Human Resource Management</i> . Prentice Hall of India, New Delhi.

<b>Unit I</b>	<b>Introduction to Human Resource Management:</b> Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.
<b>Unit II</b>	<b>Planning Human Resource:</b> Tourism work environment and its determinants. Human Resource Planning.
<b>Unit III</b>	<b>Human Resource Management Process:</b> Recruitment; Selection and Induction.
<b>Unit IV</b>	<b>Training:</b> Meaning; importance; need; performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.
<b>Unit V</b>	<b>Employee Benefits &amp; Services:</b> Concept, objectives, significance, Types of Benefits & Services, Fringe Benefits.

<b>Code of course and semester</b>	<b>BBAT 305 / Semester III</b>
<b>Name of course</b>	<b>Study Tour &amp; Viva-voce</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 01
<b>Credits</b>	04 credits
<b>Exit Level outcomes</b>	One of the important learning interventions at IITTM is <i>learning by doing</i> . Students are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyse the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.
<b>Evaluation</b>	The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor on the basis of report submitted as well as externally based on presentation and viva voce.

# FOURTH SEMESTER

<b>Code of course and semester</b>	<b>BBAT 401 / Semester IV</b>
<b>Name of course</b>	<b>Tour Operations</b>
<b>Type of course</b>	Discipline Specific Core Course / DSC 11
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	After completing this course the student should be able to understand the nature, structure and working of Tourism Intermediaries. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.
<b>Text book/s</b>	Kamra, K.K. and Chand, M. (2002). <i>Basics of Tourism- Theory, operation and Practice</i> , New Delhi: Kanishka Publishers, and distributors. Mohinder, C. (2007) <i>Travel Agency Management: An Introductory Text</i> . New Delhi: Anmol Publications Pvt. Ltd. Swain, S. K., & Mishra, J. M. (2012). <i>Tourism: Principles and Practices</i> . Oxford University Press.
<b>Reference books</b>	Dileep, M. R. (2018). <i>Tourism: Concepts, Theory and Practice</i> . IK International Pvt Ltd. Lubbe, B. (2000). <i>Tourism distribution: managing the travel intermediary</i> . Juta and Company Ltd. Morrison, A. M. (2022). <i>Hospitality and travel marketing</i> . Taylor & Francis.

**Unit I Introduction to Tourism Industry & Travel Intermediaries:** Tourism Industry: meaning; structure and its parts. Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution. Importance of Tourism intermediaries; historical development and changing dimensions of Tourism Intermediation.

**Unit II Tour Operator:** Definition; types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations. Distribution Network of tour operator .IT Revolution and its Impact on Tour Operator. Linkages with Tourism Principals /Suppliers.

**Unit III Travel Agents:** Definition; types and role; functions and responsibilities of travel agents - travel information and counseling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, train.

Travel retailing and operations. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges and mark up on tours.

**Unit IV Approvals Setup and Organisation Structure:** Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI.

Organisation structure of and departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in Tourism Intermediary business.

**Unit V Leading Organisations and Companies in Travel Intermediary Business:**

Organisation- PATA; ASTA; IATO; TAAI; OTOAI, ADTOI, ATOAI and TOFT.

Study of functioning of leading Inbound and Outbound Tour operators of India.

Itinerary development – Meaning; types of itineraries; reference tool for itinerary preparation; development of effective itinerary.

**Code of course and semester**    **BBAT 402/ Semester IV**

**Name of course**                    **Transport Systems**

**Type of course**                    Discipline Specific Core Course/ DSC 12

**Credits**                                06 credits

**Exit Level outcomes**            Learners shall be able to understand the significance and role of various modes of transportation in tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.

**Text book/s**                        Cook, R.A; Marqua, J. &Yale, L. J. (2010). *Tourism: The Business of Travel*. New York: Pearson Education

**Reference books**                    Fontgalland, B. De. (2010).*The World Railway System*. New York: Cambridge University Press  
Pender, L. (Latest edition). *Travel Trade and Transport*. New York: Coninum

**Unit I**                    **Introduction to Transport Systems:** Evolution of transport system; importance of transport in tourism; developments taken place in transport systems around the globe; trends and issues of transport management; major transport associations and organizations working with the tourism industry; International Union for Public Transport.

**Unit II**                    **Aviation:** Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.

**Unit III**                    **Rail Transport:** Introduction and history of railways around the world and in India; major railway systems of the world - Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, and other railway systems in Africa & Australia. Indian railways: past; present & future; luxury tourist trains – Palace on Wheels; Maharaja Express; Royal Orient; Deccan Odyssey; heritage toy trains of India; Indrail pass. The International Railway Congress Association (ICRA).

**Unit IV**                    **Road Transport:** Introduction and overview of road transport industry in the world and in India; past, present and future scenario of road transport systems in India and worldwide; major tourist coach systems in the world and India; documentation for road tourist transport in India.

Car rentals: introduction; present scenario and future challenges; overview of technology and car rentals; associations and organizations of car rentals.

**Unit V**                    **Water Transport:** Water transport system; historical past; river canal boats; future prospects of water transport in India.

Cruise and ferries: introduction and history; river canal boats; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the world with map work.

<b>Code of course and semester</b>	<b>BBAT 403/ Semester IV</b>
<b>Name of course</b>	<b>Tourism Resources</b>
<b>Type of course</b>	Discipline Specific Core Course/ DSC 13
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The students will understand different types of tourism resources of India and how they are important for tourism industry.
<b>Text book/s</b>	Dixit, M and Yadav, C S (2006): <i>Tourism in India</i> ,: New Royal Publisher, Lucknow Gupta, S. P., Lal, K., Bhattacharya, M. (2010): <i>Cultural Tourism in India</i> , DK Print, New Delhi. Husain, M (2020) - <i>Geography of India</i> , Tata McGraw Hill, New Delhi
<b>Reference books</b>	Punja, S. (1995). <i>Great Monuments of India</i> , Hong Kong: Odyssey Guides Singhania, N. (2015), <i>Indian Art and Culture</i> , Mc Graw Hill Education Bisht, R. S. (2016), <i>National Parks of India</i> , Publication Division
<b>Unit I</b>	<b>Introduction:</b> Tourism Resources-meaning, importance and characteristics. Classification of Tourism resources. Tourism resources as tourism products. Conservation & Protection of Resources: threats, importance, Do's & Dont's for visitors, role of tourism service providers.
<b>Unit II</b>	<b>Physical Tourism Resources:</b> Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes.
<b>Unit III</b>	<b>Bio geographical Tourism Resources:</b> Flora and Fauna of India ;Wild Life Sanctuaries & National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions.
<b>Unit IV</b>	<b>UNESCO World Heritage Sites of India:</b> Cultural properties, Natural sites, and mix-properties of India in UNESCO heritage site list. <b>Built Up Structures-</b> Monuments- Forts, Palaces, Havelis, Cave, War Memorials.

**Unit V**

Indian Classical Dances and other form of dance & Music, Painting in different period and region, Indian Handicrafts and Handlooms; Important Rural Tourism villages of India. Fair and festivals, Handicrafts and textiles. Modern Theatre and Cinema. Indian Language and literature.

<b>Code of course and semester</b>	<b>BBAT 404 / Semester IV</b>
<b>Name of course</b>	<b>Digital Marketing for Tourism Business</b>
<b>Type of course</b>	Skill Enhancement Course /SEC 2
<b>Credits</b>	04 credits
<b>Exit Level outcomes</b>	This course introduces students to the fundamental concepts of digital marketing in the context of the tourism industry. It provides a solid foundation for understanding digital marketing strategies and tools.
<b>Text book/s</b>	Digital Marketing Strategy 3/e by Simon Kingsnorth, KOGAN PAGE LIMITED
<b>Reference books</b>	Digital and Social Media Marketing: A Results-driven Approach. (2020). United Kingdom: Routledge.

- Unit I Introduction to Digital Marketing in Tourism**  
 Overview of the tourism industry and its digital presence  
 Key digital marketing concepts and terminology  
 Role of digital marketing in promoting tourism businesses  
 Current trends and developments in digital marketing for tourism
- Unit II Social Media Marketing** – Introduction, fundamentals, types, Social media platforms for tourism promotion  
 Creating and managing social media profiles
- Unit III Search engine Optimization**  
 Basics of website design and usability for tourism businesses  
 On-page SEO techniques and best practices
- Unit IV Email Marketing**  
 Email marketing strategies for tourism businesses  
 Building and nurturing email subscriber lists  
 Measuring the effectiveness of email marketing efforts
- Unit V Emerging Technologies**  
 Introduction to emerging technologies (AR, VR) in tourism marketing  
 Ethical considerations in digital marketing

<b>Code of course and semester</b>	<b>BBAT 405 / Semester IV</b>
<b>Name of course</b>	<b>Foreign Language I - French</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 3
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	This course is designed to help students understand and learn the growing importance of french language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.
<b>Text book/s</b>	Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya,S. and Bhalerao, Uma Shashi, French for Hotel Man Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha , <b>Bon Voyage: 1 Method de</b> français l'hôtelier et du tourisme pour les débutants , New Delhi : W. R. Goyal
<b>Reference books</b>	Girardet ,Jackey and Cridling, Jean-Marie (Vol 1 )méthodes de français ; <b>Le Nouveau Sans Frontières</b> ,Management & Tourism Industry ,Frank Bro & CO

*Note: There will be two evenly paced internal examinations. Each test would be after 12-15 hours of teaching. Each of the units should be designed to have 2-3 hours of teaching load.*

<b>Unit I</b>	<b>Introduction of the Language to first time beginner</b> Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language, The accents, The Orthographic Signs, the punctuation signs, The numbers in French 0-9; Cardinal and ordinal form of number, Greetings
<b>Unit II</b>	<b>Basic Vocabularies: (Tourism Based Vocabularies)</b> The days of the week, Months, item narration, Gender specification for the things, the country, city name, time, whether, fruits and vegetable names, the family name, body parts, colors, numbers 10-100 gradual learning], French phonetics, professions; all the necessary word meaning used in general and specifically by tourism professionals.
<b>Unit III</b>	<b>Basic and Introductory Grammar</b> The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types, Principal and auxiliary verbs in French (être and avoir), Verb's groups: First, Second and third group, rule of making ordinal numbers, verbs conjugation in present participle
<b>Unit IV</b>	<b>Sentence and Dialogue framing</b> The Affirmative form of the sentences using first, second and third group verbs (Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs, Tourism and Tourist based vocabulary
<b>Unit V</b>	<b>French culture and self Presentation</b> Introduction of France and it's culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French.

Verbal French practice session

<b>Code of course and semester</b>	<b>BBAT 405 / Semester IV</b>
<b>Name of course</b>	<b>Foreign Language I - German</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 3
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	This course is designed to help students understand and learn the growing importance of German language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.
<b>Text book/s</b>	Deutsch als Fremdsprache IA (Oxford and IBH Publishers)
<b>Reference books</b>	German Made Easy (Goodwill Publishers)

- Unit I** German as a Beginner, History & Culture, German reach and population, Opportunities and How it Impacts You!  
Efficient Learning guide & considerations  
Salutations & Pronunciations
- Unit II** Continuation of Salutations & Pronunciations, Alphabets, Numbers, Days and months  
Expressing time and Audio Exercises.  
Case Example with Class Interaction
- Unit III** Introduction to Nouns, Introduction to Verbs, Simple Sentences & Vocabulary  
Interactive AV Demo
- Unit IV** Revision of Previous exercises  
Travel Survival Kit→Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels, Ordering Food, Understanding Addresses, Asking Directions, and Shopping.  
Key guides.
- Unit V** Revision of Previous exercises  
Role Play Exercises with AV Demo  
Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics Links for further studies

<b>Code of course and semester</b>	<b>BBAT 405 / Semester IV</b>
<b>Name of course</b>	<b>Foreign Language I - Spanish</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 3
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	1.To build & learn basic vocabulary, grammar concepts, verb conjugation, pronunciation, and more. 2.To experience an interactive and engaging learning through a variety of activities and exercises to help reinforce learning and build language skills.
<b>Text book/s</b>	Easy Learning Spanish Grammar (Collins)
<b>Reference books</b>	Jaime Corpas J., Garcia E. & Garmendia A. (2020). <i>Aula Internacional-1</i> (Nueva edición). Goyal Publishers Fernandez I.R. (2011) <i>Easy Learning Spanish Grammar</i> (Second Edition). Collins

**Unit I Introduction to Spanish**  
 Greetings & farewell  
 Alphabets & Pronunciation  
 Self-introduction & basic vocabulary for personal information  
 Numbers (Cardinal and Ordinal Numbers) & Counting (Basic)  
 Spanish in Everyday Life-  
 Describing daily routines and activities  
 Expressing likes and dislikes  
 Vocabulary for describing daily objects and actions

**Unit II Grammar Foundation**  
 Nouns  
 Articles (Definite & Indefinite)  
 Basic sentence structure and word order  
 Pronouns  
 Verb conjugation (present tense)  
 Introduction to regular and irregular verbs  
 Ser v/s Estar  
 Introduction to Adjectives  
 Quantifiers

**Unit III Vocabulary Building**  
 Different Colours Days of the Week, Months, and Seasons  
 School Vocabulary & Classroom Objects  
 Vocabulary for Food, Fruits, Drinks & Meals

**Unit IV Daily Routine and Time Expressions**

Describing daily activities and routines  
Expressing time and using clock expressions  
Prepositions of time  
Reflexive verbs for daily activities

**Unit V**

**Cultural Insights**

Exploring cultural & heritage aspects of Spanish-speaking countries  
Cultural aspects of Spanish cuisine

# FIFTH SEMESTER

<b>Code of course and semester</b>	<b>BBAT 501A / Semester V</b>
<b>Name of course</b>	<b>Legal Framework for Tourism</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 01
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.
<b>Text book/s</b>	Mill, Robert C.& Morrison Alastair(2013). <i>The Tourism System</i> . 6 <sup>th</sup> ed. Kendall Hunt Publishing Co.
<b>Reference books</b>	Downes, John, P. & Tricia (2011). <i>Travel and Tourism Law</i> . 5th ed. Huntington: ELM publications. Grant, David, M. M. & Stephen (2012). <i>Holiday Law</i> . 5th ed. London: Sweet and Maxwell. Singh, A. (2008). <i>Contract and Specific Relief</i> . Williams, G. L., & Smith, A. T. H. (2002). <i>Glanville Williams: learning the law</i> . Sweet & Maxwell.
<b>Unit I</b>	<b>Introduction to legislation:</b> Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.
<b>Unit II</b>	<b>Legal and regulatory framework in travel and tourism:</b> Relating to consumer protection; health; safety and security of travel and tourism customers.
<b>Unit III</b>	<b>Transport Legislation:</b> Surface; sea and air transport laws in relation to carriage of passengers.
<b>Unit IV</b>	<b>Contract legislation</b> in relation to Travel and Tourism customers.
<b>Unit V</b>	<b>Business Ethics</b> in travel and tourism sector; CSR policy for travel and tourism businesses.

<b>Code of course and semester</b>	<b>BBAT 501B/ Semester V</b>
<b>Name of course</b>	<b>Indian Culture and Heritage</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 01
<b>Credit</b>	06 credits
<b>Exit Level outcomes</b>	After completing this course the student should be able to understand the values of Indian Culture ,the need to preserve it and importance of Indian Art and its contribution to the world.
<b>Text book/s</b>	Mitter. Partha (2001), <i>Indian Art</i> , Oxford Publications, London. Basham. A.L. (2004), <i>The wonder that was India</i> , Picador; Indian ed edition.
<b>Reference books</b>	Singhania. Nitin (2015), <i>Indian Art and Culture</i> , Tata McGraw Hill Education, First Edition.

**Unit I** Races in India, Characteristics of Indian culture & society in the pre-historic ages and Indus valley civilization. The early and later Vedic period. Ramayana and Mahabharat.

**Unit II** Different religious in India- Hinduism: (Saivism, Vaishnavism, Saktism, Tantrikism). Jainism, Buddhism, Sikhism, Christian and Islam.

**Unit III** Social life in India: Verna system, Ashrams, Marriage, Dress and ornaments social traditions and costumes, Farming, Food habits, Astrology and Astronomy.

**Unit IV** Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.

**Unit V** Religious: Hindu-Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, PuriKamakhya, VaishnoDevi, Akshar Dham and other Important Hindu temples of all regions of India.

Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti;

Christians- Churches & Convents of Goa, Kerala and other states

Muslims- Ajmer Sharif, Fatehpur Sikri, Haji Ali and important Masjids of India

Jain-Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple;

Sikh-Golden Temple and other Gurudwars;

Lotus Temple.

<b>Code of course and semester</b>	<b>BBAT 502A / Semester V</b>
<b>Name of course</b>	<b>Introduction to statistics</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 02
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The objective of this course is to develop students' familiarity with the basic concepts and tools in statistics so as to enable them to resolve complex problems of decision making in the business of travel and tourism.
<b>Text book/s</b>	Sharma, J.K. (2019). <i>Mathematics for Business &amp; Economics</i> , New Delhi:Asian Books.
<b>Reference books</b>	P.R. Vittal,(2021) <i>Business Mathematics and Statistics</i> , Margham Publications S.P. Gupta, (2017) <i>Elements of Business Statistics</i> , Sultan Chand & Sons Rajagopalan S.P. (2010) <i>Business Statistics</i> , Tata McGraw Hill
<b>Unit I</b>	<b>Overview of Statistics:</b> Definition; important and limitations; functions and scope of statistics; role of Statistics in Tourism. collection of primary & secondary data, approximation and accuracy, statistical errors.
<b>Unit II</b>	<b>Classification, Tabulation of Data:</b> Meaning and characteristics; frequency distribution; simple and manifold tabulation. <b>Presentation of Data:</b> diagrams/graphs of frequency distribution and histograms ratio scale graph. <b>Measures of Central Tendency:</b> Central tendency; arithmetic mean (simple), median (including quartiles, deciles and percentiles); mode.
<b>Unit III</b>	<b>Measures of Dispersion and Skewness:</b> Absolute and relative measures of dispersion; quartile deviation; mean deviation; standard deviation and their coefficients; uses and interpretation of measures of dispersion. <b>Skewness:</b> Measures of skewness.
<b>Unit IV</b>	<b>Index Numbers and Time Series Analysis:</b> Meaning and uses of index numbers; simple price index numbers; methods of construction of index numbers; fishers ideal index number; <b>Times series analysis:</b> Components and measurement of trend.
<b>Unit V</b>	<b>Correlation and Regression analysis:</b> Significance of correlation; types of correlations; measurement of correlation (Karl Pearson's methods, Spearman's rank correlation); difference between correlation and regression. <b>Linear Regression Analysis:</b> Regression equations of X on Y and Y on X & bivariate regression model.

<b>Code of course and semester</b>	<b>BBAT 502B / Semester V</b>
<b>Name of course</b>	<b>Air Ticketing &amp; Fare Calculation</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 02
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations. <b>This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries. A mix of theory and lab- practice will be main pedagogy for this course.</b>
<b>Text book/s</b>	Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i> . New Delhi: UDH Publishers and Distributers (P) Ltd. Semer-Purzycki, J. (2000). <i>A Practical Guide to Fares and Ticketing</i> . Delmar Thomson Learning.
<b>Reference books</b>	Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i> . New York: Prentice Hall. Foster, Dennis L. (2010). <i>Reservations and Ticketing with Sabre</i> . London: CreateSpace.
<b>Unit I</b>	<b>Introduction:</b> Aviation Geography: IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.
<b>Unit II</b>	<b>Planning itinerary by Air:</b> Itinerary terms, types of journey and fares; introduction to fare construction; Fare-Basis Codes; Fare Rules; international mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarisation with Air Tariff: currency regulation, NUC conversion factors, general rules.
<b>Unit III</b>	<b>Introduction to Amadeus and Basic commands:</b> Introduction to the Amadeus GDS and its features. Basic Amadeus commands: Signing in and out of Amadeus, agent work areas; AIS pages and HELP; TIMATIC commands; encode and decode cities, airports, airline names and codes, aircraft equipment; flight availability; selling air segments; passenger name records (PNR); supplementary data; modifying a PNR.
<b>Unit IV</b>	<b>Advance Commands:</b> Fare Displays; Itinerary Pricing; Issuing Tickets; Advance Seat Assignments; Queues.
<b>Unit V</b>	<b>Hotel &amp; Car Booking :</b> Basic Hotel Reservations & Car Rentals commands .

<b>Code of course and semester</b>	<b>BBAT 503A /Semester V</b>
<b>Name of course</b>	<b>Tour Guiding &amp; Interpretation</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 03
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills
<b>Text book/s</b>	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)
<b>Reference books</b>	Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd. Pond, K.L. (1993). <i>The Professional Guide</i> . New York: Van Nostrand Reinhold. (L)

- Unit I**      **Tour guiding:** Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting; role of a tour guide; Tour guiding in India; characteristics of a tour guide steps to becoming a tour guide, steps to becoming a tour guide.
- Unit II**      **Guiding Techniques:** Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade.
- Unit III**      **Practical guiding:** Guiding at a monument; guiding at a religious site; guiding at a museum, guiding on a coach.
- Unit IV**      **Situation Handling:** Handling difficult tourists; handling questions; handling emergencies.
- Unit V**      **Managing guiding business:** How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

<b>Code of course and semester</b>	<b>BBAT 503B / Semester V</b>
<b>Name of course</b>	<b>Aviation Management</b>
<b>Type of course</b>	Discipline Specific Elective Course/ DSE 03
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	This course is aimed at introducing the learner to the fundamentals of managing aviation business. The course will be oriented toward operations management in aviation industry.
<b>Text book/s</b>	Doganis, Rigas (2010). <i>Flying Off Course</i> . Routledge (4th Ed.). Shaw, Stephen (2011). <i>Airline Marketing and Management</i> . Ashgate (7th Ed.).
<b>Reference books</b>	Kotter, John P. (1996), "Leading Change", Harvard Business School Press, Trompenaars & Woolliams (2006). <i>Business Across Cultures</i> . Capstone Publishing. Scholes (2010). <i>Exploring Corporate Strategy</i> . Pearson.

<b>Unit I</b>	<b>Introduction:</b> Development of civil aviation; key economic, political, revenue and cost trends in today's industry environment; strategies airlines are adopting to sustain and grow their businesses; strategy development.
<b>Unit II</b>	<b>Changing Business Scenario:</b> Merger and accusations; impact of airlines alliances; low cost carriers and their growth; Impact of new digital technologies on all aspects of the airline business.
<b>Unit III</b>	<b>Marketing Management:</b> Airline marketing; fleet planning and the regulatory environment. Case study 1: Collapse of Swissair; Case study 2: Cost containment strategies; Air France – KLM Transform 2015 Turnaround Program, Purkayastha; Case study 3: Air Asia – flying low cost with high hopes, Ko, S.; Woo, C. Asia Case Research the University of Hong Kong, 2009; Southwest Airlines: Inkpen, A., Thunderbird School of Global Management, 2013.
<b>Unit IV</b>	<b>Airport Management:</b> The airport as operational system; sources of revenue; airport profitability and privatization; investor relations. Case studies discussion, Rigas Doganis, "The Airport Business", Routledge, 1992.

**Unit V**

**Ecosystem of Air Transportation:** Economic impact of air transport; supply, demand, pricing and market structures; key economic characteristics of the air cargo sector; the air transport value chain; characteristics of each stakeholder and profitability of each air.

<b>Code of course and semester</b>	<b>BBAT 504 / Semester V</b>
<b>Name of course</b>	<b>Foreign Language II - French</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 4
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	This course is designed to help students understand and learn the growing importance of french language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.
<b>Text book/s</b>	Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya,S. and Bhalerao, Uma Shashi, <i>French for Hotel Man</i> Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha <b>,Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</b> , New Delhi : W. R. Goyal
<b>Reference books</b>	Girardet ,Jackey and Cridling, Jean-Marie (Vol 1 ) <i>méthodes de français ; Le Nouveau Sans Frontières , Management &amp; Tourism Industry</i> ,Frank Bro & CO.

*Note: There will be two evenly paced internal examinations. Each test would be after 12-15 hours of teaching. Each of the units should be designed to have 2-3 hours of teaching load.*

<b>Unit I</b>	<b>Introduction of the Language to first time beginner</b> General introduction of the language, Concepts of gender and number in French language. Self introduction and introduction of another person. Days, Months, Numbers-cardinal and ordinal, Time, Nationality and Profession. Definite and Indefinite articles, Singular and Plural, Adjectives, Colors, Prepositions: à,de,en. Adjective possessive and Adjective demonstrative.
<b>Unit II</b>	Introduction of Verbs- Etre, Avoir and its uses in different situations. Verbs: Aller and Venir with contracted articles. Regular and Irregular verbs in affirmative, negative and interrogative forms in Present tense. How to form questions and answers. Pronominal verbs.
<b>Unit III</b>	Imperative sentences, Articles partitifs. Passé Compose with Etre and Avoir of Regular, Irregular and Pronominal verbs in affirmative, negative and interrogative forms. Imparfait, Comparison of Passé Compose and Imparfait.
<b>Unit IV</b>	Future Tense with different forms of some irregular verbs. Conditional Present of mainly verbs like, Pouvoir, Vouloir, Aimer etc. Comparative and Superlative degree. Conversational French at Restaurant, Airport, and Tourist place etc. Develop and demonstrate basic oral skills in French for possible situations. Understand the socio-cultural and historical features of France
<b>Unit V</b>	Travel and Tourism : Vocabulary related to travel and tourism ,Booking accommodation, Making reservations , Describing places & tourist attractions,

Understand the special features of France including gastronomy, social institutions, policies, the present French scenario and compare it to one's own country

<b>Code of course and semester</b>	<b>BBAT 504 / Semester V</b>
<b>Name of course</b>	<b>Foreign Language II – German</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 4
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	This course is designed to help students understand and learn the growing importance of German language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.
<b>Text book/s</b>	Deutsch als Fremdsprache IA (Oxford and IBH Publishers)
<b>Reference books</b>	German Made Easy (Goodwill Publishers)

**Unit I      Notions:**

The contents of teaching include the speaking material which allows the expression of the following notions: Existence, Space and Time; Quantity and Quality, Logical Relationships; Definite and Indefinite Forms.

- Existence: being, constancy, change, possibility, impossibility.
- Space: dimensions, place, motion, direction.
- Time: point in time (once, repeated, definite, indefinite), length of time (continuous, limited by time); general observations without concrete reference to time.
- Quantity: can / cannot be done.
- Quality: of persons, localities, things, objects, events and dealings.
- Logical Relationships: connection. Opposition, cause, condition, comparison. Definite and indefinite meanings.

**Unit II      Language Interactivity:**

Making contacts

- To welcome, to greet, to send greetings.
- To address (even in letters).
- To introduce oneself / others.
- To ask how one is, to give information about it.
- To request, to thank.

Giving information

- To ask for information and to give it.
- To present facts; to narrate, to report, to describe.
- To list (enumerate), to verify by examples.
- To complete / correct / disprove / confirm information.
- 

arranging things

- to express wishes.
- To make suggestions; to give / ask for advice.
- To ask for / refuse / offer help.
- To complain, to protest.
- To express readiness /refusal.
- To give / refuse / ask for permission; to forbid.

showing attitudes and expressing feelings

Expressions of:

- Agreement, refusal
- Conjecture, certainty, persuasion.
- Importance, insignificance.
- Interest, curiosity, disinterestedness, indifference.
- Preference, dislike, anger,
- Joy, excitement.

Doubt, disappointment, annoyance.

**Unit III** Areas, Roles and Places of Language Communication

The lesson prepares the pupils for a reasonable amount of communication in the following areas:

Free time, school family, friends, services and for the use of German speaking mass media.

Communicative language activity is realized at school, in public, on means of transport, on visits and on the road. The pupils reach their role competence as is described in the *Common European Framework for Languages* of the Council of Europe.

**Unit IV** Language material:

**Phonetics**

(i) Quality and quantity of vowels, **A**-sounds, **E**-sounds, **Ü**-sounds. **Ö**-sounds, the murmuring vowel, **h** at the beginning of the word, **ich**-sound, **ach**-sound, **ng**-sound, accentuation of the word, structure, sentence accent and melody.

(ii) Orthography

The alphabet, **Aä, Oö, Uü, ei, ai, au, eu, äu, sp, st, ch, schg, tsch, ts, tz, chs, ng, ig, qu, ck, ss,ß.**

(iii) Lexis

Difference is to be made between a productive and a receptive vocabulary. The productive vocabulary comprises the basic vocabulary and the most common models of word-building, which are necessary for realizing the above mentioned language interactivity in the parameters of the topics and their aspects already mentioned. The development of receptive skills presupposes and demands a receptive vocabulary that can be increased.

(iv) Grammar

Learners are expected to have a good knowledge of the following grammar items when reaching **A1** level:

- Sentence: statement, question, (question for completion and decision) command.
- Coordination of clauses.
- Placing of the verb in the sentence: first, second and last place.
- Word order in a main clause.
- Details of time, manner and place(casual).

**Unit V      Travel and Tourism**

Vocabulary related to travel and tourism

Booking accommodation

Making reservations

Describing places & tourist attractions

<b>Code of course and semester</b>	<b>BBAT 504 / Semester V</b>
<b>Name of course</b>	<b>Foreign Language II - Spanish</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 4
<b>Credits</b>	03 credits
<b>Exit Level outcomes</b>	The learners will build a conceptual understanding to learn basic vocabulary, grammar foundation, verb conjugation, pronunciation, and to practice reading, writing as well as describing details in Spanish language. It will enable learners to have conversations with focus on Grammar and describe cultural variations especially in context of Travel & Tourism.
<b>Text book/s</b>	Easy Learning Spanish Grammar (Collins)
<b>Reference books</b>	Jaime Corpas J., Garcia E. & Garmendia A. (2020). Aula Internacional-1 (Nueva edición). Goyal Publishers Jaime Corpas J., Garmendia A. & Sanchez N. (2013). Aula Internacional-2 (Nueva edición). Goyal Publishers Fernandez I.R. (2011) Easy Learning Spanish Grammar (Second Edition). Collins

**Unit I Revision of Basic Course**

Tense Formations

- Past Tense
- Present Tense
- Future Tense

Hobbies and Leisure Activities-

- Vocabulary building for hobbies, sports, and leisure activities
- Talking about interests and pastimes

**Unit II Expressions**

- Expressing abilities and preferences
- Ordering food in a restaurant and expressing preferences
- Describing physical characteristics and appearance
- Human Body and Health: Vocabulary for body parts, Common ailments expressing pain and discomfort

**Unit III Shopping & Clothing**

- Vocabulary for shopping and clothing items
- Advance counting and number names
- Sizes, colours, and describing clothing
- Describing pricings
- Expressing needs and making purchases
- Spanish Fashion Industry: Knowing the brands & their history

**Unit IV Grammar Continued and Conversations**

Demonstrative Pronouns

Could/Should/Would

Conversations- Time Markers, Discussion Connectors, Exclamations and Comparatives, Oral constructions

**Unit V Travel and Tourism**

Vocabulary related to travel and tourism

Booking accommodation

Making reservations

Describing places & tourist attractions

<b>Code of course and semester</b>	<b>BBAT 505 / Semester V</b>
<b>Name of course</b>	<b>Summer Internship and Viva-Voce</b>
<b>Type of course</b>	Skill Enhancement Course/ SEC 05
<b>Credits</b>	04 credits
<b>Exit Level outcomes</b>	This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.
<b>Internship outline</b>	Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Each student of the BBA will be required to submit a Project Report based on work done in an industry of repute. Project work will be carried out under the joint supervision of two Guides. One of them will be from the work place and the other from among the Faculty Members of the Institute. The student in consultation with the concerned guides will finalize the subject matter of the Project work. A synopsis must be sent to the Programme Chairperson within 25 days of the commencement of the Project Work failing which the Project Report will not be accepted. Guidance from the Institute regarding Project Work will be available from Internal Guides.
<b>Evaluation</b>	One printed copy and one soft copy of the project report should be submitted to the Institute and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the guides (Internal & External). The signature of the external guide should be supported by the relevant seal of the organization. The Project Report will be evaluated by the duly constituted examiners. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

# SIXTH SEMESTER

<b>Code of course and semester</b>	<b>BBAT 601/ Semester VI</b>
<b>Name of course</b>	<b>Itinerary Planning and Costing</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 04
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	This is a skill-based course designed to provide students with a comprehensive understanding of itinerary planning and costing. Students will learn to create compelling travel itineraries and manage the financial aspects of tour packages. This is a necessary skill for students to learn to excel in tourism industry.
<b>Text book/s</b>	Foster, D.L. (2010). The Business of Travel Agency Operation and Administration, Singapore: McGraw Hill. Gee, Chuck and Makens, Y.(2000). Professional Travel Agency Management, New York: Prentice Hall (L). Goeldner, R. and Ritchie. B. (2010). Tourism, Principles, Practices and Philosophies, London: John Wiley & Sons (L).
<b>Reference books</b>	Kamra, K.K. and Chand, Mohinder (2002). Basics of Tourism: Theory Operation and Practice. New Delhi: Kanishka Publishers and Distributors (L). Syratt G., (1995). Manual of Travel Agency Practice, Oxford: Butterworth (L).

**Unit I**      **Introduction to Tour Packaging:** Understanding the Concept of Tour Packaging. Role of Tour Package Development in Tourism. Market Trends and Customer Preferences in tour packaging.

**Unit II**      **Itinerary Planning and Design:** Concept & Types of Itinerary. The Importance of Effective Itinerary Planning. Current Trends and Challenges in Itinerary Designing

**Unit III**      **Steps in Itinerary Designing:** Market Research and Customer Profiling; Destinations and Attractions; Transportation and Accommodation; Activity and Experience Planning, Customer Service and Feedback, Emerging Technologies in Tour Packaging

**Unit IV**      **Costing & Pricing of Itinerary :** Tour costing and pricing of itinerary, types of costs; tour cost sheet; procedure for costing; tour pricing strategies used; marketing and promotion of tour packages. Sustainability, Legal and Ethical Considerations while preparing an itinerary.

**Unit V**      **Itinerary making and tour packing for selected destination:**

**India:** Golden Triangle, Rajasthan, Kerala, Goa.

**South Asia:** Singapore, Malaysia and Thailand.

**Europe:** UK, France, and Italy.

**Others:** USA, Australia, New Zealand and Kenya

<b>Code of course and semester</b>	<b>BBAT 602A / Semester VI</b>
<b>Name of course</b>	<b>Disaster &amp; Crisis Management in Tourism</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 05
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	<p>After completion of the course, students shall be able to</p> <ol style="list-style-type: none"> <li>1. Understand the dimensions of crises and disaster and how it affects tourism industry.</li> <li>2 Learn about mitigation strategies and actions to deal with crisis situations.</li> <li>3. Comprehend the impacts of different crisis through case study.</li> <li>4. Learn and practice the safety, security, and rescue techniques needed in an emergency.</li> </ol>
<b>Text book/s</b>	<p>Crisis Management in Tourism Industry (2003), Drik Glaesser, Elsevier Butterworth Heinemann, Burlington, ISBN 0 7506 5976 9</p> <p>Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9</p> <p>Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van Der Wagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.</p> <p>Tourism Crises and Destination Recovery, David Beirman - University of Technology Sydney, Australia, SAGE Publications Ltd</p>
<b>Reference books</b>	<p>Crisis Management in the Tourism Industry Beating the Odds? (2009), Edited By Peter Hosie, Christof Pforr, ISBN 9780754673804, Routledge</p> <p>Crisis and Disaster Management for Tourism (2009), Ritchie, Brent W, Bristol, Blue Ridge Summit: Channel View Publications.</p> <p>Crisis management in tourism, E. Laws, B. Prideaux, K. Chon, ISBN : 978-1-84593-047-9392</p> <p>Risk, Crisis, and Disaster Management in Small and Medium-Sized Tourism Enterprises, Diego R. Toubes, Noelia Araújo-Vila</p>

**Unit I** Conceptual Framework: Definition of Crisis and disaster; types of crises in tourism- environmental crisis, societal and political crisis, health related crisis, technological failures, and economic crisis.

**Unit II** Impact of crisis on tourism industry and tourist, role of media and travel advisories.

**Unit III** Mitigation Strategies & Actions: Calculating Business Environment Risk Index (BERI), Crisis Management and Crisis Handling Strategies, Crisis Planning (Generic Planning, Contingency Planning, Preventive Planning); key organizations and their roles in tourism crisis management.

**Unit IV** Safety, Security and Rescue Procedures during Emergencies – Emergency situations at tourist attractions, accommodation, transport and other areas tourist interests; Fire, Bomb threat, overcrowding; Handling emergency situations in tourist attractions and infrastructure; Crowd Management Plan at tourist attractions and events; Use of technology in crises management.

**Unit V** Case Study Analysis on Terrorism, Climate Change, Financial Crisis, COVID 19, overcrowding etc.

Case study shall be studied on the following parameters: type of crisis, impact of crisis on tourism industry and stakeholders, impact of crisis on tourist decision process, strategies adopted to overcome the crisis, rebuilding the image of the destination, strategic actions as preventive measures.

<b>Code of course and semester</b>	<b>BBAT 602B / Semester VI</b>
<b>Name of course</b> <b>Type of course</b> <b>Credits</b>	<b>Travel Photography &amp; Travelogue</b> Discipline Specific Elective Course / DSE 05 06 credits
<b>Exit Level outcomes</b>	<i>Travel Photography</i> introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images. It aims to increase the percentage of good photographs learners take and to lift their travel photography to the next level of creativity.  <i>Travel Writing</i> will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online. Sharing of their written content can be done through Blogs, Websites, Social Media etc.
<b>Text book/s</b>	Srivastava, Mukesh (2012). <i>Digital Photography</i> , Unicorn Books, New Delhi.
<b>Reference books</b>	Richard L'Anson (2014). <i>Guide to Travel Photography</i> , Lonely Planet Publications.
<ul style="list-style-type: none"> <li>▪ Total classes needed – 180 hrs. Practical/field work</li> <li>▪ Preferably the student have a DSLR camera</li> <li>▪ The course teacher will evaluate during the field work on the basis of performance of photograph and travel writing. This is an fully internal system base evaluation both in internal and end-semester examination. An external examiner either academician or industry professional will be invited to conduct the examination.</li> </ul>	
The following areas to be covered both in theory and practical.	

**Digital Photography:** Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.

**The Art of Photography:** Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting. An Introduction to Selfies.

**The Subjects:** People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

**Post-Production –** Basic Photo Editing Software; basics of Adobe Photoshop, sharing photos; blogs; selling travel Images. Being a Travel Photographer.

**Travel Writing:** Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering.

Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

**Travel Writing:** Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue.

<b>Code of course and semester</b>	<b>BBAT 603A /Semester VI</b>
<b>Name of course</b>	<b>Curating Heritage Walks (Cultural Heritage Tourism)</b>
<b>Type of course</b>	Discipline Specific Elective Course / DSE 6
<b>Credits</b>	06 credits
<b>Exit Level outcomes.</b>	It is an experiential form of tourism, creates awareness about local culture and heritage. Provides real time experience and personal observation of an area. Students will be able to research and design, organise, and conduct a heritage walk.
<b>Textbook/s Reference books</b>	Fenna (1997). <i>Heritage Walks in Prembrokeshire</i> , Wilmslow: Sigma Leisure, Wales. Fernandez (2007). <i>Ten Heritage Walks of Mumbai</i> , Rupa Publications, India. Gupta, Lal, Bhattacharya (2016). <i>Cultural Tourism in India</i> , D K Print world Pvt. Ltd., India. Bhattacharya et al (2002). <i>The Cultural Heritage of India (Set of 9 Volumes)</i> , Ramakrishna Mission Institute of Culture, India.
<b>Unit I</b>	<b>Introduction:</b> Introduction to cultural heritage. Elements of Cultural Heritage, Role cultural heritage in tourism. Cultural tourism in India, Heritage tourism in India, Tangible and Intangible heritage assets of the society.
<b>Unit II</b>	<b>Cultural Heritage Interpretation:</b> Role of Geography and History of Cultural Heritage. Awareness on cultural Heritage of India, Interpretation & story telling – of Architecture, of Iconography, of rituals, of costumes, of festivals.
<b>Unit III</b>	<b>Designing a Heritage walk:</b> Introduction to Heritage Walk, Need for Heritage walk, Components of a Heritage walk – Researching a place – documentation and field work, designing a walk and important elements in designing.
<b>Unit IV</b>	<b>Conducting a Heritage walk:</b> conducting a Heritage walk – important aspects to note – before the walk, during the walk and after the walk. Feasibility study, marketing and promotion, collaboration with host community and local businesses, techniques of facilitation/guiding, effective storytelling and communication skills, crowd management, emergency handling.
<b>Unit V</b>	<b>Case studies:</b> Rashtrapati Bhavan Heritage walk, Amritsar Heritage walk, Ahmedabad Heritage walk, Heritage walks in Old Delhi, Heritage walks in Mumbai, Kolkata and Chennai – their salient features & practical problems. <b>Project:</b> Designing and curating a heritage walk and submit the proposal, instructor review and feedback.

<b>Code of course and semester</b>	<b>BBAT 603B /Semester VI</b>
<b>Name of course</b>	<b>Pool Management</b>
<b>Type of course</b>	Discipline Specific Elective Course/ DSE 06
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	With fast growth and diversification in the leisure and recreation, pool ecosystem systems have become demanding resource segment. Opportunities emanates from it are varied and many. Thus, this course is developed to educate the students on the leisure pool systems and its managerial practices so that they are able to learn and equip new avenues of opportunities.
<b>Text book/s</b>	Dawes. J, (2002), <i>Design and Planning of Swimming Pools</i> , The Architect Press, London Sunset Books, (2001) (Editors.), <i>Swimming Pools</i> , Lane Books, California For further reading: Perrin. G.A (2003), <i>Design for Sport</i> , Butterworths, London
<b>Reference books</b>	WHO, (2006) (Ed.), <i>Guidelines for safe recreational water environments- VOLUME 1: COASTAL AND FRESH WATERS</i> WHO, (2006) (Ed.), <i>Guidelines for safe recreational water environments- VOLUME 2: SWIMMING POOLS ANDSIMILAR ENVIRONMENTS</i>

- Unit I      **Introduction:** Pool and its types; Indoor pools and outdoor pools, natural and man-made pools, diving pools, leisure pools, community pools; Waterparks; Slide pools; Wavepools; Modern leisure and recreation practices and Pools; Pool-based activities and segments.
- Unit II      **Leisure pool complex:** Common pool lay-outs; Site analysis; Pool environment-water, heat, light and sound; Pool facility provisions and design considerations; Pool marking signs; Securing of Pools; Accessibility; Maintenance; Health hazards in pools and mitigation; Pool economics; Standard operating procedure; Signage.
- Unit III      **Filtration and circulation:** Filtration plant; Filtration system principles and functions; Pumps and valves; ‘Turn-over’; Pool circulation system; Electrical networks and controls; Pool heating; Pool temperature and its testing.
- Unit IV      **Water quality management:** Calculation of water requirement for pools; Water chemistry; Testing of water quality (clarity and purity; Autometry and pH control; Standard treatment practices; Cleaning practices; Under-water vacuum cleaner; Recycling of back-wash water.
- Unit V      **Pool operations:** Safety and security considerations, equipments and infrastructure; Life guarding- recruitment, retention, training; Dress-code; Pool epidemiology; Causes of drowning band prevention; Emergency and accident procedures; Pool operations code; Emergencies and its handling; Basci First Aid; CPR; Regulations for pool operations.

<b>Code of Course and semester</b>	<b>BBAT 604A / Semester VI</b>
<b>Name of Course</b>	<b>Adventure Tourism</b>
<b>Type of Course</b>	Discipline Specific Elective Course /DSE 07
<b>Credits</b>	06 credits
<b>Exit Level outcomes</b>	The students will know about Adventure and Adventure Tourism. The difference between other types of tourism. The environment of travel business. Also, the students will know about the various types of adventure and the relation of adventure in tourism industry. This will make them to work and to indulge into new Adventure Tourism Business.
<b>Text book/s</b>	Buckley, Ralf (2006). <i>Adventure Tourism</i> . CAB International. Malik, S.S. (1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishing. Negi, J. (2001). <i>Adventure Tourism and Sports – Part- I &amp; II</i> , New Delhi: Kanishka Publishers.
<b>Reference Text</b>	Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). <i>Sport management: principles and applications</i> . Routledge New Som, D., Moore, S.A., Dowling, R.K. (2004). <i>Natural Area Tourism</i> , New Delhi, Viva Books.

- Unit I**      **Introduction to Adventure and Adventure Tourism:** Importance and definitions; history of adventure tourism; classification and elements of adventure tourism.; difference between adventure and sports.
- Unit II**      **Introduction to Land Based Adventure:** hiking; trekking; rock climbing; repelling, bouldering; skiing and safaris. Equipment used in land based adventure tourism. Popular land based adventure places in India.
- Unit III**      **Introduction to Water Based Adventure:** Snorkeling; scuba diving; rafting; kayaking; canopying and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.
- Unit IV**      **Introduction to Air Based Adventure:** Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipments used in air based adventure tourism. Popular air based adventure places in India.
- Unit V**      Major Adventure Based Organizations and institutions in India. Various courses offered in institutions. Scope and prospects of Adventure Tourism in India. Emerging trends of Adventure Tourism.

<i>Code of course and semester</i>	<b>BBAT 604B / Semester VI</b>
<i>Name of course</i>	<b>Sustainable Tourism Practices</b>
<i>Type of course</i>	Discipline Specific Elective Course / DSE 7
<i>Credits</i>	06 credits
<i>Exit Level outcomes</i>	This is an essential course aims to widen the perspective of students regarding the intricacies of tourism development and resultant impact. Students will become aware about need of sustainable tourism development through comprehensive understanding of different aspects related with sustainable tourism development.
<i>Text book/s</i>	Fennell, D. A., & Cooper, C. (2020). <i>Sustainable tourism: Principles, contexts and practices</i> (Vol. 6). Channel View Publications.  Liburd, J. J., & Edwards, D. (Eds.). (2010). <i>Understanding the sustainable development of tourism</i> . Goodfellow Publishers Ltd.
<i>Reference books</i>	Swarbrooke, J. (1999). <i>Sustainable tourism management</i> . CABI.

- Unit I Introduction to Sustainable Tourism:** Concept of Development and Sustainability. Historical Background of Sustainable Tourism. Nature and Scope of Sustainable Tourism. The three dimensions of Sustainable Tourism and principles of sustainable tourism management.
- Unit II Sustainable Tourism & Stakeholders:** Role of different stakeholders in sustainable tourism i.e. public sector, government bodies, local authorities, tourism industry, voluntary organizations, host community, media, and tourists.
- Unit III Sustainable Tourism & Different Geographical Context :** Sustainable tourism development in Coastal Areas, Rural Areas, Urban Areas, Mountainous Regions and Islands.
- Unit IV Sustainable Tourism Practices in Different Sectors and Forms of Tourism Industry :** Dimension of Sustainable Tourism practices w.r.t Destinations, Visitor Attractions, Tour Operators, Transport , Hospitality , Events, Business Tourism, Cultural Tourism and Mass Tourism, Over tourism , Alternate Tourism & Eco Tourism.
- Unit V Case studies of Best Practices :** Leading Case Studies of Sustainable Tourism Practices with reference to Government , Destination, Tour Operators, Accommodation, Airline, Cruise, Tour Guide and Host Community.

Responsible Tourist Behaviour and Ethics. Future Challenges and Trends in Sustainable Tourism.

<b>Code of course and semester</b>	<b>BBAT 605A / Semester VI</b>
<b>Name of course</b>	<b>Yoga and Wellness</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 04
<b>Credits</b>	02 credits
<b>Exit Level outcomes</b>	Students will be able to understand the importance of Yoga and wellness and its relevance in tourism industry
<b>Text book/s</b>	Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni , Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur Pruthi , Raj(2006) Medical Tourism in India, Arise Pub, Newdelhi Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,. Balakrishnan (2006) Kalarippayattu, Penguin Books,
<b>Reference books</b>	Smith , M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre(2000) The New Book Of Yoga, Ebury Press

- Unit I** Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.
- Unit II** Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.
- Unit III** Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.
- Unit IV** Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.
- Unit V** Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

<b>Code of course and semester</b>	<b>BBAT 605B / Semester VI</b>
<b>Name of course</b>	<b>Rural Tourism</b>
<b>Type of course</b>	Skill Enhancement Course / SEC 04
<b>Credits</b>	02 credits
<b>Exit Level outcomes</b>	This course is designed to help students grasp the fundamental concepts of rural tourism, to identify, assess, and harness the natural and cultural resources in rural areas.
<b>Text book/s</b>	Rural Tourism: An Introduction <i>Richard Sharpley, Julia Sharpley</i> New Directions in Rural Tourism <i>Derek Hall, Lesley Roberts, Mitchell Morag</i>
<b>Reference books</b>	Rural <i>Michael Woods</i> <a href="http://www.rural.tourism.gov.in">www.rural.tourism.gov.in</a>

**Unit I Introduction to Rural Tourism**

Introduction to Rural Tourism –definition, concept, nature and characteristics; Rural landscape and Villages; concept of Rurality; Rural Tourism Clusters; Rural Homestays; Current Trends in Rural Tourism.

**Unit II Rural Tourism Resources and Products**

Rural Tourism Experiences (like Ethnic Tourism, Eco-tourism, Pilgrim Tourism, Agri Tourism, Farm Tourism, Culinary tourism, Community based tourism, etc); Rural Homestays and alternative accommodation; Accreditations of Rural Homestays.

**Unit III Rural Tourism Value Chain Integration**

Concept of Value Chain Integration in Rural Tourism; role of stake holders, local community, and local governance in promotion of Rural Tourism; Impacts of good governance in rural tourism.

**Unit IV Development of Rural Tourism – Global and National Perspective**

National Governance for Rural Tourism: National Strategy and Roadmap for the Development of Rural Tourism in India, National Strategy for the Promotion of Rural Homestays in India, Incredible India Bed & Breakfast Guidelines, etc.

Global Initiatives for Rural Tourism by UNWTO, ILO, etc.

**Unit V Global and National Best Practices**

Case Study of the UNWTO Best Tourism Village and National Best Tourism Village Competition.