



Syllabus of BBA (T&T)

Bachelor of Business Administration (Tourism & Travel)

Scheme of Teaching & Evaluation
for

Bachelor of Business Administration (Tourism & Travel)

As per State Education Policy (SEP)
2024-25 Onwards

BBA (Tourism & Travel) PROGRAM

Semester wise allocation of Credits and Marks

Year	Semester	Credits	Marks
1	I	26	700
	II	24	650
2	III	24	650
	IV	26	700
3	V	18	450
	VI	18	450
Total		136	3600

BBA (Tourism & Travel) PROGRAM

Scheme of Teaching and Evaluation and Curriculum

SEMESTER I											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT1.1	Language I	Language-1	3	4	0	0	10	10	80	100
2	TT1.2	Language 2	Language-2	3	4	0	0	10	10	80	100
3	TT1.3	Tourism Principles and Practice	DSC	4	4	0	0	10	10	80	100
4	TT1.4	Karnataka Tourism	DSC	4	4	0	0	10	10	80	100
5	TT1.5	Tourism Resources of India – I	DSC	4	4	0	0	10	10	80	100
6	TT1.6	Principles of Management	DSC	4	4	0	0	10	10	80	100
7	TT1.7	Constitutional Values (1)	Compulsory	2	2	0	0	5	5	40	50
8	TT1.8	Environmental Studies	Compulsory	3	4	0	0	10	10	80	100
TOTAL				27	28	0	0	70	70	560	750

SEMESTER II											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT2.1	Language – I	Language-1	3	4	0	0	10	10	80	100
2	TT2.2	Language – II	Language-2	3	4	0	0	10	10	80	100
3	TT2.3	Air Transportations and Operations	DSC	4	4	0	0	10	10	80	100
4	TT2.4	World Geography for Tourism – I	DSC	4	4	0	0	10	10	80	100
5	TT2.5	Tourism Resources of India - II	DSC	4	4	0	0	10	10	80	100
6	TT2.6	Tourism and Hospitality Marketing	DSC	4	4	0	0	10	10	80	100
7	TT2.7	Constitutional Values (2)	Compulsory	2	2	0	0	5	5	40	50
TOTAL				24	28	0	0	65	65	520	650

SEMESTER III											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT3.1	Language – I	Language-1	3	4	0	0	10	10	80	100
2	TT3.2	Language – II	Language-2	3	4	0	0	10	10	80	100
3	TT3.3	Hospitality Management	DSC	4	3	0	2	10	10	80	100
4	TT3.4	World Geography for Tourism - II	DSC	4	4	0	0	10	10	80	100
5	TT3.5	Basics of Financial Accounting	DSC	4	4	0	0	10	10	80	100
6	TT3.6	Airline Cargo Management	DSC	4	4	0	0	10	10	80	100
7	TT3.7	Elective – 1 Tourism and Travel Industry	Elective	2	2	0	0	5	5	40	50
TOTAL				24	25	0	2	65	65	520	650

SEMESTER IV											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT4.1	Language – I	Language-1	3	4	0	0	10	10	80	100
2	TT4.2	Language – II	Language-2	3	4	0	0	10	10	80	100
3	TT4.3	Travel Agency and Tour Operation Management	DSC	4	3	0	2	10	10	80	100
4	TT4.4	World Geography for Tourism - III	DSC	4	4	0	0	10	10	80	100
5	TT4.5	Basics of Cost Accounting	DSC	4	4	0	0	10	10	80	100
6	TT4.6	Customer Relationship Management	DSC	4	4	0	0	10	10	80	100
7	TT4.7		Compulsory	2	2	0	0	5	5	40	50
8	TT4.8	Elective – 2 Karnataka Tourism	Elective	2	2	0	0	5	5	40	50
TOTAL				26	27	0	2	70	70	560	700

Name of the Program: BBA (Tourism & Travel) Course Code: TT 3.3 Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> The ability to explain the hotel industry in the world. The ability to illustrate the hotel organizational structure. The ability to work in a hotel front office as an assistant. The ability to work in housekeeping department. The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		08
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Roomrate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans: - Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms- types of room rates;		
Module No. 3: FRONT OFFICE		12
Front office -Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation –guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system.		
Module No. 4: HOUSEKEEPING		12
Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
Module No. 5: FOOD AND BEVERAGE		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		
Skill Developments Activities: <ol style="list-style-type: none"> Collect details of various categories of hotels. Make a practical record on hotel industry operations. Draft a partnership deed with travel agents and tour operators. List out the organizations associated with hotel industry and their role and functions. 		

Text Books:

1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. &Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP,New Delhi.
3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication NewDelhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT 3.4		
Name of the Course: World Geography for Tourism - II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the students will Demonstrate		
CO1: Students should be able to remember and locate countries, cities and other geographic features.		
CO2: Students will develop physical and political perspective of world geography		
CO3: Study the climate, whether and tourism resources of the world in a regional approach.		
CO4: Gain knowledge on physical and human geography and tourism characteristics of North America		
CO5: Understand the physical and human geography and tourism characteristics of South America.		
Syllabus:		Hours
Module No. 1: EUROPE		12
Countries and Capital cities of North-Atlantic Region; Tourism Geography and Travel Formalities; Northern Europe: United Kingdom, Scandinavian countries, Benelux Countries, the Alpine Countries, the Iberian Peninsula: France, Germany, Italy, Greece, Switzerland, Turkey, Independent Islands- Iceland and Malta; Eastern Europe- Belarus, Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania and Russia,		
Module No. 2: MIDDLE EAST COUNTRIES		10
Countries and Capital cities; Tourism Geography and Travel Formalities of Bahrain, Jordan, Kuwait, Cyprus, Egypt, Iran, Iraq, Israel, Lebanon, Oman, Qatar, Saudi Arabia, Syria, The UAE and Yemen.		
Module No. 3: ASIA (South Asia and East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of South Asia = Bangladesh, Bhutan, India, Maldives Republic, Nepal, Pakistan, Sri Lanka and Tibet; East Asia – Japan, South Korea, North Korea, Taiwan, China, Hong Kong, Mongolia and Philippines		
Module No. 4: ASIA SOUTH EAST ASIA (South East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of Brunei, Myanmar (Burma), Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand and Vietnam.		
Module No. 5: OCEANIA COUNTRIES		10
Countries and Capital cities; Tourism Geography and Travel Formalities of Australia, New Zealand, Fiji, French Polynesia, Vanuatu and New Caledonia.		
Skill Developments Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		

Text Books:

1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective"
2. I.C.Gupta and S. Kasbekar – Tourism Products of India.
3. S.P. Gupta – Cultural Tourism in India.
4. A.L. Bhasham – Wonder that was India.
5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.
6. Gupta & Krishnalal, S.P. - Tourism Resources and Monuments in India.
7. Lajpathi Rai - Development of Tourism in India
8. Banerjee, J.N. - The development of Hindu Iconography
9. Hamayan Khan - Indian Heritage
10. Percy Brawen - Indian Architecture
11. Ragini Devi - Dance Dialects of India

Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT 3.5		
Name of the Course: Basics of Financial Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Book Review.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ol style="list-style-type: none"> a) Will be able to understand accounting as an information system; b) will be able understand accounting practice for measurement and disclosure of information and financial decision making, c) To develop the skills of using accounting equation in processing business transactions; d) To develop an understanding about recording of business transactions and preparation of financial statements; e) To analyze and interpret published financial information. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ACCOUNTING		10
Introduction-meaning, definitions, objective, functions and limitations of accounting-Users of accounting information- book keeping and accounting- Accounting Cycle-Basic Accounting Terms-kinds of accounting activities - role of accountants –branches of accounting.		
Module No. 2: ACCOUNTING PRINCIPLES		12
Meaning and Definition of Accounting Principles –Accounting Concepts-Money Measurement Concept, Separate Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accounting Period Concept, Periodic Matching of Cost and Revenue Concept and Realisation Concept-Accounting Conventions- Conventions of Conservatism- Conventions of Full Disclosure- Conventions of Consistency- Conventions of Materiality.		
Module No. 3: RECORDING OF BUSINESS ORGANIZATIONS		12
Voucher and Transactions: Origin of Transactions – Source documents and Vouchers, Preparation of vouchers-Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal, Special purpose books - Cash book – Simple, Cashbook with bank column and Petty cashbook - Purchases book, Sales book, Purchases returns book, Sale returns book.		
Module No. 4: LEDGER POSITIONING, TRIAL BALANCE AND NEGOTIABLE INSTRUMENTS		12
Ledger -Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. Negotiable Instruments- Promissory Note-Bills of Exchange—Cheque-Bills Receivables and Payable Books.		
Module No. 5: PREPARATION OF FINAL ACCOUNTS		10
Preparation of Trading Account, Profit & Loss Account and Balance Sheet		

Text Books:

1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc.
2. Gupta. R.L. and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back. Nokia.
4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.
6. S N Maheshwari and S K Maheshwari; Financial Accounting
7. Paresh Shah; Basics of Financial accounting for Management

Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT 3.6		
Name of the Course: Airline Cargo Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ol style="list-style-type: none"> a) Understand the air transportation system b) Learn about the structure and facilities of airports along with acquitting with the airport operations. c) Understand the functions of airport d) Understand different facilities at the airport e) Know different planning and developmental authorities. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION		10
Airline and Cargo Management; Aviation History – World and India; Meaning of Air Cargo; Low Cost Airlines; Special Service Code; Terminology; Miscellaneous Abbreviation; Flight Guides; ABC/OAG; Reading the Schedule; Types of Aircraft – Wide Body and Narrow Body; Importance of Air Cargo Industry; Present Scenario.		
Module No. 2: AUTHORITY, ORGANIZATIONS AND REGULATIONS		12
ICAO, IATA, WARSAW CONVENTION, CHICAGO CONVENTION, DGCA, AAI, etc; Nationality code; Registration Mark; Bilateral Agreement; Freedoms of Air; Open Sky Policy.		
Module No. 3: FLIGHT HANDLING		12
Types of Baggage; Baggage Rule; Baggage Handling Procedures - Tarmac, Terminal, Bay, Taxiway, Runway, ATC, Marshal, RAMP equipment near the Aircraft, Turn round Aircraft Terminal Checking Counter, Belt Baggage makeup area, x-ray unit, Strait Area, Load and Trim, Departure Drill; Property Irregularity Report (PIR); Handling of UNM, Physically Handicap, Dangerous Goods, Live Animals, Dead Body, Fragile Goods, Jewellries, Chemicals, Sports Equipments, etc.		
Module No. 4: CARGO HANDLING		12
History; Common Terms Used in Cargo Handling; Airway Bill; Documentation in Shipping (Export and Import) Airway Bills/Consignment Note, booking procedure, Domestic/International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival, checklist, perishable, International import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange for international cargo.		
Module No. 5: SCHEMES AND PROVISIONS FOR CARGO HANDLING		10

Containerization; ICD – History; Multi Modal Transportation; EPZ, ECG and DEPB
<p>Recommended Practical Activity. A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.</p>
<p>Text Books: 1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4 2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge. 3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK. 4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson</p>

<p>Name of the Program: BBA (Tourism & Travel) Course Code: TT 3.7 (OEC) Name of the Course: Tourism and Travel Industry</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate:		
<ul style="list-style-type: none"> a) An understanding of the basic concepts of tourism. b) An ability to describe the different forms and types of tourism. c) An understanding of the travel motivators. d) An understanding of the relevance of transport sector and travel formalities. e) An understanding of the impacts of tourism. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM		10
Definition and Meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
Module No. 2: TOURISM AND TRANSPORTATION:		12
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
Module No. 3: HOSPITALITY OPERATIONS		08
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
Module No. 4: TOURISM SERVICES		08
Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.		
Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS		07

Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.

Skill Developments Activities:

1. List out the major travel trade business firms.
2. Draw the organizational charts for different categories of hotels.
3. Prepare domestic package tours.
4. Enlist the procedures to obtain international travel documents.

Text Books:

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, NewDelhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT 4.3		
Name of the Course: Travel Agency and Tour Operation Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ol style="list-style-type: none"> a) An understanding of the travel trade business. b) An ability to describe the functions travel agency business. c) An understanding of the need of travel agency approval and types of travel agency business. d) An understanding of tour operation business. e) An understanding of the techniques of tour packaging and preparation of tour itinerary. 		
Syllabus:		Hours
Module No. 1: TRAVEL INTERMEDIARIES		10
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re- intermediation.		
Module No. 2: TRAVEL AGENCY OPERATIONS		12
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Whole sale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		12
Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travel port/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.		

Module No. 4: TOUR OPERATION	12
The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.	
Module No. 5: PACKAGE TOURS	10
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single- centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.	
Skill Developments Activities: <ol style="list-style-type: none"> 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Prepare tour package for any destination. 4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India. 	
Text Books: <ol style="list-style-type: none"> 1. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004. 2. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003. 3. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001 4. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth. 5. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London 6. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 	
Note: Latest edition of text books may be used.	

Name of the Program: BBA (Tourism & Travel) Course Code: TT 4.4 Name of the Course: World Geography for Tourism - III		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the Students will Demonstrate CO1: Students should be able to remember and locate countries, cities and other geographic features. CO2: Students will develop physical and political perspective of world geography CO3: Study the climate, whether and tourism resources of the world in a regional approach. CO4: Gain knowledge on physical and human geography and tourism characteristics of North America CO5: Understand the physical and human geography and tourism characteristics of South America.		
Syllabus:		Hours
Module No. 1: INTRODUCTION		12
Importance of tourism geography-IATA Area III, South Asia, South East Asia, East Asia, Central Asia and Oceania- Climatology; Major Natural Resources – Waterfall, Rivers, Mountains, deserts		

etc,-Map reading. Tourist Arrivals, Receipts, Distribution, Intra-regional and Inter – regional Tourism, Tourism trends, emerging areas, tourist typology. (08 Hours)	
Module No. 2: Important tourism destinations and travel formalities of South Asia-	10
Bangladesh, Bhutan, India, Maldives Republic, Nepal, Pakistan, Srilanka, Tibet. (08 Hours)	
Module No. 3: Important tourism destinations and travel formalities of East Asia-	12
Japan, Korea (south and north), Taiwan, China, Hong Kong, Mongolia, (Philippines), and Macau. (08 Hours)	
Module No. 4: Important tourism destinations and travel formalities of South East Asia-	12
Brunei, Burma (Myanmar), Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam. (08 Hours)	
Module No. 5: Important tourism destinations and travel formalities of Central	
Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan. (08 Hours)	
Module No. 6: Important tourism destinations and travel formalities of Australia-	10
Countries and Capital cities; Tourism Geography and Travel Formalities of Australia, New Zealand, Fiji, French Polynesia, Vanuatu and New Caledonia.	
Skill Developments Activities:	
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 	
Text Books:	
12. Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective” 13. I.C.Gupta and S. Kasbekar – Tourism Products of India. 14. S.P. Gupta – Cultural Tourism in India. 15. A.L. Bhasham – Wonder that was India. 16. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India. 17. Guptha & Krishnalal, S.P. - Tourism Resources and Monuments in India. 18. Lajpathi Rai - Development of Tourism in India 19. Banerjee, J.N. - The development of Hindu Iconography 20. Hamayan Khan - Indian Heritage 21. Percy Brawen - Indian Architecture 22. Ragini Devi - Dance Dialects of India	
Note: Latest edition of text books may be used.	

Name of the Program: BBA (Tourism & Travel) Course Code: TT 4.5 Name of the Course: Basics of Cost Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
a) An understanding the concept of Cost and costing in travel industry b) An ability to describe the Materials management and materials issues. c) An understanding of the labour and overhead costs in Tourism. d) An understanding the marginal and budgeting in Tourism		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO COST ACCOUNTING		12
Concept of Cost and Costing: Meaning, Concept and Classification. Elements of Cost, Nature & Importance, functions ,advantages and disadvantages- preparation of cost sheet and estimation with special reference to Hotels and Tourism.		
Module No. 2: MATERIALS MANAGEMENT		16
Functions of purchase and store departments, stores records – Bin card – Stores ledger,– periodic and perpetual system of Stock taking, Materials issues –Problems on FIFO & LIFO only.		
Module No. 3: LABOUR COST		13
Labour Cost: Meanings of Time Keeping, Time Booking, Idle Time and Labour Turnover. Methods of Wage Payments- Time Rate System, Piece Rate System; Incentive Plans- Halsey Plan, Rowan Plan and Taylor’s Differential Piece Rate System and Practical Problems on above methods. Overhead Costs: Definition of Overheads, Importance of Overhead, Classifications of Overheads, Methods of Determination of Overhead Rate.		
Module No. 4: MARGINAL COSTING		10
Concepts, definition, assumptions and marginal cost statement, simple problems on contribution, P/V. ratio, B.E.P, Margin of safety and profit planning; make or buy decisions.		
Module No. 5: BUDGETARY CONTROL		05
Meaning and significance, Budgeting Functions, Advantages and Limitations of Budgetary control, Budget Manual, Problems on Flexible budget – cash budget – sales budget.		
Skill Developments Activities:		
a) Preparation of tour itineraries and costing them. b) Practicing Costing of hospitality services.		
Text Books:		
1. Cost Accounting – Theory and Problems, Maheshwari, S.N and Mittal, S. N. (2009) 2. Cost Accounting, Rajasekaran, (2010), 1st ed, Pearson Education. 3. Cost Accounting Principles and Practice, Jain, I. C & Nigam, B.M.L 4. Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta – S Chand		
Note: Latest edition of text books may be used.		

Name of the Program: Bachelor of Business Administration (T&T)		
Course Code: TT 4.6		
Name of the Course: Customer Relationship Management		
No of Credits	No. of Hours per Week	Total no of Teaching Hours
4	4	56
Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions and industry training		
Course Objectives		
<ol style="list-style-type: none"> 1. To understand the nuances of customer relationship management 2. To familiarise with the issues of service management and global context 3. To be able to manage a market-oriented service organization. 4. To familiarise the role of customer relationship management in the tourism industry 5. To study the information database, ethics, and legalities of tourist database 6. To understand the role of technologies in the customer relationship management 7. To study CRM and its contribution to the hospitality industry 		
Course Outcomes		
<ol style="list-style-type: none"> 1. Cultivate the effective and efficient customer relationship ability. 2. Able to manage CRM marketing in order to leverage CRM technology. 3. Understand the needs in adoption of CRM in the tourism industry 4. Students can analyse how to develop customer relationship based on the customer expectations 5. Students are trained in of communication in the successful handling of customers 6. Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services 7. Familiarizes the students on different classification of services and how to improve the service quality 		
UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery		
UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.		
UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.		
UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing;		

Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

UNIT V Relationship Marketing in Tourism Business; Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship

References

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

Name of the Program: BBA (Tourism & Travel) Course Code: TT 4.7 Name of the Course: Karnataka Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4Credits	4Hrs	56Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate f) An understanding of geography of Karnataka. g) Anability to describe the tourism significance of Karnataka. h) An understanding geographical terminology. i) An understanding of tour operation business. j) Anunderstandingofthetechniquesoftourpackagingandpreparationoftour itinerary.		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION		12
The Physiography Settings - Area and Population; Climate; Rainfall; Soil Types; Water Resource; Mineral Resource; Forest; Mountain System; Geographical Divisions of Karnataka; Demographic study; History of Karnataka.		
ModuleNo.2: KARNATAKA TOURISM DEVELOPMENT		10
Role of state government in promoting tourism; Ministry of Tourism; K.S.T.D.C.; Role, Master Plan and Functions; State Tourism Policies; Jungle Lodges and Resorts; Karnataka Tourism Society; Major Hotel Chains in Karnataka; Major Tour Operators in Karnataka.		
ModuleNo.3: CULTURAL AND HERITAGE TOURISM IN KARANTAKA		12
Fairs and Festivals of Karnataka, Language, Customs and Traditions, Cuisines; Art Forms – Music, Dance and Theatre; Folk Tourism Resources in Karnataka; Linguistic and Ethnic Diversities; Heritage Tourism Destinations – UNESCO Heritage sites; Golden Chariot.		

ModuleNo.4: NATURE-BASED TOURISM IN KARNATAKA	12
Hill Stations of Karnataka - Important hill stations of Karnataka, Tourist facilities; Wild Life Sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism; Adventure Tourism –Types, Destinations, Facilities available, facilities available.	
ModuleNo.5: ENVIRONMENTAL PROTECTION	10
Environment – Current Issues; Legal aspects of environmental protection, legal provisions, The wild life (protection) Act- 1972. The forest (conservation) Act-1980, The Environment (Protection) Act-1986.	
Skill Developments Activities:	
<ol style="list-style-type: none"> 5. Listoutthemajor geographical landmarks of India. 6. DrawtheIndian map and point out the major cities. 7. Prepare the fact file of Indian Geography 	
Text Books:	
<ol style="list-style-type: none"> 1. Abdul MannanBagulia, Indian Geography, Anmol Publications Pvt. Ltd., 2006. 2. Mohd, Abbas Khan, Encyclopedia of Indian Geography (3 Volumes), Anmol Publications Pvt. Ltd., 2005. 3. Rosalin Hurst, Indian Geography- Perspectives, Concerns and Issues, Rawath Publishers and Distributors, 2009. 4. Bright P. S., World Geography with Geography of India, Bright Careers Institute, 2006. 5. Rohan Peter, Panorama of Indian Culture- Culture of Creativity, Dominant Publishers and Distributors, 2005. 6. IshwaraTopa, Indian Culture, Prakashan Kendra, 2000. 	