

**SYLLABUS FOR
BACHELOR OF BUSINESS ADMINISTRATION-
TOURISM AND TRAVEL MANAGEMENT
BBA-TTM, 2024**

Date of approval in the Academic Council.....

PREFACE

The Bachelor of Business Administration- Tourism and Travel Management (BBA-TTM) is four years professional programme spread over eight semesters in accordance with UGC specified nomenclature of degrees. The programme is structured with the prime objective of developing human resources and imparts necessary skills needed in tourism professions and businesses today. The syllabus incorporates subjects on socio-cultural, environmental teaching pertaining to tourism and hospitality to make students environmentally principled, socially responsible and creative leaders. It also provides students with basic knowledge and skills on accounting, financial management, technologies and business operations by offering subjects like Business Management, Computer Applications and Entrepreneurship. The syllabus aims to provide students hands-on experience and experiential learning thereby integrating internship programmes, field trips and surveys. The programme also prepares students for taking up employment in a tourism and hospitality organisation or self-employment and /or carrying forward their family's travel related businesses.

Mission: The programme prepares students for immediate employment in the relevant functional area in the industry/take-up entrepreneurship individually as against the model that just provides a degree without ensuring employability.

Objective: To equip students with knowledge and professional skills required in the operations, management, employment and establishment in/of travel related organisations.

Programme Outcome: The BBA-TTM course helps students acquire the necessary knowledge and develop skills that are required in the field of tourism and hospitality. Most importantly, the course helps students to take up self employment and run their own businesses.

STRUCTURE SYLLABUS FOR BBA-TTM
NORTH-EASTERN HILL UNIVERSITY

SEMESTER I			
PAPER NAMES	CODE	CREDITS	HOURS
PRINCIPLES OF MANAGEMENT	BBA-TTM 101	4	60
FUNDAMENTALS OF TOURISM	BBA-TTM 102	4	60
FUNDAMENTALS OF HOSPITALITY	BBA-TTM 103	4	60
TOURISM GEOGRAPHY	BBA-TTM 104	4	60
PROFESSIONAL DEVELOPMENT	BBA-TTM 105	4	60
TOTAL CREDITS		20	300

SEMESTER II			
PAPER NAMES	CODE	CREDITS	HOURS
ORGANISATIONAL BEHAVIOUR	BBA-TTM 201	4	60
FRONT OFFICE MANAGEMENT	BBA-TTM 202	3+1	45+30
BASICS OF ACCOUNTING	BBA-TTM 203	4	60
TOURISM RESOURCE MANAGEMENT	BBA-TTM 204	4	60
ENVIRONMENTAL STUDIES	BBA-TTM 205	4	60
TOTAL CREDITS		20	315

SEMESTER III			
PAPER NAMES	CODE	CREDITS	HOURS
TOURIST TRANSPORT OPERATIONS & MANAGEMENT	BBA-TTM 301	4	60
SPECIAL INTEREST TOURISM	BBA-TTM 302	4	60
HOUSEKEEPING OPERATIONS	BBA-TTM 303	3+1	45+30
DESTINATION PLANNING AND DEVELOPMENT	BBA-TTM 304	4	60
COMPUTER APPLICATIONS IN TOURISM	BBA-TTM 305	3+1	45+30
TOTAL CREDITS		20	330

SEMESTER IV			
PAPER NAMES	CODE	CREDITS	HOURS
HUMAN RESOURCE MANAGEMENT	BBA-TTM 401	4	60
TOURISM OF NORTHEAST INDIA	BBA-TTM 402	4	60
TRAVEL AGENCY MANAGEMENT	BBA-TTM 403	4	60
TOUR GUIDING	BBA-TTM 404	4	60
FIELD TRIP REPORT	BBA-TTM 405	4	120
TOTAL CREDITS		20	360

SEMESTER V			
PAPER NAMES	CODE	CREDITS	HOURS
FINANCIAL MANAGEMENT IN TOURISM AND HOSPITALITY	BBA-TTM 501	4	60
INTRODUCTION TO AIRLINES MANAGEMENT	BBA-TTM 502	4	60
FOOD AND BEVERAGE OPERATIONS	BBA-TTM 503	3+1	45+30
NATURE-BASED & SUSTAINABLE TOURISM	BBA-TTM 504	4	60
BUSINESS COMMUNICATION	BBA-TTM 505	4	60
TOTAL CREDITS		20	315

SEMESTER VI			
PAPER NAMES	CODE	CREDITS	HOURS
PRINCIPLES OF MARKETING	BBA-TTM 601	4	60
SMALL BUSINESS MANAGEMENT	BBA-TTM 602	3+1	45+30
CULINARY TOURISM	BBA-TTM 603	4	60
RESEARCH METHODOLOGY	BBA-TTM 604	4	60
TOUR PLANNING AND COSTING	BBA-TTM 605	3+1	45+30
TOTAL CREDITS		20	330

SEMESTER VII			
PAPER NAMES	CODE	CREDITS	DURATION /HOURS
INTERNSHIP REPORT	BBA-TTM 701	8	16 weeks/ 240 hours
LOG BOOK PREPARATION	BBA-TTM 702	8	16 weeks/ 240 hours
PRESENTATION AND VIVA VOCE	BBA-TTM 703	4	120 hours
TOTAL CREDITS		20	600

SEMESTER VIII			
PAPER NAMES	CODE	CREDITS	HOURS
ENTREPRENEURSHIP	BBA-TTM 801	3+1	45+30
EVENT MANAGEMENT	BBA-TTM 802	4	60
STRATEGIC MANAGEMENT	BBA-TTM 803	4	60
MEDIA AND PR IN TOURISM	BBA-TTM 804	3+1	45+30
DIGITAL MARKETING IN TOURISM AND HOSPITALITY	BBA-TTM 805	4	60
TOTAL CREDITS		20	330

First Semester

Course Code: BBA-TTM 101

Course Title: PRINCIPLES OF MANAGEMENT

Total Credit Hours 60/Total Credit 4/Total Marks100

Course Objective: The course provides an overview of management and its evolution. It examines management functions of planning, organizing, staffing, leading and controlling and its impact on the business.

Learning Outcome: From this paper students will be able to (a) outline the fundamental activities of managers (b) have a knowledge and understanding on the various concepts, theories. (c) understand practices of management and (d) learn about the management environment.

Unit I:

Concept of Management; Definition - Nature, Scope, Functions, and Importance of management, Evolution of Management Thought, Roles and Responsibilities of Managers; Levels of Management.

Unit II:

Concept of Planning; Nature, Scope, Types of Planning, Steps of Planning. Decision making: Concept of Organizing; Nature – Scope, Organizational Design, Forms of Organizational Structure.

Unit III:

Concept of Directing; Nature, Scope, Elements of Directing; Supervision, Motivation, Leadership, Communication, Concept of Controlling; Nature, Scope, Control Techniques

Unit IV:

Organizational and Natural Environments. Social Responsibility and Business Ethics, Codes of Conduct and Standards, Globalization and Management, Quality Management.

Suggested Readings: (Latest editions)

- Koontz, Harold, Weihrich, Heinz and Cannice, Mark V. Essentials of Management Eleventh Edition, McGraw Hill.
- Prasad, L.M. Principles and Practice of Management, Sultan Chand & Sons.
- Stoner, James A. F., Freeman, R. Edward. and Gilbert, Daniel. Management Sixth Edition, Pearson India Education Services
- Tim Hannagan, Management Concepts and Practices Fifth Edition, Pearson Education Limited.

First Semester

Course Code: BBA-TTM 102

Course Title: FUNDAMENTALS OF TOURISM

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: This paper will help the students to be familiar with and learn about the basic and foundational concepts of tourism, its evolution, its components, typologies of tourism, travel motivations and travel organisations.

Learning Outcome: From this paper, the students will be able to learn about

- a) tourism concepts
- b) travel theories and motivations
- c) tourism organisations
- d) tourism demand measurement

This learning outcome will be the stepping stone towards the foundational learning of the tourism subject.

Unit I:

Introduction to Tourism: Tourism: concept, definition, nature, scope and importance; components and elements of tourism; the tourism system (Leiper's model). Meaning and differentiation of tourist, traveler, visitor and excursionist; The evolution and growth of tourism: pre-modern tourism, early modern tourism and contemporary tourism. Multi-disciplinary linkages within tourism studies.

Unit II:

Types of tourism and Forms of Tourism: Types of tourism (Inter-Regional and Intra-Regional Tourism, Inbound, Outbound, Domestic and International Tourism.); Forms of Tourism: Cultural Tourism, Adventure Tourism, Heritage Tourism, Rural Tourism, Community Based Tourism, Sustainable Tourism, Leisure and Business Tourism); Case studies of new forms of tourism. Travel motivations: meaning and definition; Motivation theories: Maslow's Need Hierarchy Theory of Motivation, Cohen's Types of Tourists, Dann's Push and Pull Theory of Motivation, Plog's Psychographic Model, McIntosh and Goeldner Travel Motivators, Gray's Travel Motivation Theory.

Unit III:

Tourism Organisations (national and international): Ministry of Tourism, ITDC (India Tourism Development Corporation), IATO (Indian Association of Tour Operators), TAAI (Travel Agents Association of India), IRCTC (Indian Railway Catering and Tourism Corporation), UNWTO (United Nations World Tourism Organization), WTTC (World Travel and Tourism Council), IATA (International Air Transport Authority), PATA (Pacific Asia Travel Association), GSTC (Global Sustainable Tourism Council).

Unit IV:

Tourism Demand: Determinants of tourism demand; Measuring tourism demand; Measurement of Tourism: Travel statistics; Statistics for planning. Categories of tourist statistics: Volume, expenditure and characteristics; Method of measurement: On arrival and departure, registration and sample survey General problems of tourism measurement.

Suggested Readings: (Latest editions)

- Andrews, S. Introduction to Tourism. Tata McGraw Hill.
- Bhatia, A. K. International Tourism Management. Sterling Publishers.
- Dileep, M.R. Tourism: Concepts, Theory and Practice. I.K. International Publishing House Pvt. Ltd.
- Ghosh, B. Tourism and Travel Management. Vikas Publishing House.
- Mishra, S. N., & Sadual, S. K. Basic of Tourism Management. Excel Books
- Roday, S., Biwal, A., & Joshi, V. Tourism Operations and Management. Oxford University Press.
- Robinson, P. Tourism: The Key Concepts. Routledge.
- Weaver, D., & Lawton, L. Tourism Management. Wiley.

First Semester
Course Code: BBA-TTM 103
Course Title: FUNDAMENTALS OF HOSPITALITY
Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To introduce students into the working of the tourism and hospitality industry with emphasis on the accommodation sector.

Learning Outcome: This paper will enable the students to learn about the

- a). Evolution and classification of the hospitality industry.
- b). Structure and operations of the hospitality industry.
- c). Emerging trends in the hospitality industry.
- d). Regulations, permits and licenses relating to the accommodation sector.

Unit I:

Introduction to Hospitality & Hotel Industry: Introduction to the Hospitality Industry. Origin, evolution and growth of hotels. Classification of Hotels: On basis of location, size, star, clientele, length of stay, ownership, Levels of Service. Types of Rooms.

Unit II:

Organization of Hotels: Organizational structure of Small, Medium, Large Hotels. Major departments of a hotel: Front Office, Housekeeping, Food and Beverage Service, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc. Ancillary Departments: Still room, Kitchen stewarding, Hot Plate/Food pickup area, Linen room, Store

Unit III:

Emerging Trends in Hospitality: Timeshare resorts; Classification of timeshares. Referral Hotels and Condominiums. Franchise and management contracts. Cruise Liners.

Unit IV:

Legal Framework in Hospitality Industry: Regulatory Policies (including environmental & foreign trade policies). License and Permits for Hotel and Catering Establishments Laws of Hotels under municipal corporations. Renewal, Suspensions & Termination of Licenses.

Suggested Readings: (Latest editions)

- Andrews, Sudhir. Hotel Front Office, Tata McGraw Hill.
- Gray and Ligouri. Hotel and Motel Management Operations, PHI, New Delhi.
- Jayawardena, Chandana. Tourism and Hospitality Education and Training in the Caribbean, University of West Indies Press.
- Jones, Peter. Introduction to Hospitality Operations: An Indispensable Guide to the Industry, Cengage Learning EMEA.
- Lindberg, D. E. The Hotel and Restaurant Business, Van Nostrand Reinhold.
- Walker, John R. Exploring the Hospitality Industry, Pearson Education, India.

First Semester

Course Code: BBA-TTM 104

Course Title: TOURISM GEOGRAPHY

Total Contact Hours 60/Total Credit 4/ Total Marks 100

Course Objective: To provide students with a foundational understanding of the geographical knowledge and its application in tourism.

Learning Outcomes: From this paper, students will be able to learn about the geographical aspects of tourism like:

- a). Basic knowledge of geography and its relation with tourism.
- b). Climatic influences and natural resources that shape tourism destinations.
- c). Geographical knowledge and tourism destinations in India.
- d). Global geography.

Unit I:

Introduction to Tourism Geography: Definition, significance and scope of geography of tourism. Major theme of geography and their relation to tourism. World Map: types of maps, importance of map in tourism. Longitudes, latitudes, International Date Line. GMT Variation. Time zone and calculation of time difference. Daylight Savings: Standard time and summer time.

Unit II:

Climate and weather. Natural and climatic regions of the world. Climatic variations and types of climates; Koppen Classification system, Thornthwaite classification, Heat zones classification. Climate based destinations. Impact of weather and climate on tourist destinations.

Unit III:

Indian Geography: Physical and political features of the Indian subcontinent. Climatic condition prevailing in India. Geographical resources: Major rivers, beaches, mountains, and hill Stations of India. Major national parks, wild life sanctuaries, biosphere reserves, protected areas.

Unit IV:

World Geography: Physical and political features of World geography. World tourism regions. Important tourism landmarks. Unique elements and features of tourist destinations: National Parks, beaches, mountains, Islands, peaks.

Suggested Readings: (Latest editions)

- Burton, Rosemary. Travel Geography, Pitman Publishing.
- Dixit, M. Tourism Geography and Trends, Royal Publications.
- Douglas, Pearce. Tourism Today- A Geographical Analysis, Longman, Harlow, England
- Hall, C.M.and Page, S. J. The Geography of Tourism and Recreation, Routledge.
- Nelson, Velvet. An Introduction to the Geography of Tourism, Rowman and Littlefield

Publishers.

- Robinson, H. A. Geography of Tourism, Mac Donald and Evans Ltd.
- Sinha, P.C. Tourism Geography, Anmol Publications.

First Semester
Course Code: BBA-TTM 105
Course Title: PROFESSIONAL DEVELOPMENT
Total Contact Hours 60/Total Credit 4/ Total Mark 100

Course Objective: To learn the basic knowledge and application of soft skills for professional development in tourism.

Learning Outcome: Students will learn the skills necessary and important for developing a person professionally and personally like:

- a). Soft skills and emotional intelligence.
- b). Self image building.
- c). Etiquettes and good manners.
- d). Professional writings.

Unit I:

Soft Skills and Emotional Intelligence: Soft Skills, an overview: Importance of soft skills, personality development and soft skills, soft skills v/s hard skills and how to develop soft skills. Emotional Intelligence: Essential of emotional intelligence, Intelligence Quotient (IQ) or Emotional Quotient (EQ), Components of emotional intelligence, applying emotional intelligence, Ways to improve emotional intelligence.

Unit II:

Self-Image building and management: Impression: First impression, parts of first impression, types of first impression, effect of first impression and self image and first impression. Self-Image building: Factors that affect one's Self-Image, developing personal brand, how to do a personal SWOT, correlation between Self Esteem and Self-Image, Building Self Esteem and Confidence.

Unit III:

Courtesy and habits: Importance of etiquette and good manner and Importance of professional appearance, grooming and good hygiene. Time Management and Goal Setting: Understanding time management, hard work v/s smart work, Better time management, setting and achieving smart goals and work life balance. Team building and cooperation. Group and Team: Concept and features of Group and Team, Concept of Group and Team, Group Dynamics, Types of Group and Team, Characteristics of Team, Advantages of creating team and Team v/s Group.

Unit IV:

Resume writing and job applications: CV, Resume and Biodata. Resume writing tips. Checklist for making resumes. Cover letters or Job applications. Group discussion: Team work and Group discussion. Preparation for a successful group discussion. Personal interview and interactions: Importance of interviews. Checklist for interview preparation. types of interview. Neuromarketing: The Art of Promoting Yourself.

Suggested Readings: (Latest editions)

- Sharma, Prashant. Soft Skills: Personality Development for Life Success.

BPB Publications, India.

- Kadam, J.R. Patil, V.G. Djenge, S.A, Murai, A.M. Communication Skills and Personality Development. Scientific Publisher.
- Menon, Gopa Kumar. Soft Skills and Personality Development Hand Book. Educreation Publishing.
- Mitra, Barun Personality Development and Soft Skill. Oxford University Press.

Second Semester

Course Code: BBA-TTM 201

Course Title: ORGANISATIONAL BEHAVIOUR

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To explore the organizational systems and its functions, to improve the interpersonal relationships in the context of achieving organizational goals.

Learning Outcome: Students will learn and identify the areas for organizational development by understanding the:

- a) Concept and nature of OB
- b). Factors affecting OB.
- c). Behaviour and other factors affecting OB.
- d). Conflict and changes management in OB.

Unit I:

Concept, Nature and Scope of OB: Introduction: Concept of OB, Features of OB, Reasons to study OB, Nature of OB, Contributing disciplines to OB, Scope of OB, Determinants of OB and Role of OB. Organizational Goals: Importance of Organizational Goals, Goals formulation, Goal Formulation process, Factors affecting goals, Nature of Goals, Goals Displacements, Goal Succession, Goal Distortion, Individual and Organizational Goal.

Unit II:

Individual Behaviour: Factors affecting Individual Behaviour, Biographical Characteristics, Learned Characteristics, Environmental factors, Organizational Factors. Personality: Meaning, Determinants, Approaches, Developing Personality Traits, and Personality dimensions. Perceptions: Definition, Nature of Perception, Perceptual Process, Perceptual Mechanism and Factors Affecting Perception. Learning: Concept of Learning, Nature of Learning, Components of Learning Process, Factors Affecting Learning Process. Motivation: Concept of Motivation, Significance of Motivation, Process of Motivation, Nature of Motivation, Motivation and Behaviour, Factors Affecting Individual Performance and Role of Motivation.

Unit III:

Interpersonal Behaviour: Meaning, Analysis, Self Awareness, Analysis of Ego States, Analysis of Transaction, Script Analysis, Games Analysis, Analysis of Life Positions. Communication: Definition of Communication, Characteristics, Significance, Communication Process, Media/Communication Symbols, Oral and Written Communication, Merits and Demerits of Oral and Written Communication, Communication Networks and Barriers of Communication. Leadership: Concept and Definition, Need of Leadership, Significance of Leadership, Formal and Informal Leaders, functions of a Leader, Types of Leaders, Techniques and Styles of Leadership and Theories of Leadership.

Unit IV:

Organizational Conflict and Change: Management of Conflict: Concept of conflict, features, nature, positive aspect of conflict, negative aspect, stages in conflict, issues in conflict,

levels of conflict, conflict management. Management of Change: Meaning and concept of Change, Nature of organisational change, Forces for Change, Types of change, change process, organizational growth and change. Organisational development: Meaning of Organisational Development, Characteristics of OD, Need and significance of OD, Limitations of OD, Assumptions and steps in OD.

Suggested Readings: (Latest editions)

- Sharma, Dr. F.C. Organisation Behaviour. Rajeev's SBPD.
- Mishra, M.N. Organisational Behaviour. Vikas Publishing House PVT LTD
- Chandan, J.S. Organisational Behaviour. Vikas Publishing
- Ahmad, S.Fayyaz, Gilkar, Nazir Ahmad et.al. Atlantic Publisher and Distributors (P) LTD.

Second Semester

Course Code: BBA-TTM 202

Course Title: FRONT OFFICE OPERATIONS

Total Credit Hours 45/Practicals 30/Total Credit 4/Total Marks 100

Course Objective: This subject aims to explore the basic concepts and operations of the front office in hotels. It introduces the standard operating procedures of the front office department in current practices.

Learning Outcome: Upon completion of the module, students will be able to:

- (a) recognise the different sections in the front office and their roles and responsibilities
- (b) explain the reservation concepts and procedures in the front office department.
- (c) describe the reception procedures in checking-in and checking-out guests.

Unit I:

Front Office Department & Duties and Responsibilities of its Staff: Meaning of Front Office; Importance of Front Office. Functions of front office department; Functional areas of Front Office. Guest cycle (Pre arrival, Arrival, during stay, departure). Organization of front office department. Job description and job specifications of front office manager, duty manager, reservation manager, GRE front office assistant, bell captain, and other staff

Unit II:

Hotel Room Reservation and Tariff Structure: Reservation: Importance; Modes; Systems; Types. Channels and sources: Frequent Individual Traveller (FITs), Travel Agents, Airlines, and Group Inclusive Tours (GITs). Cancellations; Amendments; Overbooking. Meaning of Tariff; Types of tariffs: Rack rate, corporate rate, incentive rate, early bird rate, best available rate (BAR).

Unit III:

Front Office Coordination and Activities. Front Office Coordination with other departments of the hotel. Information services; Message and mail handling. Key handling; Room selling techniques. Guest History; Hospitality Desk; Handling complaints.

Unit IV:

Practicals:

- Room Tariff preparation
- Room orientation
- Handling reservations, phone calls, mails and walks-in.
- Check in/ check out procedures
- Guest handling

Suggested Readings: (Latest editions)

- Abbott, P and Lewry, S. Learning Front Office, Elsevier.
- Andrews, Sudhir. Hotel Front Office, Tata McGraw Hill.
- Bhatnagar, S. K. Front Office Management, Frank Bros & Co. Ltd.
- Brotherton, B and Wood, R.C. The SAGE Handbook of Hospitality

Management, Sage Publications, London.

- Ismail, Ahmed. Front Office: Operations and Management, Delmar Thompson.
- Renner, Peter. Basic Hotel Front Office Procedures, Heinemann.
- Vallen, Jerome. Check In Check Out, Pearson, New Jersey.

Second Semester
Course Code: BBA-TTM 203
Course Title: BASICS OF ACCOUNTING
Total Credit Hours 45/Total Credit 3/Total Marks 75

Course Objective: To enable students to understand the multi-facets of accounting and their application in personal as well as professional life.

Learning Outcome: Students will be able to demonstrate progressive cognitive domain development of knowledge, comprehension, and application of rational economic decision making using: (a) accounting discipline language (b) methods of classification (c) standards and computational procedures in all courses.

Unit I:

Meaning, definitions, advantages and limitations, Types of accounting, Accounting Terminologies, Accounting Cycle, Need for accounting, Internal and External uses of Accounting information, Accounting concepts and conventions, accounting practices, Generally Accepted Accounting Principles, (Concepts only of GAAP). IFRS (concepts only)

Unit II:

Nature of Accounting, Systems of Accounting (Single entry and double entry) Process of Accounting, transactions, journal entries and posting to ledger.

Unit III:

Rectification of Errors and Trial Balance, Preparing of Trial balance. Subsidiary Books, Meaning & types of Subsidiary Books, Advantage & format of various Subsidiary books, Cash Book – Its types & advantages of Cash book, Imprest system with special reference to Cash Received Book used in Hotels.

Unit IV:

Preparation of Trading, Profit and Loss account and balance sheet (including adjustments for sole proprietary concern). Interpretation of business income statement and balance sheet of travel agencies and Hotels.

Suggested Readings: (Latest editions)

- NCERT for Class 11 Accountancy. Part A: Financial Accounting - I
- CA D.G. Sharma and Dr. S.K. Agarwal, Principles and Practice of Accounting, Taxmann Publications
- Gupta R.L., and M. Radhaswamy – Advanced Accountancy Vol I, Sultan Chand & Sons, New Delhi
- Jain S.P and Narang K.L, Fundamentals of accounting, Kalyani Publishers, New Delhi.

- S.N.Maheshwari and S.K Maheshwari ,Fundamentals of Accounting,Vikas Publishing House, New Delhi.
- S. Anil kumar V. Rajesh kumar B. Mariyappa, Fundamentals of Accounting ,Himalaya Publishing House ,Fifth edition.

Second Semester
Course Code: BBA-TTM 204
Course Title: TOURISM RESOURCE MANAGEMENT
Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: This module introduces students to the meaning and basic understanding of tourism resources (natural and cultural) by looking into their importance in tourism development and their management.

Learning Outcome: From this paper, the students will be able to learn about a) the concept of tourism resources and tourism products b) tourism resources (natural and cultural) of India c) the importance of preserving and promoting the natural and cultural resources of the country.

Unit I:

Introduction to Tourism Resource Planning and Management: Tourism resources: Meaning, definition, scope and importance; Classification and features of tourism resources; Types of tourism resources; classification of tourist places; Peter's inventory of tourism attractions.

Unit II:

Natural and Symbiotic Tourism Resources of India: Natural Tourism Resources of India: Climate, Flora and Fauna, Mountains, Hill Stations, Islands, Beaches, Caves and Deserts; Symbiotic Tourism Resources of India: National Parks, Wildlife Sanctuaries, Biosphere Reserves and Oceanariums; Wildlife circuits; Nature based tourism activities: Trekking, hiking, angling, camping, bird watching; Adventure Sports.

Unit III:

Cultural Tourism Resources of India: Heritage and Religious Tourism Resources of India: Monuments, ancient temples, forts, palaces, architecture (Christianity, Buddhist, Hindu and Islamic), heritage circuits; pilgrimage sites and circuits (Christianity, Buddhist, Hindu and Islamic); Cultural Tourism Resources of India: Dances and music forms (classical and folk), festivals and fairs, handicrafts (metal, textile, wooden, marble, stone, terracotta, jewelry and paintings), famous foods and attires.

Unit IV:

Tourism Resource Planning and Management: Meaning and importance; Tourism resource planning process; DMOs: meaning, role and importance; Managing tourism demand and supply. Visitor management: meaning and importance. Sustainable Management of natural and symbiotic tourism resources of India. Sustainable Management of cultural tourism resources of India.

Suggested readings: (Latest editions)

- Gupta, S.P., Lal, K., & Bhattacharyya, M. Cultural Tourism in India. D.K. Print World Ltd.

- Jacob, R. Tourism Products of India: A National Perspective. Abhijeet Publications
- Roday, S., Biwal, A., & Joshi, V. Tourism Operations and Management. Oxford University Press.
- Rastogi, V.K. Tourism Resources in India. Laxmi Publications.
- Sajnani, M. Encyclopedia of Tourism: Resources in India. Kalpaz Publications.
- Sharma, S. Wildlife Tourism Resources. Random Publications.

Second Semester
Course Code: BBA-TTM 205
Course Title : ENVIRONMENTAL STUDIES
Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: The course aims to impart basic knowledge on the environment and its allied problems, creating awareness among the future professionals of tourism.

Learning Outcome: The students will learn: (a) the basic knowledge on environment and ecology and its constituents. (b) Biodiversity and its importance. (c) Pollution; its causes, issues and measures and (d) Climate change and other environmental concerns.

Unit I:

Fundamentals of Environment and Ecology: Environment: Definition and components of environment. Environmental studies: Scope and Importance, need for public Awareness. Natural Resources: Definition and Types: Forest Resources and Energy Resources. Ecosystem: Concept and Structure of ecosystem, food chain and food web, energy flow in an ecosystem.

Unit II:

Biodiversity: Concept, levels, hotspots, conservation of biodiversity. Biodiversity patterns and biodiversity hot spots. India as a mega-biodiversity nation. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions. conservation of biodiversity.

Unit III:

Environmental Pollution, Human Population and Social Issues: Concept of pollution and pollutants; Air, Water, Soil and Noise Pollution; Causes of pollution; Sources, Effects and Control measures.

Unit IV:

Climate change and Global Warming. Ozone layer depletion and acid rain; impacts on communities and agriculture. Demographic transition, Population explosion and Population Age Structure. Solid waste management; Control measures of urban and industrial waste. Concept of Sustainable Environment and Environmental Ethics.

Suggested Readings: (Latest editions)

- De, A.K. Environmental Chemistry. New Age International (P) Limited.
- Kaushik, Anubha. Perspectives in Environmental Studies. New Age International (P) Ltd., Publishers.
- Sharma, P.D. Ecology and Environment. Rastogi Publications.

Third Semester

Course Code: BBA-TTM 301

Course Title: TOURIST TRANSPORT OPERATIONS AND MANAGEMENT

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: The course will provide students a basic understanding on transportation systems by introducing them to the concept of transport operations, the historical background of operations, the role of transport in tourism, and their interrelationship.

Learning Outcome: Students will be able to (a) define the meaning of transportation and tourism transport. (b) they will be able to differentiate the various modes of transport. (c) they will be able to analyze the different operational techniques and management processes used in the different modes of transport for tourism purposes.

Unit 1:

Transportation: Introduction. Elements, types and linkages. Tourism and transport: the interrelationship. Role of transport in tourism. Geographical perspective of transport. Accessibility of tourism transport. Multimodal transport for tourism. Tourism transport: Nature and types. Factors influencing tourist transport selection. tourism demand and transport.

Unit II:

Air Transport: Introduction to air transportation. Types of aviation. Air transportation system. History of air transportation. International regulations. Standardization in air transportation. Safety and security. Airport: concept and definition. Functions and roles of an airport. Airport product and customers. Structure of an airport. Certification and regulations of airports. Organization and personnel. Airport codes.

Unit III:

Land Transport and tourism: Introduction. Road transportation and tourism. Automobiles and tourism. Coach Tourism: Concept and significance. Coach Tourism typology, facilities and services. Attributes and features of Coach tourism. Car rental. Rail transport and tourism. Attributes of Rail tourism. Trains as hotels. Train tour packages. Development-the High Speed Train Systems.

Unit IV:

Water transport and tourism: Introduction. River transport and Inland water transport. Role of rivers in Tourism. Canal Tourism. Backwater tourism. Boating tourism. Water Tram and Ferry. Cruise tourism: Trends in cruise tourism. Evolution of modern cruises. On-board facilities and services. Types of cruises. Cruise destinations. Cruise organization and personnel. Marketing and distribution. Environmental concerns of cruise tourism.

Suggested Readings: (Latest editions)

- Dileep, M.R. Tourism Transport and Travel Management. Routledge.
- Gross, Sven and Klemmer, Louisa. Introduction to Tourism Transport. CABI.
- Gubbins, Edmund J. Managing Transport Operations. Kogan Page.
- Dileep, M.R and Pagliara, Francesca. Transportation Systems for Tourism. Springer.
- Duval, D.T. Tourism and Transport: Modes, Networks and Flows. Channel View Publications.
- Taklaldar, S.D. Transport and Tourism. Success Publications.

- Singh, Ratandeeep. Tourism and Transport Management: Practice and Procedures. Kanishka Publishers.

Third Semester

Course Code: BBA-TTM 302

Course Title: SPECIAL INTEREST TOURISM

Total Credit Hours 60/Total Credit 4/ Total Marks 100

Course Objectives: To help students understand the concept of special interest tourism and explore the potential of special interest tourism in India and the North East region of India.

Learning Outcome: Through this paper students will be able to (a) identify the diversity of special interest tourism products and their relationship with tourist demand (b) describe issues associated with the development and use of natural and cultural resources in the development of special interest tourism products. (c) the contribution and impacts of these special interests on the environment and community. (d) the different concepts applied in special interests tourism.

Unit I:

Special Interest Tourism: Introduction. Origin and evolution of Special Interest Tourism. Meaning and Nature of Special Interest Tourism (SIT). Conceptualisation of SIT: product-supply approach, market-led approach, an interactive system approach, service dominant logic approach. Understanding SIT experience. The SIT Market: Typologies and Behaviour. The Major factors of SIT.

Unit II:

Eco Tourism: Ecotourism: Concept and definitions; growth and development of ecotourism; Ecotourism principles; profiling the eco tourists; Mass and alternative tourism, potential benefits from ecotourism. Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Biosphere reserves, wetlands, coral reefs. Community awareness and participation; Eco safe practices Case Studies- Mawlynnong and Thenmala Ecotourism

Unit III:

Wildlife Tourism: Wildlife Tourism: Meaning and concept; Wildlife tourist, wildlife tourism product; wildlife safari. Impacts of Wildlife Tourism: Contributions of wildlife tourism to economy and conservation; Managing Wildlife Tourism: Goals and objectives; Indicators and standards; Management actions; Managing impacts of wildlife tourism on wildlife.

Unit IV:

Adventure Tourism: Adventure Tourism: Meaning, definitions; characteristics and classification of adventure tourism. Resources for adventure tourism: Natural and Man-made. Popular adventure activities: trekking, rock climbing, desert safaris, rappelling, camping, kayaking, canyoning, boating, snorkelling, scuba diving, parasailing, paragliding, hot air ballooning, hand-gliding, bungee jumping, ziplining. Popular adventure tourism destinations in Meghalaya; Popular adventure sports of Meghalaya. Marketing and promotional strategies for adventure tourism, Problems and issues related to adventure tourism industry in India.

Suggested Readings: (Latest editions)

- Agarwal, Sheela,. Busby, Graham and Huang, Rong. Special Interest Tourism. CABI.
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi.
- Buckley, Ralf Adventure Tourism. CABI International.

- Fennel, D. A. Ecotourism Policy and Planning, CABI Publishing, USA.
- Higginbottom, K. Wildlife Tourism: Impacts, Management and Planning, Common Ground Publishing.
- Malik, S.S. Adventure Tourism, New Delhi: Rahul Publishing.
- Negi, J. Adventure Tourism and Sports – Part- I & II, New Delhi: Kanishka Publishers.
- Weaver, D. The Encyclopedia of Ecotourism, CABI Publication.

Third Semester

Course Code: BBA-TTM 303

Course Title: HOUSEKEEPING OPERATIONS

Total Credit Hours 45/Practical 30/Total Credit 4/Total Marks 100

Course Objective: To understand the theoretical and practical knowledge that constitutes the work of housekeeping and to provide students an overview of the key techniques of housekeeping and maintenance management.

Learning Outcome: After the completion of the course, students will be able to understand (a) The role of housekeeping in hotel operations. (b)The standard performance and operational techniques of housekeeping operations. (c) Will be able to apply the standard operation methods in the hospitality business.

Unit I:

Introduction, Structure and Layout of the housekeeping department: Importance of housekeeping department. Responsibilities of the housekeeping department. Organisational structure and layout of the housekeeping department. Housekeeping personnels : - Duties and responsibilities of Housekeeping executive, deputy housekeeper, floor housekeeper, public area supervisor, night and evening supervisor.

Unit II:

Housekeeping planning and operations: The planning process - the 7 steps planning process. Routine and systems:- a) Opening the house, b) Morning shift, c) Afternoon shift, d) Evening shift and night shift, e) Night supervisor and d) night GRA. Housekeeping inventories:- a) cleaning equipment, b) cleaning agents, c) Guest supplies, d) linen, e) Uniform.

Unit III:

Composition and cleaning procedures: Cleaning of different surfaces :- Composition, care and cleaning of a) metals, b) glass, c) plastics, d) ceramics, e) wood, f) faux wood, g) stone, h) faux stone, i) leather and j) rubber. Cleaning of guest rooms:- a) types, status and floor rules. b) Content of a guest room: furniture, fixtures, fitting, bed and bedding, soft furnishing, accessories, and placement of guest supplies. c) cleaning guest rooms: Cleaning of public area:- a) entrance, b) lobbies, c) front desk, d) Elevators, e) Staircases, f) Guest Corridors, g) Rest rooms, h) banquets, i)Dining and j) Leisure Areas.

Unit IV:

Practicals:

- Using a guest room, attempt cleaning schedules.
- Using a single or double bed attempts bed making with correct sequences.
- Identify different types of surfaces and use specific cleaning agents for cleaning the surfaces.
- Prepare home based cleaning agents.
- Attempt a Turn-down service.

Suggested Readings: (Latest editions)

- Andrew, S. Hotel Housekeeping Management and Operations. McGraw Hill.
- Andrew, S. TextBook of Hotel Housekeeping. McGraw Hill Education Pvt Ltd.
- Helberg,Patrick. Hotel Housekeeping: Operations and Management. Murphy and Moore Publishing.
- Prabhu,TL. Hotel Housekeeping, The Key Elements of Housekeeping and Operations Techniques. Nestfame Creations Pvt Ltd.
- Raghubalan. G and Raghubalan. S. Hotel Housekeeping: Operations and Management. Oxford.
- Rai, Shailendra. Hotel Housekeeping Operations. Orangebooks Publication.

Third Semester
Course Code: BBA-TTM 304
Course Title: DESTINATION PLANNING AND DEVELOPMENT

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: The course aims to provide insight on the different aspects of destination planning and development and familiarize students with techniques and tools of destination marketing.

Learning Outcome: Students will understand and learn (a) the context of destination in tourism. (b) Assess practices and professional roles of destination management. (c) Students will also be able to use critical and creative analysis on the destination branding practices.

Unit I:

Destination Development: Definition and structures; destination attractions, amenities, accessibilities, Image and brands. Stakeholders in destination management, Destination Governance, Destination Management Organisation.

Unit II:

Destination Planning: Concept, Characteristics, Benefits of Destination Planning, Policies, tools and practices. Destination Marketing Research: Meaning, Concept, Principles, Tourism Area Life Cycle, Destination Marketing Objectives and Issues and Challenges.

Unit III:

Understanding Consumer Decision Making: Travel Motivation: Theories, Benefits and Constraints to destinations. Destination Information search: Experiential consumption and destination, destination selection, Traveler Decision Making: The Experiential stance, Influence of destination image, travel purchase behavior process.

Unit IV:

Branding and Image Communication: Destination Positioning: Need, Effective positioning, Positioning intangibles, types of positioning, positioning techniques. Destination branding: Branding a destination, Steps in branding process, Image development, Importance and benefits. Challenges of destination branding, characteristics of a good destination brand. Communication: Planning of destination communication and events in destination management

Suggested Readings: (Latest editions)

- Morrison, Alastair M. Marketing and Managing Tourism Destinations. Routledge.
- Modica, Patrizia. Sustainable Tourism management and Monitoring. FrancoAngeli.
- Pillmayer, Karl and Hansen. Tourism Destination Development. Walter de Gruyter.
- Singh, Amit Kumar. Destination Branding: An Introduction. ICFAI University Press.
- Wang, Youcheng and Pizam, Abraham. Destination Marketing and Management: Theories and Applications. CABI.

Third Semester

Course Code: BBA-TTM 305

Course Title: COMPUTER APPLICATIONS IN TOURISM

Total Credit Hours 45/Practical 30/ Total credit 4/ Total Marks 100

Course Objectives: The aim of this course is to introduce basics of Information Technology and Information Systems, knowledge of the characteristics, technologies and services of information systems used in Tourism.

Learning Objective: a). Students will understand the technologies of Information Systems. b). Know the basic characteristics of specific types of information systems. c). Get acquainted with the technologies and functions of the information systems used to support the Travel and Tourism Industry. These learning objectives provide a comprehensive foundation for students to develop the knowledge and skills required to work at the intersection of tourism and information technology, helping to drive innovation and efficiency in the tourism industry.

Unit I:

Introduction to Tourism and Information Technology: Computer Application: Definition of Computer, Hardware and software, Microsoft Windows characteristics of Word, Excel and PowerPoint. Application of Information Technology in Travel & Tourism: Information, Information Technology, typologies of information, static and dynamic information, trip stages, application of information technology in tourism, Implications for travel and tourism.

Unit II:

Travel Management and Information Technology: Travel Distribution System: The digital travel distribution system, global distribution system, functions, application of IT for tour operators. Internet applications in travel: functionality of travel website, typology of travel websites, search engines. Social Media and Tourism: Social media functions, social media platform in travel (SNS, blogs and microblogs, travel podcasts), major functions of mobile devices in tourism.

Unit III:

E-Tourism: Introduction to E-Tourism, typology of E-tourism. Digital Tourism Ecosystem: Digital technological environment, Digital ecosystem functions, understanding the digital tourist. Sustainable Tourism and Information Technology: Application of IT in sustainable tourism, security Issues in Tourism.

Unit IV:

Practicals:

- Word processing: Formatting text and paragraph, List shapes, mail merge. Table, managing stocks, creating blogs.
- Spreadsheet: Entering Data, Editing, Formulas & Formulas, Data Formatting, Conditional Formatting, Data Sorting, Analyzing Data With Pivot Tables, Charts, Data Filters, Advanced Filter, Validation.
- PowerPoint Presentation: Editing/Controlling the Presentation, Animations, Effects, Changing the Design Template, Changing the Slide Layout.

Suggested Readings: (Latest editions)

- Buhalis D. ETourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- GurdyLeete, Ellen Finkelstein and Mary Leete. OpenOffice.org for DUMMIES.
- Lalit Mali. Mastering Office, Notion Press
- Matt Vic. Microsoft Office 365:A Complete Guide to Master Word, Excel and PowerPoint 365 for Beginners and Pro
- Pierre J. Benckendorff, Zeng Xiang, Pauline J. Sheldon. Tourism Information Technology, CABI, 3rd Edition
- Poon A. Tourism, Technology and Competitive Strategies, CABI
- Wallace Wang, Microsoft Office for Dummies
- Microsoft Office 2007 Training Guide, BPB Publications

Fourth Semester
Course Code: BBA-TTM 401
Course Title: HUMAN RESOURCE MANAGEMENT
Total contact Hours 60/Total Credit 4/ Total Marks 100

Course Objective: To help students understand the importance of Human Resource Management in the attainment of an organizations strategic goals as well as workforce development in the Tourism and Hospitality Industry.

Learning Outcome: From this paper, the students will be able to learn about a) the basic concepts of human resource management b) the functions and importance of human resources in organisations c) the role of human resource management in tourism and hospitality. This learning outcome will help students to understand how organisations work especially in the tourism and hospitality industry.

Unit I:

Introduction to Human Resource Management: Human Resource Management: Meaning, definition, nature, scope and importance; functions of human resource management; role of HR Manager; Human Resource Planning; basic philosophies and approaches in HR Planning; Evolving role of HRM in the tourism and hospitality industry.

Unit II:

Procurement and Development :Recruitment and Selection: Meaning, definition, process and importance; differences between recruitment and selection; Job Analysis, job description, job specification, placement, induction, orientation, competence analysis; Redundancy, outplacement and dismissal; special skills required by HR in hotels, resorts, homestays and tour operations.

Unit III:

Training and Development: Training and Development: Meaning and importance; differences between training and development; types of training; types of training applicable to tourism and hospitality; internal mobility; potential appraisal; Career planning and Career Management; Talent Management.

Unit IV:

Performance Appraisal and Welfare: Performance appraisal: meaning, components, factors influencing employee compensation; internal and external equity; monetary and non-monetary incentives; 360-degree feedback; Conflict and Stress Management; importance of discipline and counseling; employee engagement and empowerment.

Suggested Readings: (Latest editions)

- Aswathappa, K.Human Resource Management: Texts and Cases. McGraw Hill Education.
- Baum, T.Human Resource Management for Tourism, Hospitality and Leisure. AnInternational Perspective. Cengage Learning.
- Dessler, G., &Varkkey, B. Human Resource Management. Pearson Education.
- Grievess, J.Strategic Human Resource Development. Sage Publications.
- Swain, S. K.Human Resource Development in Tourism: Principles and Practices. Abhijeet

Publications.

- Wilson, J. P. Human Resource Development: Learning & Training for Individuals and Organisations. Kogan Page.

Fourth Semester
Course Code: BBA-TTM 402
Course Title: TOURISM OF NORTH EAST INDIA

Total contact Hours 60/Total Credit 4/ Total Marks 100

Course Objective: To orient students with a comprehensive understanding and to equip students with insights into sustainable tourism development, economic impact, and community engagement in North East India.

Learning Objective: The outcome of this paper is to enable students:

- a) Geography of North East India
- b) Transport and communication systems in the region
- c) Types of tourism and economic development of the region
- d) Tourism resources and community engagement and
- e) Enhancing their knowledge of North East India tourism potential.

Unit-I

Introduction to Northeast India: Physical and political background of Northeast. Climates, natural vegetation and forest resources of Northeast India. Transport and Communication System. Special permits and entry: Rules and regulations for tourist entry to the region, areas with special permits.

Unit-II

Tourism Resources of North East India: Major historical sites, national parks, sanctuaries, lakes, rivers and waterfalls of Northeast India. Popular Festivals organised for promoting tourism: Hornbill (Nagaland), Losar, Ziro Music Festival (Arunachal Pradesh), Namami, Tea Festival (Assam), Monolith and Cherry Blossom (Meghalaya), Anthurium (Mizoram).

Unit-III

Tourism Case Studies: Ecotourism in Northeast with reference to Majuli and Mawlynnong. Avitourism: Birth watching tourism with reference to Jatinga and Important Bird Areas (IBAs) of Northeast. Adventure tourism in Arunachal, Meghalaya and Sikkim.

Unit-IV

Trends and the prospect of tourism in North East India: Local government and community involvement, Partnership and other requirement. Tourist statistics: International and Domestic. Tourism and economic development of the Northeast region. Factors for the slow growth of tourism in NE India.

Reference Books (Latest editions):

- Ahmed, N. Tourism in North East India: Challenges and opportunities. Friedrich Ebert-Stiftung.
- Baruah, P. K. Tourism in North East India. Kalpaz Publications.
- Bhatia, G. P. North East Geography, Vikas Publications.
- Bhattacharyya N.N. North East India: A systematic Geography. Rajesh Publications, New

Delhi

- Dikshit, K., and Dikshit, J. K. North-East India: Land, People and Economy. Springer Science & Business Media.
- Goswami, B. K. Tourism in Northeast India: An Overview. New Delhi: Concept Publishing Company.
- Grewal, B. and Bhatia, G. Naturalist's Guide to the Birds of India, John Beaufoy Publishing.
- Kumar, R and Ram, S. Encyclopaedia of North East India, Saujanaya Books.
- Raatan, T. (2006). History, religion and culture of North East India. Gyan Publishing House.
- Sharma, S. K. Discovery of Northeast India: Geography, History, Culture, Religion, Politics, Sociology, Science, Education and Economy, Mittal Publications.

Fourth Semester
Course Code: BBA-TTM 403
Course Title: TRAVEL AGENCY MANAGEMENT
Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To help students learn about the concepts and functions of travel agents and tour operators. The module also aims to provide an overview on the operational and organizational perspectives of travel agencies and tour operations' business.

Learning Outcome: Upon completion of this module, student will (a) understand the significance of travel agency and tour operation business (b) know the current trends and practices in the tourism and travel trade sector (c) develop adequate knowledge and skills applicable to travel industry

Unit I:

Introduction: Travel Trade - Historical Perspectives; Emergence of travel trade in India. Definition of Travel Agency and Tour Operator; Differentiation between Travel Agency and Tour Operator. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of the tourism sector. Types of Tour Operators; Types of Travel Agencies

Unit II:

Functions of a Travel Agent and Tour Operator: Functions of a large travel agency: travel information, travel documentation, room booking, ticketing, tour counseling and selling package tours. Various departments in travel agencies and their roles in travel agency operations. Organizational structure of a standard travel agency. Functions of tour operators: market research, collection, process and dissemination of information, negotiation and contracting with principal service providers.

Unit III:

Operations of Travel Agency: Organised Travel. Modern travel agency. Individual ordinary trips. Knowledge about Air Schedules. International Ticketing Guides. Passenger Air Ticket. Sample of an E-Ticket. Relationship with Air Travel providers, Tourist transport suppliers, Private Bus line Operators, Accommodation suppliers. Multiple use of technology and reservation systems (GDS).

Unit IV:

Setting-up Travel Agency and Tour Operation Business: Procedures to start a travel agency. Rules for obtaining approval from the Ministry of Tourism (Government Of India); IATA rules, regulations and accreditation; Benefits of Approval; Threats in the Travel Agency Business. Sources of revenue of travel agencies. Case study on successful stories of setting up travel agencies.

Suggested Readings: (Latest editions)

- Betsy, Fay. Essentials of Tour Management, Prentice Hall Publications, New Jersey.
- Bhatia, A.K. The Business of Travel Agency and Tour Operations Management. Sterling Publishers.
- Chand, Mohinder. Travel Agency Management, Anmol, Delhi.
- Chunk, James, Dexter and Bogerg. Professional Travel Agency Management, Prentice Hall Publications.
- Foster, Douglas. Travel and Tourism Management, McMillan.

- Ghosh, Bishwanath. Tourism and Travel Management, Vikas Publishing House.
- Holloway, J.C and Neil, Taylor. The Business of Tourism, Prentice Hall.
- Negi, J. Travel Agency and Tour Operation: Concepts and Principle, New Delhi: Kanishka Publishers and Distributors.
- Roday, Sunetra. Tourism Operations and Management, Oxford University Press.
- Robinson, S.P. Operation Management in the Travel Industry, CABI.
- Swain, S.K. and Mishra, J.M. Tourism Principles and Practices, OUP, New Delhi.

Fourth Semester
Course Code: BBA-TTM 404
Course Title: TOUR GUIDING

Total Contact Hours 60/Total Credit 4/ Total Marks 100

Course Objectives: To educate students about the essential aspects of tour guiding and the necessary skills to excel in the field of tour guiding and tour escorting, ensuring a positive customer experience and safety management.

Learning Outcome: From this paper students will be able to learn:

- a) About tour guiding techniques
- b) Proficient in tour preparation and
- c) Enabling to excel in the tour guiding industry while prioritising customer satisfaction and safety.

Unit-I

Introduction to Tour Guiding: concept and history; meaning and definition of tour guide and tour escort. Roles and responsibilities of tour guides and tour escorts. Code of conduct of tour guide; different between tour guiding and tour escorting. Types of tour guides: qualities of tour guide and escort personnel.

Unit-II

Tour Guiding technique: Preparing the tour: pre-tour, on-tour and post-tour guiding techniques; Checklist for a tour guide. Principles of tour guiding; Communication skills, body language, personal hygiene and grooming. Interpretation skills; type of interpretation, theme interpretation, heritage interpretation and interpretation of nature. Preparation of tour commentaries, facts and fictions of commentaries.

Unit-III

Crisis Management in Tour Guiding: Managing emergencies: search for information, responsible guiding. General Do's and Don'ts for tour guide; handling difficult tourists, evacuation, and customer feedback. Guiding travellers with disabilities. First Aid: Importance of first aid and general procedure.

Unit-IV

Practical Information: Planning itinerary, steps to become tour guide. Business partner: setting up tour guiding business. Code of conduct for a tour guide in India (by MoT). List of MoT, GoI, Tourism Department of the state. Indian Institute of Tourism and Travel Management (IITTM). Addresses of IITTM Centres. Tour Guide Association in India. WFTGA.

Suggested Readings (Latest editions):

- Chawdhary N. Handbook for Tour Guides. Indian Institute of Tourism and Travel Management
- Chowdharay N. et al. Interpretation and Tour Leadership: Principles and practices of tour

guiding. Goodfellow Publisher Limited.

- Jones, R. The Art of Tour Guiding: A Comprehensive Resource for Freelance and Professional Guides. Routledge.
- Khatib, M. Tour Guiding Techniques for Sensitive Destinations. Lambert Academic Publishing.
- Kumar, C. Tour Guiding: A training Manual and Professional Approach of guiding in Tourism. CreateSpace Independent Publishing Platform.
- Lansangan-Cruz, Z. Principles and ethics of tour guiding. Rex Bookstore, Inc.
- Vishal, S. Tour Guiding: A Practical Approach. New Delhi: Wisdom Tree.

Fourth Semester
Course Code: BBA-TTM 405
Course Title: FIELD TRIP REPORT
Total Credit Hours 120/Total Credit 4/Total Marks 100

The BBA (TTM) students shall undertake field trips to famous place(s) of tourist importance in India at the end of the third semester. Field tours shall be taken to places/or based on certain themes:

1. Natural Resources: Places famous for natural resources-Beaches, National Parks, Hill stations and others.
2. Cultural Tourism: Places with diverse culture, traditions, tribes, cuisines.
3. Adventure Tourism: Tour to places famous for adventure sports.
4. Heritage Tourism: Tour to historical places; temples, monuments and others.
5. Tourism Logistics: Famous hotels resorts, resort location, museums and others.

The detailed itineraries are to be prepared by the students and shall need to be approved by the Department. Each student shall have to submit a comprehensive field trip report before the end of the Fourth Semester on the field tour taken during the University End Semester Examination.

EVALUATION OF FIELD TRIP REPORT

A panel of two external examiners shall evaluate the reports along with accompanying teacher in the tour. The report shall carry 4 credits (total of 100 marks) breaking into 60 marks for tour report and 40 marks for presentation.

FIELD TRIP REPORT FORMAT

Sl No.	Contents	Marks
1	Introduction	5
2	Itinerary	5
3	Area of Study	10
4	Tourism Activities Available and Participated during the trip	10
5	Learning Outcome	20
6	Conclusion	5
7	Reference	5
	Total	60

BASIS OF EVALUATION FOR PRESENTATION

Sl No.	Particulars	Marks
1	Content	10
2	Slide Design	5
3	Product Knowledge	10
4	Communication Skills	10
5	Personal Grooming	5
	Total	40

Sl/No.	Content	Marks
1	Field Trip Report	60
2	Presentation of the Report	40
	Total	100

Fifth Semester

Course Code: BBA-TTM 501

Course Title: FINANCIAL MANAGEMENT IN TOURISM AND HOSPITALITY

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To develop a foundation of financial management concepts which will enable students to understand how corporations make important investments and financing decisions and how they establish working capital policies

Learning Outcome: Students will have the knowledge and skills to (a) demonstrate a working knowledge of financial terms and concepts (b) analyze how financial markets and instruments operate (c) learn how they can be used to achieve economic objectives (d) understand and critically engage in profits and risks faced by investors and strategies to control these profits and risks and demonstrate the ability to think independently, reflectively and analytically.

Unit I:

Meaning, Scope and Contents of the financial management, Role of financial manager in the firm's management, Principles and functions of the financial management, Operating conditions of financial management at the company, System of organizational and informational support of financial management, Strategy and tactics: methods and techniques of the financial management

Unit II:

Introduction ,Definitions ,Elements of Working Capital Working Capital Approaches, Role and importance of Working capital , Types of Working Capital Factors Determining Working Capital Management Requirements Valuation of various items of Working Capital Management of Working Capital ,Maximum Permissible Bank Finance.

Unit III

External Sources of Finance Shares- Meaning, types, advantages, limitations Debentures- Meaning, types, advantages, limitations Public Deposits- Meaning, advantages, limitations Borrowing from banks- types of loans, advantages, limitations.

Unit IV:

Internal Sources of Finance Reserves and surplus, bonus shares, retained earnings, Dividend policy, Role of Depreciation, Importance, advantages and limitations of these sources, Financing Options - Financing of Tourism Projects, Sources of funds for tourism in India and Meghalaya, Preparing Reports and proposals for securing finance.

Suggested Readings: (Latest editions)

- Boer, Brouwers, and Koetzeir, Leppink.Basics of Financial Management first edition, Routledge
- Gupta S K and Sharma R K,. Financial Management Theory and Practice, Kalyani Publishers.
- Junaid, Javid.Sources of Capital and Funding Strategies for Businesses, Grin Verlag
- Khan, M. Y. Financial Management. Tata McGraw Hill Publishing Co. Ltd, New Delhi
- Pandey, I.M. Financial Management, Vikas Publishing, New Delhi.

- Panda, Lall. Internal Financing In The Corporate Sector: An Indian Experience,
- Kanishka Publishers

Fifth Semester

Course Code: BBA-TTM 502

Course Title: INTRODUCTION TO AIRLINES MANAGEMENT

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To understand the fundamental principles of airline industry, airline economics and the operational aspects of airline management.

Learning outcome: Students will be able to learn (a) the air transport system (b) the input factors of air transport, airline economics and (c) planning and operation of airlines management.

Unit I:

Fundamental Principles of the Airline Industry: The Air Transport System: a) The Air Transport Industry, b) Stakeholders in the Airline Industry. Business Models of Airline: a) Full Service Carriers, b) Low-Cost Carriers, c) Regional Carriers, d) Leisure Carriers, e) Freight Carriers, f) Airline Cooperation. Infrastructure and major inputs factors: Aircraft types and performance, Aircraft layout, Aircraft components, Flight Operations Management, Aircraft Maintenance, Flight dispatch and operation control, crew control and crew training.

Unit II:

Airline Economics: Key Performance Indicators: Available Seat Kilometers, Revenue Passenger Kilometers, Load Factors, Cost Per ASK, Revenue per ASK, Aircraft Utilization, Margin. Different types of cost: Direct and Indirect cost. Airline Revenue. Marketing challenge and customer management.

Unit III:

Airline Planning and Operation: Network and schedule planning: O+D Networks, Hub Networks, Block Times, Seasons. Fleet and Crew Planning: Aircraft Size, Fleet Size, Crew Ratio, Capacity Flexibility, Maintenance Planning, Commercial Planning. Airline Operations: Tactical fleet planning and crew planning, Ground Operations, Disruption Management, Catering Operations, Fuel Preservation, Cargo Operations and Flight Safety, Security and Quality.

Unit IV:

International Air Transport and Public Policy: Aviation policy; Paris Convention and Chicago Convention. Air Service agreements. Open skies policy. Expansion of open skies. Freedoms of the Air. State owned Airlines. Global alliances. Traffic rights designation. Liberalizations and deregulations. Law applicable on board aircraft. Customs duty and taxes. Schengen agreement.

Suggested Readings: (Latest editions)

- Cook, Gerald N. and Billig, Bruce G. Airline Operations and Management: A Management Textbook. Routledge.
- Meijer, Gert. Fundamentals of Aviation Operations. Taylor and Francis.
- Shaw, Stephen. Airline Marketing and Management. Taylor & Francis Group.
- Wald, Andreas., Fay, Christoph. And Gleich, Ronald. Introduction to Aviation Management. Transaction Publishers.

Fifth Semester

Course Code: BBA-TTM 503

Course Title: FOOD AND BEVERAGE SERVICE OPERATIONS

Total Credit Hours 45/Practical 30/Total Credit 4/Total Marks 100

Course Objective: To introduce students into the basics of Food and Beverage Service of the hospitality industry.

Learning Outcome: Upon successful completion of this module, the student will: (a) identify and describe the various food and beverage service positions (b) perform various service styles (c) identify types and functions of tableware.

Unit I:

The Hotel and Catering Industry: Evolution of catering establishment. Types of Food and Beverage (F&B) operations. Classification of commercial, residential, non-residential catering. Welfare catering: Industrial/Institutional/Transport such as air, road, rail, sea. Structure of the catering industry: A brief description of each.

Unit II:

Departmental Organisation and Staffing: Organisational structure of Food and Beverage department of hotel. Departmental Relationship of Food & Beverage with other Departments. Duties and responsibilities of Food and Beverage Staff: F and B Manager, Banquet manager, Outlet Manager, Captain/ Supervisor, Steward, Sommelier, Hostess, Cashier. Attributes of a waiter; French terms related to F&B staff.

Unit III:

Food Service Areas, Restaurant Setup and Menu Planning: Coffee Shop; Specialty Restaurants; Cafeteria; Fast Food (Quick Service Restaurant); Grill Room; Banquets; Bar; Vending Machines; Discotheque. Mise-en-Place; Mise-en-Scene; Types of Service. Origin of the Menu; Objective of the Menu; Types of Menu. Beverage: An Introduction; Classification of Non-Alcoholic Beverages - Stimulating Beverages, Nourishing Beverages and Refreshing Beverages.

Unit IV:

Practicals:

- Identification and use of the types of glasses and table wares.
- Preparation of the different types of F&B services.
- Table set up as per specific service.
- Napkin folding and presentations.
- Guest service: SOP on order taking, serving and delivery standards.

Suggested Readings:(Latest editions)

- Andrews, Sudhir. Food and Beverage Service, Tata McGraw Hill.
- Andrews, S. Food and Beverage Service: A Training Manual, Tata McGraw Hill Education.
- Cousins, John and Lillicrap, Dennis. Food and Beverage Service, Hodder Education.
- Davis, Bernard., Lockwood, Andrew., Pantelidis, Ioannis and Alcott, Peter.
- Food and Beverage Management, Routledge.
- Jayawardena, Chandana. Tourism and Hospitality Education and Training in the Caribbean, University of West Indies Press.

- Walker, John R. Exploring the Hospitality Industry, Pearson Education, India.

Fifth Semester

Course Code: BBA-TTM 504

Course Title: NATURE-BASED & SUSTAINABLE TOURISM

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To look into the principles of Nature-based and Sustainable Tourism practices in creating viable and sustainable opportunities that limit the negative impacts of tourism related activities on the environment while improving the lives of local people living in the area.

Learning Outcome: From this paper, the students will be able to learn about a) the concept and importance of nature-based and sustainable tourism b) the challenges faced by destinations when it comes to sustainable management c) the role of tourism stakeholders in sustaining destinations (balance among environmental, socio-cultural and economic pillars). This learning outcome will help students to become responsible partakers in nature-based and sustainable tourism development whether in business or in academics.

Unit- I:

Introduction to Nature-based Tourism : Nature-based Tourism: meaning, importance, scope; types of nature-based tourism; impacts of nature-based tourism; visitor management in nature-based tourism; infrastructure and facilities in nature-based tourism; Risk management and climate change in nature-based tourism; Mass Tourism and Alternative tourism; types and principles of alternative tourism.

Unit- II:

Introduction to Sustainable Tourism: Concept, definition, scope, approaches and dimensions; Sustainable resource management; sustainable tourism development: issues and benefits; Views of UNWTO on Sustainable Tourism; Challenges of Sustainable Tourism; Guidelines and principles of Sustainable Tourism; roles and responsibilities of destinations for encouraging sustainable tourism development.

Unit- III

Community Based Tourism; Evaluation of tourism sites: zoning system, carrying capacity, fragile areas tag, special permits; indigenous tourism: concept and practices; role of sustainable tourism in poverty alleviation; Ecotourism: evolution, concept, definition and principles; typology of Eco tourists; impacts of ecotourism; ecotourism activities; eco-friendly practices.

Unit- IV:

Sustainable Tourism Management and Agenda: Sustainable tourism management: topographical analysis, analysis of local resources, climate analysis, locality analysis and site analysis; Eco branding and eco labelling; ISO 14000; energy waste management; Rio Declaration (Agenda 21), Quebec Declaration; case studies of sustainable tourism projects in India and in other countries.

Suggested Readings: (Latest editions)

- Swarbrooke, J. Sustainable Tourism Management. CABI
- Slocum, S.L., Aidoo, A., & McMahon, K. The Business of Sustainable Tourism Development and Management. Routledge.
- Singh, J. Ecotourism. I. K. International Pvt. Ltd.

- Honey, M. Ecotourism and Sustainable Development: Who Owns Paradise? Island Press
- Sharma, P. D. Ecology and Environment. Rastogy Publication, Meerut.
- Lane, B. Sustainable Tourism: Principle and Practice. John Wiley and Sons.

Fifth Semester

Course Code: BBA-TTM 505

Course Title: BUSINESS COMMUNICATION

Total Credit Hours 60//Total Credits 4/Total Marks 100

Course Objective: This paper will look into the dynamics of business communication and helps provide an understanding of the relevant features of professional communication in the workplace.

Learning Outcome: This course will help students to learn (a) the nature and types of communication. (b) to understand the objective and process of communication. (c) to learn basic skills like listening and other non-verbal and skills required for professional performances.

Unit I:

Basics of Communication: Definition. Nature and attributes of communication, Purpose of communication. Types of communication. Methods of communication: Verbal and Non-verbal. Major areas of verbal communication. Types of Non-verbal communication; Proxemics, kinesics, paralanguage, oculosics, artifacts, tactilics/haptics. Kinds of communication network.

Unit II:

Process of Communication: Objectives of communication. Basic elements of communication process. Effective communication: Essentials of effective communication. 7Cs of effective communication and 4Ss of effective communication. Barriers in communication and categorization of barriers. Cross-Cultural Issues, Group Dynamics, Negotiation & persuasion techniques.

Unit III:

Listening Skills: Definition. Importance of listening. Principles of good listening. Process of listening. Basic Listening modes. Approaches to listening. Types of listening. Active listening. Barriers to effective listening. Common faults of listening. Strategies and methods for improving listening skills. Rapport building and body language.

Unit IV:

Written business communication: Business letters. Types of Business Letters. Parts of a business letter. Meeting, documentation and minutes. Writing Memorandum, Report and (Business) Proposals: Format for proposals; layout and designs. Techniques and methods of designing Presentations, Interviews, Meetings, Conference, Public Relations, Public speech, Debate, Brainstorming.

Suggested Readings: (Latest editions)

- Ashley, A. A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K. Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha Effective Credit Management, MMC School of Management, Mumbai.
- Bahl, J.C. and Nagamia, S.M. Modern Business Correspondence and Minute Writing.
- Balan, K.R. and Rayudu C.S. Effective Communication, Beacon, New Delhi.

- Bhatnagar, Nitin and Bhatnagar, Mamta. Communicative English for Engineers and Professionals, Dorling Kinderley, Pearson.
- Bovee, Courtland L. and Thill, John V . Business Communication Today, Pearson Education.
- Cathcart, Robert S. and Samovar, Larry A. Small Group Communication: A Reader, W. C. Brown Publishers, Iowa.
- Mazumdar, R.K . Business Communication, Vikas Publishing.
- Parker, C. and Stone, B. Developing Management Skills for Leadership, Pearson Publication.
- Routledge, C and Carmichael, J. Personal Development and Management Skills, Chartered Institutes of Personnel and Development.
- Webster, J. Management Consultancy and Skills, Pearson Publication, New Jersey.

Sixth Semester

Course Code: BBA-TTM 601

Course Title: PRINCIPLES OF MARKETING

Total Credit Hours 60/Total Credits 4/Total Marks 100

Course Objectives: To help students understand the concept of marketing and the processes and techniques used in managing marketing operations.

Learning Outcome: Through this paper students will be able to define (a) the basic marketing concepts and principles. (b) analyze the consumer and industrial market, explain market segmentation, positioning and selecting target markets, explain the marketing mix strategies that are possible for marketing managers. (c) Explain the concepts about distribution channels and channel intermediaries define promotion and element of promotional mix.

Unit I:

Concept of Marketing, Definition, Nature, Scope of Marketing, Marketing concepts, Marketing mix Market segmentation, Behavioral, Psychographic, and Demographic; Factors affecting consumer buying behavior.

Unit II:

Meaning and Definition; Product mix; Branding, Packaging and Labeling, New product development process, Product Life cycle, Concept of pricing; Price mix; Components, Factors affecting price of a product; Pricing policy, Pricing strategies.

Unit III:

Distribution Channels: Meaning and importance; Types of distribution channels; Factors affecting choice of distribution channel, Types of promotions, Recent developments in marketing: Social Marketing, online marketing, direct marketing, Green marketing, Rural marketing.

Unit IV:

Services marketing, Meaning and definition of services, Differences between goods and services, Characteristics of Services, Service Marketing Mix – 7 P's of marketing, Service Encounter, Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model Distribution Strategies for Services .

Suggested Readings: (Latest editions)

- Choudhury, Manjula. Tourism Marketing, Oxford University Press.
- Cowell, D. W. The Marketing of Service, Heinemann.
- Holloway. I.C. and Plant R.V. Marketing for Tourism, Pitman.
- Kotler, P. Marketing Management- Analysis, Planning and Control, Prentice Hall.
- Kotler, P., Bowen J. T and Makens. Marketing for Tourism and Hospitality, Pearson Education.

- Lovelock, Christopher. Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi.
- Lumsdon, Les. Marketing for Tourism. Case study Assignment, Mc Milan.
- Rampal. M.K & Gupta S. L , Service Marketing , Galgotia Publishing, NewDelhi.
- Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill.

Sixth Semester
Course Code: BBA-TTM 602
Course Title: SMALL BUSINESS MANAGEMENT
Total Credit Hours 45/Practical 30/Total Credits 4/Total Marks 100

Course Objective: To help students develop skills and knowledge to start and manage a small business.

Learning Outcome: On completion of this module, students should be able to: (a) Understand the nature of small business growth and development (b) Be able to draw up a plan for establishing and developing a small business (c) Appreciate the dynamic and complex nature of the small business sector and its contribution to the economy

Unit I:

Introduction: Defining Small Business, Types of Small Business: Workforce Diversity and Ownership: Small Business vs Large Business; Problems faced by Small business: Risk Management: Growth Cycle of Small Business: Planning and Strategy.

Unit II:

Assessing Opportunities: Motivation and Determination, Evaluating the Idea and The Market: Assessing the need for resources, Assessing Personal Abilities, Planning and Teamwork, Growth of Small Firms, Growth Management, Types of Business Growth, Business Growth Strategy.

Unit III:

Franchising: Meaning: Definition: Types: Merits and Demerits of Franchising: Selection of Franchise: Regulations of Franchising in India: Legal environment meaning and business structure: Legal issues faced by Small firms: Protecting Intellectual Property; Patents, Trademarks, Designs, Copyrights.

Unit IV:

Practicals:

- Small business role playing – manager, employee, service executive, resolving conflicts, networking, etc
- Team building and team work
- Assessment of service quality gaps and corrective measures

Suggested Readings: (Latest editions)

- Hatten, Timothy S. Small Business Management, Creating a Sustainable Competitive Advantage, Seventh Edition, SAGE Publications.
- Kakkar, Arjun. Small Business Management; Concepts and Techniques for Improving Decisions, Global India Publications PVT LTD, New Delhi.
- Khanka, Dr. S.S and Dr. Gupta, C.B. Entrepreneurship and Small Business Management, Eight edition, Sultan Chand & Sons.
- Liraz, Meir , Small Business Management, Essential Ingredients for Success, CreateSpace Independent Publishing.
- Mazzarol, Tim and Rebound, Sophies. Small Business Management: Theory and Practice, Fourth Edition. Springer.

Sixth Semester
Course Code: BBA-TTM 603

Course Title: CULINARY TOURISM

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To enhance the understanding and importance of culinary tourism among the students because food and drink are the requisites of tourists while traveling.

Learning Outcome: From this paper, the students will be able to learn about a) the concept that food and drink are integral to the day to day lives of tourists b) the importance of preserving and promoting local food and drink to tourists c) the role of destinations to enhance sustainable food and drink tourism d) food and drink tourism that encourages local communities to be proud of their roots and traditions.

Unit I:

Introduction to Culinary Tourism: Culinary Tourism: concept, definition, nature, scope and importance; difference between food tourism, culinary tourism and gastronomy tourism; History of culinary exploration and food tourism; the construction of culinary taste; case studies in culinary tourism; local food and drink in the tourism and hospitality industry.

Unit II:

Typology of food and drink tourists and gastronomy tourism; motivational factors of gastronomy; gastronomy as a tourism product; wine tourism and winescapes; beverage tourism; Niche tourism and growth of food inspired travel; globalisation and localization of food and drink; Food assurance schemes, organisations and initiatives; Culinary Tourism as a Community Development; Role of local authorities in the promotion of culinary tourism; Food and Drinks of North East India (ingredients and preparations).

Unit III:

Promotion and Branding of Culinary Tourism: Marketing and branding of food and drink tourism; experience marketing; destination development concepts; food tourism clusters; segmentation of food tourists; Food as a tourism marketing agent; The role of media and social media in promoting food and drink tourism; Managing food tourism: on-site marketing and interpretation; trip planning and packaging.

Unit IV:

Culinary Attractions and Events : The transformation of place through food and drink; food and drink tourism supply chain; Rise of culinary events: trending food festivals and markets (concepts and cases); the rise of interdisciplinary culinary and cultural events; food and drink inspired events: the weird and wonderful; food and drink tours, trails and routes (concepts and cases); Food and drink visitor attractions; Designing food events for foodies; linking culinary tourism and experience; millennial and future trends in culinary tourism.

Suggested Readings: (Latest editions)

- Everett, S. Food and Drink Tourism: Principles and Practice. SAGE.

- Getz, D., Robinson, R.N.S., Andersson, T.D., & Vujcic, S. Foodies and Food Tourism. Goodfellow Publishers Ltd.
- Hjalager, A.-M., & Richards, G. Tourism and Gastronomy. Routledge.
- Raga, J. Culinary Tourism. Society Publishing.
- Slocum, S. L., & Curtis, K. R. Food and Agricultural Tourism: Theory and Best Practice. Routledge.
- Peer-reviewed journal articles on food and drink tourism.

Sixth Semester

Course Code: BBA-TTM 604

Course Title: RESEARCH METHODOLOGY

Total Credit Hours 60/Total Credit 4/Total Marks 100

Course Objective: To help students with the basic understanding of the concept of research, its designs, methods and instruments needed for the further development of theoretical and practical (quantitative and qualitative) implications in any field of study but especially in tourism and hospitality.

Learning Outcome: From this paper, the students will be able to learn about a) the basic concepts of research and its process b) the importance of research for further studies and practicalities c) the ethics in conducting research work. This learning outcome will enhance the students' ability to conduct proper research studies in the future especially for those whose interest lies in the academic field.

Unit I:

Introduction to Research: Research: concept, definition, nature and scope; characteristics and requirements; Types of research: Quantitative, qualitative, mixed, descriptive, applied, basic, correlational, ethnographic; the research process; Literature review; formulating a research problem

Unit II:

Research Design; meaning, functions and importance; Sampling: meaning, types, sampling in quantitative and qualitative research; Methods of data collection (quantitative and qualitative); instruments of data collection. Pre-testing a research instrument; sources of data collection; Collecting data: ethical issues concerning research participants and the researcher;

Unit- III:

Data Analysis and Interpretation: mean, median, mode, standard deviation and correlation; Processing and displaying data: displaying data via texts, tables and graphs. Application of statistical softwares and tools in data interpretation.

Unit-IV:

Report Writing: Report: concept, definition, nature and scope; functions and importance of reports; Types of reports; The writing process: stages and contents/structure; Presentation of the report: report style, achieving a good style, choosing words carefully, principles of effective report writing, layout and design, typography, illustrations, indexing, referencing and bibliography.

Suggested Readings: (Latest editions)

- Bowden, J. Writing a Report. How to Books.
- Kothari, C.R. Research Methodology: Methods and Techniques. New Age International (P) Limited.
- Kumar, R. Research Methodology: A Step-by-Step Guide for Beginners. SAGE.
- Owens, J. Report Writing. Directory of Social Change.

Sixth Semester

Course Code: BBA-TTM 605

Course Title : TOUR PLANNING AND COSTING

Total Credit Hours 45/Practicals 30/Total Credit 4/Total Marks 100

Course Objective: The course aims to provide a comprehensive theoretical and practical knowledge and skill development on tour operation, types of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies

Learning Outcome: By the end of the course, students are expected to be able to (a) Understand the concept of itinerary planning and tour packaging (b) Demonstrate different tour packages and itinerary (c) Familiarize the practicality of tour operation and operational skills (d) Acquaint the travel documentation process (e) Provide practical exposure on itinerary preparation and tour costing

Unit I:

Itinerary Preparation: Inbound and Outbound: Meaning and need of Itinerary; Characteristics of an Itinerary; Importance of itinerary for tourists, tour managers and guides; Procedures for effective itinerary designing. Types of Itineraries: Tourists, tour manager, tour driver and escort. Planning for Inbound itineraries; Developing inbound itineraries; Feasibility check; Feedback processes; Planning outbound itineraries; Developing outbound itineraries;

Unit II:

Tour Packages: Tour packaging management: Concept and definition. Types of tour package: Independent, escorted, hosted and incentive. Factors affecting tour formulation: Purpose of tour, destination choices, budget, legal requirements, duration, political stability and relationship of tourists and host. Step and stages in tour formulation: Pre-tour planning-Initial research, itinerary design, choosing destinations, negotiation, costing and pricing, sale kits, marketing and actual operation.

Unit III:

Costing of Tour Package: Cost components of tour package: Research and development, accommodation, transportation, transfer, Food and beverages and marketing cost. Types of cost: direct and indirect, fixed and variable; Factor affecting tour costing and pricing. Costing and Pricing tour packages. Calculating and maintaining cost sheet; Structure of tour company cost sheet.

Unit IV:

Practicals:

- Preparation and designing of inbound and outbound itineraries: Itineraries to Delhi, Himachal, Goa, Kerala and North East India. Itineraries to Europe, Australia, America and the South East Asia.
- Costing and pricing of tour packages specifying fixed costs and variable costs.
- Choosing a destination, prepare a tour itinerary following the steps and stages of tour formulation.
- Prepare a cost sheet of inbound/outbound tours.

Suggested Reading: (Latest editions)

- Chand, Mohinder. Travel Agency Management; An Introductory Text, Anmol Publications.
- Gwenda, Syratt. Manual of Travel Agency Practice, Butterworth, Heinemann.

- Holloway, J.C and Taylor, Neil. The Business of Tourism, Prentice Hall.
- Morgan, C. A. J. Itinerary Planning and Tour Packaging: Guild to Save Money on Travel and Holiday Costs, Amazon Digital Services LLC – Kdp.
- Negi, J. Travel Agency and Tour Operation Concepts and Principles, Kanishka, New Delhi.
- Robinson, P. Operation Management in the Travel Industry, CABI Publications.

Seventh Semester
Course Code: BBA-TTM 701
Course Title: INTERNSHIP REPORT
Total Credit 8/ Duration 16 Weeks/Total Marks 200

Internship Outline:

The students are required to undertake a minimum of 16 weeks internship programme preferably in a reputed hospitality / tourism establishment at the end of sixth semester. Each student will have to maintain a Log Book while at the internship, submit the Appraisal Report from the training supervisor and prepare an Internship Report preferably in their area of specialization at the end of the internship. The Internship Report, Log Book and Appraisal Report are to be submitted along with the training certificate issued from the concerned organisation at the end of the internship period where presentation and Viva Voce will be conducted to evaluate the students at the end of the 7th semester.

The entire seventh semester will involve an internship programme in either of the following establishments:

- Hotels/Resorts
- Travel Agencies/Tour Operators
- Advertising and Promotion Agencies (Tourism Based)
- Food and Beverages Service Industry
- Community Tourism Enterprises

Objective: *The objective of this assessment is to enable students to develop and relate theory to practice.*

The students are required to undertake a minimum of 16 weeks internship preferably in a reputed hospitality/tourism establishment. Each student will have to prepare a report preferably in their area of specialization and will be a documented work of their experience, performance, observation and feedback of the programme. The internship report is to be submitted at the end of the internship period along with the certificate issued from the concerned organization and will be evaluated.

EVALUATION OF INTERNSHIP REPORT

- A Board of two examiners appointed by the University shall evaluate the Internship Report.
- There shall be no Continuous Evaluation for the Internship Report.
- A VivaVoce based on the Internship Report shall be conducted individually by the Board of Examiners.
- The total credits for Internship Report is 8 (200 marks)
- The Maximum Marks for evaluation of the Internship report shall be 200 distributed among the following components:
 1. Introduction - 40
 2. Organisation - 30
 3. About the Internship - 40
 4. Internship Work Reflection - 40
 5. Conclusion - 20
 6. Reference - 30
 - Total - 200

INTERNSHIP REPORT FORMAT

Sl No.	Contents
1	Certificate from the Department
2	Declaration by the Student
3	Training Certificate
4	Acknowledgment
5	Chapter-I: Introduction
6	Chapter-II: Organisation
7	Chapter-III: About the Internship- Roles and Responsibilities as an Intern, Duties and Functions
8	Chapter-IV: Internship Work Reflection- Observation, Learning Outcome, Suggestion
9	Chapter-V: Conclusion
10	Reference
11	Appendices

Seventh Semester

Course Code: BBA-TTM-702

Course Title: LOG BOOK WITH APPRAISAL REPORT

Total Credit 8/ Duration 16 Weeks/Total Marks 200

During the Internship Programme, each student will have to maintain a Log Book. The students will have to list the detailed systems, processes, interactions and human resource working in the organization in the Log Book. Each task assigned to the students should be recorded in the Log Book and will have to be handed over to the supervising teacher.

The Appraisal Report on the other hand will be issued by the supervisor of the organization to the candidate and based on his/her performance the concerned manager/person will remark and grade the student.

The Log Book with Appraisal Report should be submitted to the supervising teacher along with the Internship Report before appearing for the Viva Voce

EVALUATION OF LOG BOOK WITH APPRAISAL REPORT

- A Board of two examiners appointed by the University shall evaluate the Log Book with the Appraisal Report.
 - There shall be no Continuous Evaluation for the Log Book and Appraisal Report.
 - A Viva Voce based on the Log Book with Appraisal Report shall be conducted individually by the Board of Examiners.
 - The total credit for Log Book with Appraisal Report is 8.
 - The Maximum Marks for evaluation of the Log Book with Appraisal Report shall be 200 distributed among the following components:
 1. Organisation's Background - 40
 2. Internship Experiences - 40
 3. Maintenance of Log Book - 80
 4. Performance Appraisal - 40
- Total - 200

LOG BOOK FORMAT

Sl/No.	Contents		Marking
1	Organisation's Background	Detailed descriptions about the organisation	40
2	Internship Experiences	A write up on the student's experience during the internship	40
3	Maintenance of Log Book	Recording of the daily activities performed during the internship	80
4	Performance Appraisal	Grading by the concerned supervisor of the intern.	O - Outstanding = 40 VG - Very Good = 35 G - Good = 30 S - Satisfactory = 25 U - Unsatisfactory = 0

Seventh Semester
Course Code: BBA-TTM 703
Course Title: PRESENTATION AND VIVA VOCE
Total Credit 4/Total Marks 100

The Viva Voce will be a comprehensive examination and will be conducted after the students have submitted all the required reports and this will test them on their comprehension of the discipline as a whole. An external examiner and one internal faculty member, nominated by the college, will conduct it.

BASIS OF EVALUATION FOR PRESENTATION

Sl No.	Particulars	Marks
1	Content	10
2	Slide Design	20
3	Product Knowledge	20
4	Communication Skills	20
5	Personal Grooming	10
6	Viva Voce	20
	Total	100

TOTAL MARKING OF THE INTERNSHIP

Sl/No.	Content	Marks
1	Internship Report	200
2	Log Book with Appraisal Report	200
3	Presentation and Viva Voce	100
	Total Marks	500

Eight Semester
Course Code: BBA-TTM 801
Course Title: ENTREPRENEURSHIP

Total contact Hours 45/Practical 30/Total Credit 4/ Total Marks 100

Course Objective: To provide students with a comprehensive understanding of entrepreneurship and to equip them with the knowledge and skills necessary for effective participation and success in the entrepreneurial sector.

Learning Outcome: This course enable to equips students with a comprehensive understanding on

- a) Concepts and process of entrepreneurship
- b) Significance of entrepreneurship and
- c) The ability to design and develop entrepreneurial ventures.

Unit I:

Introduction to Entrepreneurship: Concept of entrepreneur and entrepreneurship: meaning and definition. Evolution and theories of Entrepreneurship. Features entrepreneurship. Entrepreneurial Culture vs. Administrative Culture. Entrepreneurship vs. Intrapreneurship. Entrepreneurship as an Alternative Career Option. Social Entrepreneurship. Corporate Entrepreneurship, Women Entrepreneurship, International Entrepreneurship.

Unit II:

Entrepreneur and Entrepreneurship: Types and Classification of Entrepreneurs and Entrepreneurship. Characteristic of entrepreneurs and entrepreneurship. Factors influencing Entrepreneurship. Meaning and concept of Entrepreneurship Cell (E-Cell), Advantage and Significance of E-Cell. Steps involved in starting a business venture. Role of entrepreneurs and entrepreneurship in economic development.

Unit III:

Business environment: concept, significance, component of business environment. Factors affecting business environment. Social responsibilities and basic needs of entrepreneurs. Design thinking methodology. stages and tools of design thinking. Uses and best practices of design thinking process. Ideation; sources of business ideas and opportunities, processing and selecting best ideas, ideation tools and techniques.

Unit IV:

Practicals:

- Prepare and present a business proposal on tourism and hospitality business
- Prepare a business idea/ startup ideas using ideation tools and techniques
- Prototyping business ideas with available tools for tourism and hospitality ventures
- Testing and presenting the result of prototypes

Suggested Readings (Latest editions)

- Coulter: Entrepreneurship in Action, Prentice Hall of India, N. Delhi
- Desai, Vasant: Entrepreneurial Development, Vol. I, Himalaya Publications, N. Delhi.
- Drucker, Peter: Innovation and Entrepreneurship, Heineman.
- E. Balaguruswamy, Developing Thinking Skills, Khanna Book Publishing.
- Kuratko, Donald F. & Richard M Hodgetts: Entrepreneurship in the New Millennium, South Western Cengage learning
- Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.
- Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, TataMcGraw Hill Publications.
- Roy, Rajeev: Entrepreneurship, Oxford University Press, New Delhi
- S. S. Khanka: Entrepreneurship Development, S. Chand Publications

Eight Semester
Course Code: BBA-TTM 802
Course Title: EVENT MANAGEMENT
Total contact Hours 60/Total Credit 4/ Total Marks 100

Course Objective: To comprehensively educate students about the various aspects of event management and the concept of festival tourism by equipping them with the necessary knowledge and skills.

Learning Outcomes: From this paper, students will learn and possess

- a) A comprehensive understanding on event management and festival tourism
- b) Principles and application of management on events and festivals,
- c) Tools, techniques and practices for organising event and festival tourism.

Unit-I

Introduction to Event; Meaning, definition, characteristic, size, scope and typologies of the event. Historical perspective of event; event as business tourism. Career in event management; event managers and their qualities. Application of management principles in event management; steps required to conduct a successful event.

Unit-II

Event planning and team management; Planning an event: develop a mission, establish aim and objectives, prepare of event proposal, and planning tool for event. Concept and designing; developing, analysing and designing an event, logistics of the concept of event. Team management; leadership skills, managing temporary and diverse teams, group development and time management. Feasibility analysis, importance of finance and budgeting in an event.

Unit-III

Introduction to Festival Tourism; Concept and meaning. Impact of festival and event on tourism destination. Sustainable festival and tourism event Management. Emerging issues and concerns of festival tourism. Types and trends of green events and festivals. Evaluating socio socio-cultural effect of festivals. factors influencing the success of local festivals.

Unit-IV

Festival and marketing; Strategic marketing approach of the festival, Sponsorship and financial assistance of festival tourism. Festival and social media. Festival's role in branding the destination. Festival management; managing volunteers, attendees, safety and security. Challenges and issues in managing festival tourism; Factors affecting festival tourism.

Suggested Readings. (Latest editions)

- Gursoy, D., Nunkoo, R., &Yolal, M. Festival and Event Tourism Impacts. Routledge.
- Mallen.C. and Adams L.J . Event Management in Sport, Recreation and Tourism.

- Picard, D., & Robinson, M. Festivals, Tourism and Social Change. Channel View Publications.
- Sharma, A., Kumar, J., Turaev, B., & Mohanty, P. Festival and Event Tourism.
- Teevan, D. The Routledge Handbook of Festivals. The Journal of Arts Management Law and Society.
- Wagen L.V.D and Carlos B.R . Event Management: For Tourism, Cultural, Business, and Sporting Events. Pearson Education, Inc.

Eight Semester
Course Code: BBA-TTM 803
Course Title: STRATEGIC MANAGEMENT
Total contact Hours 60/Total Credits 4/ Total Marks 100

Course Objective: This paper is aimed at equipping learners-the future leaders and the managers of hospitality and tourism- with an advanced and contemporary knowledge of strategic business management.

Learning Outcome: This course will help students to (a) have a clear understanding of the environment in which the organization functions (b) understand how to create a formalized strategic plan for the organization. (c) Learn the different strategies and competition analysis used by organisations and (d) understand the barriers, nature and the way of implementing the strategies.

Unit 1

Introduction, Different definition of Strategy, Basic Concept, Mission, Strategy, Objectives, Process & models of strategic Management, Benefits of strategic management.

Unit II:

Concept of environment, Environmental sectors, Environmental scanning: Business Level strategies, Corporate level strategies, Network level strategies: Industry and Competition Analysis: Strategy formulation.

Unit III:

Strategic Management in Hospitality and Tourism Relevance and Benefits: Strategic Management Process, Corporate Strategy for Hospitality and Tourism: The Hospitality and Tourism Industry Context: Micro & Macro Environment of Tourism & Hospitality Industry.

Unit IV:

Strategy Implementation – Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioral Implementation; Strategy Evaluation and Control.

Suggested Readings: (Latest editions)

- Evans, Nigel G. Strategic Management for Tourism, Hospitality and Events, Taylor & Francis
- Okumus, Fevsi, Altinay, Levent and Chathoth, Prakash. Strategic Management in the International Hospitality and Tourism Industry, Taylor & Francis.
- Sabourin, Vincent. Strategic Management for the Hospitality and Tourism Industry, Apple Academic Press.
- David, F. Strategic Management Concept and Cases, Pearson Education
- Ramswamy ,V.S., Namakumari, S. Strategic Planning Formulation of Corporate Strategy, Macmillan
- Srinivasan, R. Strategic Management The Indian Context, Prentice Hall of India
- Enz, C. Hospitality Strategic Management. John Wiley and Sons, Inc

Eight Semester

Course Code: BBA-TTM 804

Course Title : MEDIA AND PR IN TOURISM

Total Credit Hours 45/Practicals 30/Total Credit 4/Total Marks 100

Course Objective:To familiarize students with the integral role of media in tourism and its various forms, and the impact of media on destination image, planning, and consumer behavior within the tourism sector.

Learning Outcomes: From this paper, (a) students will have a comprehensive understanding of the role of media in the tourism industry, (b) its various forms and applications, and the (c) profound impact it has on shaping travel experiences, destination marketing, and consumer behavior.

Unit I:

Introduction to Media and Tourism: Concept and meaning of media as a mass communication vehicle; Media types in tourism: traditional (print, broadcast) and digital (online, social media). Media origin and growth: Radio and television as a mass media tool. Role of print and electronic media in tourism. Public Relations: Principles and evolution. Strategic public relations. Public relations: Four stages. Public relations in tourism. Standards and ethics in public relations.

Unit II:

Technology and Future Trends: Advertising and publicity in tourism using media; Innovation in tourism advertising: social media campaigns, content marketing, video promotions. Media channel: identifying channel, types of channels, selection of channels for promotion and communication. Content creation tools: photo, video and editing software, blogging platforms, and scheduling apps. Trends and challenges of media in tourism sector, marketing and promotion of tourism destinations.

Unit III:

Social Media and Tourism: The Development of Media in tourism, Social media classification: collaborative project, virtual communities, social network sites, virtual games/social world. Social Media influence on travelers Planning Process: pre trip phase, during trip phase, post trip phase. Sharing travel experiences: leveraging visual, storytelling and emotions. Impact of social media: motivation, travel experiences and consumer behavior in tourism.

Unit IV:

Practicals:

- Prepare and present an advertising video on travel/destination.
- Preparation and presentation of travel blog.
- Preparation of travel content using Content creation tools.
- Writing travel articles/brochures/leaflets/pamphlets.
- Prepare a travel video using specific video and editing software.

Suggested Readings: (Latest editions)

- Azariah .D.R. Tourism, Travel, and Blogging: A Discursive Analysis of Online Travel

Narratives. Routledge Publications

- Fourie, Pieter J. Media Studies: Policy, Management and Media Representation, Juta&cCo.
- Marques .J. and Marques .R.P.Digital Transformative of the Hotel Industry: Theories, Practices and Global Challenges. Springer
- Minazzi, Roberta. Social Media Marketing in Tourism and Hospitality. Springer Publications.
- Rana N.P et al. Digital and Social Media Marketing: Emerging Applications and theoretical Development. Springer Publication.
- Reddi, C.V. Narasimha. Effective Public Relations and Media Strategy. PHI Learning.
- Sardar, Ziauddin. Introducing Media Studies: A Graphic Guide, Icon Books Ltd.

Eight Semester
Course Code: BBA-TTM 805
Course Title: DIGITAL MARKETING IN TOURISM AND HOSPITALITY

Total Contact Hours 60/ Total credit 4/ Total Marks 100

Objective: To orient the students with the basic concept of the digital marketing process and techniques required to run a tourism business venture.

Learning Outcome: This course will enhance

- a) Students' learning of the basic concepts of digital marketing that can be applied to tourism business ventures.
- b) Website design and structure.
- c) The techniques of digital marketing and
- d) Application of social media in tourism for advertising.

Unit-I

Introduction to Digital Marketing: meaning scope and importance, internet versus traditional marketing communication, Internet microenvironment; Use of Business to Consumer and Business to Business Internet marketing; Internet marketing strategy. Key drivers in digital marketing, Future and Challenges in Digital Marketing.

Unit-II

Online buyer behaviour and model: the marketing Mix (7-Ps) in an online context. Managing the online customer experience: Planning website design, understanding site user requirements, site design and structure, developing and testing content, integrated internet Marketing Communication (IIMC). Objective and measurement of interactive marketing communication.

Unit-III

Digital Marketing Techniques: Email marketing, Opt-in-e-mail-Permission Marketing. Online PR, Interactive Advertising, Online Partnership, Viral Marketing, Blogs. Types of Search Engine; Search Engine Marketing (SEM), Search engine and Website Optimization. Content creation and Marketing.

Unit-IV

Social Media Marketing Techniques: Design content for social media marketing, campaign management, tracking SMM performance; mobile marketing- advertising on Mobile data. Mobile application, tracking mobile marketing performance. Introduction to web analytics- Meaning, types, metrics and basic tools.

Suggested Readings (Latest editions):

- Sharma, A. Foundations of Digital Marketing. Animesh Sharma.

- Ozturk, A. B., & Hancer, M. Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations. Goodfellow Publishers Ltd.
- Minazzi, R. Social Media Marketing in Tourism and Hospitality. Springer.
- Kim, S., & Wang, D. Future of Tourism Marketing. Routledge.
