ORDINANCE

FOR

BACHELOR OF SCIENCE (AIRLINES, TOURISM AND HOSPITALITY)

GNA UNIVERSITY

Inspiring Innovation.....

APPLICABLE W.E.F. ACADEMIC SESSION 2019-2020

SRI HARGOBINDGARH, PHAGWARA – HOSHIARPUR ROAD,PHAGWARA 144401, PUNJAB

ORDINANCE FOR
BACHELOR OF SCIENCE (AIRLINES, TOURISM AND HOSPITALITY)

SHORT TITLE AND COMMENCEMENT

I. This ordinance shall be called the ordinance for the Bachelor of Science (Airlines, Tourism and Hospitality) of GNA University, Phagwara.

II. This ordinance shall come into force with effect from academic session 2019-20.

1. Name of Program: Bachelor of Science (Airlines, Tourism and Hospitality)

2. Name of Faculty: Faculty of Hospitality

3. Program Outcomes: After the completion of the program, students will be able to:

- **PO-1** Exhibit in-depth industry integrated operational knowledge.
- **PO-2** Interpret tourism within broader economic, cultural, environmental and political dimensions of the society.
- **PO-3** Provide satisfactory and professional customer service in multi –cultural setting.
- **PO-4** Articulate ones knowledge of the tourism business.
- **PO-5** Communicate effectively in a multicultural environment.

4. Program Specific Outcomes: The program inculcates the following abilities among the students:

- **PSO1** Comprehend an overall understanding of the inter-componential relationships that exist between tourism, aviation and hospitality components of global tourism industry.
- **PSO2** Demonstrate clear understanding and develop personality so as to become responsible citizen with greater awareness and sensitivity about the Indian and global destinations.
- **PSO3** Develop clear understanding about the impacts of tourism, airline and hospitality industry in societal and environmental context and demonstrate the knowledge needed for sustainable development in general and sustainable tourism development in particular.
- **PSO4** Execute basic skills and aptitude useful in taking up any activity in tourism, aviation and hospitality industry. Implement knowledge, skill and attitude to set up tourism related establishment.

5. General Regulations for Faculty of Hospitality:

- The University may introduce programs under Faculty of Hospitality which are specified under the UGC Act 1956. The Governing Body may approve the introduction, suspending or phasing out a program on the recommendation of the Academic Council either on its own or on the initiative of faculty.
- The admissions to a Faculty of Hospitality programs shall be generally governed by the rules of the UGC/AICTE or any other competent authority of the MHRD or as approved by Governing Body of University and shall be as notified in the admission notification of the respective academic year.
- The minimum entry qualification for admission to the students of Faculty of Hospitality shall be such as may be laid down in the regulations or specified by the Governing Body like Minimum qualification for admission to the first year program of Faculty of Hospitality shall be the Senior Secondary School Certificate (10+2) examination. While deciding the admission procedure, the University may lay down compulsory subjects in qualifying examination for admission for various programs in the admission policy.
- A student shall be required to earn a minimum number of credits through various academic components of a curriculum, as provided in the regulations.
- A student shall be required to complete all the requirements for the award of the degree within such period as may be specified in the regulations.
- A student may be granted such scholarship as may be specified in accordance with the directions of the Governing Body from time to time or regulations laid down for the same.
- A student admitted to the programs shall be governed by the rules, regulations and procedures framed and implemented by the University from time to time.
- The students shall abide by the regulations mentioned in student handbook issued by the University. These standing regulations shall deal with the discipline of the students in the Hostels, Faculty, and University premises or outside. The standing orders may also deal with such other matters as are considered necessary for the general conduct of the students' co-curricular and extra-curricular activities.
- In exceptional circumstances the chairman of Academic Council may, on behalf of the Council, approve amendments, modifications, Insertions or deletions of an Ordinance(s) which in his/her opinion is necessary or expedient for the smooth running of the program: provided all such changes are reported approved to the Council in its next meeting.

6. General Regulations for the B.Sc. ATH Programs:

- **Short Title and Commencement:** These regulations shall be called regulations for the UG program in Faculty of Hospitality of the University and shall come into force on such a date as the Academic Council may approve.
- **Duration:** The duration of the UG program leading to degree of B.Sc. ATH shall be minimum three years and each year will comprise of two semesters. However, the duration may be extended up-to five years from the registered batch. The maximum duration of the programs excludes the period of withdrawal, due to medical reasons. However, it shall include the period of rustication or any other reason of discipline /academics e.g. detention, willful absence by the student, not getting promotion to the next class due to poor academic performance etc. Under detention, the student shall attend the University for an additional semester or more time, as equated to period of absence/suspension.
- **Starting or Phasing out of Program:** A program may be phased out on recommendations of the Academic Council and approval of the Governing Body, on account of continuous low registration in the program or any other justifiable reason like becoming obsolete etc. Similarly, the Academic Council may approve starting of a new program or modifying the existing one on the recommendations of the Academic Council.
- **Admissions:** The centralized admission cell shall make selection for admission to the program. Admission to this program shall be made as per procedure to be approved by the Academic Council, and further by Board of Management and Governing Body and may be reviewed periodically as required. Eligibility criteria for the program, meriting and selection policy, fee structure, refund policy, total number of seats etc. shall be defined in the admission policy.
- **Eligibility for Admission:** 10+2 or equivalent with 50% (45 % for SC/ST/OBC) marks in aggregate from any recognized board or as per AICTE Norms.
- **Semester System:** The B.Sc. ATH academic program in the University shall be based on Semester System, namely, Even (Jan to June) and Odd (July to Dec) Semesters, in an academic year. The courses whether offered in regular semester shall be evaluated as per the policy and procedure laid down.
- **Semester Duration:** A semester will be of approximately 18-20 weeks duration. Of these, 90 days will be available for actual instructions including Mid Semester Exam.

7. Curriculum: The 3 years curriculum has been divided into six semesters and shall include lectures/ tutorials/ laboratory work/ field work/ outreach activity/ project work/ viva/ seminars/ presentations/ term papers/assignments etc. or a combination of some of these. The curriculum will also include other curricular, co-curricular and extra-curricular activities as may be prescribed by the university from time to time.

8. Choice Based Credit System:

The University has adopted Choice Based Credit System (CBCS), which provides an opportunity to the students to choose courses from the offered courses comprising of Core, Elective, Ability Enhancement and Audit Courses. The choice based credit system provides a "flexible" approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

9. Courses:

I. Core Course: A course, which should compulsorily be studied by a candidate as a core requirement to complete the requirement of program in a said discipline of study.

II. Elective Course: Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

i. Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study, is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses from unrelated discipline (to be offered by main discipline/subject of study).

ii. Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to add generic proficiency to the students.

Note: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

Elective Course(s) may also be called an "**Open Elective**"

III. Foundation Course: The Foundation Courses may be of two kinds: Compulsory Foundation and Elective foundation. "Compulsory Foundation" courses are the courses based upon the content that leads to Knowledge enhancement. They are mandatory for all disciplines.

IV. Ability Enhancement Courses (AEC): The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

i. Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

ii. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

10. Medium of Instructions:

10.1. The medium of instructions and examination will be English.

10.2. Practical work/Project Work / Project Report / Dissertation / Field Work Report / Training Report etc., if any, should be presented in English.

11. Mode: The program is offered in 'Full Time' mode of study only.

12. Attendance Requirement to be Eligible to Appear in End Semester Examination:

12.1 Every student is required to attend at least 75% of the lectures delivered squaring tutorials, practical and other prescribed curricular and co-curricular activities.

12.2 Dean of Faculty may give a further relaxation of attendance up to 5% to a student provided that he/she has been absent with prior permission of the Dean of the Faculty for the reasons acceptable to him/her.

12.3 Further, relaxation up to 10% may be given by the Vice Chancellor to make a student eligible under special circumstances only.

12.4 No student will be allowed to appear in the end semester examination if he/she does not satisfy the attendance requirements. Further, the attendance shall be counted from the date of admission in the University or commencement of academic session whichever is later.

12.5 Attendance of N.C.C/N.S.S. Camps or Inter collegiate or Inter University or Inter State or International matches or debates or Educational Excursion or such other Inter University activities as approved by the authorities involving journeys outside the city in which the college is situated will not to be counted as absence. However, such absence shall not exceed four weeks per semester of the total period of instructions. Such facility should not be availed twice during the course of study.

13. Credit: A unit by which the course is measured. It determines the number of hours of instruction required per week.

Each course, except a few special audit courses, has a certain number of credits assigned to it depending upon its lecture, tutorial and/or laboratory contact hours in a week.

A letter grade, corresponding to specified number of grade points, is awarded in each course for which a student is registered. On obtaining a pass grade, the student accumulates the course credits as earned credits. A student's performance is measured by the number of credits that he/she has earned and by the weighted grade point average. A minimum number of credits should be acquired to qualify for the programs.

Earned Credits (EC): The credits assigned to a course in which a student has obtained 'D' (minimum passing grade) or a higher grade will be counted as credits earned by him/her. Any course in which a student has obtained F, or W or "I" grade will not be counted towards his/her earned credits.

Contact Hours per Week	Credit Assigned
1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
2 Hours Practical (Lab) per week	1 credit

14. Program Structure: As per GNA University.

Details of Courses under Bachelor of Science (Airlines, Tourism and Hospitality)

Course	*Credits	
	Theory	Practical
I. Core Course (Discipline Specific Core Course-DSC)		
	3 courses of 4 credits each = 12 3 courses of 5 credits each = 15 1 course of 3 credits = 03	3 courses of 1 credit each = 03
II. Ability Enhancement Compulsory		
	2 courses of 2 credit each = 04 1 course of 4 credit each = 04	2 courses of 1 credit each = 02
III. Skill Enhancement Course		
	1 course of 2 credits = 02 1 course of 4 credits = 04	2 courses of 2 credits each = 04
IV. Domain Specific Electives-DSE		
	1 course of 3 credits = 03 10 courses of 4 credits each = 40 2 courses of 5 credits each = 10	1 course of 2 credits = 02 1 course of 4 credits = 04 1 course of 20 credits = 20
Total credits	**97(A)**	**35(B)**

Program Structure Bachelor of Science (Airlines, Tourism and Hospitality)
A) Core Courses (Discipline Specific Core Course-DSC)

Course Code	Course Name
BAT101	Introduction to Hospitality Industry
BAT102	Introduction to Tourism & Travel Management
BAT103	Airlines Operations
BAT123	Airlines Operations Lab
BAT201	Foundation course in Food & Beverage Service
BAT221	Foundation course in Food & Beverage Service Lab
BAT202	Tourism Resources of India
BAT203	Travel Agency and Tour Operations
BAT204	Room Division Operations
BAT324	Room Division Operations Lab

B) Domain Specific Electives-DSE

Course Code	Course Name
BAT225	Leadership Development Camp
BAT301	Event Planning & Management
BAT302	Airlines Management
BAT303	Tourism Destinations of the World
BAT401	Sustainable Tourism Planning & Development
BAT402	Air Cargo Management
BAT403	Marketing for Hospitality and Tourism
BAT404	Automation in Tourism, Airlines & Hospitality Industry
BAT405	Tourism Resources of Punjab
BAT406	Transport Management
BAT501	Tourism Entrepreneurship
BAT502	Adventure Tourism
BAT503	Resort Management
BAT504	E-Tourism
BAT505	MICE Tourism
BAT506	Tourism Policy in India
BAT507	Public Relations & Tourism Journalism
BAT508	Basic Research Methodology
BAT509	Tourism and Hospitality Law
BAT521	6-Weeks Industrial Training and Report
BAT601	On the Job Training and Report

C) Ability Enhancement Compulsory Courses

Course Code	Course Name
COM101	English Communication
COM121	English Communication Lab
COM201	Business Communication
COM221	Business Communication Lab
ENS001	Environmental Studies

D) Skill Enhancement Elective Courses

Course Code	Course Name
BAT124	Application of Computers in Hospitality & Tourism Lab
BAT305	Accounting in Tourism and Hospitality
BAT421	Workshop on First Aid Lab
BAT510	Functional French

Program Scheme:

Semester I

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	N.A.	BAT101	Introduction to Hospitality Industry	5	0	0	5
2	N.A.	BAT102	Introduction to Tourism & Travel Management	5	0	0	5
3	N.A.	BAT103	Airlines Operations	4	0	0	4
4	N.A.	COM101	English Communication	2	0	0	2
5	N.A.	COM121	English Communication Lab	0	0	2	1
6	N.A.	BAT123	Airlines Operations Lab	0	0	2	1
7	N.A.	BAT124	Application of Computers in Hospitality and Tourism Lab	0	0	4	2
						Total Credits	20

Semester II

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	N.A.	BAT201	Foundation Course in Food & Beverage Service	4	0	0	4
2	BAT102	BAT202	Tourism Resources of India	5	0	0	5
3	BAT102	BAT203	Travel Agency Tour Operations	4	0	0	4
4	N.A.	COM201	Business Communication	2	0	0	2
5	N.A.	COM221	Business Communication Lab	0	0	2	1
6	N.A.	BAT221	Foundation Course in Food & Beverage Service Lab	0	0	2	1
7	N.A.	BAT225	Leadership Development Camp	0	0	0	2
8	N.A.	ENS001	Environmental Studies	4	0	0	4
						Total Credits	23

Semester III

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	N.A.	BAT301	Event Planning & Management	4	0	0	4
2	BAT103	BAT302	Airlines Management	4	0	0	4
3	N.A.	BAT303	Tourism Destinations of the World	5	0	0	5
4	N.A.	BAT304	Room Division Operations	3	0	0	3
5	N.A.	BAT305	Accounting in Tourism and Hospitality	4	0	0	4
6	N.A.	BAT324	Room Division Operations Lab	0	0	2	1
						Total Credits	21

Semester IV

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	N.A.	BAT401	Sustainable Tourism Planning & Development	4	0	0	4
2	N.A.	BAT402	Air Cargo Management	4	0	0	4
3	N.A.	BAT403	Marketing for Hospitality and Tourism	4	0	0	4
4	BAT104	BAT404	Automation in Tourism, Airlines & Hospitality Industry	4	0	0	4
5	N.A.	BAT405	Tourism Resources of Punjab	3	0	0	3
6	BAT102	BAT406	Transport Management	4	0	0	4
7	N.A.	BAT421	Workshop on First Aid Lab	0	0	4	2
						Total Credits	**25**

Semester V

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	-	-	Select from DSE Bracket (BAT501-BAT507)	4	0	0	4
2	-	-	Select from DSE Bracket (BAT501-BAT507)	4	0	0	4
3	N.A.	BAT508	Basic Research Methodology	5	0	0	5
4	N.A.	BAT509	Tourism and Hospitality Law	4	0	0	4
5	N.A.	BAT510	Functional French	2	0	0	2
6	N.A.	BAT521	6-Weeks Industrial Training and Report	0	0	0	4
						Total Credits	**23**

Semester VI

Sr.No.	Pre-requisite	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
1	N.A.	BAT601	On the Job Training & Report	0	**0**	**0**	20
						Total Credits	**20**

15. Industrial Training:

- Industrial training is a core course, to be done typically during the summer vacations. A student should undergo industrial training for 6 weeks, starting after year 2 in Airlines and Tourism Company. Training of 5th semester shall be graded and is essential part of the degree requirement in 6th semester.
- It is the responsibility of the Corporate Relations Department (CRD) to arrange training for all the students. In the beginning of each academic session, Corporate Relations Department will prepare a program wise list of potential training organizations. These organizations will be approached by the Corporate Relations Department with a request to provide training seats. Consolidated lists of training offers will be made available to the eligible students in the beginning of even semester of the session. If a student is interested in making his/her own arrangement for the training seat, he/she will need to have the training organization approved by routing the application to the Dean of Faculty of Hospitality for approval.
- The students will be required to get their training activity and results reviewed by organization in which they have attended the training. Each Faculty shall nominate training coordinator from amongst the faculty members. The faculty will scrutinize the training report and the certificate issued by the corporate and will award a marks, which must be sent to the controller of examination office. The industrial training, submission of training report and obtaining pass grade is mandatory requirement for award of B.Sc. ATH degree.

16. On the Job Training: Every student shall undertake training in an Airlines and Tourism Company for a period of twenty two weeks. This on the job training is compulsory and an integral part of the Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives:

(a) Application of knowledge and techniques learnt in the first year to real life situation and make them better prepared to enrich their learning in the upcoming semesters.

(b) Appreciating the inter-linkage among different functions and developing a realistic perspective about organizations in their totality. The students should take the training seriously. They are expected to diligently in the job. A faculty member will work closely with the company to define the scope of the training and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the followed practices in the respective hospitality industry but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed. At the end of the training, the student should submit a brief report explaining briefly the key learning points and the insights gained. A 'certificate of completion' from the host organization is essential. On the job training shall be credited as approved in the curricula.

17. Examination/Evaluation System: The evaluation system of the University shall be oriented to encourage the academic qualities. The University follows two components to evaluate student's performance:

17.1. **Internal Assessment:** which is to be marked by respective teacher includes attendance, mid semester examination and other components (Assignment, Snap Test, Project, Practical Lab Continuous Assessment, Quiz, Multiple Choice Questions, Case Study, Field Survey/Field Report etc.) carrying a weightage of 40%. This is applicable for all theory courses.

17.2. **Practical Courses:** The examination/evaluation criteria of the practical courses shall be decided by the respective faculty member and wherever required on the availability of the external experts/visiting faculty. Faculty may set/design the practical exercises out of any marks but the overall weightage shall be in pre-defined percentage, which the concerned faculty/course coordinator shall announce in the first class of the semester and upload on the GU-MS. Methodology for evaluation of Lab component may include day to day work, lab records, quantity/quality of work and Viva/Seminar/Practical as may be decided.

17.3. **External Assessment:** i.e. End Semester Examination, carrying a weightage of 60%.

a) **End Semester Examination:** These examinations shall be conducted under Controller of Examination. The examination dates and schedule shall be released by the University's Controller of Examination.

b) Similar division of marks may be created for special courses like Major Projects, seminars, term papers, internship etc. by respective faculty but same shall also be predefined.

c) Every student has to score at least 25% marks each in Continuous Assessment and End Semester examination. The minimum pass percentage is 40% in aggregate. In case a student scores more than 25% each in Continuous Assessment and End Semester Examination, but overall percentage in the concerned subject remains less than 40%, then student has to appear in the End Semester Examination in that subject.

17.4. **Failing to meet Attendance Requirement:**

a) A student is required to attend all the classes.

b) If the attendance profile of a student is unsatisfactory, he/she will be debarred. Any student, who has been debarred due to attendance shortage, shall not be allowed to take the supplementary Examination. The student shall have to register for the course in the regular semester when offered.

17.5. **Make Up Examinations for Mid Semester Examination:** A student may apply for a makeup examination where he/she is not able to attend the examination schedule due to reasons of personal medical condition or compassionate reason like death of a very close relative. No other contingencies are acceptable. Except in case of medical emergency, a student needs to seek advance approval from appropriate authority before missing the Examination.

Theory Courses:

- A student missing Mid Term Examination only shall be required to take a make-up Examination.
- The students must put-up the request for make-up Examination along with the medical documents to prove the genuineness of the case (for having missed the

Examination) within 5 days of last date of Examination.

- The genuineness shall be reviewed and approved by the Vice Chancellor, whose decision shall be final.
- In case a student misses the make-up Examination also, then no further chance will be provided.
- The duration of Examination shall be as decided by the Faculty member.
- Genuine approved cases shall be notified by the Controller of Examination based on the requests received and only such students shall be allowed to take make-up Examination in the subjects where approval has been granted.
- The date sheet need not be taken out as the makeup examination shall be conducted under arrangement concerned faculty, who after evaluation and sharing the evaluated answer sheet with student shall submit marks to the Controller of Examination.

17.6. **Makeup of End Semester Examination:** It is mandatory to appear the end semester major examination to obtain any grade for a course. A student who misses the end semester major examination shall follow a similar procedure as outlined above, to obtain approval of the Vice Chancellor to prove genuineness of the case. The student whose case is approved as genuine shall be awarded "I" Grade in the semester results in the given subject. The student shall be allowed to appear in the supplementary examination of the said subject. However, the grades shall be worked out by computing the marks obtained by students in Mid Term Exams, TA, Lab and supplementary examination (equated to the weightage of end semester examination). The total marks shall be compared with the marks of the class as in the regular semester for award of grade.

17.7. **Makeup of End Semester Viva of Projects:** It is mandatory to appear in the final Viva examination to obtain any grade for a project course. In case of student missing the same for genuine reasons; similar method as given for written examination of theory courses shall be followed.

17.8. **Procedure to be adopted by students in case of missing any of the specified Examination(s):** Following procedure shall be adopted for establishing genuineness of the case.

a. Action by the student (Medical Cases)

I. They should report absence from the Examination(s) by fastest possible means to the Controller of Examination. It could be email or written communication by speed post or sent by hand through any means. In case of Hosteller's, if a student falls sick while residing in the hostel, he/she should seek advice of the available qualified doctor.

II. The said report should preferably be sent prior to the Examination, but not later than 5 days after the last date of the said Examination.

III. The student should on rejoining:

a. Report to the Controller of Examination with complete medical documents to include referral/Prescription slip of the doctor specifically indicating the disease and medicine prescribed, investigation/Lab reports and discharge slip in case of admission should be provided.

b. Submit the Documents to the Controller of Examination, not later than 5 days after the last date of Examination.

b. Action by students (any other reason)

In case the student must miss Examination due to genuine reason other than medical, prior written sanction of Vice Chancellor and in his absence Dean is mandatory. No post facto requests shall be accepted in any case. The approval should be deposited with the Controller of Examination before the examination.

18. Supplementary Examination:

18.1. The supplementary examinations shall be held for each commiserating semester in December for Odd semester and May/June for Even semester respectively. For the final semester students, there is privilege to appear in the supplementary exams of all pervious semester.

18.2. Eligibility: Student with 'F' grade is eligible to appear in the Supplementary Examination.

18.3. Supplementary for Projects: There shall be no supplementary examinations for the projects, except make up examination for missing the final viva as per rules outlined above.

19. Grading System: University follows eight letter grading system (A+, A, B+, B, C+, C, D, and F) that have grade points with values distributed on a 10 point scale for evaluating the performance of student. The letter grades and the corresponding grade points on the 10-point scale are as given in the table below.

Academic Performance	Range of Marks	Grades	Grade Points
Outstanding	≥90	A+	10
Excellent	≥80 & < 90	A	9
Very Good	≥70 & < 80	B+	8
Good	≥60 & < 70	B	7
Fair	≥50 & < 60	C+	6
Average	>40 & < 50	C	5
Minimally Acceptable	40	D	4
Fail	< 40	F	0
Incomplete		I	-
Withdrawal		W	-
Grade Awaited		GA	-
S-Satisfactory, US-Unsatisfactory Minor Project		**S/US**	

19.1 Description of Grades:

A. D Grade: The D grade stands for marginal performance, i.e. it is the minimum passing grade in any course.

B. F Grade: The 'F' grade denotes a very poor performance, i.e. failing a course. A student has to repeat all courses in which she/he obtains 'F' grade, until a passing grade is obtained. In the case of 'F', no Grade points are awarded. However, the credits of such courses shall be used as denominator for calculation of GPA or CGPA.

C. W Grade: The 'W' grade is awarded to a student if he/she is allowed to withdraw for an entire Semester from the University on medical grounds for a period exceeding five weeks.

D. 'I" Grade: The 'I' grade is awarded when the student is allowed additional opportunity like make up Examination etc. based on which the grade is to be decided along with other components of the evaluation during the semester. An incomplete grade of 'I' may be given when an unforeseen emergency prevents a student from completing the work in a course. The 'I' must be converted to a performance grade (A to F) within 90 days after the first day of classes in the subsequent regular semester.

E. X Grade: It is equivalent to Fail grade but awarded due to student falling below the laid down attendance requirement. Students having X grade shall be required to re-register for the course, when offered next.

19.2. Cumulative Grade Point Average (CGPA), it is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all Semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

NB: The CGPA can be converted to percentage by using the given formula:

CGPA x 10 = %

e.g. 7.8 x 10 = 78%

19.3. Based on the grades earned, a grade certificate shall be issued to all the registered students after every semester. The grade certificate will display the course details (Course title, number of credits, grade secured) along with SGPA of that semester and CGPA earned till that semester.

20. General Rules: Examinations:

a) Scrutiny of the Answer Scripts: The answer scripts of all written Examinations i.e. Mid Term or end semester examination or any other written work conducted by a teacher shall be shown to the students. Students desirous of seeing the marked answer scripts of end Semester Examination, has to ensure their presence before results are declared, as per dates notified by the Controller of Examination.

b) Marks/Answer Sheets of all other tests shall also be shared with the students and thus, there shall be no scrutiny of grades. However, before the grades are forwarded to Registrar/Controller of Examination, they should be displayed on GU-MS and time given to students, to discuss the same with respective faculty.

c) No appeal shall be accepted for scrutiny of grades.

d) Examination Fee for Supplementary. A fee of **Rs.1000**/- per course or as decided by the Management from time to time will be charged from the students.

21. Improvement of overall Score: A candidate having CGPA < 5.5 and wishes to improve his/her overall score may do so within two academic years immediately after passing the degree program by reappearing into maximum four course(s)/subject(s). The improvement would be considered if and only if the CGPA becomes > 5.5.

22. Program qualifying criteria: For qualifying the Program every student is required to earn prescribed credits **(i.e. 132).** If any student fails to earn prescribed credits for the program, then he/she will get a chance to complete his/her Program in two more years than the actual duration of degree.

23. Revision of Regulations, Curriculum and Syllabi: The University may revise, amend, change or update the Regulations, Curriculum, Syllabus and Scheme of examination through the Board of Studies and the Academic Council as and when required.

24. Conditions for Award of a Degree: Should complete the requirements of the Degree in maximum duration specified for the program. Semester withdrawals due to medical reasons are not counted in five years. However, forced withdrawal of students e.g. rustication or expulsion or nonattendance by student due to any other reasons, shall count in the maximum period of five years and minimum period of three years.

25. On the Job Training: Students in semester 6th placed at locations out of states can choose to appear for exam through video conference.

BAT101: Introduction to Hospitality Industry
Credits: 5
LTP 500

Course Description: The course aims to equip the students with an understanding of the hospitality industry from both local and international perspectives. The course includes scope, trends of hospitality industry, ownership structure and hospitality distribution channels.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:
CO1: Analyze the key factors responsible for the growth and development of hospitality industry.
CO2: Identify various career segments in the hospitality industry.
CO3: Summarize emerging and future trends of hospitality industry.
CO4: State the organization of the hospitality industry sectors.
CO5: Discuss the distribution of hospitality products.

Course Content

Unit I

Hospitality Industry- An introduction
Nature and characteristics of the hospitality Industry, History of the Hospitality Industry, Structure of the Hospitality Industry, Relationship between the Hospitality and Tourism Industry, Career avenues in the Hospitality Industry

Unit II

Trends in Hospitality Industry:
Emerging & future Trends of Hospitality Industry, Customer care and Eco Friendly Practices in Hospitality Industry, Major hotel chains of India, International Hotel Chains

Unit III

Ownership structure and Hotel Organization: Types of ownership - Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchisee, Public Sector, Private Sector, Referral Groups/Consortium-Concept.
Organization structure & Departments in hotels - Front office, Housekeeping, Food and Beverage (service & production), Engineering & Maintenance, Security, Human Resource dept., Sales & Marketing, Purchase & Stores, Accounts.

Unit IV

Hospitality Distribution Channels: Meaning & definition, Functions & levels of distribution channels, Major hospitality distribution channels - Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.

Text Books:

1. Walker, J. R. (2017). *Introduction to Hospitality Management (5th Ed.)*. New Delhi, India: Pearson.

Recommended Books / Suggested Readings:

1. Singaravelavan, R. (2016). *Food and Beverage Service (2nd ed)*. New Delhi, India: Oxford University Press.
2. Andrews, S. (2007). *Introduction to Tourism and Hospitality Industry (1st ed.)*. New Delhi, India: McGraw Hill Education.
3. Barrows C. W., Powers, T., Reynolds, D. (2012). *Introduction to Management in the Hospitality Industry, (10th ed).* Wiley India Pvt. Ltd

Weblinks:

1. https://epgp.inflibnet.ac.in/view_f.php?category=1850
2. https://alison.com/courses/introduction-to-hospitality-management-studies/content

BAT102: Introduction to Tourism & Travel Management
Credits: 5
LTP 500

Course Description: The course aims to equip the students with the fundamental concepts of tourism industry. The course includes key concepts related to tourism industry, infrastructure requirements for a destination, impacts of tourism and role of various organizations in tourism development and promotion.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Explain and relate the basic tourism terminology and concepts.

CO2: Describe the various infrastructure required for developing a destination.

CO3: Identify the various economic, environmental and socio-cultural impacts of tourism.

CO4: Assess the role and function of various governmental and non-governmental organization in development and promotion of tourism at national and global level.

Course Content

Unit I

Basics of Tourism-Definition, Meaning, Nature and Scope of tourism. Basic Concepts: Tourist, Traveler, Visitor, Transit Visitor and Excursionist, Definition and Differentiation, Leisure, Recreation and Tourism and their Inter-relationship; Types and Forms of Tourism; The Tourism System.

Historical Dimensions of Tourism-Travel and Tourism through the Ages: Early Travels, trade routes, Renaissance, Grand Tour, concept of annual holiday Emergence of Modern Tourism, Concept of Paid holidays, Thomas cook & early organized travel, Industrial revolution and birth of mass tourism, Evolution and development of transport. Present and future trends of tourism in India.

Unit II

Travel Motivation and Demand- Concept of motivation and types; Applicability of motivation in tourism; Concept of Push and Pull factors; Travel Motivation classification by Grey, McIntosh, Robinson; Maslow's hierarchy of needs model in context of travel motivations. Tourism Demand-Concept of Demand in Tourism; Types of demand; Unique features of Tourist Demand. Trends in tourism demand at global and national level.

Unit III

Tourism Supply- Concept of supply in tourism; Unique features of Tourism supply; Components of tourism supply: Concept of attractions- Natural and Man-made (Built, Social and Cultural), Concept of transportation- Modes (Air, Road, Sea, Rail) and relative significance, Concept of accommodation-Types and forms, , Amenities and Ancillary services. Travel intermediaries – concept, types and functions.
Concept of tourism product and tourism product life cycle.

Unit IV

Impacts of Tourism Industry- Economic, Environmental and Socio-Cultural. Future growth and development of Indian tourism: Major Tourism schemes of Govt. of India: Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.

Text Books:

1. Swain, S. K. and Mishra, K. (2017). *Tourism Principles and Practices (3rd ed.).* New Delhi, India: Oxford University Press.
2. Roday, S., Biwal, A. and Joshi, V. (2015). *Tourism Operations and Management (8th ed.).* New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Kamra, K. K. and Chand, M. (2015). *Basics of Tourism: Theory, Operation and Practice (2015 ed.).* New Delhi, India: Kanishka Publishers, Distributors.
2. Page, S. J. (2011). *Tourism Management: An Introduction (4th ed. Special Indian Edition)*. London and New York, USA: Routledge.
3. Goeldner, C. R. and Ritichie, R. B. (2011). *Tourism Principles, Practices and Philosophies (12th Ed.)*. John Wiley & Sons.
4. Fletcher, J., Fyall, A., Gilbert, D. and Wanhill S. (2018). Tourism Principles and Practice (6th Ed.). Pearson

Weblinks:

1. https://epgp.inflibnet.ac.in/view_f.php?category=1850

BAT103: Airlines Operations
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the historical and development concept of aviation industry and aware about the career prospectus of aviation industry. The course includes the historical background of aviation and basic concept of geography, airline, airport, IATA code and duties and responsibilities of cabin crew.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Evaluate and assess the characteristics, scope, and economic significance of the airline industry

CO2: Interpret and calculate the Airport fees, Rates and Charges

CO3: Handling dangerous goods with proper technique with respective equipment

CO4: Identify IATA code and IATA chapter

Course Content

Unit I

Introduction- History of Aviation; Development of Air transportation in India; Types of airline; Types of aircraft and terminology; Domestic airline & International airline; Carrier in airline industry; Scheduled airline and non-scheduled airline; Growth in airline industry.

Unit II

Airline Geography & Code- Physical geography: basic map information, world time zones; International date line; Daylight saving time; Greenwich mean time; IATA area of the world.

Airport Codes; Airline Codes; Phonetic Alphabet; IATA code: Country and airport three letter code, major domestic airport name, major International airport name.

Unit III

Cabin Crew Duties & Operation- Brief Introduction of Cabin Crew: Pre-flight Preparations, Roles and Responsibilities, Pre-Take-Off Preparations, Passenger Safety Flight Preparation; Announcement: Types of announcement; Airline and Corporate Etiquette; Airline Terminal Management: Flight Information, Counter/Reservation and Ticketing, Check-In/Issue of Boarding Pass, Customs and Immigration Formalities: Security, Clearance Baggage

Unit IV

Case Study- IATA, PATA, Emirates airline, Delta airline, American express line, Qatar airways, Cathay Pacific, Indigo airline and Vistara.

Text Books:

1. Cook, G. N. and Billig, B. (2017). *Airline Operations and Management (1st Edition)*. New Delhi, India: Routledge.

Recommended Books / Suggested Readings:

1. Sunetra, R & Archana, B (2016). *Tourism operation and management (7th ed.).* New Delhi, India: Oxford university press.
2. Stephen, S. (2011). *Airline Marketing and Management (7th ed.)*. New Delhi, India: Routledge.
3. Maniriho, E. A. (2018). *Airline Cabin Crew Training Manual (1st ed.*). New Delhi, India:Notion Press.

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827

COM101: ENGLISH COMMUNICATION
Credits: 2
LTP 200

Course Description: The course aims to equip the students with comprehensive view of communication, effective writing skills along with enriching vocabulary and oral delivery. The course includes Listening, Speaking, Reading & Writing/LSRW

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Employ pre-reading, skimming, and prewriting techniques efficiently

CO2: Demonstrate a significant increase in word knowledge.

CO3: Heighten awareness of correct usage of English grammar in writing and speaking

CO4: Plan, draft, revise and edit writing passages effectively

Course Content

Unit I

Reading Skills: Comprehension of Unseen Passage [Reading articles (1A-6D)] (Intermediate) Summary Paraphrasing, Translation and Precis Writing

Unit II

English Grammar and Usage: Parts of speech (Unites 4A, 5B, 6B, 4B and 3A), common errors in writing (based on Parts of Speech) Tenses (Units 2A, 2B, 6A and 6B), Change of Voice, Transformation of Sentences

Unit III

Basic Writing Skills and Writing Practices: Paragraph/essay writing, short life story writing (6D), Notice (General like trip, change of name, function) making notes and Letter writing

Unit IV

Vocabulary Enhancement: Synonym, antonym, idioms and phrasal verbs

Text Books:

1. Cambridge English Empower Elementary Student's Book by Cambridge University Press.

Recommended Books / Suggested Readings:

1. *Practical English Usage.* Michael Swan OUP. 1995
2. *On Writing Well. William* Zinsser. Harper Resource Book. 2001
3. *Communication Skills*. Sanjay Kumar and Pushp Lata.Oxford University Press. 2006
4. *Exercises in Spoken English.* CIEFL, Hyderabad. Oxford University Press

COM121: ENGLISH COMMUNICATION LAB
Credits: 1
LTP 002

Course Description: The course aims to equip the students with focus on the production and practice of sounds of language and familiarizes the students with the use of English in everyday situations both in formal and informal contexts. The course includes description of sights seen in everyday life, pronunciation of different words and its correct usage.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Develop better understanding of nuances of English language through audio- visual experience and group activities

CO2: Hone speaking skills with clarity and confidence

CO3: Have better comprehension of accent of people of different backgrounds and regions

CO4: Use English grammar accurately

Course Content

Unit I

Daily Discourse: Common Everyday Situations: Conversations and Dialogues (Unit 1-6), Monologue (2D/4D/5D/6D), and Communication at workplace,

Unit II

Listening Skills: Listening skills on Social Interactions (Unit 1), work and study (Unit 2), daily life (Unit 3), food (Unit 4), Places (Unit 5) and Family (Unit 6)

Unit III

Phonetic Skills: Pronunciation, Intonation, Stress (Unit 1-6) and Rhythm

Unit IV

Speaking Skills: Group Discussion / Debate, Role Plays

Text Books:

1. Cambridge English Empower Elementary Student's Book by Cambridge University Press.

Recommended Books / Suggested Readings:

1. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.
2. *Study Writing.* Liz Hamp-Lyons and Ben Heasly, Cambridge University Press. 2006.
3. *On Writing Well. William* Zinsser. Harper Resource Book. 2001.
4. *Practical English Usage. Michael Swan. OUP. 1995.*

BAT123: Airlines Operations Lab (P)
Credits: 1
LTP 002

Course Description: The course aims to equip the students with the historical and development concept of aviation industry and aware about the carrier prospectus of aviation industry. The course includes the historical background of aviation and basic concept of geography, airline, airport, IATA code and duties and responsibility of cabin crew.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Book the tickets.

CO2: Make announcement at the airport and inside the aircraft.

CO3: Interpret and calculate the Airport fees, Rates and Charges.

CO4: Handle dangerous goods with proper technique with respective equipment.

Course Content

List of Practical

Cartography
- Direction sense
- Time zones

Ticketing process
- Types of ticket
- How to fill information of guest while registration?
- How to check e visa online
- Ticket Cancellation procedure
- Fare construction formula
- How to operate Galileo / Amadeus
- How to do announcement
- How to fill passport online and offline

BAT124: Application of Computer in Hospitality and Tourism Lab
Credits: 2
LTP 004

Course Description: The course aims to equip the students with basics of computers and its use in office management. The course includes the basics component of computer and its function and role of computer in tourism & hospitality industry

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Create a word document with all features in term of tourism industry.

CO2: Perform work on Microsoft excel.

CO3: Create and present a basic PowerPoint presentation complete with headings, bullet points and pictures.

CO4: Identify the parts of computer in terms of hardware and software as well.

Course Content

Unit I

Introduction to Computer- Information technology: Importance of information Technology, Computer: Characteristics of computer, limitation of computer; Block diagram of computer system: Input unit, output unit, central processing unit, arithmetic logic unit, control unit, memory unit, random access memory, read only memory; Role of computer in tourism industry.

Unit II

Microsoft word- Introduction**;** Microsoft word, extension of Microsoft word file, file management in Microsoft word, creating and saving document, opening an existing document, copying and pasting content, page set Up. Formatting text; changing the font style, font size, font color, aligning of text in a document, Inserting bullet and numbering.

Unit III

Microsoft PowerPoint- Introduction: Microsoft PowerPoint, how to start PowerPoint. Working environment; tool bar, slide layout, templates, opening a new presentation, Addition, deletion and saving of slides. Insertion of multimedia elements; adding text book, adding importing picture, adding tables, adding charts.

Unit IV

Microsoft Excel- Introduction; Microsoft excel, how to start Microsoft excel, opening new workbook entering data in spreadsheet, applying formulas to calculate values, editing worksheet-inserting and deleting cells.

Text Books:

1. Gurjit, S. (2014). *Basics of information technology*. New Delhi, India: Syntax publication

Recommended Books / Suggested Readings:

1. Sinha, P. K. (2007). *Computer Fundamentals (6th ed)*. New Delhi, India: BPB Publications.
2. Kumar, B. (2017). *Computer Basics: For a Literate Living (1st ed)* . New Delhi, India: V&S Publishers

Weblinks:

1. https://www.youtube.com/watch?v=mEegX5sL6bI
2. https://www.youtube.com/watch?v=P4OxnEuVNzA

BAT201: Foundation Course in Food & Beverage Service
Credits: 4
LTP 400

Course Description: The course aims to equip the students with various aspects of food and beverage service. The course includes providing students information about the food and beverage service industry, the career opportunities available after students graduate and demonstrating the departmental organization structure which they will witness in the industry

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe standard requirements of food and beverage service outlets.

CO2: Differentiate between different service styles.

CO3: Analyze alcoholic and non-alcoholic classification of beverages.

CO4: Demonstrate about various methods of making cocktails and mock-tails.

Course Content

Unit I

Food Service Industry- Introduction to Food Service Industry, History and Sectors of Food service Industry, Types of Restaurants and their characteristics, Organization of F&B department of hotel, Principal staff of various types of F&B operations Personal Hygiene, Uniform & Grooming Standards, Furniture, Linen, Glassware, Tableware, Special and Miscellaneous equipment, Career Opportunities.

Unit II

Types of Food & Beverage Service- Waiter service, Self-service, Assisted service, Guéridon Service, Service sequence, factors influencing styles of service Tray, Trolley, Lounge, Room service, Buffet service etc. Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, and Mise-en-place &Mise-en-scene. Introduction about menu, Types of menu A'la Carte & Table D'hote. Laying and re-laying of cover for different menus.

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Unit III

Alcoholic and Non-Alcoholic Beverages- Nonalcoholic beverages- Introduction, Coffee, tea, aerated drinks, Juices, Water Alcoholic beverages- Introduction, Fermentation, Classification of Alcoholic drinks.

Unit IV

Making and Service of Beer, Wine and Spirits- Beer, Wine, Whisky, Vodka and Gin, Tequila, Brandy, Rum, Mocktails and Cocktails: Introduction, History, Methods of Mixing cocktails, Rules of mixing cocktails. Classic Cocktails- Recipes, innovative cocktails & mock tails (at least 5 from each base). Cocktail Bar Equipment, garnishes, decorative accessories.

Text Books:

1. Seal, P. P. (2017). Food and Beverage Management (1st Ed.). New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Singaravelavan, R. (2016). *Food and Beverage Service (2nd ed)*. Oxford University Press
2. Andrews, S. (2017). *Food & Beverage Service Training Manual (3rd ed)*. Tata Mc Graw Hill.
3. John Cousins, Dennis Lillicrap, Suzanne Weekes. *Food and Beverage Service, (9th ed.).* Hodder Education.

Weblinks:

1. https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_basics
2. http://hotelmanagementbusiness.blogspot.com/2009/11/food-and-beverage-service-introduction.html
3. https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/

BAT202: Tourism Resources of India
Credits: 5
LTP 500

Course Description: The course aims to equip the students with the varied tourism products of India such as natural resources and rich cultural heritage of India. The course includes the study of natural tourist resources, architectural marvels, spiritual and experiential resources of India.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on variety of themes.

CO4: Identify geographical locations of various tourist destinations.

Course Content

Unit I

Natural Tourism Resources-Concept of Resources, Tourism Product: Typology and unique feature. Natural Tourism resources in India: Wildlife Sanctuaries, National Parks in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Sunderbans, Kanha, Kaziranga, Gir, Dachigam, Ranthambhore)
Famous hill station of India: Mussoorie, Srinagar, Shimla, Munnar and Ooty.
Famous beaches in Goa, Kerala, Orissa. Andeman Nicobar & Lakshadweep islands.

Unit II

Architectural Marvels-
Popular Cities- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Madurai, Tanjore, Hampi, Ellora. Monuments- Location and unique feature: Kirtistambha (Chittor), Sher Shah Suri's Tomb (Sasaram), Sikandara (Agra), Bara Imambara (Lucknow), Konark Sun temple, Buland Darwza (Fatehpur Sikri), Rock cut caves (Mahabalipuram), Elephanta Caves (Mumbai).

Unit III

Spiritual Destinations-
Hindu: Charo Dham of India, Jyotirlingas, Kamakhya (Assam), Vaishnavadevi (Jammu), Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Nalanda, Sanchi, Ajanta. Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana. Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri. Sikh**:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Unit IV

Experiential Resources-
Art Forms of India: Major Dance Forms (Classical and Folk), Music. Crafts in India**:** Famous Handicrafts and Paintings of India. Fairs and Festivals: Importance and Role of Fairs and Festivals in Indian Tourism Industry; Major fairs and festivals of India: Kumbhmela, Onam, Mahashivratri, Holi, Baishakhi Teej, Dussehra, Diwali, Bihu Festival, Pushkar fair, Goa Carnival.

Text Books:

1. Agarwal, N. (2015). *Tourism and Cultural Heritage of India.* New Delhi, India: Aman Publications.

Recommended Books / Suggested Readings:

1. Gupta, S .P., Lal, K. and Bhattacharyya, M. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
2. Rajaram, K. (2018). *Facets of Indian Culture (27th ed.)*. New Delhi, India: Spectrum.

Weblinks:

1. https://www.incredibleindia.org/content/incredibleindia/en.html
2. https://epgp.inflibnet.ac.in/view_f.php?category=1873
3. http://m.kkhsou.in/EBIDYA/MGMT/MODIFY_tourist_india.html
4. https://opentextbc.ca/introtourism/

BAT203: Travel Agency Tour Operations
Credits: 4
LTP 400

Course Description: The course aims to equip the students with Tour operators and travel agencies which are one of the most important factors which have contribution to the expanding of the tourism movements. The course includes development of tour operating, setting-up tour packages, preparing the brochures, reservations and administration, marketing the tour operations on the basis of managerial field. About travel agency and travel business.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Design tour package and itineraries.

CO2: Establish and operate travel agency.

CO3: Explain about to organization structure and source of income of a travel agency

CO4: Familiar with visa formalities and other documentation

Course Content

Unit I

Travel Agency Business Perspective- Introduction: Evolution of travel agency; Significance of travel agency; Skills and competencies for running a travel agency; Travel agency business and its growth; Threats in travel agency; Procedure for setting up of Travel Agency and Tour Operating Enterprises, Approval from Dept. of Tourism (DOT)

Unit II

The Travel Agency and Tour Operator- The travel agency: Meaning, Concept, Types of travel agencies, Function of travel agent; The tour operator: Meaning, Function and Types of tour operator; Guide and escort. Itinerary: Meaning, concept, definition of itinerary, Basic information, Types of itinerary, Planning the itinerary, Resources of planning itinerary; Costing of a tour

Unit III

Tour Packaging and Travel formality- Tour Packaging: Concept, Meaning, Component of tour package, Types of Tour Package, Designing and development process, Negotiation with tourism supplier, costing of a package Tour, Financial evolution and pricing, marketing of a Tour package, Operation and execution of a Tour, Post Tour management. Travel Formality: Passport, Visa and Health Regulation along with Travel documents; Restricted Area Permit (RAP) and Inner Line Permit (ILP); Emigration and immigration; Travel insurance.

Unit IV

Tourism Organization- Need for tourism organization; International organization (IATA, PATA, UNWTO, WTTC, UFTAA); Government organization in India; (ITDC, TFCI, STDC, ASI); Private organization (TAAI, IATO). Case study: Thomas Cook, SOTC, Cox and Kings, Yatra.com, Makemytrip.com

Text Books:

1. Swain, S. K. and Jitendra (2017). *Tourism Principle and Practices*. New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Kamra, K. K., & Chand, M. (2015) *Basics of tourism theory operation and practice*. New Delhi, India: Kanishka Publisher Distributers.
2. Roday S., Biwal, A. and Joshi, V. (2016). *Tourism operation and management*. New Delhi, India: Oxford University Press.
3. Chand, M. (2007). Travel Agency Management: An Introductory Text (2nd Ed.). New Delhi, India: Anmol Publishers

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827
2. http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf

COM201: BUSINESS COMMUNICATION

Course Description: The course aims to equip techniques about presentations, communication at the workplace, and also the vocabulary used in the business-to-business (b2b) language. The course includes Strategic approach to communication including written and oral messages, inform and persuade, individual and team presentations, and tools and processes to increase collaboration among peers.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Use persuasive and professional language in speech and writing.

CO2: Demonstrate advanced interpersonal communication, business etiquette and relationship building skills.

CO3: Develop a good understanding and delivering effective presentations.

CO4: Discuss the importance of ethical communication Ethics in Business Communication.

Course Content

Unit I

Theory of Communication: Process of Communication, Verbal and Non-verbal communication, Modes of Communication, and Barriers to Communication

Unit II

Nature and Style of sensible Writing: Memorandum, Notices, Quotations/Tenders, Report Making, Minutes of Meeting, E-Mail (7D, 9D, 12D) Press Note, Resume, Complaint Letter, Inquiry Letter, Cover Letter, Confirmation Letter, Resignation Letter, Permission Letter and Job Application.

Unit III

Vocabulary Building: Words Often Confused and Words Often Misspelt, standard abbreviations, word formation, prefix, suffix, root words from foreign languages, punctuation (1D), phrases and clauses (1A-6B)

Unit IV

Grammar: Conditional Sentences, and Degrees of Comparison

Text Books:

1. Cambridge English Empower Elementary Student's Book by Cambridge University Press

Recommended Books / Suggested Readings:

1. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press
2. *Study Writing.* Liz Hamp-Lyons and Ben Heasly, Cambridge University Press.2006.
3. *On Writing Well. William* Zinsser. Harper Resource Book. 2001
4. *Practical English Usage. Michael Swan. OUP. 1995.*

COM 221: BUSINESS COMMUNICATION LAB
Credits: 1
LTP 002

Course Description: The course aims to equip the students with business communication principles through creation of effective business and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication. The course includes designing and mastering the most important communication skills, from professional writing presentations.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Acquire in-depth knowledge of principles of business communication.

CO2: Discuss the use of video in business messages.

CO3: Deliver high-quality oral presentations.

CO4: Develop Nonverbal communication, interview preparation and resume writing.

Course Content

Unit I

Listening Skills
Listening Exercises on Journeys (Unit 7), Fit and healthy (Unit 8), Clothes and shopping (Unit 9), Communication (Unit 10), Entertainment (Unit 11) and Travel (Unit 12)

Unit II

Presentation Skills
Making PPT and Presenting Power Point Presentation

Unit III

Phonological Skills
Pronunciation, syllables and word stress.

Unit IV

Speaking Skills

Interview skills
Text Books:

1. Cambridge English Empower Elementary Student's Book by Cambridge University Press

Recommended Books / Suggested Readings:

1. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press
2. *Study Writing.* Liz Hamp-Lyons and Ben Heasly, Cambridge University Press.2006.
3. *On Writing Well. William* Zinsser. Harper Resource Book. 2001
4. *Practical English Usage. Michael Swan. OUP. 1995.*

BAT221: Foundation Course in Food & Beverage Service Lab
Credits: 1
LTP 002

Course Description: The course aims to equip the students with various aspects of food and beverage service. The course includes providing students information about the food and beverage service industry, the career opportunities available after students graduate and demonstrating the departmental organization structure which they will witness in the industry

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe standard requirements of food and beverage service outlets.

CO2: Differentiate between different service styles.

CO3: Analyze alcoholic and non-alcoholic classification of beverages.

CO4: Demonstrate about various methods of making cocktail and mocktails.

List of Practical:

S. No.	Topic
01	Identification of F&B Service equipment, Care & Maintenance of F&B Service equipment
02	Holding Service Spoon & Fork
03	Carrying a Tray / Salver
04	Service of Water
05	Napkin Folds
06	Service of Juices
07	Service of Wines
08	Service of Beer (Bottled, Canned and Draft)
09	Service of whiskey, vodka, rum
10	Methods of making Cocktails
11	Spirit based Classical Cocktails

BAT225: Leadership Develop Camp
Credits: 2
LTP 000

Course Description: The course aims to strengthen the confidence, self-reliance, develop team spirit, and overcome fear. The course includes creating awareness about environment and issue that are degrading our natural resource and learning basic outdoor skill like camping, tent pitching, rope knots, basic cooking, survival and many more.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Develop critical and reflective thinking abilities.

CO2: Exhibit responsible decision-making and personal accountability.

CO3: Demonstrate an understanding of group dynamics and effective teamwork.

CO4: Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.

Leadership Development Course

In 2nd semester the student shall be sent for LDC for a period of 7 Days at Manali (HP) or similar destination. The student shall prepare activity report on daily basis. At the end of the LDC the student shall submit a report on LDC along with the power point presentation. The report will be assessed by the internal examiner. The training report will be assessed by external examiner and one internal examiner.

ENS001: Environmental Studies
Credits: 4
LTP 400

Course Description: The course aims to equip the students with causes and consequences of different kinds of global environmental problems and develop the thinking about the remedial measures of these problems. The course includes the scope of environmental study, ecosystem, natural resources, biodiversity and its conservation, various types of environmental pollutions and movements to save environment.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues.

CO2: Articulate the interdisciplinary context of environmental issues.

CO3: Identify and justify key stakeholders in humanities and social sciences that need to be a part of sustainable solutions.

CO4: Recognize the threats to diversity.

Course Content

Unit I

Introduction to environmental studies

Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere.

Scope and importance; Concept of sustainability and sustainable development.

Unit II

Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems:

a) Forest ecosystem
b) Grassland ecosystem
c) Desert ecosystem
d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III

Natural Resources: Renewable and Non-renewable Resources

Land Resources and land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Heating of earth and circulation of air; air mass formation and precipitation.
Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit IV

Biodiversity and Conservation

Levels of biological diversity :genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots
India as a mega-biodiversity nation; Endangered and endemic species of India
Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit V

Environmental Pollution

Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution
Nuclear hazards and human health risks
Solid waste management: Control measures of urban and industrial waste..
Pollution case studies.

Unit 6

Environmental Policies & Practices

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC).
Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context

Unit 7

Human Communities and the Environment

Human population and growth: Impacts on environment, human health and welfares.
Carbon foot-print.
Resettlement and rehabilitation of project affected persons; case studies.
Disaster management: floods, earthquakes, cyclones and landslides.
Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan.
Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8

Field work

Visit to an area to document environmental assets; river/forest/flora/fauna, etc.
Visit to a local polluted site – Urban/Rural/Industrial/Agricultural.
Study of common plants, insects, birds and basic principles of identification.
Study of simple ecosystems-pond, river, Delhi Ridge, etc

Recommended Books / Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson,B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology.

Sunderland: Sinauer Associates, 2006.

6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
7. McCully, P.1996. Rivers no more: the environmental effects of dams(pp. 29-64). Zed Books.
8. McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., Odum, h.T. & Andrews, J.1971. Fundamentals of Ecology.

Philadelphia: Saunders.

10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatement. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003.Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World Commission on environment and Development. 1987. Our Common Future. Oxford University Press.
21. www.nacwc.nic.in
22. www.opcw.org

BAT301: Event Planning & Management
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the basic knowledge about the Event Management and develop the skills needed to manage events related to Tourism Business. The course includes basic knowledge about event management, concept and designing of an event, management of events and major organization related the event industry in global and national level.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Exhibit the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

CO2: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict during the management of different events.

CO3: Demonstrate professional behavior and competencies in customer service

CO4: Analyze the challenges and opportunities of working effectively with people in a diverse environment

Course Content

Unit I

Introduction to Event Management- Nature and Importance; Types of Events; Meaning and definition of event management; Five C's of Event Management; Role of events for promotion of tourism; Roles and Functions of Event Manager; Need for event management; Key steps to a successful event.

Unit II

Concept and Design-Developing the concept; Theme of the event; Major considerations in developing venues of the event, Analysis of concept, Designing the event: Theme, Layout, Décor and supplies, Technical requirement, Catering; Logistics of the concept.

Unit III

Event Planning, Budgeting and Marketing - Event Planning: Meaning, Importance of event planning, Steps in event planning; Event Budgeting: meaning and importance; Sponsorship: meaning and sponsorship benefits for events and sponsors; Event Marketing: Marketing equipments and tools – Promotion, Media Relations and Publicity.

Unit IV

Event Management: Human resource management and events: Human resource planning process for events; Event evaluation: meaning and importance; Safety and Security Considerations in events: Occupational Safety and Health, Major Risks, Incident Reporting; Crowd Management and Evacuation: The Crowd Management Plan. Case Study**:** History, function and of ICCA; Roles and function of ICPB. Case study on Khumb Mela.

Text Books:

1. Lynn, V. and Brenda, R. (2004), *Event Management (2nd ed.)*, New Delhi, India: Pearson Publication

Recommended Books / Suggested Readings:

1. Bowdin, J. G., Allen, J., O'Toole, W. and Robert, H. (2006). *Event Management (2nd ed.)*. Great Britain: Elsevier.
2. Bladen, C., Kennell, J., Nick, E. A. (2017). *Events Management: An Introduction (2nd ed.).* New Dehi, India: Routledge.

Weblinks:

1. www.naco.uk.com/assets/Uploads/eventmanagement.ppt
2. https://www.thebalancesmb.com/event-management-vs-event-planning-whats-the-difference-4022871

BAT302: Airlines Management
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the management of airport and working procedure with respective equipment and responsibility. And also, to make aware about the infrastructure of airport and handling procedure. The course includes historical background of aviation and airport infrastructure with latest techniques-handing procedure and about dangerous goods.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Analyze the challenges and prospects of airline industry

CO2: Identify the parts of aircraft and their working procedure

CO3: Handle dangerous goods with proper technique

CO4: Competencies and skills in the field of airline operations

Course Content

Unit I

Introduction to the Aviation Industry- Major players in the airline industry; New airport development plans in India; Open sky policy; Warsaw convention; Challenges and opportunities in airline industry

Unit II

Airport Infrastructure & Procedures- Airport Structures; Types of Airports; Parts of aircrafts; Airport customs; Passenger facilities; Airport Layout: Airport Lounges, airport security systems; Baggage Handling Procedure: X Ray; Airport planning: Airport terminal planning; Airport operations; Airport functions; Organization structure in an airline.

Unit III

Airport Handling & Dangerous goods- Handling of Unaccompanied Minors and Disabled Passengers, Handling of Stretcher Passengers, Handling of CIP, VIP & VVIP; Co -Ordination of Supporting Agencies /Departments; Baggage Handling; Airport Security; Introduction to Dangerous Goods: Dangerous Goods Precautionary Measures, Enforcement and Reporting, Classifications of Dangerous Goods, List of Dangerous Goods, Emergency procedures, Non-Dangerous goods acceptance.

Unit IV

Institutional framework- Role of DGCA, Slot allocation: Methodology followed by ATC and DGCA; Management of bilateral Economic Regulations; Role of air traffic control: Airspace and navigational aids, Control processes; Airport authority of India (AAI): Role and Functions of airport authority of India; Airline privatization; Case studies in airline industry: Case study of five international airport.

Text Books:

1. Cook, G. N. and Billig B., (2017). *Airline Operations and Management (7th ed.).* New Delhi, India: Routledge.

Recommended Books / Suggested Readings:

1. Stephen S. (2011). *Airline Marketing and Management (7th ed.)*. New Delhi, India: Routledge
2. Rastogi, A. P. (2007). *Air travel ticketing and fare construction (1st ed).* New Delhi, India: Aman publisher
3. Maniriho, E. A. (2018). *Airline Cabin Crew Training Manual (1st ed.*). New Delhi, India: Notion Press.

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827
2. https://en.wikipedia.org/wiki/Airport_and_airline_management

BAT303: Tourism Destination of the World
Credits: 5
LTP 500

Course Description: The course aims to equip the students with diverse scope of international tourism and aware about the top rated, most visited country of every continent. The course includes about major tourist attraction of two country from each continent, France, Spain, Singapore, Russia, North & south, America, Australia and Africa.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe the spatial patterns of international and domestic tourism

CO2: Calculate the economic impact of tourism on geographic areas

CO3: Identify tourist attractions of regional, national and international with their significance

CO4: Identify world heritage sites of international country

Course Content

Unit I

France & Spain

France: Introduction, Over view of France, Interesting facts of France in terms of tourism sector, Various famous attraction of France: Eiffel Tower (Paris), St. Tropez (French Riviera), Palace of Versailles (Versailles); Spain: Geographical location of Spain, Interesting facts of Spain, Major tourist attraction of Spain, UNESCO world heritage site of Spain: Alhambra, Mezquita of Cordoba.

Unit II

Singapore & Russia

Singapore: Introduction, History of Singapore, Major information of Singapore, Interesting facts about Singapore, Top rated attraction of Singapore, Marina Bay Sands, Orchard Road, Sentosa Island, Universal Studio; Russia: Geographic location of Russia, basic information about Russia, Famous tourist attraction of Russia: Saint Basil's Cathedral, Hermitage Museum, Moscow Kremlin, Lake Baikal.

Unit III

North America and South America

Geographical location of North America and South America, Major important information about America tourism, Famous tourist attraction of NA & SA America: Washington DC United States, Niagara Falls, Ontario, Canada Banff National Park, Alberta, Canada The River of Five Colors, Colombia, Mount Fitzroy, Argentina-

Unit IV

Australia & Africa

Australia: Introduction and geographical location of Australia, Sydney Opera House, Great Barrier Reef Marine Park, Sydney Harbors Bridge, Table Mountain; South Africa: Introduction and geographical location of Africa, Victoria Falls; Zambia; Zimbabwe; Egypt: Introduction and geographical location of Egypt, Pyramids of Giza.

Text Books:

1. Kshitiz, S. (2014). *Introduction to tourism management, (2nd ed.).* New Delhi, India: McGraw hill education.

Recommended Books / Suggested Readings:

1. The Travel Book (2016). *A Journey Through Every Country in the World, (2nd ed.).* Publisher: Lonely Planet

Weblinks:

1. https://www.lonelyplanet.com/places

BAT304: Room Division Operations
Credits: 3
LTP 300

Course Description: The course aims to equip the students with the knowledge of work areas, functions and relationship pertaining to the room's division components of a hotel and resort. The course includes the basic operational component of front office and housekeeping. Elements of guestroom layouts, tariff structure and cleaning science are also included.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Classify various types of hotels and guest rooms.

CO2: Describe the role of guestroom operations and the relationship between the front office, housekeeping, and maintenance departments

CO3: Demonstrate a wide range of skills related to the front office & housekeeping department

CO4: Identify the career path in room division department

Course Content

Unit I

Introduction to Hospitality Industry- Introduction, Concept, and its importance; Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and others in India, Organization Structure of Hotels; Origin, growth and development of Hotel Sector in India (ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India: Hilton, Marriott, Hyatt, Introduction to room division department.

Unit II

Hotel Front Office- Front Office Introduction, Functions and its importance, Different sections of the front office department and their layout and importance: Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination, Organization structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards, a career in the front office department

Unit III

Hotel Housekeeping- Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department, Attributes and Qualities of the Housekeeping staff, Hygiene and Grooming Standards of Housekeeping Personnel, Organizational framework of the Department, Role of Key Personnel in Housekeeping, Job Description, Inter departmental Coordination with front office and the Maintenance department.

Unit IV

Basic Operations- Guest cycle, Stages of guest cycle, Tariff & basis of tariff charging, Different types of room rates, Different types of rooms, Layouts, Salient Features, Guest Room amenities, supplies and services, Floors, Floor Pantries, Guest Safety on Floors, Basics of cleaning science

Text Books:

1. Tiwari, J. R. (2016). *Hotel Front Office (2nd ed.).* New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Bhatnagar S.K (2013). *Front Office Management (2nd ed.).* New Delhi, India: Frank Brothers.
2. Raghubalan G. (2016). *Hotel Housekeeping Operations & Management (3rd ed.).* New Delhi, India: Oxford University Press.
3. Andrews Sudhir. (2013). *Hotel Front Office a Training Manual (3rd ed.).* New Delhi, India: Tata McGraw-hill.
4. Andrews Sudhir. (2013). *Hotel Housekeeping a Training Manual (3rd ed.).* New Delhi, India: Tata McGraw-hill.

Weblinks:

1. https://epgp.inflibnet.ac.in/view_f.php?category=1829
2. https://www.studocu.com/en/document/griffith-university/rooms-division-management/lecture-notes/2216hsl-full-note-rooms-division-management/451239/view
3. https://www.coursehero.com/file/10813051/Introduction-to-the-Rooms-Division-Notes/

BAT305: Accounting in Tourism and Hospitality
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the basic knowledge about the various accounting procedures. The course includes basic knowledge about accounting, primary and secondary books, cash book, trial balance and depreciation.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Develop the ability to use a basic accounting system.

CO2: Expand their knowledge about all entries in book and about all journals used in accounting.

CO3: Use the accounting information to solve a variety of business problems.

CO4: Apply the accounting rules in determining financial results.

Course Content

Unit I

Introduction to Accounting-Meaning and definition; Types and classification; Principles of accounting.

Unit II

Primary and Secondary Books-Journal and Journalizing; Format; Rules of debit and credit; opening entry; simple and compound entry.

Unit III

Cash Book-Meaning, Advantages; Simple, double and triple column cash book; petty cash book with impress system; subsidiary books; Trial Balance: Meaning, Methods, Advantages, Limitations

Unit IV

Final Accounts: Meaning, Procedure for preparation of final accounts; Trading accounts; Profit and Loss accounts and balance sheet; Depreciation: Meaning, Types and advantages

Text Books:

1. Rawat, G. S., Negi, J. S. M. and Gupta N. K. (2017). Elements of Hotel Accountancy *(8th ed.)*. New Delhi, India: Aman Publications.

Recommended Books / Suggested Readings:

1. Sofat, R. and Hiro, P. (2014), *Basic Accounting (2nd ed.)*, New Delhi, India: PHI Learning.
2. Rawat, G. S., Negi, J. S. M. and Gupta N. K. (2017). *Elements of Hotel Accountancy (8th ed.)*. New Delhi, India: Aman Publications.

Weblinks:

1. https://study.com/academy/lesson/financial-accounting-for-the-hospitality-industry.html
2. https://tourismnotes.com/travel-agency-accounting/

BAT324: Room Division Operations lab
Credits: 1
LTP 002

Course Description: The course aims to equip the students with the practical aspect of room division operations. The course includes the basic operational elements such as identification and use of equipment, telephone handling and guest handling on various stages of guest cycle.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Identify and use various equipments and cleaning agents use in accommodation services

CO2: Perform the front office functions such as telephone handling and basic check in process.

CO3: Demonstrate a wide range of skills related to the front office & housekeeping department

CO4: Place the guest room supplies on their appropriate place and appropriate numbers.

List of Experiments:

1. Appraisal of front office layout and equipment
2. Welcoming of a guest
3. Telephone handling and Phonetic Alphabets
4. Role play (I)- Reservation
5. Role play (I)- Arrival Procedure
6. Role play (II)- Checkout Procedure
7. Sample Layout of Guest Rooms: Single room, Double room, Twin room, Suite
8. Guest Room Supplies and Position
9. Floor cleaning (Sweeping and Mopping dry, wet)
10. Cleaning Equipment (manual and mechanical)- Familiarization, Function
11. Cleaning Agent- Familiarization according to classification, Function

BAT401: Sustainable Tourism Planning & Development
Credits: 4
LTP 400

Course Description: The course aims to equip the students with theoretical inputs as well as practical issues of sustainable tourism development. The course include concept of sustainability, sustainable planning and development, responsible tourism and stockholders of sustainable tourism

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Evaluate several important issues related to sustainability

CO2: Analyze several important tourism planning approaches and models with new policy

CO3: Demonstrate role of responsible-tourism as an effective tool for sustainable development

CO4: Identify key stakeholders involved in tourism planning and policy-making

Course Content

Unit I

Introduction to Sustainable Tourism- History of Sustainability, Early Conceptions of Sustainability, Need for Sustainable Tourism and Development, Sustainable Development, Approaches to Sustainable Tourism: Global Initiative under Quebec City and Oslo Conventions,

Unit II

Sustainable Planning and Development- Design Considerations for Tourism Facilities, Climate Analysis, Locality Analysis and Site Analysis, Design for Environment, Socio Economic Conditions, Culture and Experimental Values, Community Participation in Tourism Planning, Case Studies.

Unit III

Responsible Tourism- Concepts and meaning of responsible tourism, General and Current Trends in Tourism Development and Its Impacts. Sustainable Tourism Planning. Demand factor, supply factor long range and strategic planning, public involvement in planning, Protected Areas as Sustainable Destinations-Major Wildlife Sanctuaries, Bird Sanctuaries, National Parks, Biological Reserves and Community Reserves, Role of wild life sanctuaries in sustainability. Case study of Assam and Arunachal as a protected area

Unit IV

Role of Different Agencies in Sustainable Tourism- Voluntary Sector, Host Community, Media, Tourist in Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in Promotion of Sustainable Tourism, Standardization and Certification for Tourism Sustainability, Role of WTTC, UNWTO, PATA, UNEP, IUCN in Sustainable Tourism Development. Global Significance of Sustainable Tourism- Agenda 21 for Travel and Tourism Industry.

Text Books:

1. Weber, L. (2016). *Sustainable Tourism Development*. Willford Press.

Recommended Books / Suggested Readings:

1. Manhas, P. S. (2012). *Sustainable and Responsible Tourism- Trends Practices and Cases*. New Delhi, India: PHL Learning
2. Elizabeth Becker (Simon & Schuster, 2013). The Exploding Business of Travel and Tourism.
3. Lund-Durlacher, D. (2013). *International Cases in Sustainable Travel & Tourism*. Good fellow Publishers.

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827
2. https://tourismnotes.com/sustainable-tourism/

BAT402: Air Cargo Management
Credits: 4
LTP 400

Course Description: The course aims to equip the students to learn about the air cargo operations. The course includes providing students with a good understanding of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Apply ground handling principles of air cargo

CO2: Formulate effective solutions for air cargo terminal operations.

CO3: Analyze aircraft types to different combinations of passenger / freight airlines and all-cargo airlines

CO4: Handle import/export and claims activity

Course Content

Unit I

Introduction to Airline Industry- Regulatory Bodies, Navigation systems, Air Transport System: Functions, Customers, Standardization, Management, Airside, Terminal Area, Landside Operations, Civil Aviation, Safety and Security, Aircraft operator's security program, Security v/s Facilitation. ICAO security manual, Training and awareness, Rescue and fire, fighting, Issues and challenges, Industry regulations, Future of the Industry.

Unit II

Introduction to Air Cargo- Aviation and airline terminology, IATA areas, Country, Currency, Airlines, Aircraft: lay out, Different types of aircraft, aircraft manufacturers, ULD, International Air Routes, Airports codes, Consortium, Hub & Spoke, Process Flow.

Unit III

Airline Marketing and Customer Service- Standardization in Logistics, Air freight Exports and Imports, Sales & Marketing: Understanding Marketing, Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control; Consignee controlled cargo, Sales leads, Routing Instructions, Customer service, Future trends.

Unit IV

Cargo operation- Advices, Booking, SLI, Labeling, Volume/ Weight Ratio, Shipment Planning, TACT, Air Cargo Rates and Charges. Cargo operations, Customs clearance; Air Freight Forwarding: Air freight Exports and Imports, Special Cargoes, Documentation, Air Way Bill (AWB), Handling COD shipments, POD, Conditions of contract, Dangerous (DGR) or Hazardous goods.

Text Books:

1. Sales, M. (2016). *Air Cargo Management Air Freight and the Global Supply Chain (2nd ed.)*. New Delhi, India: Routledge.

Recommended Books / Suggested Readings:

1. Senguttuvan, P. S. (2006). *Fundamentals of Air Transport Management (1st ed.).* Excel Books.
2. Kinnison, H. A. and Siddiqui, T. (2013). *Aviation Maintenance Management (2nd ed.).* McGraw-Hill Professional Publishing.

Weblinks:

1. https://epgp.inflibnet.ac.in/search.php
2. https://www.scribd.com/document/376970069/Air-Cargo-Operations-Lecture-Notes-1

BAT403: Marketing for Hospitality and Tourism
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the fundamental of marketing aspects of hospitality and tourism sector with new technology. The course includes about marketing and selling techniques with the help of advertisement and public relation

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products

CO2: Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities

CO3: Analyze behavior in tourism consumption for segmentation and target marketing

CO4: Develop and manage tourism and hospitality products for diverse consumers

Course Content

Unit I

Introduction- Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange &Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Challenges to hospitality and tourism marketing.

Unit II

Tourism Marketing system and Marketing Mix Elements- Tourism marketing system: internal environment, external environment, micro environment; Marketing mix: Product, Place, Price, Promotion, (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality).

Unit III

Expanded Marketing Mix and Modern Marketing: People, Process and Physical evidence (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality); Modern marketing concepts: Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing.

Unit IV

Technology in Tourism Marketing- Introduction, technology in tourism marketing, multimedia, virtual reality and virtual tour, online travel or electronic tourism, using website for tourism marketing, impact of online business on existing intermediaries.

Text Books:

1. Chaudhary, M. (2010). *Tourism Marketing (1st ed.).* New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Philip, K., John, T. & James M,(2016). *Marketing for hospitality and tourism (6TH ed.).* New Delhi, India: Pearson India education.
2. Prasana, K. (2016). *Marketing of hospitality and tourism services (2nd ed).* New Delhi, India: Mc Graw Hill education India.
3. Devashish, D. (2011). *Tourism marketing (1st ed).* New Delhi, India: Pearson India education service.

Weblinks:

1. https://epgp.inflibnet.ac.in/ahl.php?csrno=1827
2. https://opentextbc.ca/introtourism/chapter/chapter-8-services-marketing/

BAT404: Automation in Tourism Airlines & Hospitality Industry
Credits: 4
LTP 400

Course Description: The course aims to equip the students with technology part which is using in aviation and tourism industry and aware about air fare and ticketing. The course includes history of automation and technology using in aviation and tourism industry. Role of CRS and amedus in tourism and aviation industry.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Recognize the economic aspects of airline operations, including airline financing

CO2: Use of amedus command

CO3: Map the airline air fare structures and distinguish revenue management systems

CO4: Use cartography and identify the national international location on map.

Course Content

Unit I

Automation in The Tourism Industry- Introduction, Meaning, Concept of Automation, History of Automation, Automation Tools, Impacts of Automation in Tourism: Introduction, Importance of Information Technology in Tourism, Automation in the hotel and airlines.

Unit II

Introduction to Computerized Reservation System- Introduction, The need for a CRS system, History of the CRS system, Use of the CRS by Airlines and Travel Agents, Benefits and importance of the CRS system to the Travel trade, Introduction to Amadeus, Basic commands applicable to Amadeus.

Unit III

Air travel fares and ticketing rules- Air fare, types of fares, Components of an electronic ticket, Types of tickets: Manual ticket/ Automated Ticket/ e-ticket, Ticket coupons, Difference between I ticket and e-ticket, Special fares, various kinds of special fares classes of services, Ticket validity, overbooking, delays and cancellation, cancellation and change fee.

Unit IV

Organization & Case study

IATA- Role and function of IATA, ICAO roles and function of ICAO. Case study: Amedus, Galileo, World span, Sabre, Qantas airline, Lufthansa airline.

Text Books:

1. *Automation in Tourism Industry, Airlines & Hospitality (2017)*. 3G E-Learning LLC.

Recommended Books / Suggested Readings:

1. Peter B, Cook, Cynthia B, (2015). *The Global Airline Industry (Aerospace Series) (2nd ed.).* Wiley-Blackwell.
2. Fred M., (2015). *Introduction to Aviation (1st ed.).* Author house
3. Sunetra, R. (2015). *Tourism operation and management (2nd ed.)*. New Delhi, India: Oxford.

Weblinks:

1. https://accurascan.com/blog/detail/automation-in-travel-industry-disruption-or-transformation
2. https://www.geospatialworld.net/blogs/digital-transformation-in-travel-and-tourism-the-customer-journey/

BAT405: Tourism Resources of Punjab
Credits: 3
LTP 300

Course Description: The course aims to equip the students with the varied tourism products of Punjab. The course includes the study of tourist resources of Punjab state and tourism policy of the state.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Identify geographical locations of various tourist destinations.

CO2: Create awareness about the touristic resources of Punjab.

CO3: Conceptualize and prepare a tour itinerary of destinations in Punjab.

CO4: Describe and analyze the various policies initiatives by Punjab Tourism Development Corporation.

Course Content

Unit I

Natural Tourism Resources of Punjab:
Geographical and historical background of Punjab.
Abohar Wildlife Sanctuary, Karike Wildlife Sanctuary, Jhajjar Bacholi, Bir Moti Bagh Wildlife Sanctuary, Bir Bhadson Wildlife Sanctuary.

Unit II

Architectural Marvels and Pilgrimage Destinations:
Location and unique feature: Golden Temple and Durgiana Temple (Amritsar), Shaheed-E-Azam Sardar Singh Museum (Jalandhar), Qila Mubarak Complex (Patiala), Maharaja Ranjit Singh Fort (Phillaur), Virasat-e-khalsa (Anandpur Sahib).

Unit III

Experiential Resources-
Folk dance and music, Handicrafts, Festivals (Holah Mohalla, Baisakhi, Rural Olympics), Heritage Walks (Amritsar and Patiala).

Unit IV

Punjab tourism development corporation (PTDC): Organization Structure; Farm Tourism Policy; Punjab State Cultural Heritage Policy, 2017; Punjab State Tourism Policy 2018; Bed and Breakfast Scheme-2013.

Text Book(s):

1. Singh, G. (2012). *Punjab History Culture and Literature*. Unistar books.

Recommended Books / Suggested Readings:

3. Singh, K. (2018). *Punjab, Punjabis and Punjabiyat: Reflections on a Land and its People*. Aleph Book Company publisher
4. *Know Your State Punjab* (2018). English, Paperback, Arihant Experts.
5. A. Hardie, (2016). *Orange Culture in the Punjab*. Palala Press.

Web links:

1. www.punjabtourism.gov.in
2. http://pbforests.gov.in/Sanctuaries.html
3. https://www.nativeplanet.com/travel-guide/topmost-historical-places-to-visit-in-punjab-004570.html

BAT406: Transport Management
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the varied transport system used in tourism industry. The course includes the study of different modes of transport such as air, road, rail and water system.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe the significance and role of various modes of transportation in tourism industry.

CO2: Analyze the influence of transport on tourism development.

CO3: Articulate various luxury and heritage toy trains available especially for the tourists in India.

CO4: Describe and analyze the various scheme and policy initiatives by Indian government for the transport sector.

Course Content

Unit I

Introduction to Transport Systems and Aviation-
Importance of transport in tourism; trends and issues of transport management; impacts of transportation.

Aviation: Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply.

Unit II

Road Transport- Introduction and overview of road transport industry in the world and in India; Classification of Roads in India: National Highway, freeways, state highways, district roads, village roads, border roads; Indian government initiatives: Golden quadrilateral, Bharatmala paryogna; Car rentals: introduction, present scenario and future challenges; advantages and problems of road transport in India; documentation for road tourist transport in India.

Unit III

Rail Transport- Introduction and history of railways around the world and in India; major railway systems of the world - Amtrak, Euro Rail, Brit Rail, Japan railways; Indian railways: IRCTC, types of railway tracks; luxury tourist trains: Palace on Wheels, Golden Chariot, Maharaja Express, Royal Orient, Deccan Odyssey, heritage toy trains of India; Indrail pass.

Unit IV

Water Transport- Introduction and history of water transport system around the world and in India; future prospects of water transport in India; Types of water transport in India: Inland, coastal and oceanic;

Cruise and ferries: introduction and history; major cruise liners in India and world (The Oberoi Motor Vessel Vrinda, River Ganges heritage cruise, Royal Caribbean, Seven sea explorer, Superstar Libra); impacts of cruises on tourism.

Text Book(s):

1. Dileep, M. R. (2019). *Tourism, Transport and Travel Management (1st Ed)*. Routledge.

Recommended Books / Suggested Readings:

1. Swain, S. K. and Mishra, K. (2017). *Tourism Principles and Practices (3rd ed.).* New Delhi, India: Oxford University Press.
2. Roday, S., Biwal, A. and Joshi, V. (2015). *Tourism Operations and Management (8th ed.).* New Delhi, India: Oxford University Press.

Weblinks:

1. http://www.indianrailways.gov.in/
2. https://in.musafir.com/Blog/toy-trains-of-india.aspx
3. https://www.cruisehive.com/cruise-features/top-10-biggest-cruise-ships-in-the-world
4. https://www.ibef.org/industry/roads-india.aspx
5. https://www.iaspreparationonline.com/national-waterways/

BAT421: Work shop on First Aid Lab (P)
Credits: 2
LTP 004

Course Description: The course aims to equip the students to deliver first aid in case of emergencies and to handle emergency situation. The course includes core grammar and vocabulary input alongside a mix of skills. Each unit ends with a consolidation of core language from the unit and focuses on writing within the context of a highly communicative mixed-skills lesson.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Demonstrate basic first aid skills needed to control bleeding and immobilize injuries.

CO2: Demonstrate skills to provide one and two-person cardiopulmonary resuscitation to infants, children and adults.

CO3: Recall rationale and technique for automated external defibrillation.

CO4: Demonstrate proper use of pocket mask during resuscitation attempts.

Course Content

UNIT I

First Aid-Know the basics of first aid, including, Rescuer duties, Victim and rescuer safety Phoning for help Finding the problem after the emergency. List the first aid steps- Medical emergencies, including: Breathing problem Choking Allergic actions. Heart attack, Fainting Diabetes and low blood sugar, Stroke Seizures Shock.

UNIT II

List the first aid steps for injury emergencies, Including-Bleeding Wounds Head, neck, and spine injuries Broken bones and sprains Burns and electrical injuries, Bites and stings Temperature related emergencies, Poison emergencies.

UNIT III

CPR/AED- Explain how to give CPR to an adult, child, and infant. Explain how to use an AED. Explain how to use a mask. Explain how to use a bag mask. Explain how to do rescue breathing for adult, child and infant. Explain how to help a chocking adult, child, and infant. List signs of choking.

UNIT IV

Psychomotor Objectives-First Aid-Demonstrate the correct way to remove protective gloves. Demonstrate how to use an epinephrine pen for a severe allergic reaction. Demonstrate how to stop bleeding. Demonstrate how to apply a bandage over a dressing. Demonstrate how to splint.

BAT501: Tourism Entrepreneurship
Credits: 4
LTP 4 0 0

Course Description: The course aims to equip the students with an understanding of entrepreneurship and the role played in the hospitality industry. The course includes the concept of entrepreneurship, entrepreneurship issues, business environment and role of entrepreneur in the development of tourism and hospitality industry

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Evaluate the parameters to assess opportunities and constraints for new business ideas, the ability to discern distinct entrepreneurial traits.

CO2: Demonstrate how to start new venture in tourism field.

CO3: Evaluate the systematic approach to select and screen a business idea.

CO4: Design strategies for successful implementation of ideas.

Course Content

Unit I

Introduction to Entrepreneurship- Entrepreneurship, Definition role and expectation. Entrepreneurial motivation Entrepreneurship opportunities in tourism Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization

Unit II

Entrepreneurship- Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Business Plan: Preparation and Elements of Business Plan, Feasibility Report. Meaning, Importance and Scope for Human Resource Management, Manpower Development needs for Tourism Development, Social responsibility & Business Ethics, Managing with uncertainties, stress management and positive reinforcement & Challenges in business,

Unit III

Business Environment- Institutional Interface and Set up, Government Policy; Tourism enterprises/units eligible for assistance under MOT scheme. Management issues and Case Studies-Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e. Taj, Radisson, Welcome, etc.

Unit IV

Role of Entrepreneur- Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries with emphasis on tourism, foreign earnings etc.

Text Books:

1. Pattajoshi, B. (2018). *Entrepreneurship in the Hospitality, Tourism and Leisure Industries* (1st ed.). Edu creation Publishing

Recommended Books / Suggested Readings:

1. Desai, V. (2010). *Entrepreneurship & Small Business Management*. Himalaya Pub.
2. Roy, R. (2015). *Entrepreneurship (3rd ed.).* New Delhi: India. Oxford University Press.
3. Drucker, P. *Innovation & Entrepreneurship (2nd ed.)*.

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827
2. www.yourarticlelibrary.com/essay/tourism...entrepreneur-and-entrepreneurship/41107

BAT502: Adventure Tourism
Credits: 4
LTP 400

Course Description: The course aims to equip the students with practical exposure of adventure activity. And how to start entrepreneurship in adventure. The course includes all type of adventure activity such as air based, land based and water-based adventure activity

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Examine the growth and development of adventurous activities

CO2: Evaluate the role of leadership and group/team dynamics involved in adventure activities and apply the knowledge.

CO3: Do water-based adventure activity and land-based adventure activity

CO4: Start venture in adventure tourism field

Course Content

Unit I

Adventure Tourism- Introduction, Meaning, Concept of adventure tourism, classification of adventure tourism: Types of Adventure Tourism, Importance of Adventure tourism in Tourism Industry, Scope of Adventure Tourism.

Unit II

Adventure on Ground & water- Types of adventure activity on ground and water level: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, Parkour, snowboarding Mountain biking, Heli skiing, Water: River running, canoeing, kayaking, white water rafting, diving, rowing, surf boating, wind surfing, River reading, scuba diving, White water Kayaking, wake boarding.

Unit III

Adventure in Air & Future Prospects- Ballooning, parachuting, sky diving, paragliding, Para sailing, para gliding, soaring, hang gliding, bungee jumping, Air Safari; Future prospects of adventure tourism in India; Importance of human resource in adventure tourism; emerging trends of adventure tourism.

Unit IV

Brief introduction of Location- Nepal, Himachal, Uttarakhand and Sri Nagar: Scope of adventure tourism in these areas. Benefits of adventure tourism; Adventure entrepreneurship: setup of small business in adventure.

Text Books:

1. Beard, C., Swarbrooke, J., Pomfret G. (2015). *Adventure Tourism (1st edition)*. New Delhi, India: Routledge.

Recommended Books / Suggested Readings:

1. Satyendra M. (2006). *Potential Adventure Tourism in India (2nd ed.),* , Agam Kala Prakashan
2. Kamra, K. K. and Chand, M. (2015). *Basics of tourism theory operation and practice*. New Delhi, India: Kanishka publisher and distributers.

Weblinks:

1. https://www.youtube.com/results?search_query=adventure+tourism+in+india
2. https://tourismnotes.com/adventure-tourism/

BAT503: Resort Management
Credits: 4
LTP 400

Course Description: The course aims to equip the students with an overview of resort management and operations along with the principles of successful marketing, management, and development of a resort. The course includes review of the history of the growth of resorts, expansion of resorts worldwide, and their operations and characteristics. Students will gain exposure to the wide range and high level of services and activities expected by resort guests and offered by today's resorts.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe the history, growth, and development of resorts and the gaming industry

CO2: Discover the process of resort planning and development, and the basic elements of a resort complexes.

CO3: Recognize key recreational activities and facilities common to resorts and summarize current developments in casino gaming, resorts, and the future trends

CO4: Identify key components of the organizational structure, supervising personnel, wage and salary administration

Course Content

Unit I

The Concept of Resort- The History and Characteristics of Resorts, Indian Scenario, The Development of Gaming, Resorts in the 21st Century – a comparison

Unit II

Resort Planning and Recreational Activities- Investment Consideration, The Role of Planning and Management, Facilities, Grounds Maintenance, the Leisure Concept, Food and Beverage planning. Recreational Activities- Golf, Tennis, Snow Sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature Loading facilities, landscaping, Theme Resorts.

Unit III

Resort Management, safety and Security- Personnel organization and Human Relations, Wage and Salary Administration, Employee Productivity, Labor force (hiring, retention, turnover) Policy in Gaming, Resort Operation, and Human Relations. Safety and Security: Rules and protection in Casino management planning, Guest Safety, Surveillance, Human Resource Training

Unit IV

Marketing the Resort Experience- Resort Marketing and Sales Promotion, Market Segmentation and potential guest markets, Advertising, Promotion, and Publicity, The Casino concept in relation to other Resort services, Customer service.

Text Books:

1. Mill, R. C., (2011). *Resorts: Management and Operation (3rd ed.).* John Wiley and Sons.

Recommended Books / Suggested Readings:

1. Gee, C. Y., (2010). *Resort development and management. (3rd ed.)*. East Lansing, MI: Educational Institute of the American Hotel & Motel Association.

Weblinks:

1. http://eportal.bihc.ac.ke/course/index.php?categoryid=13
2. https://www.coursehero.com/file/21840415/Resort-Management-Exam-1-Study-Guide-with-notes/

BAT504: E-Tourism
Credits: 4
LTP 400

Course Description: The course aims to equip the students with theoretical inputs as well as practical issues of information technology in tourism. The course include concept of information technology in tourism, Galileo, online reservation, internet as a marketing tool

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Implement the uses of information technology in tourism

CO2: Demonstrate the concept of internet as a marketing tool

CO3: Evaluate the impact of information technology on tourism and travel sector.

CO4: Evaluate the Use of CRS/Galileo in reservation

Course Content

Unit I

E-tourism- Introduction to E- tourism, electronic technology for data processing and communication, use of IT in tourism, wireless technology, Digital convergence; Cyber ethics,cyber threats, cyber security, privacy issues, cyber laws.

Unit II

Internet as a marketing tool- Online reservations, online airport checks in, Credit cards and net banking, Digital security in Tourism – CCTV, Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport, E-marketing

Unit III

Typology of E-tourism- Business models- Business to Business (B2B)- Business to Consumer(B2C)- Consumer to Business (C2B), Consumer to consumer (C2C), Business to Employee(B2E) and Business to Government (B2G).

Unit IV

Global Distribution System- History and evolution- GDS & CRS, Hotel distribution system- Amadeus, Galileo, World Span, Sabre. Online ticketing: Travel portals and case study of Yatra.com, Make My Trip.Com, Cleartrip.Com, Expedia, Internet as a tool for tourism promotion

Text Books:

1. Buhalis D. (2008). E-tourism: Information Technology for Strategic Tourism Management, Routledge.

Recommended Books / Suggested Readings:

1. Poon A. (1998). Tourism, Technology and Competitive Strategies. CABI.
2. Rayport J.F. & Jaworski B.J. (2002). Introduction to Ecommerce, McGraw-Hill.

Weblinks:

1. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827

BAT505: MICE Tourism
Credits: 4
LTP 400

Course Description: The course aims to equip the students with the essentials of Event management and will enable student to recognize the market value of MICE tourism. The course includes basic knowledge about MICE business.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Describe the principles, practices and operational issues pertaining to MICE in tourism industry

CO2: Analyze the significance of MICE industry as part of the overall event sector.

CO3: Assess the wide range of operational and management task necessary in order to manage MICE events successfully.

CO4: Identify the various travel industry fairs and their benefits for the growth of travel business.

Course Content

Unit I

Introduction to MICE: Definition, Components of MICE; evolution of meetings, incentives, convention and expositions; characteristics of conferences / conventions; MICE as a supplement to Tourism; Sector involved in MICE business.

Unit II

Conference: The nature of conference markets; the structure of conference industry; the demand for conference facilities; conference management; role of travel agencies in the management of conferences.

Unit III

Meeting – Major attributes of meeting planners; Types of meeting and meeting planners; Convention and visitor bureaus: Bureaus structure and funding.

Incentive: Growth of incentive travel and incentive program; motivation for incentive travel.

Unit IV

Travel Industry Fairs/Exhibitions – Benefits of Fairs participation; ITB, WTM, ATM FITUR, KTM, IITM, SATTE, CII-Events, PATA Travel Mart.

Text Books:

1. Rogers, T. (2008). *Conferences and Conventions - A global industry (2nd ed.)*. Great Britain: Elsevier

Recommended Books / Suggested Readings:

1. Fenich, G.G. (2005). *Meetings, Expositions, Events and Conventions- An Introduction to the Industry (3rd ed.)*. New Delhi, India: Pearson/Prentice Hall.
2. Lynn, V. and Brenda, R. (2004), *Event Management (2nd ed.)*. New Delhi, India: Pearson Publication.
3. Annamalai Murugan, A. (2015). *Event Tourism And Cross Cultural Communication (1st Ed.).* New Delhi, India: Laxmi Publications.

Weblinks:

1. https://www.tripsavvy.com/what-is-mice-in-the-travel-industry-3252496
2. www.indialine.com/travel/mice/

BAT506: Tourism Policy in India
Credits: 4
LTP 400

Course Description: The course aims to equip the students with key concepts in tourism policy and planning from a social, ethical and global perspectives. The course includes about tourism planning in India, policy formulation for tourism, tourism scenario in Indi, place of tourism in five years plan of India and international agreements.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Discuss the different phases of Indian tourism policy making journey.

CO2: Demonstrate superior skills to appropriately locate and evaluate tourism policy, planning information, sustainable tourism practices.

CO3: Apply analytical skills and critical thinking for creative and thoughtful problem-solving in sustainable tourism policy and planning

CO4: Analyze the significance of international tourism agreements.

Course Content

Unit I

Tourism Planning in India- Concept, Need, Objective of tourism planning, Steps in Tourism Planning Process; Levels Tourism Planning; Urban and rural tourism planning; Indian tourism planning in context of International Agreements: Open Sky Policy, GATS agreement, Sustainable Development Goals (SDGs).

Unit II

Policy Formulation in India- Concept of Policy, Types of Policy, Process of formulating tourism policy. India's National Tourism Policy: 1982, 2002 and draft of 2015. National Tourism Action Plan, 1992 Tourism organizations involved in tourism planning and their role.

Unit III

Tourism and Five-Year Plans in India- Tourism in context of five-year plans of Government of India; Status of Tourism as an industry in India; Tourism and NITI Aayog; Tourism investors meet.

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions; FICCI; CII and ASSOCHAM.

Unit IV

Case Study- Tourism Planning and Policy: Rajasthan Tourism Development Corporation, Kerala, Madhya Pradesh, Gujarat and Assam.

Text Books:

1. Bhandari, A. K. (2013). Tourism in India: An economic activity (1st ed.). New Delhi, India: Har-Anand Publicatins.

Recommended Books / Suggested Readings:

1. Sharma, J. K. (2004). *Tourism Planning and Development (13th ed.).* New Delhi, India: Kanishka Publishers.
2. Sharma, P. (2013). Tourism Policy and Planning (1st edition). New Delhi, India: Random Publications;

Weblinks:

1. http://tourism.gov.in/tourism-policy
2. http://pib.nic.in/newsite/PrintRelease.aspx?relid=169063
3. https://destinationreporterindia.com/2018/01/30/key-pillars-of-indias-futuristic-tourism-policy/

BAT507: Public Relations & Tourism Journalism
Credits: 4
LTP 400

Course Description: The course aims to equip the students to know the value of journalism in tourism field. The course includes public relations, principles of public relations, process, target audience and journalism ethics, design and principles.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Demonstrate the functions of public relations in a Tourism sector.

CO2: Identify Public relations and Travel Journalism as a career option.

CO3: Apply appropriate public relation strategy.

CO4: Demonstrate the importance of public relations work in the tourism industry.

Course Content

Unit I

Meaning and concepts of Public Relations- Introduction, Definition of Public Relations, Objectives and functions of PR, Growth and Development of Public Relations, Target Audience and public in PR.

Unit II

Principles of PR- PR Ethics, Mass Communication, Knowledge Organization, Communication skills, Image building, Goodwill, Feedback, Roof PR in Organization, PR in Tourism Industry.

Unit III

Meaning and scope of Journalism- Meaning and Scope of Journalism, Types of Journalism, Roles and functions of Journalism, Ethics and law, Principles of Journalism, Editing, Tourism press in India, Print media, Radio & TV Media

Unit IV

Qualities required as a reporter- Mouse Journal, Design and Make-up, Picture Editing and Caption, Man Media policies, Media re presentation in tourism.

Text Books:

1. Deuschl, D. E. (2005). *Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers (1st edition).* Butterworth-Heinemann;

Recommended Books / Suggested Readings:

1. Neilson C (2001). *Tourism and the Media: Tourist Decision Making (5th ed.).* Hospitality Press, Melbourne.
2. Michael Riley, Roy C. Wood, Mona A Clark, Eleanor Wilkie, Edith Szivas (1998). *Researching and Writing Dissertations in Hospitality and Tourism (1st ed.).* Engage Learning EMEA.

Weblinks:

1. https://www.grin.com/document/85740
2. https://link.springer.com/chapter/10.1007/978-3-642-17767-5_18

BAT508: Basic Research Methodology
Credits: 5
LTP 500

Course Description: The course aims to equip the students with know the role of research as a means to more effective decision-making and to make them research oriented. The course includes basic concepts of research, process of conducting research and report writing.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Select and define appropriate research problem and parameters to in order to organize and conduct research.

CO2: Formulate and evaluate research questions and objectives.

CO3: Identify various sources of information for literature review and gain experience with various methods of data collection.

CO4: Exhibit the methods of presenting research results in written and oral form.

Course Content

Unit I

Introduction- Research: Meaning, concept and significance; Types of Research; Characteristics of research; Criteria of a good research; Research ethics; Overview of Tourism Research.

Unit II

Research Process- Identifying research problem: importance, sources and steps; Literature Review; Variables: meaning and types; Hypothesis: meaning, function, characteristics and types; Research Design: meaning, functions and types.

Unit III

Sampling and Data Collection- Sampling: concept, principles, criteria for good sampling and types of sampling methods; Data collection: types, methods and ethical issues; Techniques of questionnaire designing.

Unit IV

Report Writing- Meaning, significance, types and steps in report writing; Art of Citing References, Written & Oral Presentation

Text Books:

1. Kumar, K. (2009). *Research Methodology (2nd ed.).* New Delhi, India: Pearson.

Recommended Books / Suggested Readings:

1. Majhi, P. R., and Khatua, P. K. (2013). *Research Methodology (2nd ed.)*. Mumbai, India: Himalaya Publishing House.
2. Kothari, C. R. and Garg, G. (2016). *Research Methodology: Methods and Techniques (4th ed.).* New Delhi, India: New Age International Publishers.

Weblinks:

1. www.youtube.com/watch?v=Pztlk97hf0o
2. https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827

BAT509: Tourism and Hospitality Law
Credits: 4
LTP 400

Course Description: The course aims to equip the students with knowledge of governing law and legal principle in tourism field. The course includes laws governing the Tourism industry, decisions on ethical standards and values, legal principles governing the Tourism industry.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Examine in detail the various laws and its applications to various business situations

CO2: Demonstrate knowledge of the legal issues and law applicable to most situations in hospitality industry

CO3: Describe legal responsibilities of travel agencies and impact of payment wages act on hospitality industry

CO4: Distinguish between various acts like consumer protection act, Legislative act etc.

Course Content

Unit I

Introduction - Law, Civil and criminal law, Court system, Contract law, unfair trade practice, restricted trade practice, Sale of Goods Act and Industrial legislation Act**:** Essentials of valid Sale, Conditions and Warranties, Unpaid seller and his rights, Rights and duties of seller and buyer, Factory Act: Factory and Worker, Health Safety and Welfare provisions

Unit II

Legal issues and Tourism Related Laws- Principles and practices in Business ethics, International / National organizations in Travel and Tourism -WTO, WTTC, PATA, ASTA, UFTAA, IATA, ICAO, IATO, TAAI

Unit III

Legal responsibilities of Travel Agencies and Payment of wages Act- A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Payment of Wages Act–Definition of Wages, Authorized deductions from the wages, Workmen's Compensation Act – Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation

Unit IV

Types of act in tourism field- Consumer Protection Act, Legislative act, Ancient Monuments, Monuments & Archaeological site and Remains Act, 1972 Preservation Act, a study of laws relating to foreigners, Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

Text Books:

1. Devendra, A. (2013). *Hotel Law*. New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Pearce, D.G. and Butler, R.W. (1999). *Contemporary issues in tourism development*. Routledge.
2. Negi, D. J. (2007). *Hotel & Tourism Laws (1st Ed.).* Frank Brothers & Company.

Weblinks:

1. https://epgp.inflibnet.ac.in/view_f.php?category=1837
2. https://www.wiley.com/en-us/Hospitality+Law%3A+Managing+Legal+Issues+in+the+Hospitality+Industry%2C+5th+Edition-p-9781119305040

BAT510: Functional French
Credits: 2
LTP 200

Course Description: The course aims to equip the students with basic concepts of French language and role of language in hotel industry.

The course includes the beginner level of language with the help of basic conversation and other important French vocabulary used in hospitality industry.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Use French vocabulary

CO2: Start Basic conservation (French English –English-French)

CO3: Recognize spelling Error and alphabets

CO4: Eligible to handle query about guest if guest is speaking French

Course Content

Unit I

France
Basic introduction about France, Geographical location of France -Important facts of France related hospitality.

Unit II

Introduction of language
Introduction to the language **-** Alphabets and pronunciation of the words- Accents used in French

Unit III

Basics of the language
Days and months Name- Greetings- Numbers 1 to 100- Time - Personal Introduction-Basic conversation -vocabulary.

Unit IV

French in hotel industry
Role of French language in hotel industry- Name of vegetables- Fruits, Spices and meats- Name of sea foods- Name of Kitchen Professional- French Menu Terminology- Utensils and family Members- Conversation at the restaurant, Front desk

Recommended Books / Suggested Readings:

1. Bhavna.C, (2013). *Learn French in 30 Days Through English (1ST ed.).* Diamond Pocket Books publisher.
2. Rosemary,S,(2018), Learn French-for Beginners, Maanugraphic publisher

BAT521: 6-Weeks Industrial Training and Report
Credits: 4
LTP 000

Course Description: The course aims to equip the students to apply his/her theoretical concepts into reality. The course includes the industrial training at various organization operating in airline, travel and hotel business.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Integrate classroom theory with workplace practice

CO2: Develop new or advanced skills

CO3: Gain understanding of administrative functions and company culture

CO4: Develop greater clarity about academic and career goals

Course Content

Industrial training

The student shall be sent for industrial training for a period of 6 Weeks, where they would work in all departments of travel agency, tour operation companies, event management companies or Hospitality Industry. The student shall maintain a logbook on daily basis. At the end of the Industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department. The training report is to be prepared by the student in two typed copies and to be submitted to the Head of faculty within the stipulated time for assessment. The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce. The training report will be assessed by a panel of examiners comprising of two external examiners (the external would include preferably one from the Hotel Industry of the level of Head of the Department and above) and one internal examiner.

BAT601: On the job Training and Report
Credits: 20
LTP 000

Course Description: The course aims to equip the students to apply his/her theoretical concepts into reality. The course includes the industrial training at various organization operating in airline, travel and hotel business.

Industrial training

In this semester the student shall be sent for industrial training for a period of 20 Weeks, where they would work in all departments of travel agency, tour operation companies, event management companies or Hospitality Industry. The student shall maintain a logbook on daily basis. At the end of the Industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department. The training report is to be prepared by the student in two typed copies and to be submitted to the Head of faculty within the stipulated time for assessment. The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce. The training report will be assessed by a panel of examiners comprising of two external examiners (the external would include preferably one from the Hotel Industry of the level of Head of the Department and above) and one internal examiner