

Mahajana Education Society



PG WING OF SBRR MAHAJANA FIRST GRADE COLLEGE

[AUTONOMOUS]

Accredited by NAAC with 'A' grade

Pooja Bhagavat Memorial Mahajana Education Centre

Affiliated to University of Mysore

Specialized Program

Bachelor of Business Administration (Tourism and Air travel)

Choice Based Credit System & Syllabus

(Subject to modification to be made from time to time)

The course to be started from July 2019 onwards

Bachelor of Business Administration (Tourism & Air travel)

COURSE STRUCTURE AND SYLLABUS OF THE COURSE

I SEMESTER

Sl. no.	Sub. Code	Subject	Theory	C1	C2	L	T	P	Total Credits
	DSC 1	Fundamentals of Tourism	80	10	10	4	1	0	5
	DSC2	Air travel management	80	10	10	3	1	0	4
	DSC3	Hotel and Hospitality Management	80	10	10	3	1	0	4
	AECC 1	Kan/MIL/French/ German-I	80	10	10	3	0	0	3
	AECC 2	Communication skills -I	80	10	10	3	0	0	3
	AECC 3	Environmental Studies	80	10	10	2	1	0	3
Total Credits									22

II SEMESTER

Sl. no.	Sub. Code	Subject	Theory	C1	C2	L	T	P	Total Credits
1.	DSC 4	Airport Operations	80	10	10	3	1	0	4
2.	DSC5	Tourism development	80	10	10	3	1	0	4
3.	DSC6A	Travel Agency and Tour operations	80	10	10	3	0	0	5
	DSC6B	PRACTICALS	40 (practical)	5	5	0	0	2	
4.	AECC 4	Kan/MIL/ French/German – II	80	10	10	3	0	0	3

5.	AECC 5	communication skills–II	80	10	10	3	0	0	3
6.	AECC 6	Constitution of India	80	10	10	2	1	0	3
Total Credits						18	2	2	22

III SEMESTER

Sl. No.	Sub. Code	Subject	Theory	C1	C2	L	T	P	Total Credits
1.	DSC 7	Airline customer service	80	10	10	3	1	0	4
2.	DSC8	Tourism products of India	80	10	10	4	1	0	5
3.	DSC9	Geography of Tourism	80	10	10	4	1	0	5
4.	AECC 7	Event management	80	10	10	3	0	0	3
5.	AECC8	Disaster management	80	10	10	3	0	0	3
6.	AECC9	Study tour, Project report & viva	40 (report) 10 (viva)	-	-	0	0	2	2
Total Credits									22

IV SEMESTER

	DSC 10	Itinerary planning and costing	80	10	10	4	1	0	5
	DSC11	Tourism marketing	80	10	10	3	1	0	4
	DSC12	Accounting for Tourism industry	80	10	10	3	1	0	4
	DSC13	Airline Ticketing	80	10	10	4	1	0	5
	AECC10	information technology and Tourism	80	10	10	2	1	0	3
	AECC11	Study tour, project report & viva voce	80	10	10	0	0	3	3
Total Credits									24

V SEMESTER									
1.	DSC 14	Air Cargo Management	80	10	10	4	1	0	5
2.	DSC15	Cabin crew operations	80	10	10	3	1	0	4
3.	DSC16	Aviation advertising and sales promotion	80	10	10	4	1	0	5
4.	DSE	Choose any two	80	10	10	4	1	0	5
5.		Human Resource management							
		Health Tourism & Ayurveda)							
		Tourism finance management							
		Accommodation management							
6.	SEC1	Study tour, project report & viva voce	80	10	10	0	1	3	4
Total Credits						21	5	2	28

VI SEMESTER									
Sub. Code	Subject	Theory	practical	C1	C2	L	T	P	Total Credits
DSC 17	Industrial training in Hotel/Tourism industry	100(trainer's evaluation)						5	10
DSC18		100(training report)						5	
DSC19	Training presentation &viva	Training presentation 50	Viva 50					4	4
DSE	Choose any two Project report	80		10	10	0	0	5	5

I SEMESTER

FUNDAMENTALS OF TOURISM

Unit – I Introduction to Tourism – Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist – definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; Components and elements of tourism: Intermediaries and suppliers; The tourism system; Types and typologies of tourism; Approaches to study tourism

Unit – II Historical Dimensions of Tourism – Travel and tourism through the Ages: Early Travels, ‘Renaissance’ and ‘Age of Grand Tours’; Emergence of modern tourism, concept of “Paid holiday”; Understanding tourism motivations ; Factors affecting growth and development of International and national Tourism; Concept of Push and Pull factors in Tourism; Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism – Tourism Infrastructure – Types, Forms and Significance; Accommodation: Forms and types; Transport Sectors: Modes and relative significance; Other support Infrastructures required for tourism

Unit – IV Tourism Demand and Supply – Concept of demand and supply in tourism; Unique features of tourist demand; Constraints in creating ideal destination

Unit – V Significance of Tourism Industry – Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange ; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment.

Reference Books

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press
4. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02

5. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
6. Mishra, S.N; Sadual S, K (2008):Basics of Tourism Management, Excel Books,New Delhi
7. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
8. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
9. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002

AIR TRAVEL MANAGEMENT

UNIT-I History of Aviation – Introduction to Domestic and International Airlines – types of aircraft operated, City codes, Airport codes. IATA areas and sub areas, Freedoms of Air.

UNIT-II AIRLINES RESERVATIONS – AIRIMP codes, Reservation Procedure-Manual and Computerized Reservation. Special assistance services. Role and functions of IATA & UFTAA – Organization, trade activities, agency programme, members.

UNIT-III CUSTOMER FACILITIES AND BAGGAGE – airport facilities, in flight facilities, facilities available for departure, arrival and connecting passengers, passengers requiring special handling. Baggage- Definition and regulations, baggage allowance, excess baggage charges, dangerous goods, live animals, excess value charges.

UNIT-IV TICKETING – types of journey, Fare types, normal and special fares. Computerized and manual ticketing, Accurate ticketing as specified in the IATA ticketing hand book (THB) Miscellaneous charges order (MCO), prepaid ticket advice (PTA).

UNIT – V Air cargo – Types and nature of cargo, basic procedure for booking cargo, Importance of consignment note, weight of shipment cargo, loading of offloading of cargo.

REFERENCE BOOKS: Computer reservation system - Galileo training manual, Handbook on Passenger air tariff

HOTEL AND HOSPITALITY MANAGEMENT

UNIT-I –HOTEL – definition, types of tourist accommodation, Classification of Hotels grading .Development and growth of Hotel Industry. Growth of Indian Hotels – Taj, Oberoi, ITDC and Welcom group

UNIT – II Introduction to Hotel Management: - organization chart of Hotels (staff) Small, Large, Medium, importance of hotels. Classification of catering establishments.

UNIT – III Kitchen, Restaurant and Bakery organization equipment required for above. Job description of Food and Beverage Manager, Executive chef and Chef de partie.

UNIT IV: Hotel Front office- Introductions, sections of front office and its functions. Role of GRE – different meal plan. Room rate, types of guest room

UNIT V: Hotel housekeeping- Introduction, importance of housekeeping, organization, job description of executive housekeeper, role of control desk, housekeeping coordination with other departments

REFERENCE BOOKS:

1. Jagmohan Negi – B.R. Publishing corporation Delhi – 110 052
2. A. Satish Babu – A.P.H. Publishing Corporation, New Delhi – 110 002
3. R.C. Majumdar, H.C. Roy Choudhari and Kalikirankar Datta – An advanced History of India – Mac Millan – 1967
4. Jagmohan Negi – Professional Hotel Management
5. Food & Beverage Service by Lillicrap

FRENCH-I

A Votre Service -1

Français pour l' hôtellerie et le tourisme

Livre de l'étudiant

Lessons -1-6

Pages 1- 68

COMMUNICATION SKILLS - I

Unit-I The sentence- Kinds of sentence- transformation of sentence- the noun- kinds – noun-noun forms. The pronoun – kinds – personal, reflexive, lymphatic and possessive. The verb-tense forms and its usage

Unit-II Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations, Team Presentations-Non-Verbal communication: Forms of Non-Verbal communication, Interpreting non-verbal messages, Tips for effective use of Non-Verbal communication.

Unit-III Skills development through practice: Listening skills and barriers; Role Plays, Debates, Elocution, Mock Interviews, etc.; Persuasive Communication, Convincing Skills, Conversations.

Unit IV Spoken English skills: Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing.

Unit V Presentation skills and techniques; Personal grooming and business etiquettes-corporate etiquette, social etiquette and telephone etiquette, gestures and body language, impression management-Image Building and Self Awareness- Developing Self Awareness-Projecting a winning personality-Attending Interviews.

Reference Books

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Meenakshi Raman & Prakash Singh (2012), Business Communication, Oxford University Press.
5. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.

ENVIRONMENTAL STUDIES

AECC- AS PER UNIVERSITY OF MYSORE CBCS UG SYLLABUS

II SEMESTER

AIRPORT OPERATIONS

UNIT-I Airport organizational structure, Airport terminal, passenger terminal, land side and air side, Airport charges, Air certification. Airport facilities for passengers, passenger's routing at the Airport, minimum aircraft ground time, hub & spoke system, noise management. Airport master planning, project financing, green field airports

UNIT-II Passenger service and principles of handling. Passenger handling procedure passport, P.O.E. clearance, police clearance – Departure, Arrivals, Transit / connection, over flow & Denied boarding. Embarkation & Disembarkation procedures. No show, go show – cancellation, Aircraft delays.

UNIT-III Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, excess baggage charges, Baggage tracing – type of mishandled baggage, systems for tracing mishandled baggage, found & unclaimed baggage. Property irregularity report.

UNIT-IV Air Navigation service Airspace & Air traffic service, Navigational aids & Communications. Air traffic flow management, Navigation charges, weight and balance of Aircraft, future air Navigation system.

UNIT-V Emergency procedures in Airport. Types of emergency, full emergency, hijack- bomb threat – Air craft accidents - Airport securities safety measures. Role of BCAS.

REFERENCE BOOKS:

1. The Airport Business - Dogains R.
2. Airport operations – Ashford, Stanton & Moore
3. Cleared for takeoff : behind the scenes of Air travel – Barlay

TOURISM DEVELOPMENT

UNIT – I TYPES OF TOURISM – mass tourism- characteristics, urban tourism, rural tourism, farm tourism, culture and tourism – Tourism Impact on Economics – Social – Cultural – Environmental and Political Aspects.

UNIT – II PLANNING AND DEVELOPMENT OF TOURISM – need for planning, Planned development, planning process, goals- types of planning- supply and demand, establishing objectives- financial plan, human resource planning.

UNIT – III PLANNING LEVELS- national – regional- local – steps in planning – types of tourism planning- role of Government in tourism planning- Tourism Planning in India- performance appraisal.

UNIT – IV TOURISM INDUSTRY IN INDIA – major issues of development, growth and development of tourism industry in India, Income generation, Employment generation, factors influencing the growth of tourism industry. The relationship between Tourism and the Hotel and Catering Industry. Loans and grants for tourism projects .

UNIT – V TOURISM LAWS & REGULATIONS – Laws and Regulations, Functions of the ministry: Tourism policy: Guidelines for recognition as an approved tour operator, guidelines for recognition for agencies in the North East: Guidelines for recognition as an adventure tour operator, Guidelines for safety and rescue in adventure sports, Guidelines for water sports: Guidelines for aero sports; Guidelines for mountaineering and trekking.

REFERENCE BOOKS:

- 1 Tourism in India – A.K. Bhatia
- 2 Tourism in India – V.K. Goswami
- 3 Tourism and growth – Manohar Sajevi
- 4 Successful tourism planning – Seth

TRAVEL AGENCY AND TOUR OPERATIONS

Unit - I Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers.

Unit - II Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

Unit - III Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

Unit - IV Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Unit - V Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

PRACTICALS:

1. case study on travel agency operations – minimum 3 travel agencies
2. preparing itinerary of assumed tour packages
3. costing the tour package
4. preparing assumed tour brochure
5. applications for passport
6. VISA- types, rules
7. Study of custom rules and regulations
8. Application for recognition by DOT/IATA

Reference Books

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management

4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

FRENCH-II

A votre service -1

Français pour l' hôtellerie et le tourisme

Livre de l'étudiant

Lessons 7-12 Pages – 69-144

COMMUNICATION SKILLS-II

UNIT-I Imaginary writing with an emphasis on exploring multiple genres, developing critical awareness.

UNIT-II Drafting message – letter writing (formal and informal) greetings – condolencecongratulations.

UNIT-III Business letters, Tenders and memorandum, consumer grievance, Reservation, Enquiry, professional Brochures – meetings, Notice, minutes, Agenda, Quotations.

UNIT-IV Job application- curriculum vitae, Job offering letter- job acceptance letter.

UNIT-V Precise- writing and report writing (graph sales report/ field survey report). Advertisement. Kinds – interview techniques. Preparing situational questionnaire focusing on tourism & aviation industry. Speeches (general / Business) analysis of Inter personal problems – writing proposals.

Tutorials: 1. Group Discussion 2. Interview 3. Extempore 4. Mock meetings 5. Role play – Telephonic conversation 6. Facial / Body Gestures (language) Voice clarity 7. Listening and observing

REFERENCE BOOKS:

1. High School English Grammars and composition – Wren & Martin
2. Living English Structure – W. Standard Allen (Orient Longman)
3. Composition Exercises in Elementary English (Macmillan)- A.S. Mornby

CONSTITUTION OF INDIA

AECC- As per university of Mysore UG CBCS Syllabus

III SEMESTER

AIRLINE CUSTOMER SERVICE

Unit-I AIRLINE CUSTOMER Understanding customer, consumer behavior, customer decision making roles and processes, consumer motivation, customer needs, customer wants – the customer in the business air travel market, the customer in the leisure air travel market, the customer in the air freight market.

Unit-II CUSTOMER HANDLING SKILLS AND MANAGEMENT Listening skills, telephone handling skills, communication, getting customer feedback, behavior and personality factors to please customers, Managing stress – causes of job stress, five key skills for better time and task management, effective delegation.

Unit-III CUSTOMER RELATIONSHIPS Importance of relationships, customer satisfaction, relationships in services, relationship building, discriminating customers for relationships, service branding

Unit-IV SERVICE QUALITY IN AVIATION quality in services, SERVQUAL system, critical evaluation of SERVQUAL, initiating and managing quality.

Unit-V Achieving High Customer Satisfaction Delivering, quality technical customer support, components of a successful service desk, trends influencing the service desk, technically savvy customers, fee based support, global support, understanding customers needs and managing expectations, a caring attitude, developing the right mix of skills.

REFERENCE BOOKS:

1. Services marketing – theory and cases – harsh verma v
2. Customer service : career success through customer loyalty – paul R. Timm

TOURISM PRODUCTS OF INDIA

Unit-I Tourism- An overview - Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility)

Unit –II Tourism Products - Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

Unit –III Art and Architecture , Paintings, Sculptures, Museums, Art Galleries Archaeological sites, Forts, palaces, religious monuments Museums, art galleries

Unit-IV Natural Tourist Resources - Land forms and landscapes -Mountains as tourism products - Deserts as tourism product - Coastal and island products - Wildlife Sanctuaries and National Parks in India

Unit – V Fairs, Festivals and Tourism: Seasonal Boat Race Festival – Mango Festival, Garden & Flower Festivals – Tea Festivals – Kite Festival – Snake boat race Festivals - Elephant Festivals – Desert Festival of Rajasthan – Music & Dance Festival – Religious Meals – Festivals.

Reference Books

1. Dixit Manoj: Tourism Products
2. Gupta I.C : Tourism Products
3. Brown Percy : Indian Architecture, vol. 1 & 2
4. Basham A.I : The Wonder that was India.
5. Banetjee B.N Hindu Culture, Customs & Ceremonies.
6. Deva B.C Musical Instruments
7. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

GEOGRAPHY OF TOURISM

UNIT-I Importance of geography in the World Tourism-Latitudes and longitudes, Local time, Standard time, Greenwich time, Location of a Destination, International date line, Climate zones-Time zones, Impact of Weather and Climate on Tourism.

UNIT –II Geography of Tourism in Asia: Physiography, Climate, N-Vegetation, Wild life and Water bodies. Selected Tourist Destination in Singapore, Malaysia, Thailand and Turkey.

UNIT-III Geography of Tourism in Europe: Physiography, Climate, Wildlife, a) Natural-Vegetation and Water bodies. Selected Tourism Destinations in U.K. France, Italy and Switzerland. b)Geography of Tourism in North America – Physiography, Climate, Natural Vegetation, Wild life and Water bodies. Selected Tourism Destinations- Niagara Falls, Grand Canyon, Lasvegas, Disneyland, Hawaii Islands.

UNIT-IV Geography of Tourism in Southern Continents- Important Tourist Destinations in a) Brazil, East Coast of Africa, African Safari, Egypt, in Australia, Sydney, Melbourne

Unit-V a. Climate Change: Global warming, Acid rain, ozone layer depletion and remedial measures. b. Social and environmental issues c. Eco system- concept of eco system, structure and functions of eco system. d. Bio- diversity and its conservation. Project works: Drawing of world outline map and marking major tourist destinations

REFERENCE BOOKS:

- 1) Travel Geography, Burton and Rosemary Longmen Edn. 1999.
- 2) Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
- 3) Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2001.
- 5) World Geography – By Majid Hussain
- 6) Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
- 7) Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation Environment, Place And Space, Routledge

EVENT MANAGEMENT

UNIT –I MICE tourism, features, criteria's required for a mice destination, major MICE destinations in the world & in India, players in event business – ICPB, ICCA,CVB. Event as a tourism product.

UNIT -II Initial planning – Planning a meeting - purpose – visualization – organization – timings – seasons – weather conditions – critical path – function sheet – meeting environment – preliminary meeting – co-ordination time and date.

UNIT -III The Budgeting and Fiscal Management – Sources of funding – location- site selection – locational requirements – hotel – conventional centers – contracts – suppliers and services – food and beverages.

UNIT –IV Facilities – stage management – sound system – audio visual facilities- lighting – accommodation and housing – transportation – entertainment – registration and site management – gifts and mementos. Special event – family – friends- sports – cultural – corporate – national – International – event promotion – publicity – communication – professionalism – emergencies – safety and security.

UNIT –V Understanding trade fair and exhibition – objectives – functions – benefits – exhibits – corporate sectors and business traveler – incentive travel – linking with tourism – incentive to achievers- kind of incentives- rewards and recognition.

REFERENCE BOOKS:

1. Event planning – Mr. Juddy Aleens
2. Planning successful meeting and events – Anhj. Boehme
3. Meeting spectrum – Rudi R. Right, E.T. Siwek
4. Meeting conventions and exposition and introduction to industry – Rhonda J. Montgomery and Sandra R. Strick.

DISASTER MANAGEMENT

Units I. Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

Unit II. Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

Unit III. Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

Unit IV. Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

Unit V. Disaster Risk Management in India Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation) . case studies on disaster management.

REFERENCE BOOKS

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
3. Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
4. Coppola P Damon, 2007. Introduction to International Disaster Management,
5. Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
6. Cuny, F. 1983. Development and Disasters, Oxford University Press.
7. Document on World Summit on Sustainable Development 2002.
8. Govt. of India: Disaster Management Act 2005, Government of India, New Delhi. Government of India, 2009. National Disaster Management Policy,
9. Gupta Anil K, Sreeja S. Nair. 2011 Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi Indian Journal of Social Work 2002. Special Issue on Psychosocial Aspects of Disasters, Volume 63, Issue 2, April.

IV SEMESTER

ITINERARY PLANNING AND COSTING

Unit-I Tour Packaging Management: Concept, nature, features and methods. Types of tours, tour package pricing - Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- The Distribution Network.

Unit-II The Nature and Scope of Tour Operations; Designing itineraries, Confirmations and Reconfirmations, Handling booking techniques and procedures, maintenance of different registers, planning package tours-Tour Guiding & Interpretation- Traveller's Advice.

UNIT-III Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

Unit-IV Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operations with various plans and services-Itinerary preparation of specific common interest tour itinerary & costing- Resources for planning itineraries.

Unit-V Travel Formalities and Regulations: Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas, Customs Regulations, Emigration and Immigration, Taxes, Travel Insurance.

REFERENCE BOOKS

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi

TOURISM MARKETING

Unit – I Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment

Unit – II Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market. Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism.

Unit - III Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model. Marketing of Tourism – Related Activities: Trends in Tourism Marketing – Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.

Unit – V Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling and Publicity.

Reference Books

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Marketing Management - V.S. Ramaswamy , S. Namakuman
5. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
6. Marketing in Travel and Tourism - Victor T.C. Middleton
7. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
8. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
9. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

ACCOUNTING FOR TOURISM INDUSTRY

UNIT – I Accounting: Meaning and Definition – Accounting Concepts and Conventions, Accounting Standards-Meaning – a brief study of Indian Accounting Standards only – Basic concepts of Double Entry Systems of Book – Keeping.

UNIT – II Preparation of Journal – ledger – subsidiary books – (Problems on Purchase Book, Sales Book. Three Column Cash Book only).

UNIT – III Bank reconciliation statement – causes for difference between cash book and pass book balance- preparation of bank reconciliation statement, depreciation – causes – methods – problems on straight line method and reducing balance method only.

UNIT – IV Preparation of trial balance of sole trading sole trader, Final Accounts of Sole – Trading Concerns Manufacturing, Trading, P & L A/C and Balance Sheet.

UNIT – V Preparation of Final Accounts of Non-Trading – concern Capital & Revenue items – Difference between Receipts and Payment A/C and income and expenditure account, preparation of income and expenditure account and balance sheet from receipt and payment account.

REFERENCE BOOKS:

1. Advanced Accountancy – R.L.Gupta
2. Advanced Accountancy – B.S.Raman
3. Advanced Accountancy – S.N. Maheshwari
4. Advanced Accountancy – M.C.Shukla

AIRLINE TICKETING

Unit I TICKETING – parts of airline ticket, ticket instructions, conjunction ticket, open ticket, Accurate ticketing as specified in the IATA ticketing hand book (THB) Miscellaneous charges order (MCO), prepaid ticket advice (PTA). Frequent flyer program- loyalty program.

Unit II global alliances in aviation, reservation, GDS-amadeus, Galileo, sabre, world span etc, benefits of GDS

UNIT–III Passenger Air tariff, fare type, fare rules, selection, Introduction to the mileage system – MPM, TPM, EMA,EMS. HIP, NUC, ROE, currency conversion, International Sales Indicator (ISI)

UNIT-IV Airline ticket, aviation taxes, parts of an airline ticket, ticketing practice, practice of pricing one way trip return trip & ½ RT, basis for taxation, taxation as a user charge, effects of aviation taxation. Internet and Air travel information control – Information technology and airlines, Travel agents, online business travel management, travel on the web. Case studies of OTA.

UNIT-V E-ticket: checking in with an e-ticket, self service and electronic check-in, e- ticket limitations. continent pass.

Reference Books

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
Foundation Course: -
Module – II – Travel Geography
Module – III – Air Transport
Module – IV – Air Fares & Ticketing

INFORMATION TECHNOLOGY AND TOURISM

Unit- I Introduction- Impacts of Technology on Tourism - Virtual Tourism –GPS-GIS- Use of ICT in Tourism- E-marketing and promotion of Tourism- Payment Systems in E-tourism.

Unit – II Global Distribution System: History & Evolution - GDS & CRS - Hotel Distribution System - Cases of AMADEUS - GALILEO, SABRE, - Changing Business models of GDS.

Unit – III Applications of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) – Mobile Applications- Online Travel Portals

Unit- IV Social Media and Tourism- Travel Blogs – Tourism Websites - Travel and Accommodation Review Sites (Trip Advisor, Expedia) - Challenges for conventional business models & Competitive strategies.

Unit – V Problems and Prospects – Security Threats – Accessible Tourism Technology — Technology for Hotels – Transport Technology (Monorail, Metrorail, Aviation).

REFERENCE BOOKS

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley
3. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
4. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
5. Rayport J.F. & Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
6. Malvino A.P (1995), Electronic Principles, McGraw-Hill.
7. Sampad Kumar Swain & Jitendra Mohan Mishra (2012), Tourism Principles Practices, Oxford University Press.

STUDY TOUR, PROJECT REPORT AND VIVA VOCE

V SEMESTER

AIR CARGO MANAGEMENT

UNIT-I Air cargo agency, IATA cargo agent, the consolidator, Basic cargo terminology and International Phonetic Alphabet.

UNIT-II Cargo booking procedure, cargo automation, Documentation, Liability and Insurance

Unit -III Aircraft bulk loading limitations- unit load, Devices (ULD), pallet and container, handling facilities, aircraft and cargo terminal facilities, air cargo acceptance.

UNIT -IV Air cargo rates and charges, application of TACT (the air cargo tariff) the airway bill, completion- labeling and marking. Dangerous goods classes and divisions, packing requirements, marking and labeling, documentation, Radioactive materials, precious cargo, Human remains, checking procedures

UNIT -V Claims & complaints related to cargo- Areas of complaints, cargo irregularity, report, Air Cargo Agents Association of India (ACAAI), International Federation of Freight Forwarders Association.

REFERENCE BOOKS:

1. IATA material on Cargo Management
2. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics -Prentie Hall.9thEdn.2008.
3. Unnikrishnan- Air cargo mgt.

CABIN CREW OPERATIONS

UNIT-I Cabin crew - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities.

UNIT- II Aircraft exterior – External features of an Aircraft & its function.

UNIT-III Interior of an air craft – cabin layout, seating, doors, windows, galley, pantry, lavatory, Air craft communication system, emergency exit.

UNIT-IV Galleys, service & service procedures - crockery, cutlery & glassware, procedure for meal service, meal codes serving, of alcoholic & non- alcoholic beverages. Inflight facilities – entertainment, bar, duty free shop etc.

UNIT-V Emergencies on Board – Medical & first Aid – Technical emergencies – role of cabin crew in Emergencies – Flight emergency & safety equipment – types of emergencies – handling the situations.

REFERENCE BOOKS:

1. Airline Business in the 21st century – Dogains R.
2. Airline Management – Page S.

AVIATION ADVERTISING AND SALES PROMOTION

UNIT- I INTRODUCTION TO ADVERTISEMENT Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.

UNIT- II ADVERTISEMENT MEDIA Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.

UNIT -III DESIGN AND EXECUTION OF ADVERTISEMENTS 10 Message development – different types of advertisements – layout – design appeal – copy structure – advertisement production – print – Radio, T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.

UNIT- IV AIRLINE ADVERTISING Anatomy of sale - AIDA and SPIN Model – Marketing Communication Techniques – Airline Advertising – Selling in Air Freight Market – Case studies

UNIT-V SALES PROMOTION CAMPAIGN Sales promotion – Requirement identification – designing of sales promotion campaign – involvement of salesmen and dealers – outsourcing sales promotion national and international promotion strategies – Integrated promotion – Co-ordination within the various promotion techniques – online sales promotions.

REFERENCES:

1. Kenneth Clow, Donald Baack, “Integrated Advertisements, Promotion and Marketing communication”, Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, “Advertising & Sales Promotion”, Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, “Advertising & Promotion”, McGraw Hill, Singapore, 1998.
4. Julian Cummings, “Sales Promotion”, Kogan Page, London 1998.
5. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill.
6. Stephen Shaw “ Airline Marketing and Management “ Ashgate Sixth Edition

HUMAN RESOURCE MANAGEMENT

UNIT – I Meaning and scope of HRM –PM – HRM – HRD – Role of HR Managers in tourism – organization of HR department – HR policies – objectives and functions in tourism organization

UNIT – II Manpower Planning, Job Analysis: Job Description & Job Specification – job – evaluation- methods – job rotation in tourism.

UNIT – III Recruitment – sources – selection –methods- interviews- induction. Training and Development – Importance of training – Methods Career Development steps in individual career development – Incentives – Empowerment in tourism.

UNIT – IV Performance Appraisal Types- TQM in HR Transfer – Promotions – Demotions. Separations in tourism.

UNIT – V Service labour relations – compensation management, methods for determining compensation, remuneration packages offered, employees, grievances handling, major challenges faced by HR managers of 21st century.

REFERENCE BOOKS :

Human Resource Management – Subba Rao

Human Resource Management – Keith Davis

Personal Management and Industrial Relations – C.B. Memoria

Human Resource Management – M.V, Moorthy

Human Resource Development & Management – Biswamath Ghosh

Human Resource Management – K.S. Aswathappa

HEALTH TOURISM (YOGA & AYURVEDA)

UNIT – I Introduction to Yoga – Definition of yoga according to Pathanjali, Vasistha – Bhagavdgeetha – Swami Vivekananda – Sri Aravindo , Streams of Yoga – Jnana, Bhakti, Raja and Karma Yoga – a brief glimpse into each of these streams – unity in diversity. Astanga Yoga - Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana, Dhyana, Samadhi

UNIT – II Applications of yoga in the fields of health, education, management, arts, music, sports, physically, mentally and socially deprived persons etc. Kundalini Shakthi, Types of Chakras, details regarding shat chakras and its benefitsmuladhara Chakra, Swadistana Chakra, Manipuri Chakra, Anahatha Chakra, Vishudhi Chakra, Ajna Chakta, Sahasrara Chakra.

UNIT – III Definition of Ayurveda - Anatomy-Physiology- athology Basic principles Five elemental theory. Tridoshas & Suhdoshas-Saptadhatus Trimalas Mind according to various theories Body constitution (prakriti based on tridoshas) Diagnostic procedures in Ayurveda& pulse diagnosis UNIT -III Dinacharya – Ritucharva – Rathricharya- Sadvrutta Brahmacharya - The relationship between Yoga, Ayurveda and Sanskrit.

UNIT -IV The concept of disease according to Ayurveda. The concept of food and dietetics Home remedies Panchakarma and Rejuvcnative therapies Ayurveda in India and abroad Visit to a few Ayurveda and yoga institutions.

UNIT -V Health tourism – Ayurvedic way: A case study of Kerala. An overview of health tourism in Kerala, Major ayurvedic treatments & rejuvenation therapies, marketing and positioning strategies, challenges for health tourism in Kerala.

REFERENCE BOOKS:

1. Life and message of Sri Ramakrishna
2. Gospel of Sri Ramakrishna
3. Yoga for positive health
4. Pranayama
5. Raja yoga
6. Charaka samhita
7. Sushruta samhita
8. Astanga hridaya
9. Pathanjala Yoga sutras
10. Swasthavritta

TOURISM FINANCE MANAGEMENT

UNIT - I Scope of Finance – Finance Functions – Job of the Financial Manager – Financial Goal – Profit maximization.

UNIT – II Short term sources of finance – Money market – Component of money market – Indian money market and its features.

UNIT– III Long term source of Finance – Capital Market – Indian Capital Market – Indian Stock Market – New Issue Market. Ordinary Shares – Right Issue – Preference Shares - Debentures – Long Term Loans – Leasing Finance – Venture Capital – Hire purchase.

UNIT– IV Capital Structure – concept of balanced capital structure. Analysis of Income, risk and control; Assessment of explicit cost of new capital, EBITEPS analysis – Analyzing the risk of debt financing.

UNIT– V Working capital – Meaning – concept and nature of working capital – kinds of working capital – factors affecting the working capital – working capital management. Sources of working capital. Forecasting the working capital requirements. Simple problems an estimating the amount of working capital required

REFERENCE BOOKS:

1. Financial Management – I.M. Pandey
2. Elements of Finance Management – Dr. S.N. Maheshwari
3. Finance Management – Khan & Jain

ACCOMMODATION MANAGEMENT

UNIT - I ORGANISATION OF FRONT OFFICE AND HOUSEKEEPING – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist. LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, s staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure. Organisation of Housekeeping - Layout, Staff Organization, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper.

UNIT - II RESERVATION - Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

UNIT– III REGISTRATION – Various types of registration, Documents Generated Registration process

INFORMATION – Functions of information section, Guest Alphabetical Index rack, Message Handing, Handling Guest Rooms keys.

UNIT– IV HOUSEKEEPING CONTROL DESK Importance and role of control desk – Handling telephone calls – Co-ordination with various departments – Handling difficult situations, Forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and De-briefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys.

UNIT– V Linen & Laundry – Layout of linen & laundry room, types of linen, storage of linen, Linen exchange procedure inventory & stock, textiles, types of fibers & fabrics used in hotels.

REFERENCE BOOKS:

1. Front office Management – S.K. Bhatnagar
2. Front office manual – Sudhir Andrews
3. Hotel House Keeping Training Manual – Sudhir Andrews
4. Professional Housekeeping – Madhukar

STUDY TOUR, PROJECT REPORT AND VIVA VOCE

VI SEMESTER

INDUSTRIAL TRAINING

- 1) Normally a subject is taught for 16 weeks in a semester. In 6th semester the classes will be conducted only for 8 weeks and other 8 weeks the students have to undergo practical training in Tourism/aviation/Hospitality industry.
- 2) The practical training shall preferably be undertaken in the beginning of the semester only. The minimum period of training shall be 2 months.
- 3) The trainer has to assess the student and award 100 marks along with a training certificate.
- 4) The students have to write a project report regarding their training which shall be valued for 100 marks. There shall be a training presentation for 50 Marks & viva voce examination on the training for 50 marks.

PROJECT REPORT

students will be allotted detailed Project Work related to Tourism/Hospitality/ Aviation industry. They will be required to carry out research on their topics and should submit a structured project report. The Report will be evaluated by External/Internal Examiner.

Continuous assessment criteria for major project work include:

Component-I (C1): Periodic Progress and Progress Reports –10 Marks

Component-II (C2): Results of Work and Draft Report–10 Marks.

Component-III (C3): Final Viva-voce and Project Report Evaluation-80Marks. (The Project Report evaluation is for 60Marks and the Viva–Voce examination is for 20 Marks)

AIRCRAFT RULES AND CAR'S

1. C.A.R SERIES „A“ - PROCEDURE FOR CIVIL AIR WORTHINESS REQUIRMENTS AND RESPONSIBILITY OPERATORS VIS-A-VIS AIR WORTHINESS DIRECTORATE: Responsibilities of operators / owners - Procedure of CAR issue, amendments etc.,- Objectives and targets of airworthiness directorate - Airworthiness regulations - safety oversight of engineering activities of operators. C.A.R. SERIES „B“ - ISSUE APPROVAL OF COCKPIT CHECK LIST, MEL, CDL: Deficiency list (MEL & CDL); Preparation and use of cockpit check list and emergency list.
2. C.A.R. SERIES „C“ - DEFECT RECORDING, MONITORING, INVESTIGATION AND REPORTING Reliability Programme (Engines) - Aircraft maintenance programme & their approval – On condition maintenance of reciprocating engines - TBO - Revision programme - Maintenance of fuel and oil uplift and consumption - records - Light aircraft engines - Fixing routine maintenance periods and component TBOs - Initial & revisions.
3. C.A.R. SERIES „E“ - APPROVAL OF ORGANISATIONS Approval of organisations in categories A, B, C, D, E, F, & G; Requirements of infrastructure at stations other than parent base C.A.R. SERIES „F“ - AIR WORTHINESS AND CONTINUED AIR WORTHINESS: Procedure relating to registration of aircraft - Procedure for issue / revalidation of Type Certificate of aircraft and its engines / propeller - Issue / revalidation of Certificate of Airworthiness - Requirements for renewal of -Certificate of Airworthiness.
4. C.A.R. SERIES „L“ - AIRCRAFT MAINTENANCE ENGINEER - LICENSING: Issue of AME Licence - its classification and experience requirements - Complete Series „L“. C.A.R. SERIES „M“ MANDATORY MODIFICATIONS AND INSPECTIONS: Mandatory Modifications / Inspections.
5. C.A.R. SERIES „T“ - FLIGHT TESTING OF AIRCRAFT: 9 Flight testing of (Series) aircraft for issue of C of A - Fight testing of aircraft for which C or A had been perviously issued. C.A.R. SERIES „X“ - MISCELLANEOUS REQUIREMENTS: Registration Markings of aircraft- Weight and balance control of an aircraft - Provision of first aid kits - Physician“s kit in an aircraft - Use furnishing materials in an aircraft - Concessions – Aircraft log books - Document to be carried on board on Indian registered aircraft - Procedure for issue of tax permit - Procedure for issue of type approval of aircraft components and equipment including instruments.

REFERENCES:

1. “ Aircraft Manual (India) “, Volume - Latest Edition, The English Book Store, 17-1, Connaught Circus, New Delhi.

2. “ Civil Aviation Requiriements with latest Amendment (Section 2 Airworthiness) “, Published by DGCA, The English Book Store, 17-1, Connaught Circus, New Delhi.

3. “ Aeronautical Information Circulars (relating to Airworthiness) “, from DGCA.

AIRPORT SAFETY AND SECURITY

UNIT-I AIRPORT SECURITY Introduction, security planning, responsibility and organization, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

UNIT-II PHYSICAL SECURITY FOR THE AVIATION ENVIRONMENT Introduction, intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing, security lighting, window security.

UNIT-III AIRPORT AIRCRAFT EMERGENCIES Types of emergencies, level of protection required, water supply and emergency access roads, communication and alarm requirements, rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

UNIT-IV AIRPORT EMERGENCY RESPONSE AND NOISE CONTROL Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation.

UNIT-V AIRPORT NOISE CONTROL Aircraft noise, community response to aircraft noise, noise control strategies noise certification, noise monitoring procedures, night curfews, noise compatibility and land use.

REFERENCE BOOKS:

1. Airport operations – Ashford , Stanton, Moore.
2. Aviation and airport security – K.M.Sweet

ENTREPRENEURSHIP DEVELOPMENT

UNIT-1 Entrepreneurship: Meaning and definition of Entrepreneur and entrepreneurship. Characteristics, functions and importance of entrepreneur. Types of tourism entrepreneurs. Professional Managers v/s Entrepreneurs.

UNIT-II A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers companies – public private partnership – steps involved in establishing a new tourism enterprise, new idea processing – selection – Assembling – project report - the business plan. Factors influencing size of the tourism enterprise.

UNIT-III Tourism Entrepreneurship Development Programme – Meaning, Objectives, Phases in EDP and operational problems. Entrepreneurial Training, monitoring & follow up, Business plan- Marketing, financial & organizational plan.

UNIT-IV Entrepreneurial Environment – Economic, Cultural, Social , Political and Legal Environment. Entrepreneurial Motivation – Motivational factors – Compelling and facilitating factors – Entrepreneurial ambition.

UNIT-V Establishing Entrepreneurial system- business plan - women Entrepreneurship. Promotion of a Venture: Opportunities analysis; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required

REFERENCE BOOK

- 1) Small Scale Industries and Entrepreneurial Development by CSV Murthy
- 2) Entrepreneurship & Small Business Management by C.B. Gupta & Khanka
- 3) Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K. Abraham & K. Jayashree.
- 4) Entrepreneurship Development by Vasantha Desai.
- 5) Entrepreneurship Development- Dr. B.H. Suresh

SOFT SKILL AND PERSONALITY DEVELOPMENT

Unit I Know Thyself/ Understanding Self, Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values .

UNIT – II Participation in meetings and interviews – Brainstorming - Projecting a winning personality-Attending Interviews and interview skills. Designing and delivering presentations, Team Presentations

Unit-III Interpersonal Skills/ Understanding Others. Developing interpersonal relationship-Team building-group dynamics-Net working, Improved work relationship, Convincing Skills.

Unit IV Presentation skills and techniques; Personal grooming and business etiquettes- corporate etiquette, social etiquette and telephone etiquette, gestures and body language, impression management-Image Building and Self Awareness- Developing Self Awareness.

Unit V Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, Stress management techniques, creativity and ideation. Writing resume/CV-Group discussion- Mock interview-Mock GD – Goal setting - Career planning

Reference Books

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Meenakshi Raman & Prakash Singh (2012), Business Communication, Oxford University Press.
5. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.