

## **B.A. (VS) Tourism Management CBCS**

B.A. (Vocational Studies) Tourism Management Three- Year (6-Semester)			
CBCS Programme:			
Basic Structure: Distribution of Courses			
1	Ability Enhancement Compulsory Course	2 Papers of 2 Credit Hrs. each (Total 04 Credit Hrs. 2X2)	04
2	Skill Enhancement Course	4 Papers of 2 Credit Hrs. each (Total Credit Hrs. 4X2) (4 Lectures and 1 Tutorial)	8
3	Core Discipline	12 Papers of 6 Credit Hrs. each (Total Credit Hrs. 12X6) 5 Lectures and 1 Tutorial)	72
4	Elective Courses (Core Discipline)	3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6) (5 Lectures and 1 Tutorial)	18
5	Elective Course(Inter Disciplinary)	3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6) (5 Lectures and 1 Tutorial)	18
6	Total Credit Hrs		120

<p align="center"><b>B.A. (Vocational Studies) Tourism Management :</b>  <b>Three-Year (6-Semester)</b>  <b>CBCS Programme</b>  <b>Course Structure</b></p>		
<p align="center"><b>B.A. (VS) Tourism Management</b></p>		
<p><b>Semester – I</b></p>		
1.1	Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)
1.2	English- I	Core Discipline
1.3	History of Tourism – I	Core Discipline
1.4	Fundamentals of Management	Core Discipline
<p><b>Semester – II</b></p>		
2.1	Environmental Studies	Ability Enhancement Compulsory Course (AECC)
2.2	MIL -I	Core Discipline
2.3	History of Tourism – II	Core Discipline
2.4	Entrepreneurship and Small Business	Core Discipline
<p><b>Semester – III</b></p>		
3.1	English- II	Core Discipline
3.2	Concept and Impacts of Tourism	Core Discipline
3.3	Tourism Marketing	Core Discipline
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)

## Semester – IV

4.1	MIL - II	Core Discipline
4.2	Profile of Modern Tourism	Core Discipline
4.3	Managerial Accounting and Finance in Tourism	Core Discipline
4.4	Business Communication	Skill Enhancement Course (SEC)
<b>Semester – V</b>		
5.1	Tourism Undertaking	Elective Core – Discipline Based
5.2	Internship Project / Project	Core Discipline
5.3	Culture In Indian Subcontinent I	Elective Core – Generic
5.4	Airport Handling	Skill Enhancement Course (SEC)
<b>Semester – VI</b>		
6.1	Procedure and Operations in The Tourism Business	Elective Core – Discipline Based
6.2	Globalization	Elective Core – Discipline Based
6.3	Business Law	Elective Core – Generic
6.4	Business Tourism and Hospitality	Skill Enhancement Course (SEC)

## Semester I

### Paper 1.3 History of Tourism - I

lectures: 65

#### Objectives

Develop perceptions of people and the world Understand the concepts of Motivation, Holiday and modes of Travel Learn how tourism products are based on social and political developments Learn about international tourist attractions, cultures and Hospitality Emergence of travel related services and distribution chains Role of Government, Regulatory bodies and associations Emergence of modes of transport and their role in the expansion of travel and tourism

#### CONTENTS

##### Unit I

20

History of Tourism as a new discipline Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism - basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome.

##### Unit – II

15

Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours.

##### Unit – III

20

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East.

##### Unit – IV

10

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today.

## **Suggested Readings**

1. A Farouqui “Early Social Formations”- Manak, Delhi-2001.
2. A.L. Rouse “The Use of History”- 1971
3. Burkhardt and Madlik”Tourist Past, Present and Future”-Butterworth Heinemann, several editions
4. Collingwood “The Idea of History”-Oxford, 1073
5. Franck and Brwonstone “The Silk Road, A history.
6. Gilbert Sigeauxz “History of Tourism”.
7. Herbert “Heritage Tourism and Society”.
8. J. Christopher Holloway “The Business of Tourism.
9. Maisels “ĒarlyCivilisations of the Old World”- Business Books Communica, 1978
10. McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
11. Nisbet “Social Change and History”- OxfordUniversity Press, 1972
12. Nora Starr. “Viewpoint”- Prentice Hall, 1997
13. Ratnagar “Trading Ecounters”- OxfordUniv. New Press, 2004
14. Roger Housden “Sacred Journeys in a Modern World”- Simon&Schuster, New York, 1979
- 15.T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978

## Semester I

### Paper 1.4 Fundamentals of Management

lectures: 65

#### Objectives:

To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using Commerce lab work and assignments. To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen

#### Unit I

15

Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business. Sources of finance: Long Term, Short Term.

#### Unit II

10

Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages – Suitability. Partnership: Meaning – Characteristics – Kinds of partners - Registration of partnership – Partnership deed – Rights and obligations of partners. - Joint Hindu Family Business: Characteristics – Advantages and limitations.

#### Unit III

15

Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages - Promoters – Characteristics – Registration – Capital subscription – Commencement of Business – Preparation of Important documents: Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Contents – Statement in lieu of Prospectus. Meetings: types and procedure to hold.

**Unit IV****10**

Management: Meaning – Significance- Management Vs Administration – Functions of management – Levels of Management – Skills of management – Leadership: Leader Vs Manager - Traits of successful Leaders - Scientific Management: Features - Fayol's Principles of Management. Planning: Meaning – Significance – Types of Plans – Decision making & Steps in Process Decision making.

**Unit V****15**

Organizing: Meaning – Features – the process of organization – Principles of organization - Elements of organizations – Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective. Centralization – Decentralization: Meaning – Differences between delegating and decentralization. Selection and recruitment, Motivation and its techniques, Leadership and its styles

**Suggested Readings:**

1. Govindarajan and Natarajan: Principles of Management, PHI
2. Bhushan Y K: Business Organization and Management, Sultan Chand
3. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
4. CB Gupta : Industrial Organization and Management, Sultan Chand
5. Sherlekar: Business Organization and Management, Himalaya
6. Talloo: Business Organisation and Management. Tata
7. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
8. SubbaRao P: Management and Organizational Behavior, Himalaya
9. Satyaraju&Parthasarathy: Management - Text and Cases, PHI
10. Chandra Bose: Principles of Management and Administration, PHI
11. Aryasree& Murthy: Industrial Organistion&Manaement, Tata McGraw Hill.
12. Surendar and Madhavi: Industrial Organization and Management, Himalaya
13. Bhatia RC: Business Organization and Management, Ane Books
14. Robins S P: Management, PHI
15. Rao VSP: Management, Excel
16. Gupta CB: Entrepreneurship Development in India, Sultan Chand
17. Prasad L M: Management, Sultan Chand
18. Dubrin: Essentials of Management, Cengage
19. Moshal: Organization and Management, Galgotia

**Semester II****Paper 2.3 History of Tourism - II****lectures: 65****Objectives:**

Develop perceptions of people and the world Understand the concepts of Motivation, Holiday and modes of Travel. Learn how tourism products are based on social and political developments Learn about international tourist attractions, cultures and Hospitality Emergence of travel related

services and distribution chains , Role of Government, Regulatory bodies and associations. Emergence of modes of transport and their role in the expansion of travel and tourism.

**Unit – I** **10**  
Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

**Unit – II** **20**  
1841 – 1914: Rise of International Tourism , World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry 1914 – 1950: Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services Organizations and Civil Aviation

**Unit – III** **15**  
1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

**Unit – IV** **12**  
Tourism as a Globalized System .Early Forms of Travel and Types of Journey.Precursors of Modern Tourism .The Foundations of Modern Tourism.The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period.The Expansion of Tourism and Globalization.Approaches to Travel and Tourism.Tourism and Five-year Plans in India.SWOT analysis of National Tourism Policy 2002

**Unit – V** **08**  
Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.



## Suggested Readings

- A Farouqui “Early Social Formations”- Manak, Delhi-2001.  
A.L. Rouse “The Use of History”- 1971  
Burkhardt and Madlik”Tourist Past, Present and Future”-Butterworth Heinemann, several editions  
Collingwood “The Idea of History”-Oxford, 1073  
Franck and Brwonstone “The Silk Road, A history.  
Gilbert Sigeauxz “History of Tourism”.  
Herbert “Heritage Tourism and Society”.  
J. Christopher Holloway “The Business of Tourism.  
Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978  
McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995  
Nisbet “Social Change and History”- Oxford University Press, 1972  
Nora Starr. “Viewpoint”- Prentice Hall, 1997  
Ratnagar “Trading Ecounters”- Oxford Univ. New Press, 2004  
Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979  
T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978

## Semester II

### Paper 2.4 Entrepreneurship and Small Business

lectures: 65

#### Objectives

The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

#### Unit I

10

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society’ problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

#### Unit II

15

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

**Unit III** **15**  
Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

**Unit IV** **10**  
Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**Unit V** **15**  
Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

**Suggested Readings:**

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
6. Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

## Semester III

### Paper 3.2 Concept and Impacts of Tourism

lectures: 65

**Objectives:** This will be a preliminary module giving the basic knowledge of tourism studies.

#### **Unit I** **25**

Definition and Concept of Tourism. Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism. Tourism education. Typology of Tourism. Tourism Statistics. Difference between visitors, tourists and excursionist. Tourism as an industry.

#### **Unit II** **20**

Tourism Impacts- Political, Social, Cultural, Environmental and Economic. Tourism multiplier. National and international concerns and problems.

#### **Unit III** **20**

Demand- Supply Characteristics- Concepts, definitions and indicators of demand. Measuring demand for tourism- International and Domestic Tourism. Technological progress and Globalization. Concept and resources for Ecotourism. Motivation for tourism.

#### **Suggested Readings**

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
4. Bhatia, A.K. International Tourism Marketing ,Sterling, New Delhi, 2008
5. Dr. S. K. Kabia- Tourism and Environment
6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010

## Semester III

### Paper 3.3 Tourism Marketing

lectures: 65

#### Objectives

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

#### Unit I

20

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases. Market Research-methods, research problem areas, marketing research in the tourism industry. Tourism life cycle.

#### Unit II

25

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

#### Unit III

20

Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

#### Suggested Readings:

Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.

Brigs, Susan- Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.

Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994

Brunt, Paul- Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.

Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)

NamaKumari and Rama Swami- Marketing Management

## Semester III

### Paper 3.4 Computer Concepts And Software Packages

lectures: 50

#### Unit I 5

**Basic Concepts:** Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

#### Unit II 5

**Components of Computers:** Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

#### Unit III 15

**Operating System:** Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

#### Unit IV 10

**Introduction to Networks and Internet:** Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

#### Unit V 15

**Office Applications:** Meaning and applications of word processing,

**MS-Word** – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

**MS-Excel** – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

**MS-PowerPoint** – creating simple presentation including slide transitions, bullets, etc.

**The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.**

### **Suggested Readings**

Absolute Beginner's Guide to Computer Basics by Michael Miller  
Fundamental of Computers by AkashSaxena, Kratika Gupta  
Fundamentals of Information Technology, Alexis and Mathew  
Computers Today, Donald H. Sanders.  
Basic Financial Accounting, J.R. Monga  
Computer Fundamentals, P.K. Sinha  
Double Entry Book-Keeping, T.S. Grewal and Grewal.

### **GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION**

Computer Concepts, Software Packages and Computerized Accounting

Time: 60 Minutes

Practical 20

Ques. No.	Description of Question	Marks	Time Allowed
1	Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.	25	60 minutes

- Note
1. There will be no internal assessment in Practical component of this Paper.
  2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
  3. Hard Copy of evaluation sheet and question paper will be given to examinees  
And they will produce soft copy as answer sheet for evaluation.

## Semester IV

### Paper 4.2 Profile of Modern Tourism

lectures: 65

#### Objectives

This will give an overview of tourism industry and different related organisations. It also enable them to understand the basic concepts and environment of modern tourism.

#### Unit-I

20

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

#### Unit II

25

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

#### Unit III

20

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

#### Suggested readings:

1. Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
2. Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
3. Jones and Radcllfe” Leisure and Tourism- Longman Harlem
4. K. Ghimire” The Native Tourist”- Earthscan, London,
5. Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,
6. Robinson- “ The Geography of Tourism”

## Semester IV

### Paper 4.3 Managerial Accounting & Finance in Tourism

#### Duration:

lectures: 65

**Objectives:** The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

**Unit I:** **15**  
Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

**Unit II:** **15**  
Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow statement (AS -3 Revised)

**Unit III:** **10**  
Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization,

**Unit IV** **15**  
Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets

**Unit V** **10**  
Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

#### Suggested readings

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book Bank International.
3. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
4. Davis D., The Art of Managing Finance, McGraw Hill.



5. Pandey, I.M., Financial Management, Vikas Publication
6. Van Horne, Financial Management and Policy, Prentice Hall.
7. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

## **Semester IV**

### **Paper 4.4 Business Communication**

**lectures: 50**

#### **Objectives**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

#### **Unit I 10**

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

#### **Unit II 10**

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

#### **Unit III 10**

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

#### **Unit IV 10**

Vocabulary Words often confused, Words often misspelt, Common errors in English.

#### **Unit V 10**

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

#### **Suggested Readings:**

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.

**Note: Latest edition of text books may be used.**

## **Semester V**

### **Paper 5.1 Tourism Undertaking**

**lectures: 65**

**Objectives:** This will give an overview of tourism transportation system and various organizations. Further students will understand formalities and documentation needed to set up these units.

#### **Unit I**

**20**

Modes of transport- Rail, Road, Air and Sea. Elements of transportation. Political influences on transport for tourism. Regulation of competition. Role of Railways in promotion of domestic tourism. Important tourist trains in India. Case study of Air India and a few important International Airlines.

Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels. Accommodation and the tourism product. Quality issues. New concepts and developments in accommodation.

## Unit II

25

Definitions of Travel Agency and Tour Operators, Itinerary making and costing , Approval of Travel Agency by Department of Tourism , Govt. of India. Rules and Regulations for approval. Classifications of travel agents and Forms of organizations. Functions of travel agency and the tour operators. Tour planning.

## Unit III

20

Tourism Organization and their role in Tourism Development, Local – DTTDC, RTDC, MPTDC

National- IATO, TAAI, ITDC, International – IATA, ICAO, UNWTO, Freedoms of air, Open skies policy.

### Suggested readings

Achariya “ Civil Aviation and Tourism Management” Mill and Morrison- “ The Tourism System”

Murphy- “ Transport and Distribution”

Jagmohan Negi -Travel Agency Operations and Concepts and Principles S. P. Singh-Travel Tourism Management

Hollander S. - Passenger Transportation (Michigan: Michigan State University)

## Semester- V

### Paper 5.2 Internship Project/ Project

lectures: 20

**Objectives:** to provide basic and hand on understanding of the industry.

#### Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be

evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

## **Semester V**

### **Paper 5.3 Culture in Indian Subcontinent I**

**lectures: 65**

**Objective** - This course is designed for vocational students to understand the Indian cultural traditions and heritage from ancient to modern times. It highlights the plurality of Indian culture through the medium of language, literature, music, dance and architecture.

#### **Unit I** **15**

Definitions of Culture and its various aspects :(i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture

#### **Unit II** **15**

Language and Literature, Sanskrit: Kavya - Kalidasa's Ritusambhara, Prakrit: Gatha Saptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib

#### **Unit III** **15**

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: bhakti and sufi  
Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern

#### **Unit IV** **20**

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort – Dalulatabad or Chittor forts; Palace-dargahat Fatehpur Sikri; Colonial – Lutyen's Delhi

## Suggested Readings

Asher Catherine, (ed.): Perceptions of India's Visual Past, AIIS, Delhi, 1994. Asher Catherine, Architecture of Mughal India.

Basham A.L., The Wonder that was India. Volume I, New Delhi.

Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.

Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.

Deva, B.C., An introduction to Indian Music, Delhi, 1973.

Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.

Tillotson G, Havelis of Rajasthan.

Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, New Jersey, N.D.

Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus, OUP, 2004.

VatasayanaKapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974 (in Hindi Translation also)

## Semester V

### Paper 5.4 Airport Handling

lectures: 50

#### Objectives

To familiarize students with the functioning and operations at Airport and their handling from tourism point of view

#### Unit I 10

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time,

#### Unit II 10

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

#### Unit III 10

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

**Unit IV** **10**

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

**Unit V** **10**

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

**Suggested Readings:**

- JagmohanNegi, ‘Air travel Ticketing and Fare construction’, Kanishka, NewDelhi, OAG, Consultant, IATA, Geneva  
Air Tariff Book  
Stephen Shaw, ‘Airlines in Shifts &Mgt’, Ashgate Pub,  
USA R. Doganis, ‘Airport Business’  
K.Sikdar, All you wanted to know about airlines  
functions Journal of Air Transport Management by  
Elsevier Science  
Joel Lech, ‘Airfare secrets exposed’, Powell Books, London, 2002

## **Semester VI**

### **Paper 6.1 Procedure and Operations in The Tourism Business**

**lectures: 65**

**Objectives**

The students will understand the conceptual meaning of Travel business and differentiation between Travel agency and Tour operator.

**Unit I** **20**

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions.Alliances and Loyalty programmes.CRS and GDS. GITs and FITs.

**Unit II** **25**

Tourism Product and Services.Newtechnologies.Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator.Functions of travel agency.Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

**Suggested Readings**

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi-Travel Agency & Tour Operations
3. IATO Manuals and reports.
4. Report of National Committee on Tourism, Know India, 1988.
5. National Action Plan, 1992.
6. Various Reports of United Nations World Tourism Organizations.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999

## **Semester VI**

### **Paper 6.2 Globalization**

Lectures: 65

**Objectives:** The Paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/national policies than follow the one-size-fits-all approach. Globalisation

**Unit I**

Meaning and contents of globalization- First and second phases of modern economic globalization.

Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

**Unit II** **10**

Role of globalisation in reducing inequality and poverty.  
Distribution of benefits of globalisation shared by developed and developing countries

**Unit III** **10**

Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

**Unit IV** **15**

Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism.  
To understand the decline in the authority of the Nation-state and reduction of policy space. Major brunt borne by social spending and decline of safety nets.

**Unit V** **15**

Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.  
The way forward - stress on local/regional/national (context-specific) than global economy`

**Suggested Readings**

Deepak Nayyar, Globalisation  
Joseph Stiglitz, Globalisation and its discontents

## Semester VI

### Paper 6. 3 Business Law

Lectures: 65

**Objectives:** The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

**Unit I:** The Indian Contract Act, 1872 20

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts



**Unit II: The Indian Contract Act, 1872:** 10  
Specific Contracts Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit III: The Sale of Goods Act, 1930** 10  
a) Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Unit IV: Partnership Law** 15

The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up

**Unit V: The Negotiable Instruments Act, 1881** 10

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques B.A. (VS) Tourism Management CBCS

Suggested Readings

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. .Dagar Inderjeet & Agnihotri Anurag “Business Law” Galgotia Publishing Company, New Delhi
3. Singh, Avtar, Business Law, Eastern Book Company, Lucknow.
4. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.
5. Goyal Bhushan Kumar and Jain Kinneri, Business Laws, International Book House

*Note: Latest edition of text books may be used.*

## **Paper 6.4 Business Tourism and Hospitality**

Lectures: 65

**Objectives:** This Module is prescribed to appraise students about the important departments of a classified hotel and to understand various aspects related to accommodation and MICE Market.

**Unit I** 20  
Defining Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in promotion of Tourism. Types of Events- Cultural, Festival, Religious and Business. Role of Travel Agency in the management of conferences. History and functions of ICPB and ICCA.

**Unit II**

25

Concept of MICE, Introduction of Meetings, Incentives, Conferences /Conventions and exhibitions. Staging Events- Theming and event design, Choice of venue, audience. The Stage-Power, Lights, Sound, Audiovisual, Catering and Hospitality.

**Unit III**

20

Role of Hospitality in Development of Tourism Industry. Departments of Hotel Operations and Room Division viz. Front Office, House Keeping, Food and Beverage. Customer Satisfaction and Customer Handling. Lessons to be learnt from other countries experiences with special reference to Switzerland, South Africa, China, US, Australia and France.

**Suggested Readings-**

1. Anand, M.M. Tourism and Hotel Industry in India (New Delhi Prentice- Hall of India, 1976)
2. Conrad Lashley Hospitality Retail Management
3. Brain Cooper and Brain Floody -Starts and Run profitable Restaurant
4. Sudhir Andrews- Front Office
5. Hall and Sharples- Food Tourism
6. JagmohanNegi- Hospitality Management
7. Alastair, M. Morrison, Hospitality and Travel Marketing (New York: Deleamar)

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