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ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



**BENGALURU
CITY UNIVERSITY**

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

No.BCU/BoS/BTTM-UG/ 183/2025-26

Date: 25.08.2025

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NOTIFICATION

Sub: III & IV Semesters BTTM Syllabus of Bengaluru City University-reg.

- Ref: 1. Recommendations of Board of Studies in the MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM
2. Academic Council resolution No.02 dated. 09.07.2025
3. Approval of the Vice-Chancellor dated.22.08.2025

In pursuance of the recommendation of the BoS in MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM (UG), resolution of the Academic Council cited at ref(2) above and with the approval of the Vice-Chancellor, the Syllabus of III & IV Semester BTTM subject is hereby notified for information of the concerned. This Syllabus will be effective from the academic year 2025-26.

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.

REGISTRAR

To:

The Registrar (Evaluation), Bengaluru City University, Bengaluru.

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM (UG), BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: www.bcu.ac.in



Bachelor of Tourism and Travel Management (BTM) – 4 Years (8 Semesters)

Syllabus

as per

SEP SCHEME-2024

(2025-26 onwards)

(1st, 2nd, 3rd and 4th Semester BTM)



Department of Commerce

(Tourism and Travel Management)

Prasanna Kumar Block, Palace Road

BENGALURU CITY UNIVERSITY

Bangalore – 560 001

PROCEEDINGS OF BOS MEETING

Proceedings of the meeting of the BOS-UG-BTTM Course as per the SEP structure for the academic year 2024-25 held on 18th March 2025 at the Department of Commerce, PK Block, Bengaluru City University, Bengaluru 560009.

The board has reviewed and approved the course matrix for I, II, (2025-26) III and IV semester(2024-25 Batch and 2025-26 and syllabus for I, II, III and IV semesters of the above mentioned course. The board authorized the Chairperson to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department of Commerce, BCU	Chairperson
2.	Prof. M. Devendra	Principal, The Oxford College of Hotel Management, 1 st J P Nagar, Bengaluru 560 078	Member
3.	Prof. Jyothi Venkatesh	Professor, Centre for Global Languages, Bengaluru City University, Bengaluru - 560 009	Member
4.	Dr. Nalini Sekaran	Dean Humanities & HOD Dept of History Jyoti Nivas College, Kormangala, Bangalore-95	Member
5.	Dr. Anila Thomas	HOD- Department of Tourism and Travel Management, Jyoti Nivas College, Kormangala, Bangalore- 560 095	Member
6.	Dr. Thandava Gowda	Assistant Professor, Department of English, Bengaluru City University, Bengaluru -	Member
7.	Dr. Chaya. R	Associate Professor, Dept of Commerce KSOU, Muktha Gangothri, Mysuru – 570 006	Member
8.	Prof. Paul Irthuraj	Head of Tourism and Hospitality Studies, St. Philomenas College, Bannimantap, Mysore- 570 015	Member
9.	Dr Bindi Varghese	Associate Professor Tourism & Travel Mgt. Christ Deemed to be University Bannerghatta Road, Bangalore 560 076.	Member
10.	Dr. Sindur Nagaraj	Health and Wellness Tourism Expert No.25,26, Sindur Clinic 2 nd Cross, Malleswaram, Bangalore 560 003.	Member

CO-OPTED MEMBER:

11.	Dr. Siddalingappa	Associate Professor- Tourism & Travel Mgt. St. Clare College, Bangalore 560 013	Co-opted Member
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BCU SEP SCHEME - 2024

REGULATIONS PERTAINING TO BTTM DEGREE(4 YEARS)

2024-25 ONWARDS

INTRODUCTION

As per the Government Order No. ED 166 UNE 2023, Bangalore dated 08.05.2024, all Universities under the Karnataka State Higher Education department are required to implement the State Education Policy from the academic year 2024-25. Therefore, all students seeking admission for BTTM from the academic year 2024-25 will be following the State Education Policy 2024

According to the government order, it has been ordered to revise and implement the duration and syllabus of degree programs in accordance with the curriculum structure and guidelines for the students who will be admitted to the first semester studies from the academic year 2024-25 in Bengaluru City University, constituent colleges and affiliated colleges. In furtherance of the said Government order, the Program Structure of the courses prepared by the BOS will be applicable to BTTM course

The BOS resolved to provide the framework for under graduate courses with four compulsory courses and one Practical Component (Skill Based) for BTTM degree as resolved in the meeting of the BOS chairpersons of the University and the Govt. of Karnataka order, No. Ed. 166/UNE 2023 Bengaluru, dated 08.05.2024. Along with the framework for general Undergraduate degree programs, the framework for standalone/specialized degree programs of the University: B.T.T.M. Syllabus were prepared for the first two semesters.

I. AIMS AND OBJECTIVES OF UG PROGRAMS IN B.T.T.M. (TOURISM AND TRAVEL MANAGEMENT)

- To develop ready to be employed skilled professionals in the Tourism & Travel sectors.
- To develop researchers and consultants in the area of Tourism Management.
- To develop Entrepreneurs in the field of tourism.
- To develop administrators with an all-round vision of tourism planning and development who can act as potential think tank.
- To develop Holistic managers with inter disciplinary knowledge.
- To develop Business Philosophers to propagate social responsibility and accountability.
- To provide knowledge regarding the basic concepts, principles and Practices of Tourism and Travel Management
- To develop business skills and entrepreneurial skills among the students in the field of Tourism and Travel Management.
- To provide knowledge and requisite skills in different areas of Tourism and Travel Management like Tourism Business, Travel Agency, Tour Operations, Tourism finance, Hospitality operations and marketing to give a holistic understanding of Tourism as a business system.
- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.

SCOPE OR OPPORTUNITIES OR CAREER OPTIONS FOR STUDENTS

The Graduates of TTM are placed in different Sectors of Tourism & Travel Industry such as:

- | | |
|---------------------------------------------|-----------------------------|
| ❖ Travel agencies | ❖ Hospitality / Star Hotels |
| ❖ Tour operator | ❖ Banking |
| ❖ Airlines/Airport | ❖ Cruise liners |
| ❖ Travel Desk in star hotels | ❖ Entrepreneurship |
| ❖ IT Companies as Travel Coordinator | ❖ Retail sector |
| ❖ Hospitals as Customer relation executives | ❖ Allied service sector. |
| ❖ Event Management Companies. | ❖ ITDC/STDC's |

PROGRAM OUTCOMES

- ✓ **PO1:** Graduates will have adequate Knowledge and Skills so they are work ready at each exit point of the programme.
- ✓ **PO2:** Graduates will be able to work in Tourism and Travel industry and contribute to economic development of the country.
- ✓ **PO3:** Graduates will be successful in pursuing higher studies in their respective domain.
- ✓ **PO4:** Graduates will have adequate entrepreneurial skills to start their own enterprise in the field of Tourism and Travel or allied Sectors
- ✓ **PO5:** Graduates will pursue career path in teaching or research of Tourism and Travel Management Sector.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two year Pre - University course of Karnataka State or its equivalent are eligible for admission into this program.

III. DURATION OF THE COURSE:

The course of study is four (04) years of Eight Semesters. A candidate shall complete his/her degree within eight (08) academic years from the date of his/her admission to the first semester. Students successfully completing Four (04) years of the course will be awarded Bachelor's Degree in Tourism and Travel Management (B.T.T.M.).

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be ENGLISH Only.

V. CLASS ROOM STRENGTH OF STUDENTS

There shall be Maximum of students in each section as defined by the University.

VI. ATTENDANCE:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.

b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he / she has attended not less than **75%** in aggregate of the number of working periods in each of the subjects compulsorily.

A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

VII. COURSE MATRIX

Refer to ANNEXURE – 1

VIII. TEACHING AND EVALUATION:

8.1 MTM/ MTA/MTTM/MBA Tourism /MBA Tourism & Travel Management is only eligible to teach and evaluate the Tourism and Travel Management Subjects.

8.2 BHM/BHMCT/B.Sc Hotel Management with M.Sc Hotel Management/ MHM/MBA Hotel Management/ Hospitality Management is only eligible to teach and evaluate the Hotel Management and Hospitality related subjects.

8.3 M.Com/M.B.A/M.Com(F&A)/M.Com(I.B)/MBS/MMS Graduates with B.Com/BBM/ BBA/BBS as basic degree from a recognized university are only eligible to teach and evaluate the Commerce and Management Subjects (except languages, compulsory additional subjects) mentioned in this regulations.

8.4 Foreign Languages like French and Spanish with Minimum Qualification Any Post Graduation Degree with Diploma in Relevant Languages from recognized university or Any Post Graduation Degree with B1 of CEFR is only eligible to teach relevant languages

8.5 English & Indian Languages shall be taught by the Post Graduates or faculty with higher qualification as recognized by the respective Board of Studies.

VIII. SKILL DEVELOPMENT/RECORD MAINTENANCE AND SUBMISSION:

a. Every college is required to establish a dedicated Tourism lab for the purpose of conducting practical/online assignments to be written in the record.

b. In every semester, the student should maintain a Record Book in which a minimum of 10 practicals per subject are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.

IX. SCHEME OF EXAMINATION:

a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 80.

b. Of the 20 marks of Internal Assessment, 10 marks shall be based on Two tests. Each test shall be of at least 01 hour duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Skill Development Record of 05 marks each.

c. The marks based on attendance shall be awarded as given below:

75% to 80% = 02 marks

81% to 85% = 03 marks

86% to 90% = 04 marks.

91% to 100% = 05 marks.

d. Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each paper. The student is required to prepare/workout the concerned exercises in a Record Book maintained by him/her and shall submit it the faculty concerned at least 15 days before the last date of the semester.

X. APPEARANCE FOR THE EXAMINATION:

- a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
- b) A candidate who has passed any language under Part-1 shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- c) Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.
- d) A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XI. MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 28 marks out of 80 marks of theory examination) and 40% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

Candidate who have obtained a minimum of 40% marks in the University Practical Examinations shall declared pass in the Practical Examination.

XII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Eight semester degree examination shall be declared and classified separately as follows:
 - a. First Class with Distinction : Those who obtain 75% and above of the total marks of parts I, II and III.
 - b. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
 - c. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
 - d. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II and III.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part III)) as a whole. However, only those candidates who have passes each semester university examination in the first attempt only shall be eligible for award of ranks. The first Five ranks only shall be notified.

XIII. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XIV. TERMS AND CONDITIONS:

- a) A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- b) Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c) The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XV. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare THREE sets of papers with a maximum of 15% repetition.

The Question Paper will be as per the following Model:

Section – A any 10 out of 12 Sub Questions 1. a,b,c,d,e,f,g,h,i,j,k,l	10 x 2 = 20 Marks
Section – B Any 4 out of 6 Questions 2,3,4,5,6,7	4 x 5 = 20 Marks
Section – C Any 3 out of 5 Questions 8,9,10,11,12	3 x 10 = 30 Marks
Section – D Compulsory Question 13	1 x 10 = 10 Marks
TOTAL	80 Marks
DURATION OF EXAM	3 HOURS

The Question Paper will be as per the following Model:

Section – A any 5 out of 7 Sub Questions 1. a,b,c,d,e,f,	5 x 2 = 10 Marks
Section – B Any 4 out of 6 Questions 2,3,4,5,6,7	4 x 5 = 20 Marks
Section – C Compulsory / Practical based 8	1 x 10 = 10 Marks
TOTAL	40 Marks
DURATION OF EXAM	2 HOURS

XVI PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVII. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

ANNEXURE – 1

BTTM

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE

SEP SCHEME - 2025-26

**COURSE MATRIX
I SEMESTER BTTM**

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi	1.1	04	-	-	03	20	80	100	3
	Language II English	1.2	04	-	-	03	20	80	100	3
Part 2 DSC	Principles of Management	1.3	04	-	-	03	20	80	100	4
	Tourism Concepts and Linkages	1.4	04	-	-	03	20	80	100	4
	Geography of Tourism in India	1.5	04	-	-	03	20	80	100	4
	Hospitality Management	1.6	04	-	-	03	20	80	100	4
	Study Tour Report & Viva Voce – I	1.7	-	-	02	-	-	Report -60 Viva - 40	100	2
Part 3 CC	Compulsory-1 Theory Constitutional Values-1	1.8	02	-	-	1.5	10	40	50	2
Total							130	620	750	26

Study Tour Report & Viva Voce: 100marks (60marks Report + 40marks Viva Voce)

BTTM
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE
 SEP SCHEME – 2025-26
COURSE MATRIX
II SEMESTER BTTM

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi	2.1	04	-	-	03	20	80	100	3
	Language II English	2.2	04	-	-	03	20	80	100	3
Part 2 DSC	Tourism Marketing – I	2.3	04	-	-	03	20	80	100	4
	Tourism Products and Resources	2.4	04	-	-	03	20	80	100	4
	Geography of World Tourism	2.5	04	-	-	03	20	80	100	4
	India's Culinary Heritage	2.6	04	-	-	03	20	80	100	4
	Study Tour Report & Viva Voce – II	2.7	-	-	02	-	-	Report -60 Viva - 40	100	2
Part 3 CC	Compulsory-2 Theory Constitutional Values-2	2.8	02	-	-	1.5	10	40	50	2
Total							130	620	750	26

Study Tour Report & Viva Voce: 100marks (60marks Report + 40marks Viva Voce)

BTTM
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE
 SEP SCHEME – 2025-26 & 2024-25

COURSE MATRIX

III SEMESTER BTTM

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi	3.1	04	-	-	03	20	80	100	3
	Language II English	3.2	04	-	-	03	20	80	100	3
Part 2 DSC	Tourism Marketing – II	3.3	04	-	-	03	20	80	100	4
	Tourism Product – I	3.4	04	-	-	03	20	80	100	4
	Tour Operations Management	3.5	04	-	-	03	20	80	100	4
	Front Office Operations	3.6	04	-	-	03	20	80	100	4
	Study Tour Report & Viva Voce - III	3.7	-	-	02	-	-	Report -60 Viva - 40	100	2
Part 3 CC	Elective – I	3.8	02	-	-	02	10	40	50	2
	Total						130	620	750	26

Study Tour Report & Viva Voce: 100marks (60marks Report + 40marks Viva Voce)

Elective – I (anyone to be opted)

- 1. Travel Photography & Travelogue***
- 2. Aviation Management***

BTTM
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE
 SEP SCHEME – 2025-26 & 2024-25
COURSE MATRIX
IV SEMESTER BTTM

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi	4.1	04	-	-	03	20	80	100	3
	Language II English	4.2	04	-	-	03	20	80	100	3
Part 2 DSC	Digital Marketing	4.3	04	-	-	03	20	80	100	4
	Tourism Product – II	4.4	04	-	-	03	20	80	100	4
	Travel Agency Management	4.5	04	-	-	03	20	80	100	4
	House Keeping Operations	4.6	04	-	-	03	20	80	100	4
	Study Tour Report & Viva Voce – IV	4.7	-	-	02	-	-	Report -60 Viva - 40	100	2
Part 3 CC	Elective – II	4.8	02	-	-	02	10	40	50	2
	Total						130	620	750	26

Study Tour Report & Viva Voce: 100marks (60marks Report + 40marks Viva Voce)

Elective- II (any one)

- 1. Curating Heritage Walks***
- 2. Tourism Entrepreneurship***

BENGALURU CITY UNIVERSITY, BENGALURU
(Under SEP-2024 Pattern)
I SEMESTER BTTM

1.3 PRINCIPLES OF MANAGEMENT

Objectives:

- To provide the concept and nature of Management & its role in the Tourism Organisation.
- To equip with latest and modern management techniques implemented in the Tourism industry.

UNIT – I INTRODUCTION

Management- An overview, definition, Nature, Scope, functions and Management as a profession. Evolution of Management thought- Taylor's Scientific Management, Henry Fayol's theory, Elton Mayo and Hawthorn experiments.

UNIT – II PLANNING

Planning- Concept, meaning, nature, importance, limitations, planning process, types of plans. Decision making- meaning, types, steps in decision making and problems in decision making. Span of Control– meaning and factors governing span of Control.

UNIT – III AUTHORITY AND RESPONSIBILITY

Authority and responsibility-meaning and types. Delegation of Authority- meaning, advantages and barriers. Decentralization- meaning, advantages and determinants. Departmentation- meaning and types of departmentation.

UNIT – IV ORGANISATION & COORDINATION

Organization- meaning and principles of Organization. Coordination- meaning, features, requisites for effective co-ordination and difficulties in co-ordination.

UNIT – V MANAGERIAL CONTROL

Managerial control-meaning, Need for control, steps in control, essentials of effective control system, controlling tools and techniques – Budgeting and non-budgeting techniques. Brief idea of Modern Management Techniques – MBO, MBE, TQM & JIT.

Books for Reference:

1. Management- An overview by Appannaiah and Reddy
2. Principles of Management by P C Tripathi and P N Reddy
3. Essentials of Management-Koontz and O'Donnel
4. Management - James A.F.Stoner, R.Edward Freeman and Daniel R. Gilbert.
5. Management- Tasks and Responsibilities – Peter F. Drucker

BENGALURU CITY UNIVERSITY, BENGALURU

(Under SEP-2024 Pattern)

I SEMESTER BTTM

1.4 TOURISM CONCEPTS AND LINKAGES

OBJECTIVES :

- To Provide a clear concept and ideas about fundamentals of Tourism
- To know various allied concepts and allied activities of tourism.

UNIT – I : DEVELOPMENT OF TOURISM THROUGH AGES

Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism.

UNIT – II : TOURISM AND ITS THEORIES

Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences.

UNIT – III : TRAVEL BEHAVIOUR& MOTIVATIONS

Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism .

UNIT – IV : TOURISM INDUSTRY & ITS LINKAGES

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport-Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

UNIT – V: TOURISM ORGANIZATIONS

Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Books for Reference :

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
5. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

BENGALURU CITY UNIVERSITY, BENGALURU

(Under SEP-2024 Pattern)

I SEMESTER BTTM

1.5 GEOGRAPHY OF TOURISM IN INDIA

Objectives:

- To provide the concept and types of geography related to tourism in India.
- To equip with skills related to geography of tourism in India.

UNIT – I INTRODUCTION

Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills.

UNIT – II COMPONENTS OF GEOGRAPHY

Latitude & Longitude- Knowledge of International Dateline- Local Time- Standard Time- Indian Standard Time –Greenwich Mean Time- Calculation of Time- Weather & Climate- Elements of Weather & Climate-Impact of Weather and Climate on Tourism.

UNIT – III GEOGRAPHY OF TOURISM IN INDIA

Geography of tourism in India:

- a) Physical divisions of India
- b) Rivers of India
- c) Seasons of India
- d) Natural & Cultural Heritage of India

UNIT– IV TOURISM DEVELOPMENT IN INDIA

Tourism Development in India:

- a) India the subcontinent
- b) Trends of Tourism Development in India.
- c) Importance of Tourism Industry in the Economy of India.

UNIT – V IMPORTANCE OF GEOGRAPHY IN TOURISM

Importance of Geography in Tourism: Spatial perspectives; Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- Concept of GIS- definition- Use of GIS modules in Tourism Planning and Development.

Books for Reference:

1. Travel Geography, Burton and Rosemary Longman 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, Prentice Hall Edn. 2001.

BENGALURU CITY UNIVERSITY, BENGALURU

(Under SEP-2024 Pattern)

I SEMESTER BTTM

1.6 HOSPITALITY MANAGEMENT

Objectives:

- To provide the meaning and concept of Hospitality and its Industry.
- To equip with the major sections/units of the Hospitality Industry / Hotel Industry.

UNIT – I INTRODUCTION TO HOSPITALITY INDUSTRY

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism Industry: Travelers at rest, Home away from Home - Hospitality culture, Athithi devo bhavah, Expectations of the guest.

UNIT – II HOTELS: CLASSIFICATION & CATEGORIZATION OF HOTELS

Hotel Ownership; A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels, Home Stays, Tree Huts, Houseboats, Floatels, Roatels -Apartels, Caravans, Capsule hotel; Major Hotel chains in India. Bodies responsible for classification of hotels – DOT,IHM, HRACC, FHRAI & GOI.

UNIT – III MAJOR AND MINOR DEPARTMENTS OF A HOTEL

Organization Chart – Small and Large Hotels, Major – Accommodation (Front Office, House Keeping) Major - Food and Beverage (Production and Service) Minor – Engineering and Maintenance, Accounts, Personnel, Training and Development, Sales and Marketing, Purchase, Receiving , Stores, Food and Beverage Control, Security.

UNIT – IV HOTEL FACILITIES AND SERVICES : Hotel tariff , Types of plans (AP, MAP,CP, EP) -Types of guest rooms - Inter and Intra Departmental Linkages and Coordination.

UNIT – V JOB DESCRIPTION AND SPECIFICATION: Meaning Difference between Job description and specification - Job description and specification of all departmental managers of a star hotel. Future of Hospitality Industry, Changing trends, issue and challenges, Importance of Hospitality industry in India.

Books for Reference:

1. Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
2. Tourism and the hospitalities Joseph D. Fridgen
3. Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe
4. Hospitality Mgt. Kevin Baker, Jeremy Hayton
5. Hotels for Tourism Development Dr. JagmohanNegi
6. Principles of grading and classification of hotels, tourism restaurant & resorts - Dr. J. Negi

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I SEMESTER BTTM

1.7 STUDY TOUR REPORT & VIVA VOCE – I

Important tourist places covering the following districts of Karnataka:

Mysore & Kodagu (Madikeri)

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs (few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100

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II SEMESTER BTM

2.3 TOURISM MARKETING – I

Objectives :

1. To Understand how the traditional theoretical framework of marketing can be broadened to meet the needs of tourism destinations and travel companies.
2. To Design a marketing programme for a tourism destination or a travel product.
3. To Learn theory and apply to practice.

UNIT – I INTRODUCTION TO MARKETING AND BUSINESS ENVIRONMENT

Introduction to marketing and its role in competitive business; Tourism marketing and its uniqueness; Marketing of services and its special features; Service marketing- characteristics of services; services marketing triangle; Market environment.

UNIT – II UNDERSTANDING THE MARKET

Market segmentation, targeting and positioning; Meaning, elements, functions and process of marketing research; types, uses and limitations of marketing research; Marketing Information Systems (MKIS); Demand forecasting.

UNIT – III DEVELOPING A TOURISM PRODUCT

Nature and type of tourism product. Managing the tourism product. Product / service decisions and product formulation, New product development; Branding and packaging decisions. Tourist destination life cycle; Process- service blueprinting; Physical evidence- roles of physical evidence, dominant and peripheral goods as physical evidence; Managing People and internal marketing- internal marketing at a destination.

UNIT – IV PRICE, PLACE, AND PROMOTION STRATEGY

Pricing policies and practices; Place (Service logistics): Distribution channels in travel and tourism, yield management; The meaning and importance of integrated marketing communication approach; Promotional mix.

UNIT– V STRATEGY

Partnering, Marketing strategy, developing a marketing plan, Customer relationship, marketing, service quality management.

Books for Reference:

1. Chaudhary, Manjula (2010). Tourism Marketing. New Delhi: Oxford University Press.
2. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited.
3. Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education.
4. Middleton, Victor (2001). Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann.
5. Valarie Zeithaml and Mary Bitner (2000): Services Marketing, 2/e, Irwin-McGraw Hill, New York

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II SEMESTER BTM

2.4 TOURISM PRODUCTS AND RESOURCES

Objectives:

- To highlight the Major concepts of Tourism related to the activities concerned.
- To equip with special concepts and emerging trends of the Tourism Products.

UNIT – I HISTORICAL DEVELOPMENT OF TOURISM

Overview-Trade commerce as motivation-Exploring new lands-Travel for religious purpose-Travel accounts for adventures- Early Pleasure Travel –The Grand tour – Concept of Annual Holidays –Paid holidays.

UNIT – II TOURISM & TRANSPORT

Historical development of transport-Rail transport-organized rail travel-sea transport-Motor car-Air transport & Jet travels.

UNIT – III NATURE BASED TOURISM PRODUCTS IN INDIA

Wildlife Tourism-Important national parks and wildlife sanctuaries of India-Importance of preservation & conservation of wildlife for tourism promotion-Beach tourism-Island Tourism (Andaman & Nicobar Islands), Hill tourism in India (Major hill stations of India).

UNIT – IV MAJOR CONCEPTS OF TOURISM

Adventure concept of tourism-Types of adventure sports-Cultural concept of- tourism-India as Cultural tourism destination MICE tourism- Meeting, Incentive, Conference / Convention and Medical Tourism in India.

UNIT – V SPECIAL INTEREST TOURISM PRODUCTS

Sports tourism-education tourism- Food tourism, Wine Tourism, Event Tourism -Music tourism-Theatres – Theme parks.

Books for Reference:

1. A K Bhatia-International Tourism Management, sterling publishers.
2. JagmohanNegi – B.R. Publishing corporation Delhi – 110 052.
3. A K Bhatia-Tourism Principles, Policies and Development, sterling publishers.
4. J K Sharma-Tourism Planning
5. P C Sinha-Tourism Planning-Anmol Publications.

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II SEMESTER BTM

2.5 GEOGRAPHY OF WORLD TOURISM

Objectives:

- To provide the concept and types of Geography related to tourism across the globe.
- To equip with skills related to Geography of Tourism in World.

UNIT – I

Asia : Physical divisions, Climate, Transportation System- Tourism in East Asia (China, Japan and Korea)– Tourism in South–East Asia (Malaysia, Singapore and Thailand) – Tourism in South Asia (India, Maldives and Sri Lanka) – Tourism in West Asia (Saudi Arabia and Iraq).

UNIT – II

North America: Physical divisions, Climate, Transportation System – Tourism in Canada- Tourism in U.S.A. - Hawaiian Island Tourism.

South America- Physical divisions, Climate – Transportation System – Tourism in South America (Argentina, Brazil and Venezuela).

UNIT – III

Europe: Physical divisions, Climate, Transportation System – Tourism in West Europe (France, Greece, Italy, Switzerland and United Kingdom) – Tourism in East Europe (Russia) – Tourism in North Europe (Denmark, Norway and Sweden) – Tourism in South Europe (Portugal and Spain).

UNIT – IV

Africa : Physical divisions, Climate, Transportation System– Tourism in East Africa (Tanzania and Kenya) – Tourism in West Africa (Ghana) and Tourism in South Africa.

UNIT – V

Australia– Physical divisions, Climate, Transportation System - Tourism in Australia (New South Wales-Sydney & Canberra, Queensland- Brisbane, South Australia- Adelaide, Tasmania, Victoria-Melbourne, and Western Australia- Perth)

New Zealand -Tourism in New Zealand (Auckland & Wellington).

Books for reference:

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. World wide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
3. Geography of Travel and Tourism, Hudson, Lloyds and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Flliots, Prentice Hall Edn.2001

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II SEMESTER BTM

2.6 INDIA'S CULINARY HERITAGE

Objectives:

- To create awareness about the concept of culinary, food and its relation to tourism.
- To analyse the role of food in promoting tourism.

UNIT - I INTRODUCTION TO COOKERY

Introduction to Cooking and Methods of Cooking, Culinary History of India, History of Cooking, History – Antiquity, Foods mentioned in the Ancient Scripture, Middle ages to 16th Centuries.

UNIT – II INTRODUCTION TO INDIAN FOOD

Spices and Herbs used in Indian Cookery, Indian Masalas and Gravies.

UNIT – III INDIAN REGIONAL CUISINES

History and Origin of Regional Cuisines like Southern India, Northern India, Central India, Western India, Eastern India(including North Eastern).

UNIT – IV STUDY ON SELECTED CUISINES – I

History, Food Ingredients and Famous Dishes- Kashmiri Cuisine (Paradise on a Plate), Himachali Cuisine (Scenic Vistas and Sumptuous Fiestas), Mughlai Cuisine (A Legacy Entwined), Awadhi Cuisine (Nawabi Dastarkhwan), Punjabi Cuisine (Simply Delicious), Bihari Cuisine (A little more than Litti), Jharkhandi Cuisine (Roots, Shoots and Spices), Bengali Cuisine (Pet Pujo), Chhattisgarhi Cuisine (Tribal Beats & Fantastic Feasts), Northeastern Cuisine (The Great Culinary Adventure) Odiya Cuisine (Packed full of Flavour), Madhya Pradesh Cuisine (One State,Many Flavours), Gujarathi Cuisine (A Gastronome's guide to Gujarat), Rajasthan Cuisine (Honour, Valour and Flavour).

UNIT – V STUDY ON SELECTED CUISINES – II

History, Food Ingredients and famous dishes : Telangana and Hyderabad Cuisine (An Adventure for your taste buds), Andhra Cuisine (Finger Licking Good), Chettinad Cuisine(Poetry on the palate), Kerala Cuisine (God's own Grub), Mangalorean Cuisine (The Land of Sunshine & Sannas), Kodava Cuisine (Meats, Shoots and Leaves), Udupi Cuisine(Food fit for the Gods), Konkan Cuisine(Union of Flavours), Maharashtra Cuisine(Misal, Modak and More), Goan Cuisine (Coastal Fusion) and Anglo-Indian Cuisine (Kulinary Khichdi).

Food Tourism and Culinary Tourism and present scenario in Indian context and Emerging trends of Food Tourism.

Books for Reference :

1. Modern Cookery – Thangam E Philip – Orient Longman Publications.
2. Theory of cookery – Krishna Arora – Frank Bros & Co publications.
3. The theory of catering – Ronald Kinton& Victor Ceserani – ELBS.
4. India's Culinary Heritage – Traveller Getaways – Outlook.
5. Traditional Cuisines Of India - An ITRHD Publication.

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II SEMESTER BTM

2.7 STUDY TOUR REPORT & VIVA VOCE – II

Important tourist places covering the following districts of Karnataka:

Tumkur, Hassan, Chickmagalur (including Sringeri), Shimoga, Davangere and Chitradurga

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs (few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100

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III SEMESTER BTM

3.3 TOURISM MARKETING – II

Objectives:

- To learn about theories of tourist behaviour, typologies of tourist, and how to segment the tourists.
- To Understand the concept of sales and acquire and develop the competencies required to close the sales.
- To Create win-win scenarios that have their customers coming back for more

UNIT – I INTRODUCTION

Concept of tourist behaviour; importance of understanding tourist behaviour; types of tourism (and concerns); models of consumer behaviour adapted to tourism.

Purchase decision process, Motivators; determinants; models of purchase decision making process.

UNIT – II TYPOLOGIES OF TOURIST BEHAVIOUR

Typologies and their critique; marketing applications of typologies; Market segmentation; tourism-specific methods of segmentation; Indian out bound travel market.

Tourism demand and markets; Global pattern of tourism demand; nature of demand in different segments of tourism market; consumer behaviour and markets in different sectors of tourism.

UNIT – III INTRODUCTION TO SALES MANAGEMENT

Evolution of sales management; the selling concept; scope of selling in tourism; difference between selling and marketing; concept of personal selling; personal selling process in tourism. Theories: Theories of selling; consumer behaviour and selling; essential qualities of salesman and sales manager.

UNIT – IV MANAGING SALES FORCE

Concept of branding in tourism sales; tourism sales and merchandising; management of sales force: recruiting process; selecting sales personnel; developing and conduction sales training programmes.

UNIT – V SALES BUDGET AND CONTROL

Compensation plan for sales force; motivation of sales force; sales quota; types of quota and quota setting procedures; sales budget; management of sales territories.

Channel management; Tourism sales channels; types of channel; key issues in management of tourism sales channels; tourism channel control system.

Books for Reference:

1. Horner, Susan and Swarbrooke, John (2007). Consumer Behaviour in Tourism, 2/e. Burlington: Butterworth-Heinemann.
2. Jobber and Lancaster (2009). Selling and Sales Management, 8/e, Pearson Education.
3. Still, Cundiff and Govoni (1998). Sales Management: Strategies and Cases. New Delhi: Prentice Hall of India.

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III SEMESTER BTM

3.4 TOURISM PRODUCT – I

Objectives:

- To provide the concept of Indian History from the ancient period and role of the same in promoting Tourism.
- To equip with historical happenings at the past and correlate with Tourism

UNIT I

The pre-historic period, Indus Valley Civilization - Source of Information, Vedic Period – Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism.

UNIT II

Mauryan Period – origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period – political, religious, socio-cultural and economic development during Maurya to Gupta period. Political condition of North India, South India and Eastern India after Guptas.

UNIT III

History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khiliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Mughuls-Babur, Humayun, Akbar, Jahangir, Aurangzeb.

UNIT IV

Political Condition of India in after Moghul- Decline of Mughal emperor and its impact. Rise of Maratha Power under Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies. Establishment of British Rule in India.

UNIT V

Social and religious reforms movement in India, Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post Independence. Indian Democracy and contribution of different political parties for the development of India.

Books for References:

Basham. A.L. (2019), The wonder that was India, Picador; Indian ed edition.

Chandra, S. (2020), A History of Medieval India, Orient BlackSwan. Chandra, B. (2020), History of Modern India, Orient BlackSwan.

Chandra, B. (2017), India Since Independence, Penguin India.

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III SEMESTER BTM

3.5 TOUR OPERATIONS MANAGEMENT

OBJECTIVES:

- To Develop an understanding of the fundamentals of tour operation and its significance in the travel and tourism industry.
- To Equip students with practical knowledge of itinerary planning, costing, and packaging of tours.
- To Provide insights into legal, ethical, and operational aspects of tour management.
- To Introduce students to technological advancements and digital tools in tour operations.
- To Enable students to analyze challenges and opportunities in tour operations for sustainable tourism growth.

UNIT I INTRODUCTION TO TOUR OPERATION MANAGEMENT

Concept of Tour Operations and Travel Agencies - Types of Tour Operators (Inbound, Outbound, Domestic, and Specialty Tour Operators) - Linkages between Travel Agencies and Tour Operators - Tourism Products & Services in Tour Operations - Role and Responsibilities of a Tour Operator.

UNIT II TOUR PACKAGE DESIGNING AND ITINERARY PLANNING

Components of a Tour Package - Types of Tour Packages (FITs, GITs, Special Interest Tours) - Steps in Itinerary Planning - Costing and Pricing of Tour Packages - Contracting with Service Providers (Hotels, Transport, Guides).

UNIT III TOUR LOGISTICS AND OPERATIONS

Pre-Tour Preparations and Documentation - Ticketing Procedures (Air, Rail, and Cruise Bookings) - Ground Handling and Transport Arrangements - Customer Service and Handling Complaints - Crisis Management and Emergency Handling in Tours

UNIT IV LEGAL AND ETHICAL CONSIDERATIONS IN TOUR OPERATIONS

Licensing and Regulations for Tour Operators - Consumer Protection Laws and Rights - Ethical Tourism Practices and Responsible Travel - Health, Safety, and Risk Management in Tour Operations - Sustainable and Eco-friendly Tour Operations

UNIT V EMERGING TRENDS AND TECHNOLOGY IN TOUR OPERATION MANAGEMENT

Role of AI, AR, and Virtual Reality in Tour Planning - Use of Digital Platforms and Mobile Apps in Tour Operations - Data Analytics for Customer Insights and Personalization - Sustainable and Smart Tourism Strategies - Case Studies on Innovative Tour Operations.

Books for References:

1. Bhatia, A. K. (2002). Tourism development: Principles and practices. Sterling Publishers Pvt. Ltd.
2. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website:
4. <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-02.
5. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
6. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
7. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.
8. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
9. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP

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III SEMESTER BTMM

3.6 FRONT OFFICE OPERATIONS

Objectives:

- To provide the concept and practices of Front Office in a 5 Star Hotel.
- To equip with the fundamental operations of Front Office department of a Hotel.

UNIT – I ORGANISATION TO FRONT OFFICE AND RECEPTION

Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, preparing night clerks reports, Records and formats used in receptions, Guest Activities and Guest arrival flow charts, specimen of formats used.

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 & 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 and method, Documents Generated Registration process Registration procedures for Indians and Foreigners ,Walk-ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

UNIT – IV INFORMATION & CONCEIRGE

Functions of information section, Guest Alphabetical Index rack, Message Handling, Handing Guest Rooms keys, handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information flow chart, specimen formats used.

UNIT – V LOBBY & MISCELLANEOUS OPERATION

Role of Lobby Manager, Role of Guest Relations Executive, Duty – rota, and work schedule, luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc. Valet car parking & Allied Guest Service, Forms and Formats used.

Books for Reference:

1. Front office manual – Sudhir Andrews
2. Front office Management – S.K.Bhatnagar
3. Front office – Peter Abboll
4. Front office – Khan
5. Front office Management – R.K.Singh
6. Hotel Operations and Front Office Management – Prof Dr.M. Devendra

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III SEMESTER BTTM

3.7 STUDY TOUR REPORT & VIVA VOCE – III

Important tourist places covering the following districts of Karnataka:

Dakshina Kannada(Mangalore), Udupi and Uttara Kannada

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs (few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100

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III SEMESTER BTM

Elective – I

TRAVEL PHOTOGRAPHY AND TRAVELOGUE

Objectives:

- Travel Photography introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images. It aims to increase the percentage of good photographs learners take and to lift their travel photography to the next level of creativity.
- Travel Writing will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online. Sharing of their written content can be done through Blogs, Websites, Social Media etc.

UNIT – I DIGITAL PHOTOGRAPHY

Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.

UNIT – II THE ART OF PHOTOGRAPHY

Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting. An Introduction to Selfies.

The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

Post-Production – Basic Photo Editing Software; basics of Adobe Photoshop, sharing photos; blogs; selling travel Images. Being a Travel Photographer.

UNIT – III TRAVEL WRITING- I

Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

UNIT- IV TRAVEL WRITING – II

Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue. Do's and Don'ts of Travel Writing.

NOTE: (DESIRABLE) :

1. *Classes should be both Theory and Practical*
2. *Preferably the teacher & student should have a DSLR camera for better understanding*
3. *Travel Writing should be practiced based on different Tourist Destinations*
4. *Essential knowledge of Photography and Travel Writing is mandate.*

Books for Reference:

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications.

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III SEMESTER BTTM

Elective – I

AVIATION MANAGEMENT

Objectives :

1. To introduce the learner to the fundamentals of managing aviation business.
2. To orient operations management in aviation industry.

UNIT I INTRODUCTION

Introduction : Development of civil aviation; key economic, political, revenue and cost trends in today's industry environment; strategies airlines are adopting to sustain and grow their businesses; strategy development.

UNIT II CHANGING BUSINESS SCENARIO

Changing Business Scenario: Merger and accusations; impact of airlines alliances; low cost carriers and their growth; Impact of new digital technologies on all aspects of the airline business.

UNIT III AIRPORT MANAGEMENT

Airport Management: The airport as operational system; sources of revenue; airport profitability and privatization; investor relations. Case studies discussion, Rigas Doganis, "The Airport Business", Routledge, 1992.

UNIT IV ECOSYSTEM OF AIR TRANSPORTATION

Ecosystem of Air Transportation: Economic impact of air transport; supply, demand, pricing and market structures; key economic characteristics of the air cargo sector; the air transport value chain; characteristics of each stakeholder and profitability of each air.

Books for Reference:

1. Doganis, Rigas (2010). Flying Off Course. Routledge (4th Ed.).
2. Kotter, John P. (1996), "Leading Change", Harvard Business School Press,
3. Scholes (2010). Exploring Corporate Strategy. Pearson.
4. Shaw, Stephen (2011). Airline Marketing and Management. Ashgate (7th Ed.).
5. Trompenaars & Woolliams (2006). Business Across Cultures. Capstone Publishing.

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IV SEMESTER BTMM

4.3 DIGITAL MARKETING

Objectives :

- To introduce students to the fundamental concepts of Digital Marketing in the context of Tourism Industry.
- To provide a solid foundation for understanding Digital Marketing Strategies and tools.

UNIT I INTRODUCTION TO DIGITAL MARKETING IN TOURISM

Overview of the tourism industry and its digital presence. Key digital marketing concepts and terminology. Role of digital marketing in promoting tourism businesses. Current trends and developments in digital marketing for tourism.

UNIT II SOCIAL MEDIA MARKETING

Introduction, fundamentals, types, Social media platforms for tourism promotion. Creating and managing social media profiles.

UNIT III SEARCH ENGINE OPTIMIZATION

Basics of website design and usability for tourism businesses. On-page SEO techniques and best practices.

UNIT IV EMAIL MARKETING

Email marketing strategies for tourism businesses. Building and nurturing email subscriber lists. Measuring the effectiveness of email marketing efforts

UNIT V EMERGING TECHNOLOGIES

Introduction to emerging technologies (Augmented Reality and Virtual Reality) in tourism marketing. Immersive experiences, Enhanced Pre-Trip Planning, Interactive and Engaging experiences. Benefits for the Tourism Industry. Ethical considerations in digital marketing

Books for Reference :

1. Digital Marketing Strategy 3/e by Simon Kingsnorth, KOGAN PAGE LIMITED
2. Digital and Social Media Marketing: A Results-driven Approach. (2020). United Kingdom: Routledge.
3. Devendra M, Pankaj Chatterjee, Ratanadeep Kaur & Shailendra K Rai.(2023)Digital Marketing Taran Publication

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IV SEMESTER BTM

4.4 TOURISM PRODUCT – II

Objectives:

- To provide the concept of Indian Architecture and Culture from the ancient period and role of the same in promoting tourism.
- To equip with architecture and cultural events of the past.
- To know about various styles of architecture and how it promotes Heritage Tourism.

UNIT I

Races in India, Characteristics of Indian culture & society in the pre-historic ages and Indus valley civilization. The early and later Vedic period. Ramayana and Mahabharat.

UNIT II

Different religious in India- Hinduism: (Saivism, Vaishnavism, Saktism, Tantrikism). Jainism, Buddhism, Sikhism, Christian and Islam.

UNIT III

Social life in India: Verna system, Ashrams, Marriage, Dress and ornaments social traditions and costumes, Farming, Food habits, Astrology and Astronomy.

UNIT IV

Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.

UNIT V

Religious: Hindu - Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, Puri, Kamakhya, VaishnoDevi, Akshar Dham and other Important Hindu temples of all regions of India.

Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti;

Christians- Churches & Convents of Goa, Kerala and other states

Muslims- Ajmer Sharif, Fatehpur Sikri, Haji Ali and important Masjids of India Jain-Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple;

Sikh-Golden Temple and other Gurudwars;

Lotus Temple.

Books for Reference:

1. Percy Brown - Indian Architecture (Buddhist and Hindu Periods)
2. J. Fergusson - History of Indian and Eastern Architecture
3. A.K. Coomaraswamy - Introduction to Indian Art
4. A.K. Coomaraswamy - History of Indian and Indonesian Art

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IV SEMESTER BTMM

4.5 TRAVEL AGENCY MANAGEMENT

OBJECTIVES:

- To provide students with an in-depth understanding of the operational and managerial aspects of travel agencies.
- To examine the role of travel agencies in the tourism industry and the various services they offer to customers.
- To equip students with the necessary skills to manage, market, and operate a successful travel agency.
- To analyze the current trends, challenges, and technological advancements affecting the travel agency business.

UNIT I: INTRODUCTION TO TRAVEL AGENCY MANAGEMENT

Definition and Scope of Travel Agencies - Types of Travel Agencies: Retail, Wholesale, and Online Travel Agencies - Historical Evolution and Growth of Travel Agencies - Legal and Regulatory Frameworks Governing Travel Agencies - Role of IATA, UFTAA, and Other Regulatory Bodies.

UNIT II : TRAVEL PRODUCTS AND SERVICES

Airline Ticketing and Reservation Systems (GDS, CRS) - Hotel Bookings, Car Rentals, and Cruise Reservations - Tour Packages: Components and Pricing Strategies - Travel Insurance and Ancillary Services - Visa, Passport, and Foreign Exchange Services.

UNIT III : OPERATIONS AND TRAVEL BUSINESS MANAGEMENT

Organizational Structure and Staffing in Travel Agencies - Financial Management and Revenue Sources - Technology Integration in Travel Agency Operations - Risk Management in Travel Business - Legal and Ethical Issues in Travel Operations.

UNIT IV : DIGITAL TRANSFORMATION IN TRAVEL AGENCY MANAGEMENT

Role of AI, Big Data, and Automation in Travel Industry - Online Travel Agencies (OTAs) and E-Commerce Strategies - social media and Digital Marketing for Travel Businesses - Mobile Applications and Chatbots in Customer Interaction - Cybersecurity and Data Privacy in Travel Business.

UNIT V: EMERGING TRENDS AND BUSINESS RESILIENCE IN TRAVEL AGENCIES

Impact of pandemics, climate change, and geopolitical events on travel businesses -Upskilling strategies and contingency planning for travel agencies - The role of insurance, refund policies, and safety protocols in future travel - Case-Studies: Developing resilient business models for future uncertainties

BOOKS FOR REFERENCE:

1. Agarwal, Surinder, Travel Agency Management [1983]
2. Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991)
3. Foster, Dennis L. An Introduction to Travel and Tourism (1994)
4. Foster, Dennis L., The Business of Travel Agency Operations & Administration (Singapore, 1993)
5. Geo, Chack, Profession of Travel Agency Management (1990)
6. Holloway, Christopher.J., The Business of Tourism (1989)
7. Jackson, Ian, Introduction to Tourism (Melbourne, 1997)
8. Kaul, R.N., Dynamics of Tourism: A Trilogy: vol.111: Transportation (New Delhi, 1985)
9. Mohinder Chand, Travel Agency Management- An Introductory Text (New Delhi, 2003)
10. Merissen Jome W, Travel Agents and Tourism
11. Stephen J. Page, Tourism Management
12. Tapan K. Panda & Sitikantha Mishra, Tourism Industry in India

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IV SEMESTER BTMM

4.6 HOUSE KEEPING OPERATIONS

Objectives:

- To provide the concept and practice of House-keeping department in a 5 Star Hotel.
- To equip with fundamental operations of House-keeping department of a Hotel.

UNIT – I HOUSE KEEPING ORGANISATION

Layout, Staff Organisation, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room – Layout, types, floor pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

UNIT – II HOUSEKEEPING CONTROL DESK

Importance and role control desk – Handling telephone calls – co-ordination with various departments – paging systems and methods – 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 systems, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT - III CLEANING EQUIPMENT, AGENTS & CLEANING OF GUEST ROOM

Types of equipment used in Housekeeping department, cleaning agents – detergents, disinfectants, polishes, types of floor cleaner, toilet cleaner, maids trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure room, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

UNIT – IV LINEN & LAUNDRY

Textiles, types of fibers and fabrics used in the hotels Organization and Layout of Linen and Laundry room, Types of Linen, sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock Concepts Laundry flow process, hand wash, types of equipments used in the laundry, manual and electrical Iron – Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement equipment and the seasonal flowers.

UNIT – V ACCOUNTING, AUDIT AND CONTROL

Income from Accommodation, Public Room Rentals, Allowances, net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and Stationery, Reservation Expenses, Miscellaneous Expenses.

Books for Reference:

1. Hotel House-keeping Training Manual – Sudhir Andrews
2. Professional House-keeping – Madhukar
3. House-Keeping Management – Anurik Singh
4. Professional House-keeping – Manoj
5. The art of flower Management.

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IV SEMESTER BTTM

4.7 STUDY TOUR REPORT & VIVA VOCE – IV

Important tourist places covering the following districts of Karnataka:

Bellary, Dharwad, Bagalkot, Belgaum, Bijapur, Gulbarga & Bidar

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs (few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100

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IV SEMESTER BTM

Elective – II

CURATING HERITAGE WALKS

Objectives:

- To learn about experiential form of tourism, creates awareness about local culture and heritage.
- To Provide real time experience and personal observation of an Heritage area.
- To able to research and design, organise, and conduct a heritage walk.

UNIT I INTRODUCTION TO CULTURAL HERITAGE

Introduction: Introduction to cultural heritage. Elements of Cultural Heritage, Role cultural heritage in tourism. Cultural tourism in India, Heritage tourism in India, Tangible and Intangible heritage assets of the society.

Cultural Heritage Interpretation: Role of Geography and History of Cultural Heritage. Awareness on cultural Heritage of India, Interpretation & story telling – of Architecture, of Iconography, of rituals, of costumes, of festivals.

UNIT II DESIGNING A HERITAGE WALK

Designing a Heritage walk: Introduction to Heritage Walk, Need for Heritage walk, Components of a Heritage walk – Researching a place – documentation and field work, designing a walk and important elements in designing.

UNIT III CONDUCTING A HERITAGE WALK

Conducting a Heritage walk: conducting a Heritage walk – important aspects to note – before the walk, during the walk and after the walk. Feasibility study, marketing and promotion, collaboration with host community and local businesses, techniques of facilitation/guiding, effective storytelling and communication skills, crowd management, emergency handling.

UNIT IV CASE STUDIES OF HERITAGE WALK

Case studies: Rashtrapati Bhavan Heritage walk, Amritsar Heritage walk, Ahmedabad Heritage walk, Heritage walks in Old Delhi, Heritage walks in Mumbai, Kolkata and Chennai – their salient features & practical problems.

Project: Designing and curating a heritage walk and submit the proposal, instructor review and feedback.

Books for Reference:

1. Fenna (1997). Heritage Walks in Prembrokehire, Wilmslow: Sigma Leisure, Wales.
2. Fernandez (2007). Ten Heritage Walks of Mumbai, Rupa Publications, India.
3. Gupta, Lal, Bhattacharya (2016). Cultural Tourism in India, D K Print world Pvt. Ltd., India.
4. Bhattacharya et al (2002). The Cultural Heritage of India (Set of 9 Volumes), Ramakrishna Mission Institute of Culture, India.

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IV SEMESTER BTM

Elective – II

TOURISM ENTREPRENEURSHIP

Objectives:

- To orient the students towards the fundamental concepts of entrepreneurship and equip them with the critical skills needed for establishing contemporary entrepreneurial units in tourism, travel and hospitality sectors.
- To develop skills and trade qualities in Tourism Entrepreneurship

UNIT I ENTREPRENEURSHIP

Entrepreneurship: Meaning and concept; Qualities of an Entrepreneur; Classification of Entrepreneurs, Functions of Entrepreneurs, Role of entrepreneurs in Economic development.

UNIT II TOURISM ENTREPRENEURSHIP

Tourism Entrepreneurship: Concept and Meaning; Classification of Tourism Entrepreneurs; Tourism Business Preparation; Tourism Business idea generation techniques, Identification of Tourism Business opportunities.

UNIT III INNOVATION

Innovation: Meaning and Concept; Types of Innovation; Innovation in Tourism Entrepreneurship: Tourism Product innovation, Tourism Product planning and development strategy, New Product Development in Tourism.

UNIT IV ESTABLISHING A TOURISM ENTERPRISE

Establishing a Tourism Enterprise: Setting up a tourism enterprise: Steps, procedures, licenses, registration (indigenous handicraft outlets, adventure service providers, cultural entrepreneurship, ground tour operators, micro-hotelier, micro-restaurateur, micro-taxi driver).

Books for Reference:

1. Hisrich, R. D., & Michael, P. P. (2002). Entrepreneurship (5th ed.), New Delhi: Tata Mc.Graw Hill.
2. Hisrich, R. D., Peters, M. V., & Shepherd, D. A. (2007), Entrepreneurship (6th ed.), New Delhi: Tata . Mc-Graw Hill.
3. Holt, D. H. (2003), Entrepreneurship - New Venture Creation. New Delhi: Prentice- Hall of India Pvt Ltd.
4. R. L. Tung (Ed.), (2001), Learning from World Class Companies. Thomson Learning.
5. Prakash, Monika and Chowdhary, Nimit (2010), Starting a Tourism Company, New Delhi: Matrix Publishers.(L)