

**BANGALORE CENTRAL UNIVERSITY**  
**B.COM (Tourism)-CBCS SEMESTER SCHEME – 2019-20**  
**COURSE MATRIX**



**DEPARTMENT OF COMMERCE**  
**REGULATIONS PERTAINING TO B.COM (Tourism) (CBCS REGULAR) DEGREE**  
**SEMESTER SCHEME 2019 - 20**

**I. OBJECTIVES:**

1. To develop ready to be employed skilled professionals in the Tourism sectors.
2. To develop business skills among students that can meet the requirement of business and industry
3. To develop researchers and consultants in the area of Tourism Management.
4. To develop Entrepreneurs in the field of tourism.
5. To develop administrators with an all-round vision of tourism planning and development who can act as potential think tank.
6. To develop Holistic managers with inter disciplinary knowledge.
7. To develop Business Philosophers to propagate social responsibility and accountability.
8. To develop students with Professional and Academic inputs to adapt to the requirements of the changing Tourism industry and analyze the various components of this industry.

**II. ELIGIBILITY FOR ADMISSION:**

Candidates who have completed Two years Pre – University course of Karnataka State or its equivalent as notified by the university from time to time.

**III. DURATION OF THE COURSE:**

The course of study is Three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completes Three (03) years of the course will be awarded Bachelor's Degree in Commerce (B.Com.).

**IV. MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada (in Kannada Only Theory Papers).

**V. CLASS ROOM STRENGTH OF STUDENTS:**

There shall be Maximum of 60 students in each section.

## **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.
- c. 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**

Annexure – 1 for B.Com Course (*Tourism*) Matrix

## **VIII. TEACHING AND EVALUATION:**

**M.Com/MBA/M.Com (F&A)/MBS** graduates with **B.Com, B.B.M, and BBA & BBS** as basic degree from a recognized university are only eligible to teach and to evaluate the **Commerce subjects** (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. **MTA, MTTM, MA/M.Com/MBA in tourism** specialization is only eligible to teach and to evaluate the **Tourism subjects**. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

## **IX PRACTICALS / RECORD MAINTENANCE AND SUBMISSION:**

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical classes & on line assignments.
- b. In every semester, the student should maintain a Practical Record Book in which a minimum of 5 exercises / programs 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.

## **X. 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 70.
- b. Of the 30 marks of Internal Assessment of Theory Papers, 20 marks shall be based on two tests. Each test shall be of at least 30 Minutes 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.
- c. The marks based on attendance shall be awarded as given below:
  - 76% to 80% = 04 marks.**
  - 81% to 85% = 06 marks.**
  - 86% to 90% = 08 marks.**
  - 91% to 100% = 10 marks.**
- d. Internal Assessment Marks for Practical's shall be awarded by the faculty concerned based on Syllabus for Practical's provided in each Semester. The student is required to prepare/workout the concerned exercises in a Practical Record Book maintained by him/her and shall submit it to the faculty concerned at least 15 days before the last date of the semester.

## **XI. 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-I 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.

## **XII. MINIMUM FOR A PASS:**

Candidates who have obtained a minimum of 40% marks in university examination (i.e. 28 marks out of 70 marks of theory examination) and 50% 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.

## **XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:**

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:

- a. **First Class:** Those who obtain 75% and above of the total marks of parts I, II, III & IV.
- b. **Second Class:** Those who obtain 60% and above but less than 75% of total marks of parts I, II, III & IV.
- c. **Pass Class:** Rest of the successful candidates who secure 50% and above but less than 60% of marks in part I, II and III. 2

2. Ranks 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 IV) as a whole. However, only those candidates who have passed each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

## **XIV. MEDALS AND PRIZES:**

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

## **XV. 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.

## **XVI. PATTERN OF QUESTION PAPER:**

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three 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 TWO sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

### **i) For Theory Examinations:**

<b>SECTION-A</b> <b>1. a,b,c,d,e,f,g.</b>	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
<b>SECTION -B:</b> <b>2,3,4,5.</b>	(Analytical questions) Answer any THREE	(03 X 05 = 15 Marks)
<b>SECTION-C:</b> <b>6,7,8,9..</b>	(Essay type questions) Answer any THREE	(03 X 15 = 45 Marks)
<b>Total</b>		<b>70 Marks</b>

### **ii) For Practical Subjects Examinations:**

<b>SECTION-A:</b> <b>1, 2, 3, 4, 5.</b>	Answer any FOUR	(04 X 05 = 20 Marks)
<b>SECTION -B:</b> <b>6, 7, 8,9.</b>	Answer any TWO	(02 X 15 = 30 Marks)
<b>Total</b>		<b>50 Marks</b>

## **XVII. 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.

## **XVIII. 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.



**B.COM, (CBCS) SEMESTER SCHEME – 2019-20**  
**COURSE MATRIX**

**I SEMESTER**

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	1.1	4	3	30	70	100	2
	Language – II : English	1.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	1.3	4	3	30	70	100	2
	Business Dynamics & Entrepreneurship	1.4	4	3	30	70	100	2
	Fundamentals of Tourism Industry	1.5	4	3	30	70	100	2
	Tourism Geography and Resources	1.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	1.7	2*	2	50**	50**	100	2
Part 4	Foundation Course*	-	3	2	30	70	100	2
	CC & EA*	-	-	-	50	-	50	1
<b>Total Credits</b>								<b>17</b>

\* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.

## II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language - I: b Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	2.1	4	3	30	70	100	2
	Language – II : English	2.2	4	3	30	70	100	2
Part 2 Optional	Advanced Financial Accounting	2.3	4	3	30	70	100	2
	Banking Operations & Innovations	2.4	4	3	30	70	100	2
	Tourism Products and Resources	2.5	4	3	30	70	100	2
	Tourism Marketing	2.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	2.7	2*	2	50**	50**	100	2
Part 4	Foundation Course*		3	2	30	70	100	2
	CC & EA*		-	-	50	-	50	1
<b>Total Credits</b>								<b>17</b>

**\*One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.**

**\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.**

### III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills-I	3.2	4	3	30	70	100	2
	Corporate Accounting	3.3	4	3	30	70	100	2
	Financial Management	3.4	4	3	30	70	100	2
	Principles & Concepts of Hospitality Management	3.5	4	3	30	70	100	2
	Tour Operations Management	3.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	3.7	2*	2	50**	50**	100	2
Part 4	Foundation Course*		3	2	30	70	100	2
	CC & EA*				50	-	50	1
<b>Total Credits</b>								<b>17</b>

**\*One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.**

**\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.**

**INSTRUCTION: During the beginning of III Semester students should be assigned Community Service and it shall be monitored by the Mentors. Maximum 15-20 Students shall be allotted to each Mentor. In addition to Tourism, commerce and management faculty, Faculty from Languages including English and Additional Subjects shall also be appointed as Mentors. Community service may be carried out in any type of Non-Profit Service Organization's such as Panchayat raj institutions, Public Hospital, Old Age Homes, Orphanage Houses, Sports clubs, Women's organizations, Neighbourhood organizations, Religious or Educational organizations, Red Cross, Lions Club, Rotary Clubs, Youth Service Associations, Or any other social service organization or any other social service organization. Minimum of 15 days Field Service shall be ensured. The Report on community Service shall be submitted within 45 days of commencement of V semester. The report shall consist of organization's profile, Nature of service and Experience of the student, along with Certificate from the Organization about 20 pages. The related Marks & Credit will be awarded in the V Semester.**

## IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate communications skills-II	4.2	4	3	30	70	100	2
	Advanced Corporate Accounting	4.3	4	3	30	70	100	2
	Goods & Services Tax	4.4	4	3	30	70	100	2
	Tourism Policy, Planning and Development	4.5	4	3	30	70	100	2
	Information Technology and Communication for Tourism	4.6	4	3	30	70	100	2
Part 3 Practical's	Practical's on Skill Developments*	4.7	2*	3	50**	50**	100	2
Part 4	Foundation Course*		3	2	30	70	100	2
	CC & EA*				50	-	50	1
<b>Total Credits</b>								<b>17</b>

**\* Practical Class on Tourism Subjects. Each Practical class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.**

**\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.**

**INSTRUCTION: During the beginning of IV Semester, the students should be assigned INTERNSHIPS and it shall be monitored by the Mentors. Faculty from Commerce and Tourism Department shall only be appointed as Mentors. Minimum of THREE weeks of internship shall be undergone by the student and the Internship Certificate from the Organization shall be enclosed with the report. Internship may be undertaken in any type of Travel agency/Tour operators/Hotels/DOT/Airports/Cruise lines/Rural Tourism/Amusement park and tourism related Organizations. Maximum 25 Students shall be allotted to each Mentor. The report shall consist of Organization's profile, Nature of work undertaken by the student. The Report on Internship shall be submitted within 45 days of commencement of VI semester. The related Marks & Credit will be awarded in the VI Semester.**



## V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Optional	Income Tax –I	5.1	4	3	30	70	100	3
	Auditing & Corporate Governance	5.2	4	3	30	70	100	3
Part 2 Elective	Entrepreneurship Development in Tourism	5.3	4	3	30	70	100	3
	Event Management and MICE Tourism	5.4	4	3	30	70	100	3
	Airline and Airport Operations	5.5	4	3	30	70	100	3
	Travel Consultant & Travel Formalities	5.6	4	3	30	70	100	3
Part 3 Practical's	Practical's on Skill Development*	5.7	2*	2	50**	50**	100	3
Part 4	SDC/SEC: Community Service Report	-	-	-	100	-	100	3
	Ability Enhancement Compulsory Course	-	3	2	30	70	100	2
<b>Total Credits</b>								<b>26</b>

\* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the Class Room depending on the requirement. Senior / Experienced Teachers may be allotted the practical work load.

\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.

## VI SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Optional	Income Tax – II	6.1	4	3	30	70	100	3
	Indian Accounting Standards and IFRS	6.2	4	3	30	70	100	3
Part 2 Elective	Tourism Business Planning and Development	6.3	4	3	30	70	100	3
	Sustainable Tourism Management	6.4	4	3	30	70	100	3
	Front Office Management	6.5	4	3	30	70	100	3
	Destination Specialist	6.6	4	3	30	70	100	3
Part 3 Practical's	Practical's on Skill Developments*	6.7	2*	2	50**	50**	100	3
Part 4	SDC/SEC: Internship Programme	-	-	-	100	-	100	3
	Ability Enhancement Compulsory Course	-	3	3	30	70	100	2
<b>Total Credits</b>								<b>26</b>

\* One hour of Practical Class is equal to One hour of Theory Class and the class is managed by a Single teacher. Practical classes may be conducted in the Business Lab. or in Computer Lab. or in the ClassRoom depending on the requirement. Senir / Experienced Teachers may be allotted the practical work load.

\*\* IA marks shall be awarded on the basis of Practical Records submitted by the student and on the basis of internal assessment test (30 marks for practical record book, 10 marks for attendance and 10 marks for test. Practical record books shall be preferably evaluated by a teacher other than concerned teacher within the department/college. University examination shall be conducted with a separate Question Paper.

## **1. Foundation Course / Skill Development / Skill Enhancement Course (SEC) / Ability Enhancement Compulsory Course (AECC) / Interdisciplinary Courses**

Common for all programmes, MCQ type of question paper shall be used, use of modern teaching aids and supply of study material is recommended.

- Constitution of Indian and Human Rights
- Environmental Science
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership
- Culture, Diversity and Society
- Research Methodology
- Education and Literacy / Science and Society
- Human Resource Development / Management
- Any one Foreign Language
- Commodity & Stock Market
- Mathematics in finance.
- Any other Course prescribed by the University from time to time

## **2. Co-and Extra – Curricular Activities (CC& EC)**

A student shall opt for any one of the following activities in the first four semesters offered in the college

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indian in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Any other Co- curricular and Extra-curricular activities leading to Student Development as prescribed by the University.

Evaluation of Co-curricular and Extra Curricular Activities as per the procedure evolved by the University from time to time.

**FIRST SEMESTER****Paper No. 1.1, 1.2,1.3 &1.4- Syllabus as per Bangalore Central University B Com Degree (regular) Course 2019-20****Fundamentals of Tourism Industry****Objectives:**

- To provide the concept and nature of Tourism and its significance.
- To equip with various tourism systems that are related to Tourism Industry.

**Unit-1 Basics of Tourism**

Definition, Objectives, Components- Attraction-Natural & Manmade, Accessibility, Accommodation and Amenities, Types of Tourism-Domestic & International, Types of tourists, Forms of Tourism-Purpose of Visit, Alternative Tourism, Activity undertaken, Specialty Tourism, Eco-Tourism, Agri-Tourism, MICE. Terms-Excursionist, Traveler, Transit traveler, Visitor, Nature and Significance of Tourism, Impacts, Emerging Trends.

**Unit -2 Travel Trade Organization**

Travel Agencies and Tour operators- Types, Role and Functions, Important features-Segments of Tourism Industry-factors contributing growth of tourism industry. Problems in tourism industry in India –New Issues and Challenges in tourism industry in India, Steps taken by Indian Government –Future of tourism industry in India, Case study of Famous Travel Agents and Tour Operators.

**Unit- 3 Transportation system in India**

Accessibility: Air Transportation, Aviation-Airline-Airport, Sea Transportation (Cruise Line) Indian Railway system, IRCTC, Luxury tourist trains in India, Road Transportation in India, National Highways Importance of Transportation, Advantages and Disadvantages, unique transportation in India and world.

**Unit- 4**

**Accommodation Industry:** Types of Hotel, Types of room, Meals Plan, Departments in Hotel, BnB, Resorts, Cruise Line, Homestay, Farmstay, Camping sites, Youth Hostels- Aminties. Guest life Cycle, Case study of Mayura, JL&R Ltd, Ashoka and other major hotels in India.

**Unit -5**

Tourism in India, MoT, Dot-GoK, ITDC, KSTDC, TAAI, UNWTO, IATA, UNESCO – Tourism Police - National & State, Incredible India campaign, Tourism development schemes in India & Karnataka. Different Tourism Slogans/punch line.

**Books for Reference:**

1. Pran Seth- Successful Tourism Management
2. Burkart and Medik-Tourism Past, present and Future
3. A K Bhatia-International Tourism Management
4. Tourism Business-Kings Publication
5. M Mananad-Tourism and Hotel Industry in India
6. Sudhir Andrew-Front Office Manual.

## **Tourism Geography and Resources**

### **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 – 1**

Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills. Latitude & Longitude- Knowledge of International Dateline- Local Time- Standard Time- Indian Standard Time –Greenwich Mean Time- Weather & Climate- Elements of Weather & Climate-Impact of Weather and Climate on Tourism.

### **Unit – 2**

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-3**

Geography of tourism in Karnataka: Western Ghats-Monsoon Tourism, Types of Forest - National Parks, Wild life Sanctuary, Bird Sanctuary–Forest Department, DoT-GoK, KSTDC, JL&R Ltd-Natural & Cultural Heritage. Case study on Heritage sites, National Park and other nature based tourism.

### **Unit – 4**

Adventure Activities-Scuba Diving, Trekking, White river rafting, Hiking, Bird watching, Paragliding, Angling, Cycling, Jeep Safari, Camping, Agritourism, Resorts, Sustainable Tourism, Eco-Tourism, Medical Tourism, Safari, Hill Station. Case study on Adventure tourism

### **Unit - 5**

**Importance of Geography in Tourism:** Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- GIS -Tourism Planning and Development. Tourism Demand, Motivation of Tourism Demand. Tourism System-TGR-Travel Generating Region, Leiper's model, Tourist Behavior

### **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.

## **: PRACTICALS ON SKILL DEVELOPMENT**

### Unit 1:

- ❖ Preparation of Chart showing Types of Tourism
- ❖ Preparation of Chart showing Forms of Tourism.
- ❖ Collection and recording of visit to Tourist attractions in Bangalore.
- ❖ Chart showing types of Tourists

### Unit 2:

- ❖ Visit to Dept of tourism/KSTDC/ITDC/Badami house, understand the organization structure and prepare a report.
- ❖ Preparation of a Project report to start a SSI Unit.
- ❖ Format of a business plan.
- ❖ List out any five accounting stds with formats

### Unit 3:

- ❖ Structure of Tourism Department, Government of Karnataka.
- ❖ Organizational structure of Ministry of Tourism, ITDC.
- ❖ Case study of any one of the following: KSTDC, JL&R Ltd, ITDC.

### Unit 4:

- ❖ Draw specimen of Traveler's Cheques / Gift cheques
- ❖ Chart showing Company's Organization Structure (Tour Operation, Hotel, KSTDC etc)
- ❖ Preparation of Chart showing various luxury trains.
- ❖ Famous travel agencies in India.

## SECOND SEMESTER

**Paper No. 2.1, 2.2,2.3 &2.4- Syllabus as per Bangalore Central University B Com Degree (regular)  
Course 2019-20**

### **TOURISM PRODUCT AND RESOURCES**

**LEARNING OBJECTIVE:** The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

#### **Unit- I Introduction to Tourism Product**

Tourism product: Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources – Natural & Man made, Socio cultural, Diversities in Landform & Landscape – Outstanding, Geographical features - Climate, Flora & Fauna. Nature & Scope to tourist places in India.

#### **Unit- II Man made, Cultural and Heritage Tourism Product**

Man made Tourism Products: Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, fairs and festivals. Cultural and Heritage Products of India. Case study of Man made Tourism Products- Amusement Parks, Museum, AgriTourism, Kite Festival, Boat Festival, Dance Festival.

#### **Unit- III Natural Tourism Product**

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts. Natural and Symbiotic Tourism Products

#### **Unit- IV Emerging Trends in Tourism Product**

Emerging Trends: Adventure Tourism, Medical Tourism, Village Tourism, Community Based Tourism, Agritourism, Homestay/BnB, Sustainable Tourism, Eco-Tourism, Dark Tourism, Blue Tourism, LGBT, MICE and other tourism related areas.

#### **Unit- V Karnataka Tourism Product**

Natural –National park, Wildlife Sanctuary, Bird Sanctuary, Beach, Waterfalls  
Manmade-Heritage Sites, Historical Monuments, Pilgrimage sites, Culture, Art, Dance, Musi, Handicrafts, Painting. Case study on World Heritage Sites and Pattadakallu Dance Festival, Dasara, Folk and Classical Arts

1. Gupta, SP Lal, K. Bhattacharya.M, Cultural Tourism in India, DK Print
2. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
3. Mishra,L. Cultural Tourism in India, Mohit Publications
4. Thomas L Bell, Human Geography : People and Places, Prentice Hall
5. Bindia Thaper, Suparna Bhalla, Surat Kumar Manto, Introduction to Indian Architecture, Periplus Edition
6. Jacob, Tourism Products Of India, Abhijeet Publications
7. Deva, B.C,Musical Instruments, National Book Trust,

## **TOURISM MARKETING**

### **Objectives:**

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

### **Unit – I:**

Tourism Marketing- definition, Marketing Concepts, Nature and Scope of Marketing, tourism Marketing Mix, Marketing Environment, factors affecting the tourism marketing Environment. Tourist behavior – meaning and factors affecting Tourist behavior.

**Unit – II:** Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behavior, Market Segmentation – bases, Marketing segmentation and positioning (STP), Targeting and Positioning for competitive Advantage.

**Unit – III:** Developing the Tourism Marketing Mix: Tourism Product- definition, features, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging in tourism, Pricing Products – Pricing- meaning and factors pricing of tourism product, Pricing policies and Methods.

**Unit – IV:** Distribution Channel and Logistics Management-Channel Selection, factors affecting the channels of distribution. Tourism Promotion – meaning and importance, developing effective communication, Promotion Mix: Advertising- its purpose and function in tourism, Advertisement copy and types, Sales Promotion, Personal Selling, word of mouth and Publicity.

**Unit – V:** Issues in Marketing: Global Marketing, Direct Marketing, E- business, CRM, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

### **Books for Reference:**

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.
4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons



## **: PRACTICALS ON SKILL DEVELOPMENT**

### Unit 1:

- ❖ Understanding of recent trends in tourism—Agri / Wine/Home stay
- ❖ Understanding of recent trends in tourism Dark tourism/Medical tourism
- ❖ Factors affecting the Travel agency/Tour operator any related tourism product.
- ❖ Study of Consumer Behavior for a tour product of your choice.

### Unit 2:

- ❖ Develop an Advertisement copy for tourism product.
- ❖ Prepare a chart for distribution network for different natural/ cultural tourism products.
- ❖ Prepare a chart of different types of Amusement parks/museums
- ❖ Prepare a chart of different types food and beverages outlets.

### Unit 3:

- ❖ Presentation & Progression of tourism of different States
- ❖ Organizational structure of Ministry of Tourism, ITDC.
- ❖ Specimen of Travel Vouchers,
- ❖ Tour package quotation.

### Unit 4:

- ❖ List out the tourism slogans of different states.
- ❖ Pricing of tourism products.
- ❖ Note on dances forms of India
- ❖ Collection of tourist inflow in Badami House and prepare a statistics account.

### THIRD SEMESTER

#### Paper No. 3.1, 3.3 & 3.4- Syllabus as per Bangalore Central University B Com Degree (regular) Course 2019-20

### 3.2 CORPORATE COMMUNICATION SKILLS-I

#### UNIT 1: FUNDAMENTALS OF COMMUNICATION

08 Hrs.

Introduction - Meaning of Communication; Purpose or Objectives of Communication; Process or Stages of Communication; Principles of Effective Communication; Barriers to Effective Communication; Types of Communication (Meaning & Features) –Interpersonal, Intrapersonal, Internal, External, Upward, Downward, Lateral, One-way, Two-way, Formal & Informal, Cross Cultural Communication; Scope of Communication; Limitations of Communication

#### UNIT 2: COMMUNICATION SKILLS

14 Hrs.

Reading skills – Meaning; Importance of Reading Skills; Reading comprehension skills – Literal, Evaluative, Inferential; Types of Reading Techniques – Skimming, Scanning, Intensive, Extensive and Guidelines for improving Reading Skills. Listening skills – Meaning; Importance of Listening; Types of listening (Meaning and Benefits of each type of Listening) – Attentive, Reflective, Discriminative, Comprehension, Critical, Biased, Evaluative, Appreciative, Sympathetic & Empathetic; Barriers to listening; Overcoming barriers to listening. Note taking skills – Meaning; Importance of note taking; Methods of note making – Outline Method, Cornell Method, Mapping Method, Charting Method, Box & Bullet Method. Presentation skills – Meaning of Presentation in Business Communication; Importance of Presentation Skill in Business; Types of Presentations (Meaning, Pros & Cons of each type) – Informative, Instructional, Progress Reporting, Persuasive, Decision making, Problem Solving.

#### UNIT 3: COMMUNICATION MEDIA AND PLATFORM

12 Hrs.

Communication Media/Channel – Meaning; Role of Communication Channel; Types of Communication Medium: (a) Physical Media – Meaning, Types – Large Meeting, Department Meeting, Up close and Personal (Exclusive Meeting), Video Conference, Viral Communication or Word of Mouth (b) Mechanical Media – Meaning, Types – Email, Weekly Letters/ news Letters, Personal letters, Bill Boards, Intranet, Magazines/Papers, SMS, Social Media (c) Push and Pull Channels – Meaning and Features. Communication Platform – Internal & External Platforms – Meaning and importance Internal communication Platforms – Intranet, Blogosphere, Portals, You tube, Google Hangouts, Skype, Webcasts and Zoom. External Communication Platforms – Corporate Website, Face book, Twitter, LinkedIn, You tube Accounts, Corporate Blog. (Each of the types only Meaning and Importance to be discussed)

#### UNIT 4: COMMUNICATION ETHICS

10 Hrs.

Introduction - Meaning; Importance of ethical communication; Ethical perspectives – Religious, Economic, Legal, Utilitarian, Universalistic, Humanistic, Dialogic, Situational perspectives. Ethical issues in business communication – Honesty, Respect, Sensitivity to Cultural Differences Ethical dilemmas involved in business communication – Secrecy, Whistle blowing, Rumors & Gossip, Lying, Ambiguity. Ethical dilemmas involved in business communication – Secrecy, Whistle blowing, Rumors & Gossip, Lying, Ambiguity.

#### UNIT 5: BUSINESS CORRESPONDENCE

12hrs

Business Letters – Meaning; Importance and Advantages of Business Letters; Letter components and Layout. Types of Business Letters – (a) Letters of Inquiries – Meaning; Forms of Inquiry Letters and Content (b) Replies to Inquiries – Meaning; Contents (c) Orders – Meaning; Contents (d) Complaints &

Adjustment Letters – Meaning & Contents (e) Collection Letters – Meaning; Purpose and Different stages of Collection Writing.

**BOOKS FOR REFERENCE:**

1. C.S. Raydu, Corporate Communication, HPH
2. Rai & Rai, Business Communication, HPH
3. S.P. Sharman, Bhavani.H, Corporate Communication, VBH
4. K. Venkataramana, Corporate Communication, SHBP
5. Rajkumar, Basic Business Communication: Concepts, Applications and Skills, Excel Books
6. Taylor, Shirley, Communication for Business : A Practical Approach, Pearson Education
7. Peter URS Bender, Robert. A.Traez, Secrets of Face to Face Communication, Macmillan India
8. Vilanilam,J.V, More Effective Communication: A manual for Professionals, Response Books
9. Guptha.C.B, Business Communication and Customer Relations, Sulthan Chand
10. Guptha,C.B, Business Communication and Organization and Management, Sulthan Chand
11. Subhash Jagota, Succeeding Through Communication, Excel Books
12. Chopra,R.K, Communication Management, HPH
13. Nageshwara Rao Das, Rajendra.P, Communication Skills, HPH
14. Ghanekar, Anjali, Communication Skills for Effective Management, Everest Publishing House
15. Mandal.S.K, Effective Communication and Public Speaking, Jaico publishing House
16. Jetwaney, Jaishri, Corporate Communication, Oxford university Press
17. James.S.O. Rourke, Jaba Mukherjee Gupta, Management Communication A Case-Analysis Approach, Pearson India
18. Gower Handbook of Internal Communication, Ane Books
19. Tuleja, Elizabeth, Intercultural Communication For Business, Cenage Learning
20. Rosemary .T. Fruehling, Lacombe, Joan.M, Communication For Results, Response Books
21. Margerison, Charles.J, The Art of Effective Communication, Excel Books

# **PRINCIPLES & CONCEPTS IN HOSPITALITY MANAGEMENT**

## **Objectives:**

The basic objective of the PCHM paper is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions.

### **Unit – 1**

Introduction to Hospitality – Concept, Historical evolution of Hospitality industry – Global and Indian Context

World famous Hotel chains, Group of hotels, Famous Indian Hotels.

### **Unit – 2**

Hotel – Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/ international hotels chains in India Hotel plans(AP, MAP, CP, EP) Hotel guest room types and status: Menu types of menu

### **Unit -3**

Departments/Functional units in Hotel and organizational Structure Hotel Organisation – Organizational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage departments.

### **Unit – 4**

Front Office Operations: Front office Assistant, Reservation, Registration, Check-in and Check-out producer, Bell Boy, Lobby area, welcoming guest, Front Office Manager, Importance of Front Office in hotel.

### **Unit – 5**

Guest Relationship Management – Skills and personality traits of hospitality staff, complaint handling, Grooming, Communication skills, basic computer Knowledge, emergencies importance and use of PMS in hospitality industry-Opera/IDS

### **Books for Reference:**

1. Hotel Management – Yogendra K Sharma.
2. Introduction to Tourism and Hospitality Industry – Sudhir Andrew
3. Hotel Housekeeping Operations – Sudhir Andrew
4. Hotel Front office Operations – Sudhir Andrew
5. Housekeeping Operations – Raghubalan and Smritee Raghubalan

## **TOUR OPERATIONS MANAGEMENT**

### **Objectives:**

- To provide the concept of Tour Packaging and Tour Operations.
- To equip with Itinerary development and knowledge about various International and National Tourism Organization
- To educate on Inbound Tourism and generating foreign currency to support nations' economy.

### **Unit-1**

**Concept of Tour:** History & Growth of Travel Agency, Emergence of Travel Intermediaries, Definition, Types- Domestic, International-Inbound & Outbound, Hosted Tour, Escorted Tour, Independent Tour, and Custom designed Tour, Prepackaged Tour components, Advantages of Selling Tours.

### **Unit -2**

**Tour Organization:** Travel Agent & Tour Operator difference, Functions, Organizational structure of Travel Agent & Tour Operator. Linkages of Tour Operation, Business with Principal Suppliers, Government and other agencies. Incentive and Concessions applicable to tour operators in India. MoT policy and regulations of Travel Agent & Tour Operator

### **Unit -3**

**Travel Consultant:** Sales & Operation, FIT & GIT, Communicating with Suppliers, Quotation-Quoting suppliers and customers, Route mapping, connectivity, availability check, follow-up, re-confirmation, **International Travel Documents & formalities:** Travel Agents & Tour Operators-Differentiation Inbound & Outbound, Travel formalities and Regulations-Passport, VISA, Customs, Immigrations and Foreign Exchange

### **Unit- 4**

**Karnataka Tourism:** Package tour-KSTDC itinerary, Golden Chariot Itinerary, Southern Splendor, Heritage circuit, Eco-Circuit, Beach itinerary, Adventure Tour Packages, Preparation the itinerary of various destinations in Karnataka.

### **Unit- 5**

**Domestic Tourism Organization:** Role and Contribution of Tour Packages of ITDC, STDC, KSTDC, Role of DOT, TAAI, FHRAI, AIA Role MoT, DoT-GoK. National and State Tourism Policy supporting Tour operations in Inida.

### **Books for Reference**

1. A K Bhatia-Tourism Development, Principles and Practices, Sterling Pub.
2. Mohinder Chand-Travel agency Management, Anmol Publications
3. IATA Study Materials
4. Charles R. Goeldner, J. R. Brent Ritchie-Tourism Principles, Practices and Philosophies
5. L K Singh-Management of Travel Agency
6. GwendaSyratt-Mannual of Travel Agency Practice

## : PRACTICALS ON SKILL DEVELOPMENT

### UNIT-I

- ❖ Draw the organizational structure of Hotel
- ❖ Guest Cycle Concept
- ❖ Draw the Chart of Gradation of hotel
- ❖ Prepare Meal Plan Chart

### UNIT-II

- ❖ List at least 5 items which can be categorized as hazardous substance according to Environmental Protection Act
- ❖ Identify at least five companies which have issued bonus shares recently
- ❖ Estimate the working capital for a manufacturing company using imaginary figures
- ❖ Diagrammatic representation of communication process
- ❖ Drafting of adjustment letters & collection letters

### UNIT-III

- ❖ Passport -definition and guidelines for obtaining passport
- ❖ VISA and various types of VISA
- ❖ Difference between FIT and GIT
- ❖ Draw the structure of different departments of hotel

### UNIT-IV

- ❖ Draw the organizational structure of KSTDTC and ITDC
- ❖ Various packages of KSTDTC
- ❖ Various packages of ITDC
- ❖ Discussion on Golden Chariot and JLR

## FOURTH SEMESTER

**Paper No. 4.1, 4.3 & 4.4- Syllabus as per Bangalore Central University B Com Degree (regular)  
Course 2019-20**

### 4.2 CORPORATE COMMUNICATION SKILLS-II

#### UNIT 1: CORPORATE COMMUNICATION

12 Hrs.

Introduction – Meaning & Definition, Characteristics, Importance and Guidelines for effective Corporate Communication; Segmenting Stakeholders in Corporate Communication – Meaning, Need & Importance of Segmenting Stakeholders; Scope of Corporate Communication - Employee Communication, Public Relations, Internet Marketing, Customer Communication, Investor Relations; Internal Communication – Memos – Meaning & Structure; Reports – Formal & Informal (Meaning & Structure), External Communication – Circular Letters; Writing Press Releases; Newsletters – Staff & Customers (Meaning and Contents to be discussed).

#### UNIT 2: STRATEGIC COMMUNICATION

10 Hrs.

Introduction – Meaning, Importance, Principles of Strategic Communication – Credible, Understanding, Dialogue, Pervasive, Unity of Effort, Results Based, Responsive, Continuous Components of Strategic Communication – Nomination, Restriction, Turn-Taking, Topic Control, Topic Shifting, Repair, Termination. Employee Communication relating to Productivity; Employee Recognition; HR Policies; Payroll; Investor Communication relating to Company Profitability; Corporate Identity and Branding; Public Relations Communication relating to Media Inquiries; Press Conference; Media Packets; News Release; News Monitoring.

#### UNIT 3: LEADERSHIP COMMUNICATION

12 Hrs.

Meaning and Importance of Leadership Communication, Principles of Leadership Communication, Skills required: a. Listening – Meaning and Types of Listening Skills, Importance of Listening. b. Non-Verbal Communication (Body Language) – Meaning, Types of Non-Verbal Communication or Body Language and Importance of Non-Verbal Communication. c. Stress management – Meaning and Importance of stress management. d. Emotional Intelligence – Meaning and Components of Emotional Intelligence, Importance of Emotional Intelligence in Leadership Communication. e. Straight Talking – Meaning and Essentials of Straight Talk, Importance of Straight Talk in Leadership Communication. Meetings – Meaning and Types of Corporate Meetings, Notice of Meetings – Meaning, Contents & Format Agenda – Meaning and Format, Minutes of the Meeting – Meaning and Process of Recording the Minutes

#### UNIT 4: MARKETING COMMUNICATION

11 Hrs.

Meaning and Elements of Marketing Communication Mix; Creativity – Meaning, Importance, Steps and Types of Creativity; Forms of Marketing Communication: a. Marketing Campaign – Meaning, Types of Marketing Campaign – Product Launch, Brand Launch, Rebranding, Repositioning, Turnaround/Re launch, Seasonal Push, Brand Awareness & Revenue Push (Only Meaning to be discussed). b. Digital Marketing – Meaning, Channels of Digital Marketing – Websites (Content Marketing), Email, Social Media, Organic Search (SEO), Paid Search (SEM), Display Ads (Concept, Advantages & Disadvantages of each of the Channels). c. Product promotion – Meaning, Types of Promotion – (a) Advertising – Meaning, Features of Advertising, Objectives of Advertising, Medium of Advertising, Merits & Demerits of Advertising (b) Sales Promotion – Meaning, Objectives, Importance & Strategies of Sales Promotion. (c) Personal Selling – Meaning and Features. (d) Publicity – Meaning, Features, Objectives &

Importance. d. Printed Materials – Meaning, Types of Marketing Materials used in Business (Only Concepts to be discussed).

## UNIT 5: CRISIS COMMUNICATION

10 Hrs.

Meaning; Need, Types of Crisis communication, Principles to be followed in Crisis Communication; Crisis Communication Stages – Pre-Crisis, Crisis Response, Post-Crisis; Steps of Crisis Communication – Crisis Anticipation, Choosing the Crisis Communication Team, Selection of the Spokesperson, Training the Spokesperson; Monitoring of Notification System, Identifying the Target Audience, Preparing the Messages; Post Crisis Steps.

**SKILL DEVELOPMENT:** • Preparation of notice & agenda of a corporate meeting; • Draft the minutes of any one student's event meeting. • Design an advertisement copy for the product of your choice. • Draft a sample circular, memo & press release. • Analyze a case study relating to communication in crisis management.

### BOOKS FOR REFERENCE:

1. Sharma R.C, Krishna Mohan, Business Communication and Report Writing, McGrawHill
2. Courtland .L. Bovee, John .V. Thill, Business Communication Today, Irwin
3. Raymond .v. Lesikar, John .D. Petit Jr., Business Communication : Theory & Applications, Tata Mc GrawHill
4. Rodriques M.V, Effective Business Communication, Concept Publishing Company
5. Woolcott Law Unwin W.R, Mastering Business Communication, Palgrave publishers
6. Poe, Roy Wamp, Frunchling, Rosemary.T, Business Communication, AITBS
7. Sehgal.M.K, Vandana Khetarpal, Business communication, Excel Books
8. Raman, Meenakshi Singh, Prakash, Business Communication, Oxford University Press
9. Lowe, Susan, Pile, Louise, Presenting Delta Business Communication Skills, Viva Books
10. Krishnamacharyulu,C.S.G and Dr.Lalitha Ramakrishnan, Business Communication, HPH
11. Rayadu C.S, Media and Communication Management, HPH
12. Dalmar Riseher, Communication in Organization, Jaico Publishing House
13. Andress, Organizational Communication, AITBS Publishers
14. Lonis . A. Allen, Effective Communication on the Job, Taraporewala Publishers
15. Venkatramani, Corporate Communications : The Age of the Image, Sterling publishers



# **TOURISM POLICY, PLANNING AND DEVELOPMENT**

## **Objectives:**

- To acquire an in-depth understanding of the concepts, theories, philosophies, principles, strategies, and approaches of tourism policy, planning, and development.
- To identify principles, processes and techniques for preparing local, regional and national tourism plans
- To identify and evaluate the critical social, cultural, political, environment and economic impacts of tourism policy, planning, and development
- To understand the importance of community participation in tourism planning
- To establish policy and implement the policy through planning processes

## **Unit - I**

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.

## **Unit - II**

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organizations. Incentives & concessions extended for tourism projects and sources of funding.

## **Unit - III**

Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept.

## **Unit - IV**

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11th Five-year Plan. Agents and typologies of tourism development.

## **Unit - V**

Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning. Ministry of Tourism, Department of Tourism-Government of Karnataka.

## **Reference Books:**

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
4. Travel Industry : Gee, Chuck Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
5. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
6. Tourism Dimensions : S.P. Tiwari (New Delhi)
7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
8. Tourism Planning : An integrated and Sustainable Approach - Inskip E.
9. National & Regional Tourism Planning : Inskip E. (London, Routledge)
10. Ecotourism: A case guide for planners and managers - Ecotourism Society
11. Report of Adhoc Committee on Tourism - 1963
12. National Tourism Policy - 1982
13. National Committee Report - 2002
14. National Action - 1992
15. Draft of Tourism Policy - 1997

## INFORMATION TECHNOLOGY AND COMMUNICATION FOR TOURISM

**Objectives:** The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

### Unit – I

**Basic Computing:** An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, A descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data.

### Unit – II

**Office Work:** The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

### Unit – III

**Internet:** Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing.

### Unit – IV

**Computer Networking:** What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available).

### Unit – V

Promotion- definition, tools and importance of communication in tourism industry. Communication types and process. Advertising and essentials of god advertising, word of mouth, publicity. Multimedia technology. Role of Computers in Travel and Tourism.

### Book Reference:

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Compiuter System in Hotel & Catering Industry, Cassell, 1988.
- Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.
- Mehta Subhash, "Wordstar – 7", New Delhi : Comdex Computer Publishing, Pustak Mahal.

## **: PRACTICALS ON SKILL DEVELOPMENT**

### **UNIT-I**

- ❖ Recent Tourism Master Plan and Brief discussion on Eco-tourism destinations
- ❖ Hampi world heritage management authority act and Jog Management Authority
- ❖ Preparation of notice & agenda of a corporate meeting;
- ❖ Draft the minutes of any one student's event meeting.

### **UNIT-II**

- ❖ List at least 5 goods and 5 services exempt from GST
- ❖ List the documents required in Inventory management
- ❖ Calculate Machine Hour Rate of "Production Overhead" with imaginary figures
- ❖ Prepare a cost sheet with imaginary figures

### **UNIT-III**

- ❖ Computer reservation system in tourism
- ❖ Computer reservation system in hotel
- ❖ Recent technological developments in tourism and Role of technology in tourism promotion
- ❖ Design an advertisement copy for the product of your choice

### **UNIT-IV**

- ❖ Discussions on five year plans with respect to tourism industry
- ❖ Role and functions of UNWTO
- ❖ UNESCO- History and role
- ❖ Case study of Eco-tourist destinations

## FIFTH SEMESTER

**Paper No. 5.1& 5.2- Syllabus as per Bangalore Central University B Com Degree (regular) Course 2019-20**

### **Entrepreneurship Development in Tourism.**

**Course Objective:** This course aims to enrich the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures.

#### **Unit I**

**Entrepreneurship :** Evolution of the Concept & Definition, Functions Of Entrepreneurship; Theories of Entrepreneurship: Entrepreneurial motivations: Concept and Meaning, Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry; Entrepreneurship opportunities in Tourism: Conventional, Non-Conventional & Secondary Opportunities; Entrepreneurial Characteristics for travel, Tourism and hospitality trade; Advantages of Entrepreneurship to society. Factors affecting Entrepreneurship growth. Challenges of entrepreneurship in Tourism.

#### **Unit II**

**Small Scale Enterprises:** Concept & definitions, Classification & definition of Industries, Essentials ,features & Characteristics of Small Scale Enterprises, Need and Rationale of SSI Development, Role of Entrepreneurship/ SSI in Economic Development. Entrepreneurship vis-a-vis Liberalization, Privatization & Globalization. Challenges of Small scale Industries in Tourism.

#### **Unit III**

**Tourism Entrepreneurship:** Concept & Definition, Policy measures for Tourism entrepreneurship in India. 7-S, Objectives of Tourism Policy of India, Tourism Entrepreneurial competencies- Major competencies. Developing entrepreneurial competencies, success full startups and ventures. Agri-Tourism, Farm Tourism, Community Based Tourism, Homestay, BnB, Village Tourism. Entrepreneurial Process: Idea generation, Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

#### **Unit IV**

**Financial Planning:** Concept & Meaning, Need of Financial Planning, Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan : Elements of Business Plan, Preparation of Business Plan, Site Selection, Feasibility Report, Role of Technology in Tourism Business.

#### **Unit V**

**Forms of Business ownership-** Sole proprietorship, Partnership, Selection of an appropriate ownership structure, H R Issues in Tourism & hospitality Industry ,Strategies for Growth & Stability for Tourism India; Entrepreneurial case studies of major Travel Agencies/ Hotels on risk taking, innovation, creativity and growth in Tourism.

#### **Books for Reference:**

1. Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
2. Bird B.J. Entrepreneurial Behavior. New York: John Wiley & Sons
3. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY
4. Vasant Desai, Entrepreneurship & Small Business Management
5. S. S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.

## **EVENT MANAGEMENT & MICE TOURISM**

**Objectives:** As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

### **Unit – I**

**Event Management:** Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Mysore Dasara, Hampi Utsava, Pattadakal Dance Festival, Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava)

### **Unit – II**

**Concept of MICE.** Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

### **Unit – III**

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development. IITM, TTF and other Tourism related fairs.

### **Unit – IV**

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

### **Unit – V**

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

### **Book Reference :**

1. Bhatia.A.K (2001), Event Management, Sterling Publishers, New Delhi.
2. David C.Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events-Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Avirch Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
5. Panwar.J.S. (1998). Marketing in the New Era. Sage, New Delhi
6. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
7. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

## AIRLINE AND AIRPORT OPERATIONS

### Objectives:

- To acquire an in-depth understanding of the concepts of Airline and Airport Operations.
- To prepare young generation with the necessary knowledge, skills, values and attitudes to occupy key operational positions.
- To identify and evaluate the international passenger handling
- To prepare students to meet the global needs

### Unit I

**Overview of the airline industry:** link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control

### Unit II

**Standard envelopes for traffic documents:** Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards

### Unit III

**Facilitation and security and contingency planning:** Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

### Unit IV

**Baggage handling:** Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulkloaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

### Unit V

**Cargo trends and forecasts:** Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation ,

Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions,

**Book for References:**

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis.R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
6. P.S.Senguttuvan –Principles of Airport Economics-Excel Books-2007
7. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill, London-
8. Kent Gouiden- Global Logistics Management –Wiley Black Well
9. Lambert –Strategic Logistic Management – Academic Intl Publishers
10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
11. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

## Travel Consultant & Travel Formalities

### Objectives:

- To acquire an in-depth knowledge about travel consultant and travel formalities.
- To prepare young generation to design tour packages to meet the global need
- To familiarize travel formalities

### Unit 1:

**Introduction:** Tour Operation Organizational structure-Travel Agency Organizational Structure-Service and Operation - Identifying the different sectors of tourism industry -Classification of tourism Knowledge of types of travel- Learning about types of travelers- Understanding various travel related services -Functions of travel consultant and travel agency-FIT-GIT- World Travel laws– Policies, Practices and Problems in Tour Management

### Unit 2:

**Package tours:** Understanding the concept of package tours- Developing knowledge of different types of tours for customers-Tour Packages difference between FIT & GIT-Inclusions, Exclusions, Meals, Accommodation categories, Itinerary flow-Tour Manager, Itinerary for tour manager, customer, couch driver- Duties and responsibilities of Tour Manager. Tour packages of major Tour Operating companies.

### Unit 3:

**Group Individual Traveler/ Group Inclusive Traveler.**-Destination Knowledge, Computer knowledge, communication skills. basic etiquette-grooming-Tour Operating company rules and regulations. Tour-case study on KSTDC, ITDC, SOTC, THOMAS COOK, COKS AND KINGS, KESARI and other major tour operating company tour packages. Knowledge on other compotator -tour packages. Comparison of tour packages. Follow up-Sales skills.

### Unit 4:

Free Individual Traveler/ Free Independent Travelers – Destination Knowledge-Destination Expert, Research on Guest requirements-Checking availability of Airline connectivity, Accommodation, Local transfers, local sightseeing and other related aspects. Follow up, confirmation, re-confirmation of different services. Seat in couch basis, private transfers, self drive— Itinerary Preparation – Pricing, Cost and Selling a Tour.

### Unit 5:

Travel Formalities & Travel Documentation-Operation section in Tour Operation Company- VISA –on arrival and pre arrival-E-VISA, Passport-Transit VISA-Documents to get VISA for various countries around the world —Health Regulation along with travel documents required for various part of the world: Restricted Area Permit (RAP) and Inner Line Permit (ILP)-Vaccination-Additional Tour documents for Special Tour -VISA formalities for Inbound Tourism. Travel Insurance, Immigration and Emigration, Customs and Forex.

### Reference Books:

1. All major Tour Operators Tour Broachers
2. National and State Tourism Departments Broachers
3. To be provided by the instructor



## **: PRACTICALS ON SKILL DEVELOPMENT**

### **UNIT-I**

- ❖ Tourism entrepreneurs in India and MICE tourism
- ❖ Organizational structure of Airport(Domestic and International)
- ❖ Procedure for organizing tourism related events-fairs and festivals
- ❖ Homestay/ Rural tourism/ Community tourism and Case study of AGADI THOTA

### **UNIT-II**

- ❖ Different Job structures in Airport, Cabin crew and job role
- ❖ List at least 10 incomes exempt from tax
- ❖ Present the framework of Taxation in India
- ❖ Design and develop an audit plan program for a partnership firm

### **UNIT-III**

- ❖ Check-in and cabin baggage formalities
- ❖ Cargo handling at Airport
- ❖ Travel formalities and Documentation
- ❖ VISA processing for international travel

### **UNIT-IV**

- ❖ Organizational structure of Tour operating company
- ❖ Procedure to become tour operator in India
- ❖ Case study of Travel agents and tour operators
- ❖ Tour guide skills and procedure to become tour guide

## SIX SEMESTER

**Paper No. 6.1& 6.2- Syllabus as per Bangalore Central University B Com Degree (regular) Course 2019-20**

### **TOURISM BUSINESS PLANNING AND DEVELOPMENT**

#### **Unit 1:**

**Introduction:**-Tourism in India, Tourism Business in India, Concepts, 5 A's of Tourism-Attraction, Accessibility, Accommodation, Activities, Amenities. Tourism Services, New Trends in Tourism, Supporting industry for tourism, Rural Tourism and development, MICE-Free lancer, DMC.

#### **Unit 2:**

**Tourism Clusters & Focus Tourism Destinations:** Urban tourism- Mysuru, Coorg, Belur-Halebeedu, Srirangapatna, Kalaburgi- Heritage tourism- Hampi, Badami, Aihole, Pattadakal, Vijayapura, Kalaburgi, Bidar- Nature Tourism -Western Ghats-Shivamogga, Uttar Kannada, Chickkagalur, Hassan, Kodagu- Wildlife tourism- Nagarhole, Bandipur, BRT, Kavery, Bannerghatta- Wellness tourism –Mysuru- Religious tourism -Mookambika, Udipi, Dharmasthala, Karkala, Muradeshwar, Gokarna, Shravanabelagola, Kalaburgi, Vijayapura, Bidar, Ramnagar (Sufi) Coastal Tourism -Mangaluru, Udipi, Kundapur, Muradeshwar, Karwar & Gokarna

#### **Unit 3:**

**Ministry of Tourism-** Organizational Structure of MoT- India tourism Policy-ITDC. MoT- Guidelines and Schemes. Tourism Infrastructure development, Hotels & Restaurants, Travel Trade, Human Resource Development, Publicity and Events, Overseas Marketing, Market Research and Statistics, International Cooperation, Niche Tourism- Guidelines for Travel Agents, Rural Tourism, Homestay, Tour guide and other tourism business. Entrepreneurship Programme.

#### **Unit 4:**

**Karnataka Tourism Department-**Organizational structure of DoT, Karnataka Tourism Policy- KSTDC, Jungle Lodges and Resorts Ltd, Government Schemes to start Tourism Business- Homestay Registration and regulations- Tourism Investment in Karnataka- Master Plan- Tourism Facilitation Act, KSTDC airport taxi attachment- Guidelines for development of Tourism Products and Services- Improve Infrastructure, Tourism Products and Services.

#### **Unit 5:**

**New Trends in Tourism Business:** Community Based Tourism, Village Tourism, Homestay, Agri-Tourism, Farm Tourism, Rural Tourism, Dark Tourism, Cultural Heritage Tourism,

#### **Reference Book & Websites:**

1. <http://tourism.gov.in/>
2. <http://www.karnatakaturism.org>
3. <http://www.theashokgroup.com>
4. <https://kstdc.co/>
5. Karnataka Tourism Gazetteer
6. Karnataka-A state study guide
7. Tourism development-A.K.Batia

## SUSTAINABLE TOURISM MANAGEMENT

**Course Objective:** To make students aware about the role of sustainable tourism in the changing global scenario. This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.

### Unit-I

**Sustainable Tourism & its Dimensions:** Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

### Unit-II

**Role of different agencies in Sustainable Tourism:** Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

### Unit-III:

**Sustainable Tourism & Responsible Tourism:** Sustainable Tourism Development-Guiding Principles for Planning and Management,. Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change-issues and challenges

### Unit-IV

**Sustainable Tourism Infrastructure and instruments for more sustainable Tourism:** Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism ,Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments.

### Unit-V

**Standardization and Certification for Tourism Sustainability:** ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

### Book reference:

1. Tony Griffin , Sustainable Tourism, A Global perspective by Rob Harris, , Peter Williams, Butterworth-Heinemann.
2. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
3. Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions .
4. David Weaver Powell 's City of Book, Sustainable Tourism; Theory and Practice .
5. Swarbrooke, J. Sustainable Tourism Management, CABI publishers

## **FRONT OFFICE MANAGEMENT**

### **Unit 1:**

**Lodging Industry** – Historical background – Introduction to hotel industry in India – Overview of accommodation industry – Modern trends that accelerate the growth of industry – Grouping hotels on the basics of size – Target market – Guest profile market segmentation – Classification of Hotels – Types of rooms – Levels of service – Ownership and affiliation – Room tariff and types of room plans.

### **Unit 2:**

**Organisation Of Lodging Properties** – Hotel organization – Organisation charts – Classifying functional areas – Front office organization – Front office personnel (staffing) including uniformed staffs – Job description – Functional organization of the front office department – Supervisory techniques – Career development.

### **Unit 3**

#### **Front Office Operation**

**Guest Cycle – Reservation** – Types of reservation – Sources of reservation – Reservation records – Processing deposits – Reservation consideration – Legal implication – Other bookings – Potential reservation problems.

### **Unit 4:**

**Registration** – Pre-registration activities – Room and rate assignment – Room status – Rooming procedure – FITs – Groups/Crews – Indian and Foreign – Room change – Self-registration – Walk in guest – Guest with non-guaranteed reservation – Guest with guaranteed reservation.

### **Unit 5**

**Ongoing Responsibilities** – Communication within Front Office – Log book – Information directory – Mail handling – Inter-departmental communication – Housekeeping – Food service – Engineering and maintenance – Marketing and Public relation – Guest services – Complaint handling – Front office security function – Key control – Types of keys – Surveillance and access control – Emergency procedures – Medical emergency – Robbery – Fire – Employee safety – Programme – Telephone Services.

### **Books Recommended:**

1. Soebaker – Principles of Hotel Front Office Operations.
2. Sudheer Andros – Front Office Operations Manual.
3. Stephan and Peter John – Hospitality Operations.
4. William.S.Gray – Hotel Management And Operations.

## CRUISE OPERATIONS AND MANAGEMENT

### Unit 1:

Introduction to Cruise Industry/Cruise Line: History, Cruise Geography - The Caribbean, Star Cruise, Norwegian Cruise, Alaska, Europe, Asia & major cruise around the world- Small, Medium, Large Ships; River Vessels; Cruise vessels from Economy to luxury – Planning Cruise Itineraries and Ports of Call- Pre & post tour packages and shore excursion tours in the ports of call- elements and scope of the cruise market

### Unit 2:

Cruise operations – Captain & Chief Engineer; Purser Staff -Account keeper; Cruise Staff -Working Onboard -Customer Service & cruise terminology -Managing Cruise Terminals during embarkation & disembarkation - economic significance of global cruise industry- role of operators and crew members involved in cruise shipping- The supply of cruise ships

### Unit 3:

Departments in Cruise Line, Managing Food and Drink Operations -Deck Department-Entertainment Department-Safety and Security for people on board a cruise ship. Beauty Salon/Spa-Hotel Operations Department-Casino Department-Information Technology-Cruise Staff Department-Medical Department-Deck Department-Photo Department-Engine Department-Golf/Scuba Diving Instructors-Entertainment Department-Onboard Lecturers/Speakers-Food And Beverage Department-Onboard Instructors-Galley/Culinary Positions-Art Auctioneer-Gift Shops Department-Clergy / Religious Services-Housekeeping Department-Gentleman Dance Host

### Unit 4:

Health, safety and security (SOLAS) & the 4 disaster ships-Maritime issues and legislation; CST, seller of travel

Managing Integrated Operations - needs for customer services and security on board a cruise ship-Duties and responsibilities of crew- Safety and risk assessment- Recent cruise ship accidents. The economics of cruising- Economic, socio-cultural and environmental factors interacting with cruise industry

### Unit 5:

The various distribution channels cruise lines use to market their products- cruise sales and marketing process. Travel Agent vs. booking yourself. Cruise lines in India- Sunderbans Luxury Cruise- The Oberoi Motor Vessel Vrinda Cruise- River Ganges Heritage Cruise- Lakshadweep Cruise- The Luxury Vrinda – A Luxury Backwater Cruise-House Boats- Goa Cruise Destination- Costa Neo Classica Cruise-Kerala Backwater Cruise- Andaman Islands Cruise.

### Book Reference:

1. Dowling, R. K. (Ed.). (2006). Cruise ship tourism. CABI.
2. Mancini, M. (2010). The CLIA guide to the cruise industry. Cengage Learning.
3. Vogel, M., Papathanassis, A., & Wolber, B. (Eds.). (2012). The business and management of ocean cruises.
4. Ward, D. (2014). Berlitz Cruising & Cruise Ships 2015. Apa Publications (UK) Limited.
5. Rodrigue, J. P., & Notteboom, T. (2012, September). The geography of cruise shipping: itineraries, capacity deployment and ports of call. In Atti Della IAME 2012 Conference, Taipei (Taiwan) (pp. 6-8).
6. Rodrigue, J. P., & Notteboom, T. (2013). The geography of cruises: Itineraries, not destinations. *Applied Geography*, 38, 31-42.
7. Lee, S., & Ramdeen, C. (2013). Cruise ship itineraries and occupancy rates. *Tourism Management*,

## **PRACTICALS ON SKILL DEVELOPMENT**

### **UNIT-I**

- ❖ World heritages centers in Karnataka
- ❖ JLR and its organizational structure
- ❖ Case study of community based tourism in India
- ❖ Dark tourism destinations in India

### **UNIT-II**

- ❖ State and explain the various exemptions from capital gains. [Sections 54, 54B, 54D, 54EC, 54F]
- ❖ Design supply chain information system for Hotels
- ❖ Incredible India campaign and tourism slogans
- ❖ Identification of new tourism clusters

### **UNIT-III**

- ❖ Role of UNWTO in sustainable tourism development
- ❖ Role and functions of front office
- ❖ Draw the chart of front office
- ❖ Role and functions of lobby manager

### **UNIT-IV**

- ❖ Guest relation executive role and functions
- ❖ Famous cruise lines
- ❖ Organizational structure cruise lines
- ❖ Jalesh cruise Case study