

# BACHELOR OF VOCATION (B.Voc.) TRAVEL AND TOURISM

## DETAILED SYLLABUS : B.VOC (TRAVEL AND TOURISM)

TOURISM PRINCIPLES AND PRACTICES	
SUB CODE : 20UTTCT1001	INT MARKS: 25
SEMESTER : I	EXT MARKS: 75

### Objectives

- To know the Concept of Tourism Industry.

### UNIT I

Definition –Growth of Tourism- Basic Components and Types of Tourism – Motivation for Tourism

### UNIT II

Role of Transport in Tourism- Road ways-Railways-Waterways –Airways in India.

### UNIT III

Tourism Administration in India- Planning and Government Policies

### UNIT IV

Impacts of Tourism –Physical, Socio-Cultural, and Economical impacts.

### UNIT V

Career opportunities and Challenges in Tourism industry

### BOOKS FOR REFERENCE:

1. Bhatia, A.K., (2003), *International Tourism* , Sterling Publishers Pvt Ltd., New Delhi.
2. Pushpinder S. Gill, (1999),*Dynamics of Tourism*, Anmol Publications Pvt Ltd., New Delhi.
3. PranNath Seth, (1997),*Successful Tourism Management*, Sterling Publishers Pvt Ltd., Delhi.
4. Sinha, R.K., (1999), *Growth and Development of Modern Tourism*, Dominant Publishers, New Delhi.
5. Bhatia, A.K., (2012), *Tourism Development Principles & Practices*, Sterling Publishers Pvt Ltd., New Delhi.

<b>TRAVEL AGENCY AND TOUR OPERATION</b>	
<b>SUB CODE : 20UTTCT1002</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : I</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **To know the basic features of Travel Agency and Tour Operations.**

### **UNIT I**

Definition of Travel Agency and Tour Operations- Types & Functions of Travel Agency and Tour Operator.

### **UNIT II**

Setting up of Travel Agency - Government Regulations for Getting Approval- IATA Rules, Regulation for Accreditation.

### **UNIT III**

Travel Related Services- Ticketing and Holiday Planning- Ancillary services of Travel Agencies- Car Rentals – Insurance- Foreign Exchange- Travel Documents- MICE

### **UNIT IV**

Organizations associated with Travel Agencies- UFTAA-ASTA-TAAI - IATO

### **UNIT V**

Case Study- Thomas Cook- Cox and Kings- Make My Trip- Yatra.com.

### **BOOKS FOR REFERENCE:**

1. Marc Mancini., (2000), *Conducting Tours: A Practical Guide* Cengage Learning Publications, New Zealand.
2. Negi, J., (2008), *Travel Agency and Tour Operation, Concepts and Principals*, Kaniksha Publishers, New Delhi.
3. Chand, M.N., (2009), *Travel Agency Management*, Anmol Publications, New Delhi.
4. Chris Cooper, (2006), *Tourism- Principles and Practices*, Pitman Publishing, London.
5. Lawrence Stevens, (1990) *Guide to Starting and Operating a Successful Travel Agency*, Delmar Publications Inc., New York,

<b>TOURISM RESOURCES IN INDIA</b>	
<b>SUB CODE : 20UTTAT1001</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : I</b>	<b>EXT MARKS: 60</b>

**OBJECTIVES: To enable the students to know about tourist resource centre in India.**

#### **UNIT I**

Tourist Resources in India – Types of Resources – Natural Resources - Hill stations- Beaches- Water bodies- Wild-life sanctuaries.

#### **UNIT II**

Religious Resources – Shrines and Centre – Hindu – Buddhist -Jain – Sikh –Muslims - Christians.

#### **UNIT III**

Resorts- All Seasons Resorts- Hill Resorts- Beach Resorts

#### **UNIT IV**

Heritage and Historical Monuments – World Heritage Monuments in India-Khajuraho ,TajMahal – Palaces in Jaipur- Konark. Hampi- Belur-Hallabid- Mamallapuram.

#### **UNIT V**

Adventure Tourism- Land based: Trekking- Rock climbing- water based: Rafting- Surfing-Para-sailing-Scuba diving- Snorkeling-Air Based- Para-Gliding- Sky Diving- Bungee Jumping

#### **BOOKS FOR REFERENCE:**

1. Bhatia A.K., (2002) *Tourism Development. Principles and Practices*’, Sterling Publishers Pvt. Ltd., New Delhi,.
2. Gupta. SP, Krishna Lal and Mahua Bhattaharya, (2002), *Cultural Tourism in India- Museums, Monuments & Arts- (Theory and Practice)*, D.K Print world (P) Ltd., New Delhi.
3. Anoop Philip, Sindhu Joseph and Robinet Jacob, (2007), *Indian Tourism Products*, Abhijeet Publications, New Delhi.
4. Revathy Girish. Dr., (2007)*Indian Tourist Panorama*, Dominant Publishers, New Delhi, .
5. Revathy Girish. Dr., (2012), *Tourism Product – Part II* , Wisdom Press, New Delhi.

<b>HOTEL MANAGEMENT</b>	
<b>SUB CODE : 20UTTCT2002</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : II</b>	<b>EXT MARKS:60</b>

**Objective :**

- **To enable the student to know more about the policy and principles of Hotel Management**

**UNIT I**

Definition of Hotels – Evolution of Hotel Industry – Classification of Hotel Chains in India – Star Rating System – Types of Catering Establishments

**UNIT II**

Hotel Terminology – Dress Code – Hotel Division & Department – Food & Beverage Management, Resort Management – Kitchen – well equipped Bakery, Confectionary, House Keeping

**UNIT III**

Organisation of Luxury Hotel – Duties and Responsibilities of various Personnel – study of working of Selected Hotels.

**UNIT IV**

Sales Promotion and Public Relations – Special Events – Tools of Public Relations – Crisis Management.

**UNIT V**

Future Trends and Challenges in Hospitality Industry – Regulatory Conditions & Guidelines for the Approval of Hotel Project – Role of Association in Hotel Management – FHRAI & IHRAI

**BOOKS FOR REFERENCE:**

1. Romila Chawla, (2006), *Accommodation Management and Tourism*, Sonali Publications, New Delhi.
2. Mathews J., (2006), *Hotel Management and Hospitality*, Aavishkar Publishers, Jaipur.
3. Singh Y P., (2001), *Effective Hotel Management*, Anmol Publications, New Delhi.
4. Praveen Sethi, (2004), *Handbook of Hospitality and Tourism*, Anmol Publications, Delhi.
5. Bernard Davis & Sally Stone, (1989), *Food and Beverage Management*, Heinemann Professional Publishing.

<b>TRANSPORT SYSTEMS</b>	
<b>SUB CODE : 20UTTCT2003</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : II</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **Students shall be able to understand the significance and role of various modes of transportation in tourism industry.**

### **UNIT I**

Introduction to Transport Systems: Evolution of transport system- importance of transport in tourism.

### **UNIT II**

Road Transport: Introduction of road transport industry in India -past, present and future scenario of road transport systems in India and worldwide.

### **UNIT III**

Rail Transport: Introduction and history of railways around the world and in India-Major railway systems of the world – Amtrak- Eurail-Euro star-Brit Rail -Japan Bullet Trains-Canadian Rockies, and other railway systems in Africa & Australia. Indian railways: past; present & future- luxury tourist trains – Palace on Wheels- Maharaja Express- Royal Orient- Deccan Odyssey- heritage toy trains of India- Indrail pass -The International Railway Congress Association (ICRA).

### **UNIT IV**

Water Transport: introduction and history -River –canal- boats- Cruise and ferries -impacts of ferries and cruises on tourism- major cruise liners and packages in India future prospects of water transport in India.

### **UNIT V**

Aviation: Evolution and growth of civil aviation in the World and in India-outline of Air India and private airlines operating in India- patterns of demand and supply- functions and role of ICAO, IATA, AAI, DGCA.

### **BOOKS FOR REFERENCE**

1. Cook, R.A; Marqua,J& Yale,L.J.(2006). *Tourism: The Business of Travel*. New York: Pearson Education
2. Fontgalland,B.De.(2010).*The World Railway System*. New York: Cambridge University Press
3. Pender,L.(2001). *Travel Trade and Transport*. Coninum, New York.
4. Jagmohan Negi (2004). *Air travel Ticketing and Fare Constuction*, Kanishka Publishers, New Delhi
5. David Timothy Duval (2007), *Tourism and Transport Modes, Networks and Flows*, Channel View Publications, U.S.A

<b>GLOBAL TOURISM</b>	
<b>SUB CODE : 20UTTAT2002</b>	<b>INT MARKS: 25</b>
<b>SEMESTER : II</b>	<b>EXT MARKS: 75</b>

**Objective:**

- **To enable the student to understand the world Tourism.**

**UNIT I**

Tourism in Asia – Attractions -Monuments – Theme Parks – Public Buildings –Nepal- Sri Lanka–Singapore – Malaysia –Indonesia- Thailand – Hong Kong, China - Japan.

**UNIT II**

Australia and New Zealand-Attractions- Monuments – Theme Parks – Public Buildings

**UNIT III**

Tourism in Europe –Attractions-Monuments – Theme Parks – Public Buildings.

**UNIT IV**

Tourism in North America, Latin America Attractions– Monuments – Theme Parks – Public Buildings.

**UNIT V**

Tourism in South Africa – Middle East- Attractions- Monuments – Theme Parks – Public Buildings

**BOOKS FOR REFERENCE**

1. Ruth Blackmore, (2014), *Rough Guide to South East Asia*, Dorling Kindersley Publications.Inc.
2. Badra G.S (2005)., *Globalization and Marketing Management*, Deep and Deep Publication Ltd, New Delhi
3. Pushpinder S. Gill (1999) *Dynamics of Tourism*, Anmol Publications Pvt Ltd, New Delhi.
4. K.K Sharma (2004), *World Tourism Today*, Sarup& Sons, New Delhi.
5. Alan A. Lew, Celin Michael Hall and Dallen J. Timothy, (2008), *World Geography of Travel and Tourism: A Regional Approach*, Butterworth. Heinemann, London.

<b>TOUR GUIDING AND INTERPRETATION</b>	
<b>SUB CODE : 20UTTCT3005</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : III</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **To learn various skills relating to Tour Guiding and Interpretation**

### **UNIT I**

Tour Guiding: Concept – Role and Responsibilities of Tour Guide –Tour Guide’s Product Knowledge, Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide– Developing Tour Guiding Skills- People Management, Crisis management.

### **UNIT II**

Communication for Tour Guiding – Language – Posture and Presentation, Roadblocks in Communication-Speaking Faults – Body Language for Speaking, Tour Commentary-Composition and Contents– Microphone Technique – Sense of Humor, Dealing with Awkward Questions, Timing and Indications– Apology and Pausing, Linking Commentary with what to be seen.

### **UNIT III**

Visitor Interpretation: Developing good Interpretation skills Popular understanding of a Place, Reconstructive and Re creative Interpretation-Personal, Stereotype.

### **UNIT IV**

Nature Interpretation - Principles of Nature Interpretation Intrinsic Quality of a Resource Hierarchy of Interpretation, Heritage Interpretation.

### **UNIT V**

Handling with Emergencies – Accidents, Law and Order, Theft, Loss of Documents, First Aid: General Procedures – Evaluation of Situation. First Aid Procedure – Artificial Ventilation – Bleeding Control – Treating Wounds, Principles of Bandaging – Treating Burns – Treating Snake Bite – Dealing with Fractures, Complaint Handling.

### **BOOKS FOR REFERENCE:**

1. Kathleen Lingli Pond,(1993), *The Professional Guide; Dynamics of Tour Guiding*, John Wiley & Sons Inc.
2. Marc Mancini., (2000), *Conducting Tours: A Practical Guide*, Cengage Learning Publications, New Zealand.
3. Foster D.,(1985), *Travel Agency & Tour Operation*, Macmillan Press Ltd., London
4. Barbara Braid Wood, (2000), *Tour Guiding Business*, Self Council Press, U.S.A
5. Catherine Prince, (1997), *Art of Guiding; Hand Book For Tourist Guide*, Front Line Tourism Trainers, New Delhi.

<b>TOURISM MARKETING</b>	
<b>SUB CODE : 20UTTCT3006</b>	<b>INT MARKS: 25</b>
<b>SEMESTER : III</b>	<b>EXT MARKS: 75</b>

### **Objectives**

- **To know the various information regarding Tourism Marketing.**

### **UNIT I**

Definition -Concept –Market Segmentation–Marketing Mix in Tourism

### **UNIT II**

Tourism Product-Characteristics of Tourism Product and its development

### **UNIT III**

Tourism Price-Pricing Objectives and Methods as applied to Tourism

### **UNIT IV**

Tourism Promotion- Advertising- Types of Media-Distribution Channels; Wholesalers-Retailers-Agents, financial Intermediaries – Marketing Strategies in Tourism.

### **UNIT V**

Developing Marketing Skills for Tourism – Creativity – Motivation – Team Building – Personality Development – Innovative products in India.

### **BOOKS FOR REFERENCE:**

1. Philip Kotler, (1993), *Marketing Management*, Prentice Hall of India Pvt Ltd,
2. Romila Chawla, (2004), *Tourism Marketing and Development*, Sonali Publications, New Delhi.
3. P.C. Sinha, (2003), *Tourism Marketing*, Anmol Publications, Delhi
4. R.K. Malhotra, (2005), *Tourism Marketing*, Anmol Publications Pvt Ltd, New Delhi.
5. S.S. Vernekar and Sandeep Goel, (2005), *Marketing of Services – Strategies for Growth*, Deep & Deep Publications, New Delhi.



<b>FAIRS AND FESTIVALS IN INDIA</b>	
<b>SUB CODE : 20UTTCT3003</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : III</b>	<b>EXT MARKS: 60</b>

Objective:

- **To enable the students to understand the different fairs and festivals celebrated in India**

#### **UNIT I**

Important of Festivals-Types of Festivals- Prominent Festivals

#### **UNIT II**

Fairs in India-Importance of Fairs-Types of Fairs

#### **UNIT III**

Cuisines- Types of Cuisines-Western Cuisines

#### **UNIT IV**

Indian Handicrafts-Types of Handicrafts- Marketing of Handicrafts-Souvenirs

#### **UNIT V**

Music and Dance in India-Types of Music- Types of Dance

#### **BOOKS FOR REFERENCE:**

1. Basham, A.L. (2008). *The Wonder That Was India*, Rupa& Co. New Delhi
2. Thapar, R. (1990). *A History of India: Volume 1*. Penguin Books, New Delhi
3. Basham, A.L. (1998). *A Cultural History of India*. Oxford University Press, USA
4. Singh, U. (2009). *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
5. Chandra, B. (2009). *History of Modern India*. Orient Black swan, New Delhi

<b>MEDICAL TOURISM IN INDIA</b>	
<b>SUB CODE : 20UTTCT4007</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : IV</b>	<b>EXT MARKS:60</b>

### **Objectives**

- **To know about Medical Tourist Destinations**

### **UNIT I**

Medical Tourism: Meaning, Nature and Scope- Evolution of Medical tourism In India- sources of Medical Tourism

### **UNIT II**

Marketing Medical Tourism: Health Care Services- Medical Insurance Policies- Medi Claim Challenges-Prospects- Promotion of Medical Tourism in India.

### **UNIT III**

Traditional Treatments: Health – Importance- Kai Vaithiyam or Patti vaithiyam- Ayur Veda significance- Homeopathy- Unani- Siddha- Acupuncture- Acu Pressure-Reikhi- Pranic- Varma

### **UNIT IV**

Health Centre and Hospitals: Kuttralam- Fertility Centre- Kottakkal- Puthur- Centre for Yoga-Isha- Yoga- Manavalakkalai- Yoga manthiram- Sanjeevanam- Aayush- Apollo-SankaraNethralaya- MIOT- MMM-Frontier Lifeline- Global Hospitals

### **UNIT V**

Healing Therapies: clay Therapy- SPA Music Therapy- Andhra Fish Therapy- Magnetic Therapy- Mud Therapy – Aroma Therapy- Naturo therapy- Herbal therapy

### **BOOKS FOR REFERENCE:**

1. M. Smith and L. Puczko, (2009), *Health and wellness tourism*, Heinemann Professional Publishing. London
2. SonaliKulkarni, (2008), *Spa and Health Tourism*, Book Enclave, Jaipur.
3. Raj Pruthi, (2006), *Medical Tourism in India*, New Delhi: Arise Pub.
4. Radhakrishnan G, (2010), *Tourism Promotional Perspectives and Issues*, IFAI, University Press, Hyderabad
5. Federick J. Demico (Ed),(2017) *Advances in Hospitality and Tourism, Medical Tourism and Wellness Hospitality Bridging and Health Care*, Apple Academy Press, U.S.A

<b>FOOD AND BEVERAGE</b>	
<b>SUB CODE : 20UTTCT4008</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : IV</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **To know different types of techniques to prepare Food and Beverages**
- **To develop the skills of planning menu and preparing different Dishes**

### **UNIT I**

Introduction to Catering Industry and its Growth in India - Role of Catering Establishments in the Travel and Tourism Industry, Structure of Catering Industry / Industrial Institutional / Transport (Air, Road, Rail and Sea)

### **UNIT II**

Organization of the F&B Department, Hierarchy Chart, Various Types of F&B Operation – Selection of Staff-Duties & Responsibilities of F&B, Staff .

### **UNIT III**

Types of F&B Outlets, Food Service and their Types Greenroom, Discotheque, Nightclub, Bar, Outdoor Catering - Different Meals and Menus - Receiving the Guest - Methods of Service – Fresh / Family English / Silver / Buffet – Banquet - Room Service Trolley.

### **UNIT IV**

Origin of Menu & Menu Planning Objectives - Type of Menus, General Menu Planning, - Designing the Menu, Sequence of Courses and Planning Menus – French Classical Menu & Tabled' hote (Indian and Continental) –Alacrte ( Indian & Continental) Types of Meals – Indian Breakfast, English Breakfast – American Break Fast Brunch– Dinner – Brunch - Afternoon high tea – Supper.

### **UNIT V**

Introduction to Beverages, Classification of Alcoholic and Non - Alcoholic Beverages, Introduction to Wine, Major Grape Varieties of Red and White, Wine Label Reading, Compiling of French Classical Menu with Wine and Food Harmony, Meaning of Cocktail, and Mock Tail.

### **BOOKS FOR REFERENCE:**

1. Sudier Andrews., (2007),*Food and Beverage Service*, Tata Mc. Graw Hill Ltd., New Delhi.
2. Brian Vergheese., (2009),*Professional F& B Service*, Mc. Millan India Ltd., Chennai.
3. Peter Bohrnann.,(2008),*Bar Tenders Guide*, Greenwich Edition, London.
4. David Foslett., (1999),*Theory of Catering*, ELTS Publishers, London.
5. Bernard Davis and Sally Stone, (1989), *Food and Beverage Management*, Heinemann Professional Publishing. London

<b>HERITAGE TOURISM IN INDIA</b>	
<b>SUB CODE : 20UTTCT4004</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : IV</b>	<b>EXT MARKS:60</b>

### **Objectives**

- **To know about the rich heritage of India**

### **UNIT I**

Background-- Indus Valley Civilization – Harappa- Mohenjo-Daro- Lothal.

### **UNIT II**

Buddhist and Jain Architecture – Sanchi- Sarnath- Karle-Ajanta Caves-Mount Abu

### **UNIT III**

Hindu Architecture-Ellora, Kajuraho-Konark-Hampi- Belur and Halebid-Mamallapuram-Brahadeeswara Temple-Gangai Konda Cholapuram- Madurai Meenakshi Temple- Rameswaram Temple

### **UNIT IV**

Islamic Architecture – Qutub Minar, Humayun Tomb- Fatehpur Sikhiri-Red Fort- Taj Mahal-Mughal Gardens

### **UNIT V**

Colonial Architecture- Portuguese: Basilica Of The Holy Rosserly-Sanhome Church- The Dutch: Tranquebar-The French: Pondicherry- The British: Rashtrapathi Bhavan- Victoria Memorial-Chepauk Palace-St. George Fort

### **BOOKS FOR REFERENCE:**

1. Tomory Edith., (2002), *A History of Fine Art in India and West* , Orient Longman, Chennai.
2. Gupta, S.P. & L. Krishna., (2003), *Cultural Tourism in India: Museums Monuments and Arts*,D.K. Print World, New Delhi.
3. Gupta, S.P. & S.P. Asthana., (2007), *Elements of Indian Art: Including Temple Architecture, Iconography and Iconometry*, D.K. Print World, New Delhi.
4. Nagaswamy, R., (2003), *Facets of South Indian Art and Architecture*, Aryan Books International, New Delhi.
5. Basham, A.L. (1998), *A Cultural History of India*. Oxford University Press, USA

<b>INFORMATION TECHNOLOGY FOR TOURISM</b>	
<b>SUB CODE : 20UTTCT5009</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : V</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **To explore the interrelationship between Tourism Industry and IT**

### **UNIT I**

Concepts and Scope of Information Technology - Information Technology in Tourism.

### **UNIT II**

Word Processing: Creating word documents – Editing documents text applying text enhancements – aligning and formatting adding lists – Numbers – symbols and the date and time replacing and checking text – getting into print. Formatting pages – working with columns – Constituting high quality tables – Managing data in word – creating customized merge documents – Publishing online forms.

### **UNIT III**

Data Planning and Creating Tables – Creating and Using Forms – Modifying Tables – Working with External Data –Enhancing Form Design – Producing reports Creating Queries.

### **UNIT IV**

Internet- Resources of Internet –Internet Service Providers – Internet Addressing – Mail using.

### **UNIT V**

Online Tourism Services and Benefits - Managing E-Service Centre - Delivering E-Value to Customers – Global Distribution Systems - IRCTC, Makemytrip.com, Yatra.com, Trip advisor, Expedia, Amadeus, Galileo, Sabre, Worldspan, Red Bus etc.,

### **BOOKS FOR REFERENCE:**

1. Anji Reddy, M., (2001),*Remote Sensing and Geographical Information System*, Publication: BS Publication, Hyderabad.
2. Chandra, A.M. & S. K. Ghosh., (2006),*Remote Sensing and Geographical Information System*”, Alpha Science Int'l Ltd. Publisher, New Delhi.
3. C P Lo, Albert K W Yueng., (2003),*Concepts and Techniques of Geographical Information Systems*”, Publication: Prentice - Hall of India, New Delhi.
4. Raja Raman,V., (2010),*Fundamental of Computers*, Prentice Hall of India, New Delhi.
5. Chrisman, N.R.,(2012),*Exploring Geographic Information System*, Wiley, New York.

<b>ITINERARY PLANNING AND COSTING</b>	
<b>SUB CODE : 20UTTCT5010</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : V</b>	<b>EXT MARKS: 60</b>

### **Objectives**

- **To develop the skills for preparing Package Tour Itinerary and Its Costing**

#### **UNIT I**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of Itinerary Preparation – Limitations and Constraints- Vendors and Suppliers.

#### **UNIT II**

Custom made Itinerary and Ready – Made Itinerary, Factors to be considered while preparing an Itinerary – Seasonal Itinerary – Product based Itinerary – All-inclusive Itinerary.

#### **UNIT III**

Tour Packaging-Definition, Types, Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Liasoning and Negotiation of Package Tour Promotion of Tour Operation: Mix and Media, Types of media, Selection Criteria.

#### **UNIT IV**

Costing a Tour: Components, Considerations – Types of Costs - Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan – Accommodation Cost- Transportation Cost- Meals, Pricing Strategies and Distribution Mechanism.

#### **UNIT V**

Cost Chart Preparation and Planning – Costing and Planning for Package- Components in a Costing sheet- Tickets-Visa-Accommodation- Transport- Insurance- Margin- Tax.

**Students must organize for a long tour and report for it should be submitted. Viva-voce conducted by Examiners both Internal & External.**

#### **BOOKS FOR REFERENCE:**

1. Negi, J., (2008), *Travel Agency and Tour Operation, Concepts and Principals*, Kaniksha Publishers, New Delhi
2. Bhatia, A.K., (2012), *The Business of Travel Agency and Tour Operations Management*, Sterling Publications, New Delhi.
3. Marc Mancini., (2000), *Conducting Tours: A Practical Guide*, Cengage Learning Publications, New Zealand.
4. Sumatra Roday, ArchanaBiwal and Vandhana Joshi, (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi.
5. Manjula Choudhry,(2010), *Tourism Marketing*, Oxford University Press, New Delhi.

<b>AIR TICKETING AND FARE CALCULATION</b>	
<b>SUB CODE : 20UTTCT5011</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : V</b>	<b>EXT MARKS: 60</b>

**OBJECTIVE:**

- **To enable the students to learn about the techniques of air fare & ticketing**

**UNIT I**

Travel organizations of the world – Airlines abbreviations- Country- City- Currency codes and definitions.

**UNIT II**

Fare construction principles, Currency conversion, Types of Journey, Types of fares

**UNIT III**

One way journeys, Highest Intermediate point, Round Trip, Circle trip, E-ticketing, introduction to tax, fee and charges.

**UNIT IV**

Types of Ticketing, Types of Fares-Sources of Ticketing- Fare rules- Cancellations- Re-Routing- Re-issue.

**UNIT V**

Credit cards & Billing and Settlement Plan: Key terms & Definitions, Credit card brands, Credit card processing and payment transaction, guidelines for credit card acceptance, credit card fraud prevention. BSP background, Advantages of BSP to Travel agents, BSP operations.

**BOOKS FOR REFERENCE:**

1. Jagmohan Negi, (2005), *Air Travel Ticketing and Fare Construction*, Kanishka Publishers, New Delhi.
2. Jitendra Kumar Sharma (2005), *Flight Reservation and Airline Ticketing*, Kanishka Publishers, New Delhi.
3. Singh L.K (2008), *Foreign Exchange Management and Air Ticketing*, ISHA Books, Delhi,
  1. Doris S Davidoff, *Air Fares and ticketing*, Prince Hall, New York, 1995.
  2. Rastogi A.P (2007), *Air Travel Ticketing and Fare Construction*, Aman Publications, New Delhi.

<b>ECO TOURISM</b>	
<b>SUB CODE : 20UTTCT5012</b>	<b>INT MARKS: 25</b>
<b>SEMESTER : V</b>	<b>EXT MARKS: 75</b>

### **Objectives**

#### **1. To know the Components of Environmental Impact on Tourism**

#### **UNIT I**

Introduction to Eco Tourism- Principles of Eco Tourism- Types of Eco Tourist- Emergence of the Concept of Eco Tourism- Quebec Declaration of 2002.

#### **UNIT II**

Carrying capacity for Eco Tourism- Eco Tourism Venues in India.

#### **UNIT III**

Impacts of Eco Tourism- Positive and Negative- Guidelines for Eco Tourism

#### **Unit IV**

UN initiatives on Eco Tourism- Eco Tourism Policy and Planning in India.

#### **Unit V**

Environmental Impact Assessment (EIA) in Tourism Industry: Need for EIA – Steps of EIA – Method and usage of EIA – EIA in Conserving Ecology and Environment.

### **BOOKS FOR REFERENCE:**

1. Savindra Singh., (1991), *Environmental Science*, PrayagPustakBhawan, New Delhi.
2. Prannath Seth., (2006), *Successful Tourism Management*, Sterling Publication, New Delhi.
3. Larry, W. Canter., (1977), *Environmental Impact Assessment*, Mc. Graw Hill International Editions, United States.
4. Dr.Martha Honey, (2008), *Ecotourism and Sustainable Development: Who owns Paradise?* Island Press, Washington D.C., U.S.A.
5. Mohammad Baydoun, (2012), *Ecotourism*, LAP Lambert Academic Publishing, Rig, Latvia.



<b>COMPUTER APPLICATIONS I</b>	
<b>SUB CODE : 18USSSESTT3</b>	<b>INT MARKS: 50</b>
<b>SEMESTER : V</b>	<b>EXT MARKS:50</b>

**OBJECTIVE:**

- **To know about computer operations and its applications in tourism service industry.**

**UNIT I**

Microsoft word – creation of Bio data – document using tabs – using tables – Home Menu

**UNIT II**

Insert Menu – Page layout – reference – Mail merge – review – Find and replace

**UNIT III**

Preparation of tour brochure – pamphlets – tour itineraries

**UNIT IV**

Power Point – building presentation – modifying visual elements – formatting and checking text – adding objects – applying animation effect- presentation

**UNIT V**

Internet – introduction to Internet – Internet Service Providers – Tour net – creation of email ID – using mail account – Introduction to web-using

<b>LEGAL FRAMEWORK FOR TOURISM</b>	
<b>SUB CODE : 20UTTCT6013</b>	<b>INT MARKS: 25</b>
<b>SEMESTER : VI</b>	<b>EXT MARKS: 75</b>

## **OBJECTIVE**

- **To enable the student to understand the Legal background for Tourism Industry**

### **UNIT I**

Introduction to legislation: Importance- Branches of Laws

### **UNIT II**

Legal and regulatory framework for Hospitality industry-Laws related to guests and employees, and include legislation on employee health and safety, labor laws, environmental protection, hygiene, alcohol licensing regulations, negligence, privacy and contracts.

### **UNIT III**

Transport Legislation: Roadways – Railways-.Airways- Waterways.

### **UNIT IV**

Travel legislations and regulations- Travel Documents: Passport and VISA.

### **UNIT V**

Environmental Laws-Quebec Declaration on Eco Tourism- Kyoto Protocol-National Committee on Environmental Planning and Co-Ordination (NCEPC) in India- Coastal Area Management in India-CRZ.

## **BOOKS FOR REFERENCE:**

1. Mill, Robert C.& Morrison Alastair(2013). *The Tourism System*. 6th ed. Kendall Hunt Publishing Co.
2. Downes, John, P. & Tricia (2011). *Travel and Tourism Law*. 5th ed. Huntington: ELM publications.
3. Grant, David, M. M. & Stephen (2012). *Holiday Law*. 5th ed. London:
4. Sweet and Maxwell. Singh, A. (2008). *Contract and Specific Relief*.
5. Williams, G. L., & Smith, A. T. H. (2002). *Glanville Williams: learning the law*. Sweet & Maxwell. U.K

<b>AIR CARGO</b>	
<b>SUB CODE : 20UTTCT6014</b>	<b>INT MARKS: 40</b>
<b>SEMESTER : VI</b>	<b>EXT MARKS: 60</b>

**OBJECTIVES:**

- **It enables the students to understand the logistics management and air Cargo functions.**

**UNIT I**

Introduction to Air Cargo – Industry Regulation IATA / FIATA / ICAO – Air cargo Agency – Cargo Terms and Definitions

**UNIT II**

Aircraft and Cargo Terminal facilities- Cargo Agencies- Cargo Booking procedures- Dangerous Goods- Perishable Goods- Live Animal Regulations.

**UNIT III**

Air Cargo Abbreviations, Codes and Definitions – Elapsed Time-Calculations – IATA World Geography – Use of Air Cargo Guides

**UNIT IV**

Hours Air Cargo Acceptance – Air Cargo Booking Procedures – Cargo Automation – Air cargo Rates and Charges

**UNIT V**

GCR, SCR, CCR – Documentation charge – valuation charges – Air Way Bill practice

**BOOKS FOR REFERENCE:**

1. IATA Air Cargo Tariff and Rules (TACT), The Essential Air Cargo Rules and Rates Guide.
2. Peter S. Morrell,(2011), *Moving Boxes by Air The Economics of International Air Cargo*,Ashgate Publishes Ltd, England.
3. Sultan HafeezRahman, Sridhar Khatri and Hans PeterBrenner, (2012), *Regional Integration and Economic Development in South Asia*, Edward Elgar Publishes Limited United Kingdom.
4. John Paul Rodrigue and Theo Notteboorn(2013),*The Sage Hand Book Of Transport Studies*, Sage Publication Ltd , New Delhi.
5. IssaBaluch, (2005), *Transport Logistics, Past , Present and Predictions*, Winning Book. London.

<b>HUMAN RIGHTS AND TOURISM</b>	
<b>SUB CODE : 20UTTCT6015</b>	<b>INT MARKS: 25</b>
<b>SEMESTER : VI</b>	<b>EXT MARKS: 75</b>

**OBJECTIVES:**

- **It enables the students to understand the Human Rights related issues in Tourism.**

**UNIT I**

Nature – Scope – Evolution of the Concept of Human Rights in the West – Magna Carta, bill of Rights, Rights of Man.

**UNIT II**

Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International

**UNIT III**

Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking.

**UNIT IV**

Dispossession and Displacement of People – Tourism Public Safety and Health.

**UNIT V**

Tourism and Environment – Marine Coastal Regulation Zone, Rules and Laws – Tourism and Fragile Eco Systems – Beach, Coastal and Mountains Community Rights Violation.

**BOOKS FOR REFERENCE:**

1. Praveen Vadkar, (2000), *Concepts and Theories and Practice of Human Rights*, Rajat Publications, New Delhi..
2. Adil- Ul- Yasin and Archan aUpadhyaya, (2004), *Human Rights*, Akansha Publications House, New Delhi.
3. Sanajaoba, (2004), *Human Rights- Current Issues*, Om Sons Publications, New Delh.
4. Man Chansd Khandela, (2004), *Human Rights and Social Realities*, Pointer Publications, Jaipur..
5. Mohamma Shabhir, (2005), *Quest for Human Rights*, Rawat Publications, New Delhi.

<b>PROJECT - DESSERTATION</b>	
<b>SUB CODE : 20UTTPR6001</b>	<b>INT MARKS: 20</b>
<b>SEMESTER : VI</b>	<b>EXT MARKS: 80</b>

Internship / Project shall be an integral part of B.Voc. (Travel and Tourism) Degree course. It is designed to bridge the gap between theory and practice and create a natural interest in the practical aspects of the course to enable the students to face the challenges of Tourism industry.

The training should be under the joint supervision and guidance of the Training Officer of the Institution and the Faculty member of the course. The details of the training underwent by the students should be clearly documented in the form of a report.

The duration of the training will be for 35 days (8 hours per day) and relate to Logistics and Tourism Industry.

The report shall be around 50 typed pages, excluding tables, figures, bibliography and appendices.

### **Internship / Project Evaluation**

- Options are given to the students who undergo internship in either Travel Sector or in the Tour Operation Sector.
- Weekly Reports are to be sent to the Staff in-charge. (Internal – 20 Marks)
- Staff in-charge shall communicate the trainer about the progress of the Trainee once in a week.
- Trainer shall evaluate the Trainees (based on the soft skills, body language, etiquettes, and other related skills for the specific job roles) and give On-training Report. (ESE Project – 80 Marks)
- The Staff in-charge evaluates the Student based on the Report by the Trainer. (Viva Voce – 20 Marks)

<b>COMPUTER APPLICATIONS-II</b>	
<b>SUB CODE : 18USSCS6004</b>	<b>INT MARKS: 50</b>
<b>SEMESTER : VI</b>	<b>EXT MARKS: 50</b>

**OBJECTIVES:**

- **To know about computer operations (MS Excel and Tally) and its applications in tourism service industry.**

**UNIT I**

Microsoft Excel-Home menu – validation and conditional formatting – Pay Roll creation – use of auto filter

**UNIT II**

Insert menu – table – picture – chart – word art- Page layout – statistical function – trace precedent – trace dependent – calculation

**UNIT III**

Data Menu – sort and filter – advance filter – data validation – view

**UNIT IV**

Basics of Accounting – Meaning of Accounting – Book keeping – Method of Accounting – single entry system and double entry system – Types of Accounts

**UNIT V**

Introduction to Tally – features of Tally- Accounts Info – Preparation of Trading Account – Preparation of Final Account – Voucher entry

<b>NON-MAJOR ELECTIVE: TOURISM IN CHENNAI</b>	
<b>SUB CODE : 18UTTNT3001</b>	<b>INT MARKS: 50</b>
<b>SEMESTER : III</b>	<b>Credit : 3</b>

### **UNIT I**

Geography of Madras- Origin- Historical Background of Madras-Ancient Madras-Establishment of English Settlement

### **UNIT II**

Heritage monuments and their Historical background in Chennai.

### **UNIT III**

Fine Arts- Music and Dance- Kalashetra- Latit Kala Academy- One day Madras field trip

### **Text Books &Reference:-**

1. Love, Henry Davison, (1988), *Vestiges of Old Madras*-4 volumes, Mittal Publications,New Delhi..
2. Muthiah S.,(1995), *Madras, its past & its present*, East-West Press Pvt. Ltd., Madras.
3. Muthiah S.,(1999), *Madras Rediscovered*, East-West Press Pvt. Ltd., Chennai.
4. Muthiah S., (2008), (Ed), *Madras, Chennai: A 400-year Record of the First City of Modern India-Madras -The Land, The People & Their Governance, Volume 1*, Palaniappa Brothers, Chennai.
5. Muthiah S., (2009), *Madras, Chennai: A 400-year Record of the First City of Modern India -3 volumes-Services, education & the economy*, Palaniappa Brothers, Chennai.

<b>NON-MAJOR ELECTIVE: FRONT OFFICE MANAGEMENT</b>	
<b>SUB CODE : 18UTTNT4002</b>	<b>INT MARKS: 50</b>
<b>SEMESTER : IV</b>	<b>Credit : 3</b>

### **UNIT 1**

Front Office Operations and Responsibilities – Guest Cycle — Front Office Forms – Front Office Communications – Mail Service – Message – Keys – Local Information –Layout Staff – Luggage Procedure – Telephone Procedures

### **UNIT II**

Front Office Management — Establishing Room Rate – Budgeting –Evaluating- Cash and Credit – handling Credit Cards – Cheques and Accounts -Foreign Exchange Regulations

### **UNIT III**

Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival

### **BOOKS FOR REFERENCE**

1. M A Khan, (2005), *Front Office*, Anmol Publications Pvt Ltd, New Delhi.
2. Sudhir Andrews, (2004), *Hotel Front Office Training Manual, TAT*, McGraw-Hill Publishing Company Ltd, New Delhi.
3. SuchiGarg, (2006), *Front Office Management*, Alfa Publications, New Delhi.
4. RomilaChawla (2006), *Accommodation Management and Tourism*, Sonali Publications, New Delhi.
5. J. Mathews, (2006), *Hotel Management and Hospitality*, Aavishkar Publishers, Jaipur.