



BBA (Tourism and Hospitality)
w.e.f. 2024

Detailed Syllabus

Semester I

Paper	Major1	Credits	Paper	Major 2	Credits	Paper	Minor	Credits	CC/VC	Credits	Total Credits
1	Management Concepts & Organizational Behaviour	4	1	Fundamentals of Tourism	4	1	Computer & AI Applications	2	CC1 Tour Escorting Skills – I: Cultural Heritage	2	20
2	Tourism & Hospitality Industry Orientation	4	2	Basics of Accounting and Finance	4						

Management Concepts and Organizational Behaviour
(Major 1, Paper 1)

Credit: 4

Total Session: 40

Course Outcome: The objective for this course to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.

UNIT I

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol. The Nature of significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The Process and Techniques of Decision Making. Organisation: Nature and significance, Approaches, Departmentalization, Line and staff relationships, Delegation and Decentralization, Committee system, Department of effective organizing.

UNIT II

Staffing, nature and Significance, Selection, Appraisal and Development of Managers. Directing: Issues in managing human factors, nature and Significance's, Theories and Techniques. Controlling: Definition and Elements, Control Techniques.

UNIT III

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB. Learning, Motivation: Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, Leadership: Its Theories and prevailing leadership styles in Indian Organizations.

UNIT IV

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict. Organizational culture, Power and Politics, Stress Management: Definition, sources of stress, managing stress.

References

Text Book:

1. Chhabra, T.N (2019) Essentials of organisational behaviour , Sun India Publications
2. Gupta, C.B. (2014) A textbook of organisational behaviour, S.chand & company

Suggested Readings:

1. Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.
2. Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.
3. G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.
4. Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.
5. Pareek Udai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition.
6. Koontz H., Weihrich H. (2009); Principles of Management; Tata Mc Graw Hill; 8th Edition.
7. Williams C (2009) Principles of Management; South-Western/ Cengage Learning; 5th Edition.
8. Vaishath Neeru, Principle of Management, Taxmann, 5th Edition.
9. Weihrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; Mc Graw Hill; 14th Edition.
10. Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2nd Edition.

Web References:

1. [I MCom Organizational theory and behaviour on16March2016.pdf \(universityofcalicut.info\)](#)
2. [Principles and Practices of Management.pdf \(gurukpo.com\)](#)

Tourism and Hospitality Industry Orientation (Major-1 Paper-2)

Credits: 4

Total Session: 40

Course Outcome:

Illustrate how tourism and hospitality sectors are interrelated and how they contribute to local and global economies. Analyze the positive and negative impacts of tourism on the environment, culture, and society. Identify current trends, challenges, and emerging technologies shaping the global tourism and hospitality landscape. Demonstrate an understanding of ethical, responsible, and sustainable practices in tourism and hospitality and Explore various career opportunities and outline the skills and qualifications required for roles in the tourism and hospitality industry.

UNIT I

- Outline of sectors associated with tourism industry.
- Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities
- Tour Operators-meaning, types, role, major players, job opportunities

UNIT II

- Online Travel Agencies-role, prominent companies, job opportunities;
- Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances; Air cargo sector, sub units of air cargo, prominent companies.

UNIT III

- Introduction of hospitality sector, potential, prominent hotel chains
- Classification of Hotels (star, heritage, location basis, clientele basis, size basis); Organizational structure of Hotel, Meal Plans

UNIT IV

- Overview and potential of MICE tourism in India
- Career in event management, skills required, prominent companies
- Concept of Entrepreneurship, Business Plan, Prominent and recent entrepreneurial ventures of tourism sector.

References

TextBook

1. Thomas, W. (2011).Tourism Career. Discovery Publishing Pvt. Ltd.

Suggested Readings

1. Walker, R. Harding, K. (2006) Oxford University Press
2. Walker,R,J.(2008).Introduction to Hospitality Management.Pearson Education India
3. Sales,M.(2016).Air Cargo Management:Air Freight and the Global Supply Chain. Routledge.

Web References:-

1. [15 Hospitality and Tourism Management Career Options \(careers360.com\)](https://careers360.com/15-hospitality-and-tourism-management-career-options/)
2. [https://www.google.co.in/books/edition/Career Opportunities in Travel and Hospi/95fuiC_ap0gC?hl=en&gbpv=1&dq=careers+in+tourism&printsec=frontcover](https://www.google.co.in/books/edition/Career_Opportunities_in_Travel_and_Hospi/95fuiC_ap0gC?hl=en&gbpv=1&dq=careers+in+tourism&printsec=frontcover)

Fundamentals of Tourism (Major 2, Paper 1)

Credits: 4

Total Session: 40

Course Outcome: This course shall introduce learner to tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism and government support to it. It is also important to appreciate the socio-economic, ecological impacts of tourism. Learners would be able to relate to the fast growing tourism industry.

UNIT I

- Definition of tourism
- History of tourism
- Nature and importance of tourism
- Components and typology of tourism

UNIT II

- Tourism as an industry
- Visitor, Tourist, Excursionist
- Basic travel motivators
- Concept of Domestic and International tourism.
- Various travel documents Passport, VISA, Health, Economic etc.

UNIT III

- Significance and Impacts of Tourism
- Understanding the tourism System
- Economics of Tourism-Tourism demand and supply concepts

UNIT IV

- Selective contemporary trends in tourism
- Factors for growth/ decline of tourism & travel industry in the 21st century, future tourism scenario.
- Growth and development of Tourism in India.
- National & International trade Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO.

References

Text Book:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.

Suggested Readings:

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

Web References:-

1. [An Introduction to Tourism 0750619562.pdf \(economy.gov.ae\)](#)

Basics of Accounting and Finance (Major 2, Paper 2)

Credits: 4

Total Session: 40

Course Outcome: This paper will explain the basic principles of accounting and help the students familiarize with analysis and interpretations of financial statements along with techniques to understand finance strategies and management of funds in tourism business.

UNIT I

Financial Accounting: Concepts and Conventions – Double Entry System –Preparation of Journal, Ledger and Trial Balance, Cash Books,

UNIT II

Preparation of Final Accounts:-Trading, Profit and Loss Account and Balance Sheet. Accounting Information: Accounts of Non-profit Organizations: Income and Expenditure Account, Receipts and Payments Account, Travel Agency Accounting.

UNIT III

Financial Statement Analysis and Interpretation: Meaning – Types of Analysis –Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.

UNIT IV

Cost Accounting: Concept – Distinction between Costing and Cost Accounting –Elements of Cost and Cost classification– Preparation of Cost Sheet.

References

Text Book:

1. Lal, J. (2009). Accounting for Management, Himalayan Publishing House, Mumbai.
 2. Prasanna, C. (2012). Financial Management- Theory and Practice, Tata McGraw-Hill, New Delhi.
- SUGGESTED

Suggested Readings:

1. Grewal T.S. &Shukla M.C. (2010). Advanced Accounts Vol.I. Sultan Chand & Sons, Delhi.
2. R.L.Gupta&Radhaswamy M. (2014). Advanced Accountancy- Vol. I. Sultan Chand & Sons, Delhi.
3. Gosh T.P (2006). Fundamentals of Accounting. Sultan Chand & Sons, Delhi.
4. Maheshwari. S.N. &Maheshwari. S.K. (2006). Fundamentals of Accounting. Vikas Publishing House, New Delhi.
5. Sharma R.K & Gupta S.(2012). Management Accounting .Kalyani Publisher.
6. Pandey. I.M (2010). Financial Management. Vikas Publishing House Pvt. Ltd., New Delhi.
7. Reddy G. Sudharshan (2013): Financial Management. Himalaya Publication, Mumbai

Web Reference:

1. [Ch-1.pmd \(ncert.nic.in\)](http://ncert.nic.in/Ch-1.pmd)
2. <https://www.bookkeepingpractice.com/Textbook/AccountingBasics.pdf>

Computer & AI Applications **Minor- (Paper 1)**

Credits: 2

Total Session: 20

Course Outcome: students will be able to demonstrate a clear understanding of the fundamental components of a computer system, including both hardware and software. They will acquire the skills to operate common operating systems and manage files and system settings effectively. Students will also gain hands-on experience such as Microsoft Word, Excel, and PowerPoint to create professional documents, spreadsheets, and presentations. In addition, they will learn to navigate and utilize internet technologies for research, communication, and collaboration using tools such as email and cloud-based platforms. The course will introduce students to the basics of database management, enabling them to perform simple data entry, queries, and reporting tasks. Finally, students will be exposed to emerging IT trends, including artificial intelligence, cloud computing, and the Internet of Things (IoT), allowing them to appreciate the evolving role of technology in modern society and the workplace.

UNIT I:

Basics of computers and their evolution- Characteristics of Computer, Application of Computer in business, Classification of Computer, Generation of Computer, Parts of a computer: Hardware, software, Types of Software, Operating System Concept: Introduction, Functions and Types.

UNIT II:

Text processing software: creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts.

Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides,

UNIT III:

Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, creating charts and graphs, protection of worksheet.

UNIT IV:

Introduction to Artificial Intelligence: Concept of AI, Functions, AI prompts for business, AI in tourism.

References:

Text Book:

1. Sinha P. K., Sinha P., Computer Fundamentals, BPB Publication
2. Rajaraman V., Computer Fundamentals, PHI

Suggested Readings:

1. Norton P., Introduction to computers, 9th reprint Edi., Tata McGraw Hill, 2008

Web References:-

1. Laudon, K. C., & Laudon, J. P. (2022). *Management information systems: Managing the digital firm* (17th ed.). Pearson. <https://www.pearson.com/en-us/subject-catalog/p/management-information-systems/P200000007473>
2. Shelly, G. B., & Vermaat, M. E. (2019). *Discovering computers: Digital technology, data, and devices* (17th ed.). Cengage Learning. <https://www.cengage.com/discovering-computers>
3. Norton, P. (2020). *Introduction to computers*. McGraw Hill Education. <https://www.mheducation.com>
4. Turban, E., Pollard, C., & Wood, G. (2021). *Information technology for management: On-demand strategies for performance, growth, and sustainability* (12th ed.). Wiley. <https://www.wiley.com>
5. Beekman, G., & Beekman, B. (2021). *Tomorrow's technology and you* (11th ed.). Pearson. <https://www.pearson.com>
6. Khan Academy. (2023). *Computer science and IT tutorials*. <https://www.khanacademy.org/computing>

Tour Escorting Skills – I: Cultural Heritage Co-Curricular 1 (CC 1)

Credits 2

Total Session: 20

Course Outcome:

Upon successful completion of this course, students will be able to understand the fundamentals of tour escorting with a special emphasis on India's rich cultural heritage. They will develop the communication, interpretation, storytelling, group management, and customer service skills required to effectively escort and engage tourists on cultural tours. The course will enable learners to plan, organize, and execute culturally focused escorted tours while demonstrating professionalism, ethical conduct, and sensitivity towards diverse cultural contexts and heritage preservation. Through practical exposure and experiential learning, students will gain the confidence and competence to deliver meaningful visitor experiences and perform the responsibilities of a professional tour escort.

Unit I: Introduction to Tour Escorting

- Meaning, nature, and evolution of tour escorting
- Roles and responsibilities of a tour escort
- Difference between tour guide, tour manager, and tour escort
- Tourist psychology and behavior
- Ethics and professional code of conduct

Unit II: Cultural Heritage of India

- Concept of heritage: Tangible vs. Intangible, Definition of cultural heritage and its various forms.
- Overview of India's cultural landscape: religion, festivals, dance, music, languages, arts
- UNESCO World Heritage Sites in India (cultural)
- Regional diversity in heritage
- Cultural sensitivity and heritage conservation

Unit III: Escorting Cultural Tours – Skills and Techniques

- Planning, organizing, and conducting cultural/heritage tours
- Pre-tour briefing and tour commentary
- Effective communication and storytelling techniques
- Group handling, time management, and safety protocols
- Escorting etiquette at religious and heritage sites

Unit IV: Practical Application and Soft Skills

- Case studies of Indian cultural circuits: Buddhist, Mughal, Temple circuits
- Role-play exercises (mock tours, emergency handling, complaints)
- Basics of first aid and personal safety for escorts
- Professional grooming, attire, and body language
- Guest feedback collection and report preparation

References:

Text Book:

1. Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold.
2. Holloway, J. C. (2009). *The Business of Tourism* (8th ed.). Harlow: Pearson Education.
3. Bhatia, A. K. (2011). *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers.
4. Chowdhary, N., & Prakash, M. (2008). *Tourist Guide Training*. New Delhi: Matrix Publishers.

Suggested Readings:

1. Chand, M. (2013). *Travel Agency and Tour Operation Concepts and Principles*. Anmol Publications.
2. Singh, R. L. (2021). *Heritage and Tourism in India*. Gyan Publishing.
3. Weiler, B., & Black, R. (2015). *Tour Guiding Research: Insights, Issues and Implications*. Bristol: Channel View Publications.
4. Ap, J., & Wong, K. K. F. (2001). *Case Study on Tour Guiding: Professionalism, Issues and Problems*. *Tourism Management Journal*.

5. Ministry of Tourism, Government of India. *Incredible India Tourist Facilitator Programme Study Material*.
6. UNESCO. *Cultural Heritage and Sustainable Tourism Manuals*.

Web References:

1. Cultural Heritage and Tourism: An Introduction – Dallen J. Timothy, Routledge eBook: <https://www.routledge.com/Cultural-Heritage-and-Tourism-An-Introduction/Timothy/p/book/9781845417650>
2. Heritage Tourism – Hyung Yu Park, Routledge Access: (<https://www.routledge.com/Heritage-Tourism/Park/p/book/9781138013157>)
3. IGNOU eGyankosh – BTS/BA Tourism Course Materials: <https://egyankosh.ac.in/handle/123456789/20132>
4. Incredible India (Ministry of Tourism): <https://www.incredibleindia.org/>
5. Soft Skills: Enhancing Employability – M.S. Rao, Amazon Kindle Edition: (<https://www.amazon.in/Soft-Skills-Enhancing-Employability-M/dp/9381115628>)

Paper	Major1	Credit	Paper	Major 2	Credits	Paper	Minor	Credit	CC/VC	Credit	Total Credits
3	Introduction to Hotel Business	4	3	Travel Agency Management	4	2	Personality Development for Service Industry	2	VC1 Travel Writing	2	20
4	Destination Geography	4	4	Tourism Resources	4						

Introduction to Hotel Business (Major 1 Paper 3)

Credits: 4

Total Session: 40

Course Outcome: By completing this course, students will gain a foundational understanding of the hotel industry, including its origin, growth, classification. They will develop knowledge of key hotel departments and their operations. The course will equip students with insights into industry challenges, and future directions of the hotel business, preparing them for both professional entry and advanced study in hospitality management.

UNIT-I

Overview of Hotel Industry

- Origin and growth of the hotel industry
- Definition, nature, and scope of hospitality
- Role of hotels in tourism and hospitality industry
- Organizational structure of a hotel (large, medium, small)
- Major hotel chains in India and worldwide
- Revenue Producing and Non-Revenue Producing departments

UNIT-II

- Organizational structure of Hotel
- Hotel categories
- Functions of various hotel departments
- Types of Rooms

UNIT-III

- Brief explanation of House Keeping department
- Responsibilities of housekeeping department
- Attitude of housekeeping personnel
- House Keeping cart and supplements of cart (items in cart)

UNIT-IV

- Responsibilities of F & B department
- F & B outlets
- Professional ethics
- Etiquettes & Grooming in work place

Text Book:

2. Andrews, S. (2019). *Introduction to tourism and hospitality industry*. McGraw Hill Education.
3. Bardi, J. A. (2020). *Hotel front office management* (6th ed.). Wiley.
4. Chand, M. (2018). *Managing front office operations in hotels*. McGraw Hill Education.

Suggested Readings:

5. Walker, J. R. (2022). *Introduction to hospitality* (8th ed.). Pearson.
6. West, A., & Wood, R. C. (2021). *Hospitality management: A brief introduction* (3rd ed.). Routledge.

Web References:-

7. International Labour Organization (ILO). (2010). ILO. https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---ifp_skills/documents/publication/wcms_161135.pdf
8. Khan Academy. (2023). *Hospitality and tourism management tutorials*. <https://www.khanacademy.org>
9. National Institute for Entrepreneurship and Small Business Development (NIESBUD). (2019). *Training manual on hotel operations*. MSME, Government of India. <https://niesbud.nic.in>
10. Young, M., & Costello, C. (2014). *Teaching hospitality and tourism: Open educational resources*. Open University. <https://www.open.ac.uk>

Destination Geography (Major 1, Paper 4)

Credits:4

Total Session: 40

Course Outcome: Geography is the basic edifice of tourism and student will appreciate its importance through this paper. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc. Students will also get inputs on the geographic features of India and how it affects the tourism in the country. They shall be familiar with major tourism destinations worldwide. Students shall also study locale and features of major tourist destinations across the continents. It shall basically enhance their destination knowledge.

UNIT -I

BASICS OF TOURISM GEOGRAPHY:

Locate and differentiate elements of Earth's Surface

Introduction to Earth and its systems, understanding and reading maps. Concepts of directions, latitude & longitude, maps (cartography, map projections & symbols, key/ legend)

Physical Landscape

Landform and landscapes resulting from fluvial, coastal, glacial, arid and tectonic processes, how natural landscapes influence travel and tourism.

Climate

Elements causing climatic patterns, its classification and impact on tourism

UNIT -II

Indian Sub- Continent (Physical)

Major physical features of the sub continent, Indian climate, natural vegetation, river systems, topography of Islands, forests, mountains, lakes and deserts.

Indian Sub- Continent (Political)

Indian States & Union Territories: Their location and important cities, Islands of India.

UNIT -III

North America/ South America/ Australia

Major physical features of the continents: natural vegetation, river systems, topography.

Climate: different climatic regions.

UNIT -IV

Europe/ Africa/ Asia

Major physical features of the continents: natural vegetation, river systems, topography. Climate patterns in the continents.

Climate: different climatic regions.

References:

Text Book:

1. Hussain, M. Indian and World Geography. Tata McGraw Hill Education.
2. International Atlas, Oxford, Penguin Publication and DK Publications.

Suggested Readings:

1. Boniface, B.G, (1987) The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing.
2. Khullar, D.R. (2006) Geography of India. Kalyani Publications.
3. Burton Rosemary : Travel Geography (Pitman Publishing London)
4. Travel Guides and Brochures of Respective Countries.

Web References:

1. Lonely Planet. (2023). *Destinations*. <https://www.lonelyplanet.com>
2. National Geographic Travel. (2023). *World destinations*. <https://www.nationalgeographic.com/travel>
3. CIA World Factbook. (2023). *World geography and countries*. <https://www.cia.gov/the-world-factbook>

Travel Agency Management (Major-2 Paper 3)

Credits: 4

Total Session: 40

Course Outcome: Travel Agency Mgt. is the basis for understanding the modus operandi of a travel company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency

UNIT I

History & Growth of Travel Agency Business, Meaning, concept, and importance of travel agencies, Historical development of travel agency business, Types of travel agencies (retail, wholesale, corporate, online, specialty), Tour operators vs. travel agents, Functions and roles of travel agencies in the tourism system, Organizational structure of a typical travel agency. Incentive and Concessions applicable to travel agencies in India.

UNIT II

How to Set up Travel Agency Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.

UNIT III

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.

UNIT IV

Role of OTAs (Online Travel Agencies) and e-tourism, Impact of ICT, AI, and mobile apps on travel agency operations

Crisis management in travel business (pandemics, natural disasters, geopolitical issues), Case studies: Thomas Cook, Cox & Kings, MakeMyTrip, Expedia, and Yatra. Future challenges and opportunities in travel agency and tour operations. Introduction to the concepts of GDS, Fundamentals of Amadeus and Galileo

References

Text Book:

1. J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles
2. Syrratt, G., Archer, J. (2003) Manual of travel agency Practice Butterworth – Heinemann
3. Bhatia, A. K. (2017). *The business of travel agency and tour operations management* (4th ed.). Sterling Publishers.
4. Chand, M. (2019). *Travel agency management: An introductory text*. McGraw Hill Education

Suggested Readings: ,

1. Negi, J. (2016). *Travel agency and tour operations: Concepts and principles*. Kanishka Publishers.
2. Singh, R. (2017). *Tourism and travel agency management*. Rawat Publications.
3. Youell, R. (2015). *Tourism: An introduction* (4th ed.). Pearson Education.

Web References:

1. [\(PDF\) Travel Agency and Tour Operations Management MBA -TOURISM IV -Semester | salah khaledie - Academia.edu](#)
2. International Air Transport Association (IATA). (2023). *Travel agent resources*. IATA. <https://www.iata.org/en/youandi/travel-agents>
3. Ministry of Tourism, Government of India. (2023). *Guidelines for recognition of travel trade service providers*. <https://tourism.gov.in>
4. Pacific Asia Travel Association (PATA). (2023). *Travel industry insights*. PATA. <https://www.pata.org>

Tourism Resources (Major 2, Paper 4)

Credits: 4

Total Session: 40

Course Outcome:

This paper introduces the students to the nature of tourism products. Various inputs are provided to the students on tourism products ranging from Indian Architecture to museums, which shall enhance their knowledge of the myriad of products available in India. Students will get an insight to the various tangible art forms of India. Students will get a thorough knowledge of various tourist attractions of the world. This will enable them to prepare innovative tour packages and be able to professionally assist the tourists.

UNIT- I

Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, Heritage: Meaning and concept.

Role of UNESCO, ICOMOS, INTACH and ASI in developing and conserving Tourism Products.

UNIT-II

Architectural heritage (with emphasis on World Heritage Sites of India)

Archaeological sites, Forts & Palaces, Temples/ Mosques/ Buddhist Monuments/ Churches

UNIT-III

Art forms India (Tangible forms)

Paintings, Sculptures, Museums, Art Galleries and Handicrafts.

UNIT-IV

World heritage sites:

Australia: Great Barrier Reef, Kakadu National Park, Greater Blue Mountains Area: A significant landscape in New South Wales, Sydney Opera House, Uluru-Kata Tjuta National Park.

Belgium: La Grand-Place, Brussels, Notre-Dame Cathedral in Tournai; **Brazil:** Iguaçu National Park, Brasilia, Rio de Janeiro: Carioca Landscapes between the Mountain and the Sea.

Cambodia: Angkor.

Canada: Dinosaur Provincial Park, Head-Smashed-In Buffalo Jump, Historic District of Old Québec.

China: Imperial Palaces of the Ming and Qing Dynasties in Beijing and Shenyang, The Great Wall, Summer Palace, an Imperial Garden in Beijing, Historic Centre of Macao, Sichuan Giant Panda Sanctuaries - Wolong, Mt Siguniang and Jiayin Mountains

Egypt: Historic Cairo, Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur

France: Cathedral of Notre-Dame, Former Abbey of Saint-Rémi and Palace of Tau, Reims, Paris, Banks of the Seine, Pyrénées - Mont Perdu *, Bordeaux, Port of the Moon

Germany: Palaces and Parks of Potsdam and Berlin, Berlin Modernism Housing Estates

Greece: Acropolis, Athens

Italy: Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori le Mura, Historic Centre of Florence, Piazza del Duomo, Pisa, Venice and its Lagoon

Japan: Hiroshima Peace Memorial (Genbaku Dome), Fushimi, sacred place and source of artistic inspiration

Mexico: Historic Centre of Mexico City and Xochimilco, Pre-Hispanic City of Chichen-Itza, Monarch Butterfly Biosphere Reserve

Nepal: Kathmandu Valley, Sagarmatha National Park, Chitwan National Park, Lumbini- the Birthplace of the Lord Buddha. **Netherlands (Kingdom of the):** Seventeenth-Century Canal Ring Area of Amsterdam inside the Singelgracht.

Russian Federation: Kremlin and Red Square, Moscow, Lake Baikal.

Saudi Arabia: Historic Jeddah, the Gate to Makkah.

South Africa: Fossil Hominid Sites, Human Rights, Liberation and Reconciliation: Nelson Mandela Legacy Sites.

Spain: Pyrénées - Mont Perdu, Tower of Hercules.

Switzerland: Old City of Berne.

United Arab Emirates: Cultural Sites of Al Ain (Hafit, Hili, Bidaa Bint Saud and Oases Areas).

United Kingdom of Great Britain and Northern Ireland: Stonehenge, Avebury and Associated Sites, Palace of Westminster and Westminster Abbey including Saint Margaret's Church, Tower of London.

United States of America: Mesa Verde National Park, Yellowstone National Park, Grand Canyon National Park, Independence Hall, Statue of Liberty, Hawaii Volcanoes National Park.

References

Text Book:

1. Dixit, Manoj & Charu Sheela. (2007), Tourism Products, New Royal Book Co.
2. Gupta, I.C., Tourism Products of India.
3. UNESCO (2016) World Heritage Sites; A Complete Guide to 1031 UNESCO World Heritage Sites, Firefly books ltd.

Suggested Readings

1. Jacob, Robinet, Mahadevan, P. & Sindhu, Joseph. (2012), Tourism Products of India- a National Perspective, Abhijeet Publications.
2. Gupta, S.P., Lal, K., Bhattacharyya, M. (2002). Cultural Tourism in India: Museums, Monuments & Arts : Theory and Practice. :Indraprastha Museum of Art and Archaeology & D.K. Printworld
3. Punja, S. (1995). Great Monuments Of The Indian Subcontinent. Odyssey Publications, Hong Kong
4. Punja, S. (1998). The Museums of India. Penguin.
5. Lonely Planet - The World: A Traveller's Guide to the Planet, (2017) Lonely Planet
6. David, Leslie, D. Sigala M. (2005) International cultural tourism, Routledge
7. National Geographic (2007) Julianne's of a life time; 500 of the world's greatest trip, National Geographic

Web References:

1. gourkanjilal.com/India-Tourism-part2.pdf
2. <https://www.lonelyplanet.com/india>
3. <https://whc.unesco.org/en/list/>

Personality Development for Service Industry (Minor, Paper 2)

Credits: 2

Total Session: 20

Course Outcome: The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behavior, socially and professionally, in formal and informal circumstances.

UNIT-1

Understanding Personality

- Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,
- Ways to people Like You
- Make People think in Your Way
- Analyse Worry

UNIT-II

Personality Development Training

Interview Skill: Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage

Group Discussion

Question that evaluators ask themselves during group discussion, Attributes that evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do's and Don'ts, Musts and Must Not's for a candidate

Management Skills

- Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster.
- Keeping the time log, Analyzing the time log, the urgency / Importance grid, time management skill zone – 1, Zone – 2, Zone – 3, Zone – 4
- Task Typing, Effective decision making, Don't delay do it today, How to overcome Procrastination, Do the worst job first, Break daunting tasks into smaller ones, make a public commitment to do the job, Plan the evening before.

UNIT-III

Meeting Skill

- The meeting agenda, the meeting agenda illustrated, Helpful guidelines
- Example meeting minutes, Formal closure of meeting, Action Notes, Plan for efficiency

Negotiating Skill

- Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation. The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock

UNIT-IV

Presentation Skill

- Preparing the Venue, pay attention to detail, checking the equipment, Optimise the seating arrangements, considered the needs of your audience, Final preparation details
- Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter
- Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance
- Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility

Project Management

- What is Project Management?, Keeping sight of the goal, Effective project management - Is it a single project? The 3 main roles

- The Matrix management approach, effective communication, sources of conflict, staff concern
- Management structure, management structure style, Project Team fundamentals, concern of new team members
- Project team members, Is theory of management, Project Life Cycle

References:

Text Book:

1. Andrews, S. (2013). *Personality development and soft skills*. McGraw Hill Education.
2. Kaul, A. (2011). *Effective business communication*. Prentice Hall India.
3. Mishra, R. C. (2018). *Personality development*. Atlantic Publishers.
4. Mohan, K., & Singh, M. (2017). *Business communication*. McGraw Hill Education.
5. Namrata, P. (2015). *Soft skills: Personality development for life success*. Pearson Education.
6. Rao, N. (2016). *Soft skills for hospitality industry*. Himalaya Publishing.

Suggested Readings:

1. Bajpai, B.L.: Making Management still more effective
2. Bajpai, B.L.: Indian Ethos and Modern Management
3. IGNOU : Study Material
4. Wallace, M., & Masters, S. (2019). *Personal development for life and work* (11th ed.). Cengage Learning.

Web References:

1. International Labour Organization (ILO). (2021). *Soft skills for employability*. ILO. https://www.ilo.org/global/topics/skills/WCMS_755641/lang--en/index.htm
2. MindTools. (2023). *Personal development and soft skills resources*. MindTools. <https://www.mindtools.com>
3. National Skill Development Corporation (NSDC). (2023). *Soft skills training modules*. Government of India. <https://nsdcindia.org>
4. Coursera. (2023). *Soft skills for professionals*. <https://www.coursera.org/browse/business/communication>
5. Khan Academy. (2023). *Personal development and life skills*. <https://www.khanacademy.org/college-careers-more/personal-finance/personal-development>
6. Harvard Business Review. (2022). *Emotional intelligence in the workplace*. HBR. <https://hbr.org>
7. Hospitality Net. (2023). *Customer service and soft skills in hospitality*. <https://www.hospitalitynet.org>
8. Toastmasters International. (2023). *Public speaking and leadership development resources*. <https://www.toastmasters.org>

Travel Writing Vocational Course 1 (VC 1)

Credit 2

Total Session: 20

Course Outcome: After completing this course, students will be able to: Understand the concept, scope and significance of writing in tourism. Develop skills for creative and professional travel writing. Learn techniques of travel reporting, promotional writing and tourism content creation. Apply knowledge of referencing methods, ethics and copyright issues in writing. Prepare tourism brochures, advertisements and digital travel content effectively.

UNIT I: Fundamentals of Writing

- History and evolution of writing
- Importance and functions of writing in tourism and communication
- Essential writing skills – clarity, coherence, style and creativity
- Steps in writing a paragraph and essay
- Methods of referencing, quoting and citing sources
- Ethics in writing – plagiarism and academic integrity
- Overview of Copyright Act, 1957 and its relevance to writers
- Role and use of AI

UNIT II: Introduction to Travel Writing

- Meaning, importance and benefits of travel writing
- Forms of travel writing: Travelogues, Travel guides, Travel journals and blogs
- Principles of effective tourism content creation
- Elements of a good travel narrative: setting, voice, structure, emotion
- Construction and design of **tourism brochures**

UNIT III: Travel Reporting and Promotional Writing

- Basics of travel reporting and travel journalism
- Writing different types of promotional letters in tourism: Enquiry letters, Sales letters, Public relations communication
- Role and importance of photography and videography in tourism promotion
- Visual storytelling and destination image building
- Blogging and content marketing for travel agencies, hotels, and tourism boards
- Social media travel writing: captions, reels, hashtags, short-form storytelling

UNIT IV : Travel Writing for Media and Advertising

- Construction of advertisement posters and handbills
- Role of travel writing in tourism advertising and marketing communication
- Writing content for travel portals, websites and digital platforms
- Basics of printing procedures and publication formalities
- Emerging trends in digital travel media and content marketing

References:

Text Book:

1. George, D. (2017). *How to Be a Travel Writer (4th ed.)*. Lonely Planet Publications.
2. Thompson, C. (2011). *Travel Writing*. Routledge.

Suggested Readings:

1. Leffel, T. *Travel Writing 2.0: Earning Money from Your Travels in the New Media Landscape*.
2. Lonely Planet. *Travel Writing Guide*.
3. Zobel, L. P., & Butler, J. H. *The Travel Writer's Handbook: How to Write and Sell Your Own Travel Experiences*.
4. Shapiro, M. *A Sense of Place: Great Travel Writers Talk About Their Craft, Lives and Inspiration*.

Web References:

1. Travel Writing, Carl Thompson, Publisher: Routledge (2011) eBook: (<https://www.routledge.com/Travel-Writing/Thompson/p/book/9780415444720>)
2. How to Travel and Write: A Practical Guide, Claire Scobie, A practical workbook on writing and publishing your travel experiences:
(https://books.google.com/books/about/How_to_Travel_and_Write.html?id=0d1GswEACAAJ)
3. IGNOU eGyankosh – Travel Writing Units: <https://egyankosh.ac.in> : <https://egyankosh.ac.in>
4. Lonely Planet – Blog & Inspiration:
<https://www.lonelyplanet.com/articles>
5. Medium– Travel Writing | Travel blogs and essays from writers globally:
<https://medium.com>](<https://medium.com/tag/travel>)

Paper	Major1	Credits	Paper	Major 2	Credits	Paper	Minor	Credits	CC/VC	Credits	Total Credits
5	Front Office Management	4	5	New Distribution Technology in Tourism Business	4	3	Mass Communication in Tourism & Hospitality	2	CC2 Tour Escorting Skills – 2: Natural Heritage	2	20
6	Tour Operations	4	6	Cultural & Religious Tourism	4						

Front Office Management (Major 1, Paper-5)

Credit 4

Total Session: 40

Course Outcome: is equip students to understand the structure, functions, and significance of the front office in hospitality operations, to develop practical knowledge and skills for front office procedures and guest handling, to understand the importance of guest relations and interdepartmental coordination. to learn reservation, registration, billing, and communication systems used in front office operations.

UNIT 1: Introduction to Front Office Operations

- Introduction to the hospitality industry and the role of front office
- Organizational structure of front office department
- Duties and responsibilities of front office staff
- Attributes of front office personnel
- Coordination with other departments (housekeeping, food & beverage, maintenance, etc.)
- Front office equipment

UNIT 2: Reservation and Registration Process

- Reservation: types, sources, modes (walk-in, email, telephone, online, GDS)
- Reservation records and procedures
- Cancellations, amendments, no-shows, and overbooking management
- Registration process: pre-arrival, arrival, registration forms, check-in procedures and room assignment
- Handling FITs, GITs, VIPs, corporate guests, foreign tourists
- Guest history

UNIT 3: Guest Services, Communication and Billing

- Information and concierge services
- Telephone etiquettes and handling messages
- Wake-up call service, mail handling, paging
- Check-out procedures and settlement of accounts
- Modes of payment: cash, credit card, bill to company, foreign currency, travellers cheque.

UNIT 4: Technology, Reports and Security in Front Office

- Role of technology in front office operations: PMS, CRS, POS, key card systems
- Reports generated by front office: occupancy, arrival/departure list, C- form
- Terminology used in front office operations
- Situation handling, Guest complaints and problem handling

Suggested Practical/Assignments:

- Prepare a hotel front office organizational chart
- Role-play on guest check-in/check-out and complaint handling
- Fill out mock reservation and registration forms
- Prepare sample front office reports (arrival/departure, occupancy, etc.)

References:

Text Book:

- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw Hill.
- Bardi, J. A. (2016). *Hotel front office management* (5th ed.). Wiley.
- Kasavana, M. L., & Brooks, R. M. (2015). *Managing front office operations* (9th ed.). Educational Institute of the American Hotel & Lodging Association (AHLEI).
- Raghubalan, G., & Raghubalan, S. (2015). *Hotel housekeeping operations and management* (2nd ed.). Oxford University Press. [useful for FO coordination]
- Ismail, A. (2018). *Front office operations and management*. Vikas Publishing House.
- Negi, J. (2012). *Hotel front office management*. S. Chand Publishing.

Suggested Readings:

- Jagels, M. G. (2016). *Hospitality management accounting* (9th ed.). Wiley. [relevant for night audit & FO accounts]
- Singaravelavan, R. (2011). *Front office management*. Oxford University Press.
- Walker, J. R. (2016). *Introduction to hospitality management* (4th ed.). Pearson. [includes FO overview within hotel operations]

Web References:

- American Hotel & Lodging Educational Institute (AHLEI). (2023). *Hospitality learning resources*. AHLEI. <https://www.ahlei.org>
- eHotel Management School. (2023). *Front office operations tutorials*. <https://www.ehotelmanagementschool.com>
- Hospitality Net. (2023). *Front office and guest services insights*. <https://www.hospitalitynet.org>
- Investopedia. (2023). *Hotel front office and reception operations explained*. <https://www.investopedia.com>
- Ministry of Tourism, Government of India. (2023). *Skill development in hospitality and front office operations*. <https://tourism.gov.in>
- National Skill Development Corporation (NSDC). (2023). *Qualification pack for front office associate*. NSDC. <https://nsdcindia.org>
- National Institute for Entrepreneurship and Small Business Development (NIESBUD). (2020). *Training material on front office services*. <https://niesbud.nic.in>
- YouTube – Hotelier Academy. (2023). *Front office operations and guest handling tutorials*. <https://www.youtube.com/@hotelieracademy>

Tour Operations (Major 1, Paper-6)

Credit 4

Total Session: 40

Course Outcome: Enable students to understand the structure, functions, and importance of tour operations in the tourism industry, to equip students with knowledge of itinerary preparation, costing, and marketing of tour packages, to study the ethical and legal aspects of tour operations and to provide exposure to managing group tours and handling client expectations.

Unit 1

Meaning of Tour Operations, Interrelationship between travel agencies and tour operations, Significance of Intermediaries in tourism industry, Profile of Prominent Tour Operating Companies in inbound, outbound and domestic areas, Role of Tour Operator in Tourism Industry- Utility of tour operators for principals and tourists

Unit 2

Types of Tour Operators –Inbound, Outbound, Domestic Ground Operators, Formats of Tour Packaging: Group Inclusive Tour (GIT), Free Individual Tour (FIT), Meaning of Itinerary, Importance of Itinerary, Components of an Itinerary, Pre-requisites of itinerary preparation, Do's and Don'ts of itinerary Preparation

Unit 3

Tour designing methods, terminology of tour package pricing, techniques of tour package pricing, Importance of tour brochures in tour marketing, familiarisation tours, Rules for recognition of tour operators (Green shoots, Experienced) by ministry of tourism in India, Recent trends and contemporary issues in Holidays-relevant India tourism statistics Inbound, Outbound, Domestic.

Unit 4

Role of tour escorts, tour manager and guides in tour execution, Client and File handling: pre-tour, during tour, post tour activities, National Integrated Database of Hospitality Industry (NIDHI), Role of Professional Bodies in tour operation business and their Activities: IATO, ATOAI, ADTOI, Ethical in tour operations, Legal aspects of tour operations.

References:

Text Book:

- Negi, Jagmohan : Travel Agency and Tour Operation
- Shakunthala&Jagannathan : Plan your own holiday
- Dennis L Foster : An Introduction to Travel & Tourism
- Roday. S, Biwal. A & Joshi. V. (2009) :Tourism Operations and Mgmt, Oxford University Press, New Delhi
- Chand, M. (2002) :Travel Agency Mgmt- An Introductory Text, Anmol Publications Pvt.Ltd., New Delhi

Suggested Readings:

- Foster, D. (2016). *Tourism and travel management*. Macmillan India.
- Holloway, J. C., Humphreys, C., & Davidson, R. (2016). *The business of tourism* (10th ed.). Pearson.
- Singh, R. (2017). *Tour operations management*. Rawat Publications.
- Youell, R. (1998). *Tour operations*. Hodder & Stoughton.

Web References:

- [J. Holland](#) ,[D. Leslie](#)(2018) Tour operators and operations: development, management and responsibility- eISBN : 978-1-78064-825-5
- Responsible Travel. (2023). *Sustainable tour operations and responsible travel practices*. <https://www.responsibletravel.com>
- National Geographic Travel. (2023). *Destinations and guided tours*. <https://www.nationalgeographic.com/travel>

New Distribution Technology in Tourism Business (Major 2, Paper-5)

Credits: 4

Total Session: 40

Course Outcome: Assist students to understand the transformation in tourism distribution systems through technology, to explore global distribution systems (GDS), new distribution capability (NDC), and emerging platforms, to study the impact of digital channels, OTAs, and aggregators on travel distribution, to equip students with knowledge of current and future trends in travel technology distribution.

UNIT 1: Fundamentals of Travel Distribution

- Meaning and evolution of travel distribution systems
- Traditional distribution vs. new digital distribution
- Role of intermediaries: travel agents, tour operators, OTAs
- Components of travel distribution: transport, accommodation, activities, and experiences
- Direct vs. indirect distribution channels
- Value chain in tourism distribution

UNIT 2: Global Distribution Systems (GDS) and CRS

- Introduction to GDS: Galileo, Amadeus, Sabre, Worldspan
- Computer Reservation Systems (CRS) and their functions
- Airfare display, reservation, and ticketing
- GDS connectivity with airlines, hotels, car rentals
- Training in basic GDS interface and coding (optional practical)
- Limitations of traditional GDS

UNIT 3: New Distribution Capability (NDC) and Emerging Tech

- IATA's New Distribution Capability (NDC): concept, objectives, benefits
- Differences between GDS and NDC
- Direct airline distribution using NDC APIs
- Role of aggregators, meta-search engines, and consolidators
- Integration of Artificial Intelligence, Blockchain, and Chatbots in distribution
- Case studies: NDC adoption by airlines (e.g., Lufthansa, British Airways, Emirates)

UNIT 4: E-Commerce, OTAs, and Future Trends

- Role of OTAs (Online Travel Agencies): MakeMyTrip, Booking.com, Expedia, etc.
- Mobile platforms and apps as distribution tools
- Social media and influencer marketing in tourism distribution
- Dynamic packaging and personalized travel offers
- Revenue management and yield optimization through digital tools
- Future of tourism distribution: direct-to-consumer, voice assistants, smart contracts

References:

Text Book:

1. Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet. *Tourism Management*, 29(4), 609–623. Elsevier.
2. Buhalis, D., & Leung, R. (2018). Smart hospitality: Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71, 41–50.
3. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). *The business of tourism* (10th ed.). Pearson.
4. Inkson, C., & Minnaert, L. (2018). *Tourism management: An introduction* (2nd ed.). SAGE.

Suggested Readings:

1. Law, R., Buhalis, D., & Cobanoglu, C. (2014). Progress on information and communication technologies in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 26(5), 727–750.
2. O'Connor, P. (2011). *Managing distribution channels in 21st century tourism*. Routledge.
3. Page, S. J. (2019). *Tourism management* (6th ed.). Routledge.

4. Sigala, M., Christou, E., & Gretzel, U. (2012). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Routledge.
5. Sheldon, P. J. (2017). *Tourism information technology* (3rd ed.). CABI Publishing.
6. Werthner, H., & Klein, S. (1999). *Information technology and tourism: A challenging relationship*. Springer

Web References:

1. Vinod, B. (2024). *Mastering the travel intermediaries*. Springer. <https://doi.org/10.1007/978-3-031-51524-8>
2. O'Connor, P. (2001). Electronic information distribution in tourism and hospitality. In *Information and Communication Technologies in Tourism 2001* (pp. 243–252). Springer. https://doi.org/10.1007/978-3-7091-6291-5_32
3. Štilić, S., Nicić, J., & Njeguš, A. (2022). Global distribution systems versus new distribution capability and Internet of Things. *European Project Management Journal*, 12(1), 12–21. <https://doi.org/10.18485/epmj.2022.12.1.2>
4. Kracht, J., & Wang, Y. (2010). Examining the tourism distribution channel: Evolution and transformation. *International Journal of Contemporary Hospitality Management*, 22(5), 736–757. <https://doi.org/10.1108/09596111011053837>
5. Zehrer, A., & Möschl, S. (2008). Distribution channels and business strategies of location-based travel agencies. In A. O'Connor, U. Gretzel, & R. Baggio (Eds.), *Information and Communication Technologies in Tourism 2008* (pp. 590–601). Springer. https://doi.org/10.1007/978-3-211-77280-5_53
6. Katsoni, V., Stratigea, A., & Maris, G. (Eds.). (2020). *Recent advancements in tourism business, technology and social sciences*. Springer. <https://doi.org/10.1007/978-3-030-36126-6>
7. Expedia Group. (2023). *Talk tech to me: A distribution guide for the travel industry*. <https://partner.expediagroup.com/en-us/landing-pages/talk-tech-to-me-e-book>

Cultural and Religious Tourism **(Major 2, Paper -6)**

Credit 4

Total Session: 40

Course Outcome: To enable students to understand the concept, scope, and significance of cultural and religious tourism, to explore the interrelationship between culture, religion, and tourism, to study major cultural and religious tourism destinations in India, to analyze the challenges and best practices in managing cultural and religious tourism events.

UNIT 1: Introduction to Cultural Tourism

- Definition, nature, and scope of cultural tourism
- Cultural tourism: elements of culture — art, architecture, cuisine, festivals, heritage
- Tangible and intangible cultural heritage
- Role of organizations: UNESCO, ICOMOS, INTACH, ASI
- Motivations of cultural tourists
- Evolution and growth of cultural tourism in India

UNIT 2: Cultural Heritage and Tourism Resources

- Foundations of Indian Society
- Performing arts (Classical/ Folk Dance, Classical/ Folk Music) and traditions
- Role of museums & art galleries
- Handicrafts and Cuisines of India
- Major Cultural Events

UNIT 3: Introduction to Religious Tourism

- Definition, nature, and scope of religious tourism
- Religious tourism: faith-based travel, pilgrimages, and spiritual tourism
- Motivations of religious tourists
- Evolution and growth of religious tourism in India
- Government initiatives and policies: PRASAD, HRIDAY, SwadeshDarshan

UNIT 4: Religious Tourism Destinations and Pilgrimage Circuits

- Concept & fundamentals of Hinduism/ Islam/ Buddhism/ Sikhism/ Jainism/ Christianity
- Important religious tourism destinations in India for each religion
- Pilgrimage tourism circuits
- Major Religious Events (e.g., KumbhMela, Urs, RathYatra)

References:

Text Book:

1. Bhardwaj, S. M. (2016). *Hindu places of pilgrimage in India: A study in cultural geography*. Routledge.
2. Chhabra, D. (2010). *Sustainable marketing of cultural and heritage tourism*. Routledge.
3. Singh, V. K. (2008). *Historical and cultural tourism in India*. New Delhi: Vista International Publishing House.,
4. Timothy, D.J., Olsen, D.H. *Tourism, Religion and Spiritual Journeys*
5. Goeldner & Ritchie. *Tourism: Principles, Practices, Philosophies*
6. Bhatia, A.K. *International Tourism Management*

Suggested Readings:

1. Griffin, K., & Raj, R. (Eds.). (2017). *The Routledge handbook of religious and spiritual tourism*. Routledge.
2. Jansen-Verbeke, M. (1999). *Cultural tourism: A regional perspective*. CAB International.
3. Olsen, D. H., & Timothy, D. J. (2006). *Tourism, religion and spiritual journeys*. Routledge.
4. Raj, R., & Morpeth, N. D. (2007). *Religious tourism and pilgrimage festivals management: An international perspective*. CABI.
5. Singh, S. (2004). *Tourism and religious pilgrimage in India*. Channel View Publications.

6. Smith, M. K. (2009). *Issues in cultural tourism studies* (2nd ed.). Routledge.
7. Vukonić, B. (1996). *Tourism and religion*. Pergamon.

Web References:

1. El-Gohary, H., Edwards, D. J., & Eid, R. (Eds.). (2018). *Global perspectives on religious tourism and pilgrimage*. IGI Global.
2. Raj, R., & Griffin, K. A. (Eds.). (2015). *Religious tourism and pilgrimage management: An international perspective* (2nd ed.). CABI.[WorldCat](#)
3. Raj, R., & Morpeth, N. D. (Eds.). (2007). *Religious tourism and pilgrimage festivals management: An international perspective*. CABI.[library.upol.cz+1Cabi Digital Library+1](#)
4. Dowson, R., Yaqub, J., & Raj, R. (Eds.). (2019). *Spiritual and religious tourism: Motivations and management*. CABI.[en.wikipedia.org+12styluspub.presswarehouse.com+12Cabi Digital Library+12](#)
5. Griffiths, M., & Wiltshier, P. (Eds.). (2019). *Managing religious tourism*. CABI.[styluspub.presswarehouse.com](#)

Mass Communication in Tourism and Hospitality (Minor, Paper-4)

Credit-2

Total Session: 20

Course Outcomes: To prepare students to understand the role and impact of mass communication in promoting tourism and hospitality services, to familiarize students with media tools, technologies, and content strategies used in tourism and hospitality communication, to analyze media influence on tourist behavior and destination image, to equip students with skills to design and manage communication campaigns in tourism and hospitality sectors.

UNIT 1: Introduction to Mass Communication

- Concept, nature, and scope of mass communication
- Functions and characteristics of mass media
- Types of mass media: Print, Electronic, Digital, Social
- The communication process: sender, message, medium, receiver, feedback
- Barriers to effective communication

UNIT 2: Media for Tourism and Hospitality Promotion

- Role of mass communication in tourism and hospitality development,
- Media as a tool for tourism marketing, branding and image building
- Use of print media: brochures, travelogues, guidebooks, magazines
- Use of electronic media: radio, television, travel documentaries
- Digital media in tourism: blogs, vlogs, social media influencers, YouTube,
- Content writing for tourism websites and digital platforms, Storytelling.

UNIT 3: Tourism and Hospitality Communication and Public Relations

- Concept and Importance of Public Relations
- Internal and external communication in hotels and travel firms
- Customer relationship and complaint handling
- Crisis communication and media management in tourism events

UNIT 4: Communication Campaigns, Trends, and Ethics

- Designing tourism communication campaigns: steps and strategies
- Media planning and budgeting
- Communication for sustainable and responsible tourism
- Ethical issues in tourism and media communication
- Case studies: Incredible India, God's Own Country (Kerala), AtithiDevoBhava

References:

Text Book:

1. Bhatia, A. K. (2012). The business of tourism: Concepts and strategies. Sterling Publishers.
2. Kotler, P., Bowen, J. T., & Makens, J. C. (2016). Marketing for hospitality and tourism (6th ed.). Pearson.
3. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). SAGE Publications.
4. Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). Marketing in travel and tourism (4th ed.). Routledge.

Suggested Readings:

1. Hall, C. M. (2015). Tourism and social marketing. Routledge.
2. Hudson, S., & Hudson, L. (2017). Marketing for tourism, hospitality and events: A global & digital approach (3rd ed.). SAGE Publications.
3. Seitel, F. P. (2017). The practice of public relations (13th ed.). Pearson.
4. Sigala, M., Christou, E., & Gretzel, U. (2012). Social media in travel, tourism and hospitality: Theory, practice and cases. Routledge.
5. Swarbrooke, J., & Horner, S. (2007). Consumer behaviour in tourism (2nd ed.). Routledge.

Web References:

1. Public Relations and Communications Association (PRCA). (2023). Global communications insights. PRCA. <https://prca.org.uk>
2. Hospitality Net. (2023). Global hospitality news and communication. <https://www.hospitalitynet.org>
3. Travel Media Group. (2023). Hotel digital marketing and communication solutions. <https://www.travelmediagroup.com>
4. Tourism Review. (2023). Tourism communication and media trends. <https://www.tourism-review.com>
5. Skift. (2023). News and communication trends in global travel industry. <https://skift.com>
6. Public Relations Society of America (PRSA). (2023). PR insights for tourism and hospitality. <https://www.prsa.org>
7. Campaign India. (2023). Advertising, PR, and communication in Indian hospitality and tourism. <https://www.campaignindia.in>

Tour Escorting Skills – 2: Natural Heritage Co-Curricular 1 (CC 2)

Credit 2

Total Session: 20

Course Outcome: Upon successful completion of this course, students will be able to plan and manage nature-based escorted tours with a sound understanding of India's natural heritage, biodiversity, national parks, wildlife sanctuaries, and ecotourism resources. They will develop the knowledge and skills required for responsible guiding and escorting, applying principles of nature interpretation, visitor safety, and environmental stewardship. The course will enable learners to promote sustainable tourism practices, ensure compliance with rules and regulations in ecologically sensitive areas, and guide tourists in a manner that minimizes environmental impact while enhancing appreciation for natural ecosystems.

UNIT I: Understanding Natural Heritage

- Definition and scope of natural heritage
- Difference between cultural and natural heritage
- Types of natural heritage sites: National Parks, Wildlife Sanctuaries, Biosphere Reserves
- Significance of UNESCO Natural Heritage Sites
- Environmental ethics and sensitivity

UNIT II: Natural Heritage of India

- Overview of India's major natural heritage sites
- Flora and fauna diversity across ecological zones
- Eco-sensitive zones and community involvement
- Case studies of UNESCO-designated natural sites in India

UNIT III: Escorting in Natural Settings – Skills & Protocols

- Escorting roles and responsibilities in nature-based tourism
- Group safety, first aid, and emergency protocols in wild/nature areas
- Wildlife interpretation techniques and nature storytelling
- Dos and Don'ts in forests, sanctuaries, and hills
- Sustainable and low-impact travel practices

UNIT IV: Field Practice, Soft Skills & Sustainability

- Case-based learning: Wildlife Safari, Forest Trail, Nature Camp
- Escorting ethics: managing difficult situations, first-time visitors, children, elderly
- Soft skills: Communication, observation, patience, environmental education
- Post-tour feedback, documentation, and sustainability checklist

Suggested Readings:

1. Bhattacharya, R. N. (2005). Ecotourism: Principles and practices. Rajat Publications.
2. Arora, M. P. (2013). Biodiversity and conservation. Kalyani Publishers.
3. Karpagam, M. (2010). Environmental management. Khanna Publishing House.

Web References

1. Honey, M. (2008). *Ecotourism and sustainable development: Who owns paradise? (2nd ed.). Island Press. <https://books.google.com/books?id=coUUAQAAQBAJ>
2. Newsome, D., Moore, S. A., & Dowling, R. K. (2005). Wildlife tourism. Channel View Publications. <https://books.google.com/books?id=FLilAgAAQBAJ>
3. Weaver, D. (2006). Sustainable tourism: Theory and practice. Routledge. <https://www.routledge.com/Sustainable-Tourism-Principles-Contexts-and-Practices/Weaver/p/book/9781138119477>
4. Ministry of Environment, Forest and Climate Change. (2019). India's world heritage natural sites. Government of India. <https://moef.gov.in>

Paper	Major 1	Credits	Paper	Major 2	Credits	Paper	Minor	Credits	CC/VC	Credits	Total Credits
7	Marketing Management	4	7	Human Resource Management	4	4	Customer Relationship Management	2	VC2 (Tourism & Hospitality Laws)	2	20
8	House Keeping Management	4	8	Tourism Resources of Uttar Pradesh	4						

Marketing Management

(Major 1, Paper -7)

Credit 4

Total Session: 40

Course Outcomes: After successful completion of this course, students will be able to Understand the basic concepts, principles and strategies of marketing management. Analyse consumer behaviour and market research techniques. Explain product planning, branding, pricing and product life cycle decisions. Develop knowledge of distribution management and integrated marketing communication tools. Apply marketing concepts in service sector and tourism industry context.

UNIT I: Introduction to Marketing

- Meaning, nature and scope of marketing
- Difference between marketing and selling
- Evolution of modern marketing concept
- Marketing environment
- Marketing Mix (4Ps/7Ps)
- Market segmentation – concept, bases and importance
- Marketing planning – strategies and approaches

UNIT II: Consumer Behaviour and Marketing Research

- Concept and importance of consumer behaviour
- Buying motives and buying decision process
- Factors influencing consumer behaviour: cultural, social, personal and psychological factors
- Motivational research – nature, type, scope and role
- Methods of conducting marketing research
- Advertising and sales promotion – concept and tools

UNIT III: Product and Pricing Management

- Nature and scope of product management decisions
- Product mix and product line decisions
- Product Life Cycle (PLC) and marketing implications
- Product planning, development and diversification
- Product improvement strategies
- Branding and trademarks
- Packaging – functions and importance
- Pricing decisions – objectives, policies and strategies

UNIT IV: Distribution Management and Marketing Communication

- Concept and importance of distribution channels
- Functions and types of marketing channels
- Factors influencing channel selection
- Physical distribution and logistics management
- Sales planning, forecasting and management of sales force
- Analysis of sales performance
- Marketing of services
- Integrated Marketing Communication (IMC)

References

Text Book:

1. Kotler, Keller, Koshi & Jha. (2015). *Marketing Management- South Asian Perspective*. Pearson Publication. 14th Edition.
2. Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
3. Stanton, W. J., Etzel, M. J., & Walker, B. J. (2012). *Fundamentals of Marketing*. McGraw-Hill Education.
4. Pride, W. M., & Ferrell, O. C. (2016). *Marketing*. Cengage Learning.
5. Karunakaran, K. (2013). *Marketing Management*. Himalaya Publishing House.

Suggested Readings:

1. Ramaswamy & Namakumari. (2008). *Marketing Management- Concepts and Cases*. Macmillan
2. Arun Kumar & Meenakshi N.(2006) *Marketing Management*. Vikas Publication
3. Saxena, R. (2020). *Marketing Management* (Latest ed.). McGraw Hill Education.
4. Sontakki, C. N. (2017). *Marketing Management*. Kalyani Publishers.
5. Kazmi, S. H. H. (2018). *Marketing Management: Text and Cases*. Excel Books.
6. Raju, M. S., & Xardel, D. (2016). *Marketing Management*. McGraw Hill Education.
7. Baker, M. J., & Hart, S. (2016). *The Marketing Book*. Routledge.

Web References:

1. American Marketing Association (AMA): <https://www.ama.org>
2. Chartered Institute of Marketing (CIM): <https://www.cim.co.uk>
3. Kotler Marketing Group – Articles & Insights: <https://www.kotlermarketing.com>
4. HubSpot Marketing Resources: <https://www.hubspot.com/marketing>
5. Marketing Study Guides (Open Educational Resources): <https://openstax.org>
6. Ministry of Tourism – Marketing & Promotion Initiatives: <https://tourism.gov.in>

Human Resource Management

(Major 2, Paper -7)

Credit 4

Total Session: 40

Course Outcomes: After successful completion of this course, students will be able to Understand the conceptual framework, functions and evolution of Human Resource Management. Explain the processes of human resource planning, recruitment, selection and training. Analyse employee compensation, performance appraisal and job evaluation systems. Develop awareness of industrial relations, grievance handling and collective bargaining mechanisms. Apply HRM concepts in service organizations including tourism and hospitality sector.

UNIT I: Introduction to Human Resource Management

- Meaning and nature of Human Resource Management (HRM)
- Difference between Personnel Management and HRM
- Objectives, functions and significance of HRM
- Evolution and development of HRM
- Human Resource Planning – concept, process and importance
- Integration of HR planning with strategic planning
- Job Analysis – concept, process and components (job description & job specification)

UNIT II: Recruitment, Selection and Training

- Recruitment – concept, sources and modern recruitment techniques
- Selection – concept, procedure and selection tests
- Placement and Induction / Orientation
- Training and Development – concept, need and objectives
- Methods of training (on-the-job and off-the-job)
- Stages in training process
- Job Design – concept, approaches and techniques

UNIT III: Compensation and Performance Management

- Job Evaluation – concept, objectives and methods
- Employee remuneration – wages, salary and reward management
- Fringe benefits and incentive schemes
- Performance Appraisal – concept, objectives and appraisal process
- Techniques of performance appraisal
- Emerging trends in performance management

UNIT IV: Industrial Relations and Labour Management

- Industrial Relations – concept, objectives, approaches and key actors
- Discipline – concept, objectives and disciplinary procedure
- Grievance Handling Procedure – need, characteristics and model grievance process
- Trade Unions – concept, functions, objectives and problems
- Collective Bargaining – concept, process and importance
- Industrial disputes – causes and settlement mechanisms

References

Text Book:

1. Dessler, G. (2020). Human Resource Management (16th ed.). Pearson Education.
2. K. Aswathappa. (2021). Human Resource Management: *Text and Cases* (9th ed.). McGraw Hill Education.
3. Rao, V. S. P. (2019). Human Resource Management: *Text and Cases*. Excel Books.
4. Gupta, C. B. (2018). Human Resource Management. Sultan Chand & Sons.

Reference Books

1. Armstrong, M., & Taylor, S. (2020). Armstrong's Handbook of Human Resource Management Practice.

2. Flipppo, E. B. (2017). Personnel Management. McGraw Hill.
3. Monappa, A., & Saiyadain, M. (2017). Personnel Management. Tata McGraw Hill.
4. Decenzo, D. A., & Robbins, S. P. (2016). Fundamentals of Human Resource Management. Wiley India.
5. Pattanayak, B. (2018). Human Resource Management. PHI Learning.

Web References

1. Society for Human Resource Management (SHRM): <https://www.shrm.org>
2. Chartered Institute of Personnel and Development (CIPD): <https://www.cipd.co.uk>
3. International Labour Organization (ILO): <https://www.ilo.org>
4. Ministry of Labour and Employment, Government of India: <https://labour.gov.in>
5. National Human Resource Development Network (NHRDN): <https://www.nhrdn.org>

House keeping Management (Major 1, Paper -8)

Credit 4

Total Session: 40

Course Outcome: After successful completion of this course, students will be able to understand the role, structure, and functions of the housekeeping department in hotels and other hospitality establishments. Demonstrate knowledge of guest room management, including room cleaning procedures, bed-making techniques, linen control, and room inspection standards. Identify and apply appropriate cleaning methods, materials, and equipment used in housekeeping operations while ensuring safety and hygiene standards.

Unit I: Introduction to Housekeeping

- Meaning, definition and importance of housekeeping in hospitality industry
- Role of housekeeping in hotels, resorts and other accommodation establishments
- Coordination of housekeeping with other departments. (Front Office, Food & Beverage, Maintenance, Security)
- Housekeeping control desk and communication system
- Importance of hygiene and sanitation in hospitality

Unit II: Organization

- Organization of House Keeping department
- Duties and responsibilities of housekeeping staff (Executive Housekeeper, Assistant Housekeeper, Floor Supervisor, Room Attendants)
- Attributes of House Keeping personnel
- Types and classification of hotel rooms
- Layout of guest rooms and bathrooms

Unit III: Guest Room Management

- Guest room cleaning procedures
- Bed making techniques and standards
- Room inspection procedures
- Linen and uniform management: Linen room organization, Linen control and inventory
- Handling lost and found articles
- Turn-down service

Unit IV: Housekeeping Operations and Management

- Types of cleaning agents: Detergents, Disinfectants, Abrasives & Degreasers
- Cleaning equipment: Manual equipment (brooms, mops, brushes, dusters), Mechanical equipment (vacuum cleaner, floor scrubber, polishing machines)
- Cleaning procedures for different surfaces: Floors, Walls, Furniture, Glass and metals
- Safety measures while handling cleaning chemicals
- Laundry operations in hotels
- Pest control methods
- Inventory Management

References

Text Book:

1. Raghubalan, G., & Smritee Raghubalan. (2015). *Hotel Housekeeping: Operations and Management*. New Delhi: Oxford University Press.
2. Andrews, S. (2009). *Hotel Housekeeping: Training Manual*. New Delhi: Tata McGraw-Hill Education.
3. Jones, T. J. A., & Gouda, A. (2011). *Professional Management of Housekeeping Operations*. New Jersey: John Wiley & Sons.
4. Branson, J., & Lennox, M. (2013). *Hotel, Hostel and Hospital Housekeeping*. London: Hodder Education.
5. Martin, R. J., & Jones, T. J. A. (2008). *Professional Management of Housekeeping Operations*. New York: Wiley.

Suggested Readings:

1. Kasavana, M. L., & Brooks, R. M. (2017). *Managing Front Office Operations*. Michigan: AHLEI.
2. Walker, J. R. (2014). *Introduction to Hospitality Management*. New Delhi: Pearson Education.
3. Bardi, J. A. (2010). *Hotel Front Office Management*. New Jersey: John Wiley & Sons.

Web References:

1. Hotel Housekeeping: Operations and Management – G. Raghubalan: [Open the book on Archive.org](#)
2. Housekeeping Management – Matt A. Casado: <https://www.scribd.com/document/682100964/Housekeeping-Management-by-Matt-A-Casado>
3. Housekeeping Management Study Material – Dr. Mohammad Alam: https://www.researchgate.net/publication/369528693_Hotel_Housekeeping_Manual
4. Housekeeping Management (BAOU Study Material): <https://baou.edu.in/assets/pdf/DHTM-106.pdf>
5. Rooms Division Operations – Housekeeping (NCHMCT Material): https://nchm.gov.in/sites/default/files/2025-01/Room_Division_Operations_I_Housekeeping_0.pdf

Tourism Resources of Uttar Pradesh (Major 2, Paper 8)

Credit 4

Total Session: 40

Course Outcomes

After successful completion of this course, students will be able to understand the historical evolution, geographical features and cultural richness of Uttar Pradesh as a tourism destination. Identify major tourism resources and destinations of the state. Analyse the role of government initiatives and tourism policy in tourism development. Interpret tourism statistics and emerging trends in Uttar Pradesh tourism.

UNIT – I : Historical and Geographical Profile of Uttar Pradesh

- Historical background and evolution of Uttar Pradesh
- Cultural heritage and historical significance of the state
- Geographical location, physiographic divisions and climate
- Major rivers, natural features and their tourism potential
- Tourism potential arising from historical and geographical diversity

UNIT – II : Heritage Arc and Eco-Tourism Destinations

- Concept and significance of the Heritage Arc of Uttar Pradesh
- Major heritage attractions within the Heritage Arc
- Concept and importance of Eco-Tourism in Uttar Pradesh
- Eco-tourism destinations

UNIT – III : Religious Tourism, Souvenirs, Fairs and Festivals

- Major Religious Tourism Destinations of Uttar Pradesh
- Traditional souvenirs and handicrafts of Uttar Pradesh
- Major fairs and festivals of Uttar Pradesh
- Role of cultural events in tourism promotion

UNIT – IV : Tourism Policy, Circuits and Tourism Statistics

- Objectives and features of the Uttar Pradesh Tourism Policy
- Major tourism circuits in the state
- Government initiatives for tourism infrastructure and promotion
- Analysis of tourism statistics of Uttar Pradesh- Tourist arrivals (domestic and foreign) & Trends and growth patterns

References

Text Books

1. Singh, S. (2019). *Tourism in India: Policy, Planning and Development*. New Delhi: Kanishka Publishers.
2. Bhatia, A. K. (2013). *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers.
3. Uttar Pradesh Tourism Department. (Latest Edition). *Tourism Guide to Uttar Pradesh*. Lucknow: Government of Uttar Pradesh.
4. Gopal, S. (Ed.). (2017). *Historical Atlas of India*. New Delhi: Oxford University Press.

Suggested Readings

1. Gupta, S. P. (2015). *Cultural Tourism in India*. New Delhi: Indraprastha Museum of Art and Archaeology.
2. Husain, M. (2018). *Geography of India*. New Delhi: McGraw Hill Education.
3. Mishra, R. P. (2016). *Regional Planning and Development*. New Delhi: Concept Publishing.
4. Ministry of Tourism, Government of India. (Latest Reports). *India Tourism Statistics*. New Delhi.
5. Uttar Pradesh Tourism Policy Documents (Latest Version). Government of Uttar Pradesh.

Web References

1. Official Website of Uttar Pradesh Tourism: <https://www.uptourism.gov.in>
2. Ministry of Tourism, Government of India: <https://tourism.gov.in>
3. India Tourism Statistics Reports: <https://tourism.gov.in/market-research-and-statistics>
4. UNESCO World Heritage Information: <https://whc.unesco.org>
5. Incredible India Tourism Portal: <https://www.incredibleindia.org>

Customer Relationship Management (CRM) **(Minor, Paper 4)**

Credit 4

Total Session: 20

Course Outcome: After successful completion of the course, students will be able to understand the concept, importance, and principles of Customer Relationship Management in tourism and hospitality organizations. Identify and apply customer service strategies to enhance customer satisfaction and loyalty in hospitality services. Analyze customer expectations, complaints, and feedback mechanisms for improving service quality.

Unit I: Introduction to Customer Relationship Management

- Meaning and concept of Customer Relationship Management (CRM)
- Importance of CRM in tourism and hospitality industry
- Evolution of CRM
- Objectives and benefits of CRM
- Customer expectations in tourism and hospitality services
- Relationship marketing in tourism

Unit II: Customer Service and Customer Satisfaction

- Concept of customer service
- Service quality and customer satisfaction
- Understanding customer needs and behaviour
- Customer loyalty and retention strategies
- Role of employees in customer satisfaction

Unit III: Managing Customer Relationships

- Customer interaction and communication skills
- Handling customer complaints and grievances
- Customer feedback and service improvement
- Managing difficult customers
- Building long-term customer relationships

Unit IV: Customer Care and Hospitality Etiquette

- Meaning and importance of customer care
- Grooming and professional behaviour in hospitality
- Telephone and email etiquette
- Guest handling and service etiquette
- Cultural sensitivity in dealing with international tourists
- Importance of positive attitude and empathy in service

References

Text Book:

1. Buttle, F., & Maklan, S. (2019). Customer Relationship Management: Concepts and Technologies. London: Routledge.
2. Peelen, E., & Beltman, R. (2013). Customer Relationship Management. Pearson Education.
3. Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools. Springer.

Suggested Readings:

1. Baran, R., & Galka, R. (2017). Customer Relationship Management: The Foundation of Contemporary Marketing Strategy. New York: Routledge.
2. Kotler, P., Bowen, J., & Makens, J. (2017). Marketing for Hospitality and Tourism. Pearson Education.

Web References:

1. Customer Relationship Management – NCHMCT e-Book: https://nchm.gov.in/sites/default/files/2025-01/E_Book_Customer_Relation_Management_0.pdf
2. CRM in Hospitality and Tourism – Open Textbook (ResearchGate):
https://www.researchgate.net/publication/388360885_CRM_in_hospitality_and_tourism_Textbook_for_UG_P_G_students
3. Customer Relationship Management in Hospitality Sector (Case Study Notes)
https://www.scribd.com/document/256382975/Customer-Relationship-Management-in-Hospitality-Sector?utm_
4. CRM in Tourism – Academic Reading Material
https://www.researchgate.net/publication/323246362_CRM_in_tourism_Customer_relationship_management_CRM

Tourism & Hospitality Law Vocational Course 2 (VC 2)

Credit 2

Total Session: 20

Course Outcomes: After successful completion of this course, students will be able to understand the legal framework governing tourism business in India. Explain the role of tourism laws in protecting tourists, heritage and environment. **Identify** licenses, permits and statutory regulations applicable to tourism enterprises. Analyse legal provisions related to consumer protection, safety, taxation and foreign exchange. Develop awareness of ethical, regulatory and administrative issues affecting tourism operations.

UNIT – I : Introduction to Legal Framework in Tourism & Hospitality Basic concepts of

- Judiciary and Legal System in India
- UN Tourism (UNWTO) Global Code of Ethics for Tourism – principles and significance
- Goods and Services Tax (GST) and its implications for tourism and hospitality sector
- Cyber laws and data privacy
- Legal implications in social media, reviews, and online bookings

UNIT – II : Operational Legal Requirements in Tourism & Hospitality Business

- Licenses and Permits for tourism & Hospitality start-ups
- Legal provisions relating to Carriage of Goods and Passengers
- Consumer Protection Act – rights of tourists and grievance redressal mechanisms

UNIT – III : Laws Related to Heritage, Environment and Foreign Exchange

- Wildlife Protection Act – tourism activities in protected areas
- Foreign Exchange Management Act (FEMA) – regulations for foreign tourists and tourism businesses
- Copyright Act – protection of intellectual property in tourism promotion and media
- Antiquities and Art Treasures Act – restrictions on trade and export of heritage objects

UNIT – IV : Safety, Heritage Protection and Entry Regulations

- Food Safety and Standards Act, fire, health, disaster management
- Ancient Monuments and Archaeological Sites and Remains Act – conservation rules for heritage tourism sites
- Foreigner Act and Passport Act – entry, stay and exit regulations for international tourists

References

Text Book:

1. Garg, S. (2017). Tourism Law in India: A Comprehensive Manual of Concepts, Regulations and Guidelines. New Delhi: Universal Law Publishing.
2. Kumar, N. (2017). A Review of Laws Relating to Tourism in India. New Delhi: Thomson Reuters South Asia Pvt. Ltd.
3. Singh, I.K. (2012), Hotel Law, International Publishing House Pvt. Ltd.

Suggested Readings

1. Sharma, S. P. (1991). Indian Legal System. New Delhi: Mittal Publications.
2. Malik, S. S. (1997). Ethical, Legal and Regulatory Aspects of Tourism. New Delhi: Agam Kala Prakashan.
3. Bhatia, A. K. (2012). Tourism Management. New Delhi: Sterling Publishers.

Web References

1. UN Tourism Global Code of Ethics: <https://www.unwto.org/global-code-of-ethics-for-tourism>
2. Ministry of Tourism, Government of India: <https://tourism.gov.in>
3. GST Council of India: <https://www.gst.gov.in>
4. Food Safety and Standards Authority of India: <https://www.fssai.gov.in>
5. Archaeological Survey of India: <https://asi.nic.in>



Institute of Tourism Studies University of Lucknow

Detailed Syllabus

BBA (Tourism and Hospitality) w.e.f. 2024

Semester V

Paper	Major 1	Credits	Paper	Major 2	Credits		Credits	Total Credit
9	Entrepreneurship and Family Business	4	9	Food Production	4	Internship/ Minor Project	4	20
10	Tourism Impacts, sustainability & Ethics	4	10	Business Communication	4			

Entrepreneurship and Family Business **(Major 1, Paper 9)**

Credits: 4

Total Sessions: 40

Course Outcomes: This course introduces learners to the concepts and practices of entrepreneurship and family business with special reference to tourism and hospitality enterprises. It develops entrepreneurial competencies, creativity, innovation, opportunity identification, and business planning skills. The course also familiarizes students with the dynamics of family-owned businesses, succession planning, governance, and the role of entrepreneurship in economic development and employment generation. Upon completion of the course, learners will be able to identify business opportunities, prepare basic business plans, understand family business management, and appreciate the entrepreneurial ecosystem in India.

UNIT – I : Introduction to Entrepreneurship

- Concept, meaning and characteristics of entrepreneurship
- Entrepreneur and entrepreneurship: Traits and competencies
- Types of entrepreneurs
- Role and importance of entrepreneurship in economic development
- Entrepreneurship opportunities in tourism and hospitality

UNIT – II : Entrepreneurial Process and Business Planning

- Opportunity identification and idea generation
- Creativity, innovation and design thinking
- Business model and business plan preparation
- Small business management and start-ups
- Government support for entrepreneurship (MSME, Startup India, Mudra Yojana, Stand-Up India)

UNIT – III : Family Business Management

- Concept, characteristics and importance of family business
- Types and structures of family businesses
- Family business governance and professionalization
- Succession planning and leadership transition
- Challenges and opportunities in family-owned tourism and hospitality enterprises

UNIT – IV: Entrepreneurship in Tourism and Hospitality

- Entrepreneurship in travel agencies, tour operations, hotels, restaurants, homestays and rural tourism
- Social entrepreneurship and sustainable tourism enterprises
- Women entrepreneurship and youth entrepreneurship
- Digital entrepreneurship and e-commerce in tourism
- Success stories and case studies of tourism entrepreneurs in India

References

Text Book:

1. Khanka, S. S. (2020). *Entrepreneurial Development*. S. Chand Publishing.
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2021). *Entrepreneurship*. McGraw-Hill Education.

Suggested Readings

1. Scarborough, N. M., & Cornwall, J. R. (2019). *Essentials of Entrepreneurship and Small Business Management*. Pearson.
2. Poza, E. J., & Daugherty, M. S. (2020). *Family Business*. Cengage Learning.
3. Kuratko, D. F. (2021). *Entrepreneurship: Theory, Process, and Practice*. Cengage Learning.
4. Desai, V. (2019). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
5. Timmons, J. A., & Spinelli, S. (2018). *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw-Hill.

Web References

1. Ministry of Micro, Small and Medium Enterprises (MSME): <https://msme.gov.in>

2. Startup India: <https://www.startupindia.gov.in>
3. Ministry of Tourism, Government of India: <https://tourism.gov.in>
4. National Institute for Entrepreneurship and Small Business Development (NIESBUD): <https://niesbud.nic.in>
5. Invest India: <https://www.investindia.gov.in>

Tourism Impacts, Sustainability and Ethics (Major 1, Paper 10)

Credits: 4

Total Sessions: 40

Course Outcomes: This course enables learners to understand the multidimensional impacts of tourism and the principles of sustainable and responsible tourism development. It introduces ethical practices in tourism and hospitality, emphasizing environmental conservation, socio-cultural preservation, and economic sustainability. Learners will develop the ability to evaluate tourism impacts, apply sustainability principles, and promote ethical practices for responsible tourism management.

UNIT – I: Tourism Impacts

- Concept and significance of tourism impacts
- Economic impacts of tourism: Positive and negative
- Socio-cultural impacts of tourism
- Environmental impacts of tourism
- Carrying capacity and limits of acceptable change

UNIT – II: Sustainable Tourism Development

- Concept, principles and objectives of sustainable tourism
- Triple Bottom Line (People, Planet and Profit)
- Sustainable Development Goals (SDGs) and tourism
- Responsible tourism and community participation
- Climate change and tourism

UNIT – III: Ethics and Responsible Tourism

- Concept of ethics in tourism and hospitality
- Global Code of Ethics for Tourism (UN Tourism)
- Responsible tourist behaviour
- Corporate Social Responsibility (CSR) in tourism and hospitality
- Fair trade tourism, accessible tourism and inclusive tourism

UNIT- IV: Sustainable Tourism Practices

- Ecotourism and nature-based tourism
- Heritage conservation and sustainable destination management
- Waste management, energy conservation and green practices in tourism
- Sustainable certification and eco-labels (Green Globe, Blue Flag, EarthCheck, GSTC)
- Best practices and case studies from India and abroad

References

Text Books

1. Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI Publishing.
2. Weaver, D. (2006). *Sustainable Tourism: Theory and Practice*. Elsevier.

Suggested Readings

1. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2018). *Tourism: Principles and Practice*. Pearson.
2. Holden, A. (2016). *Environment and Tourism*. Routledge.
3. Fennell, D. A. (2020). *Tourism Ethics*. Channel View Publications.
4. Mason, P. (2015). *Tourism Impacts, Planning and Management*. Routledge.
5. UN Tourism (formerly UNWTO). *Global Code of Ethics for Tourism*.

Web References

1. UN Tourism: <https://www.unwto.org>
2. Global Sustainable Tourism Council (GSTC): <https://www.gstcouncil.org>
3. Ministry of Tourism, Government of India: <https://tourism.gov.in>
4. United Nations Sustainable Development Goals: <https://sdgs.un.org>
5. Incredible India: <https://www.incredibleindia.gov.in>

Food Production (Major 2, Paper 9)

Credits: 4

Total Sessions: 40

Course Outcome: This course introduces learners to the fundamentals of food production and kitchen operations in the hospitality industry. It develops knowledge of kitchen organization, culinary terminology, food commodities, cooking methods, hygiene, and safety practices. Students will acquire basic culinary skills, understand the principles of food preparation, and appreciate the importance of quality, nutrition, and presentation in food service. The course provides a strong foundation for advanced culinary studies and hospitality operations.

UNIT I: Introduction to Food Production

- Introduction to food production and culinary arts
- Organization and layout of a professional kitchen
- Hierarchy and duties of kitchen personnel (Classical and Modern Brigade System)
- Personal hygiene, kitchen hygiene and sanitation
- Kitchen equipment, tools and utensils

UNIT II: Food Commodities and Culinary Fundamentals

- Classification and uses of food commodities:
 - Cereals and pulses
 - Fruits and vegetables
 - Milk and dairy products
 - Eggs
 - Meat, poultry and seafood
- Herbs, spices and condiments
- Stocks, soups and sauces: Classification and preparation
- Culinary terms and kitchen terminology

UNIT III: Principles of Cooking

- Aims and objectives of cooking
- Methods of cooking:
 - Moist heat methods
 - Dry heat methods
 - Combination cooking methods
- Principles of recipe standardization
- Basic knife skills and vegetable cuts
- Food presentation and plating techniques

UNIT IV: Food Safety and Contemporary Culinary Practices

- Food safety and hygiene standards (FSSAI guidelines)
- HACCP: Concept and importance
- Kitchen safety and accident prevention
- Nutrition and balanced diet
- Contemporary trends in food production:
 - Healthy cooking
 - Sustainable kitchens
 - Regional and international cuisines
 - Farm-to-table concept

References

Text Books

1. Thangam E. Philip. (2017). *Modern Cookery (Vol. I)*. Orient BlackSwan.
2. Krishna Arora. (2020). *Theory of Cookery*. Frank Brothers & Company.

Suggested Readings

1. Wayne Gisslen. (2022). *Professional Cooking*. John Wiley & Sons.

2. Soni, S. K. (2018). *Food Production Operations*. Oxford University Press.
3. Parvinder S. Bali. (2018). *Food Production Operations*. Oxford University Press.
4. The Culinary Institute of America. (2019). *The Professional Chef*. Wiley.
5. FSSAI. *Food Safety and Standards Regulations*.

Web References

1. Food Safety and Standards Authority of India (FSSAI): <https://www.fssai.gov.in>
2. National Council for Hotel Management & Catering Technology (NCHMCT): <https://nchm.gov.in>
3. Ministry of Tourism, Government of India: <https://tourism.gov.in>
4. World Association of Chefs' Societies (Worldchefs): <https://worldchefs.org>
5. National Skill Development Corporation (NSDC): <https://www.nsdcindia.org>

Business Communication **(Major 2, Paper 10)**

Credits: 4

Total Sessions: 40

Course Outcome: This course equips learners with effective communication skills required in business, tourism, and hospitality organizations. It develops verbal, non-verbal, written, and digital communication competencies essential for professional success. The course also focuses on interpersonal communication, business correspondence, presentations, and workplace etiquette, enabling students to communicate confidently with customers, colleagues, and stakeholders in a global business environment.

UNIT I: Fundamentals of Business Communication

- Meaning, nature and importance of business communication
- Communication process and models
- Types of communication: Verbal, non-verbal, written and visual
- Barriers to communication and methods to overcome them
- Listening skills and effective feedback

UNIT II: Professional Communication Skills

- Business etiquette and professional grooming
- Interpersonal and cross-cultural communication
- Public speaking and presentation skills
- Group discussion and team communication
- Interview skills and employment communication (Resume, CV and Cover Letter)

UNIT III: Business Correspondence

- Principles of effective business writing
- Business letters: Inquiry, complaint, adjustment and sales letters
- Official correspondence: Notices, circulars, agenda and minutes of meetings
- E-mail writing and digital communication etiquette
- Report writing and executive summaries

UNIT IV: Communication in Tourism and Hospitality

- Customer service communication
- Handling guest complaints and conflict resolution
- Telephone and front office communication
- Digital communication and social media in business
- Emerging trends: AI-enabled communication tools, virtual meetings and online collaboration

References

Text Books

1. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2017). *Business Communication: Making Connections in a Digital World*. McGraw-Hill Education.
2. Sharma, R. C., & Krishna Mohan. (2018). *Business Correspondence and Report Writing*. Tata McGraw-Hill.

Suggested Readings

1. Bovee, C. L., & Thill, J. V. (2021). *Business Communication Today*. Pearson.
2. Meenakshi Raman & Prakash Singh. (2020). *Business Communication*. Oxford University Press.
3. Penrose, J. M., Rasberry, R. W., & Myers, R. J. (2019). *Business Communication for Managers*. Cengage Learning.
4. Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (2017). *Effective Business Communication*. McGraw-Hill.
5. Kaul, A. (2015). *Effective Business Communication*. PHI Learning.

Web References

1. Ministry of Corporate Affairs: <https://www.mca.gov.in>
2. National Skill Development Corporation (NSDC): <https://www.nsdcindia.org>
3. Ministry of Tourism, Government of India: <https://tourism.gov.in>
4. World Tourism Organization (UN Tourism): <https://www.unwto.org>
5. British Council – Learn English for Work: <https://learnenglish.britishcouncil.org>

Internship / Minor Project

Course Outcomes

Upon successful completion of the Internship/Minor Project, the learner will be able to:

1. **Apply** the theoretical concepts and managerial principles of tourism, hospitality, and business in real-world organizational settings.
2. **Develop** professional competencies, including communication, teamwork, leadership, problem-solving, ethical conduct, and customer service skills.
3. **Analyze** organizational practices, operational processes, and industry challenges through observation, data collection, and critical evaluation.
4. **Demonstrate** the ability to undertake an independent project by identifying a problem, conducting systematic analysis, proposing feasible solutions, and presenting findings in a professional report and presentation.
5. **Enhance** employability and entrepreneurial competencies by gaining practical exposure to industry operations, workplace culture, and contemporary business practices.



Institute of Tourism Studies University of Lucknow

Detailed Syllabus

BBA (Tourism and Hospitality) w.e.f. 2024

Semester VI

Paper	Major 1	Credits	Paper	Major 2	Credits	Total Credits
11	Business Environment	4	11	Food & Beverage Services	4	20
12	Surface Transport and Cargo Operations	4	12	Eco Tourism	4	
13 A	Destination Operations & Management	4				
13 B	Airline Operations and Management	4				
13 C	Hotel Operations and Management	4				

Business Environment (Major 1, Paper 11)

Credits: 4

Total Sessions: 40

Course Outcome: This course introduces learners to the dynamic business environment in which organizations operate, with special emphasis on the tourism and hospitality sector. It enables students to understand the economic, political, legal, socio-cultural, technological, and global factors influencing business decisions. The course also familiarizes learners with the Indian business environment, government policies, sustainability, and emerging trends affecting tourism and hospitality enterprises.

UNIT I: Introduction to Business Environment

- Meaning, nature and importance of business environment
- Components of business environment: Internal and external environment
- Micro and macro business environment
- Environmental scanning and business analysis
- Business environment and tourism & hospitality industry

UNIT II: Economic and Political Environment

- Economic systems and their features
- Structure of the Indian economy
- Liberalization, Privatization and Globalization (LPG) and their impact on business
- Government policies affecting business and tourism
- Role of public and private sectors in tourism development

UNIT III: Legal, Social and Technological Environment

- Legal framework for business in India
- Consumer Protection Act and Consumer Rights
- Intellectual Property Rights (IPR): Patents, Copyrights, Trademarks and Geographical Indications
- Socio-cultural environment and demographic factors
- Technology, digital transformation and Artificial Intelligence in business

UNIT IV: Global Business Environment and Emerging Trends

- Globalization and international business
- International trade and regional economic cooperation
- Sustainable business practices and Corporate Social Responsibility (CSR)
- Ease of Doing Business and Startup Ecosystem in India
- Emerging trends in business environment: Digital economy, e-commerce, green business, circular economy and future business challenges

References

Text Books

1. Francis Cherunilam. (2022). *Business Environment*. Himalaya Publishing House.
2. Shaikh Saleem. (2021). *Business Environment*. Pearson India.

Suggested Readings

1. Aswathappa, K. (2020). *Essentials of Business Environment*. Himalaya Publishing House.
2. Fernando, A. C. (2019). *Business Environment*. Pearson Education.
3. Mishra, S. K., & Puri, V. K. (2021). *Economic Environment of Business*. Himalaya Publishing House.
4. Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. Pearson.
5. Government of India. *Economic Survey of India* (Latest Edition).

Web References

1. Ministry of Commerce & Industry, Government of India: <https://www.commerce.gov.in>
2. Department for Promotion of Industry and Internal Trade (DPIIT): <https://dpiit.gov.in>
3. Invest India: <https://www.investindia.gov.in>
4. Ministry of Tourism, Government of India: <https://tourism.gov.in>
5. NITI Aayog: <https://www.niti.gov.in>

Surface Transport and Cargo Operations

(Major 1, Paper 12)

Credits: 4

Total Sessions: 40

Course Outcome: The course introduces learners to fundamentals of surface transport systems and cargo operations in the tourism, hospitality, & logistics sectors. It provides an understanding of road, rail, & inland water transport, cargo handling procedures, documentation, multimodal transportation, and role of technology in logistics. Students will gain knowledge of transport regulations, safety standards, and contemporary developments in cargo and supply chain management.

UNIT I: Introduction to Surface Transport

- Meaning, scope and importance of surface transport
- Evolution and development of road, rail and inland water transport
- Role of surface transport in tourism, trade and economic development
- Transport infrastructure in India
- Public and private transport services

UNIT II: Surface Transport Operations

- Road transport operations: Buses, coaches, taxis and car rentals
- Rail transport operations: Passenger services, tourism trains and luxury trains
- Inland water transport and coastal shipping
- Route planning, scheduling and fleet management
- Safety, security and regulatory framework in surface transport

UNIT III: Cargo Operations and Logistics

- Concept and importance of cargo and logistics
- Types of cargo: General, perishable, hazardous, valuable and oversized cargo
- Cargo handling, packaging, labeling and storage
- Freight forwarding and multimodal transport
- Warehousing and inventory management

UNIT IV: Cargo Documentation and Emerging Trends

- Cargo documentation: Consignment Note, Goods Receipt (GR), Railway Receipt (RR), Bill of Lading (BL), Delivery Order and E-way Bill
- Customs procedures and basic export-import documentation
- Supply chain management and distribution systems
- Technology in transport and cargo operations: GPS, RFID, GIS, IoT and AI
- Emerging trends: Green logistics, electric mobility, smart transportation and sustainable cargo operations

References

Text Books

1. Kapoor, V. K. (2021). *Logistics Management*. Sultan Chand & Sons.
2. Sahay, B. S. (2019). *Supply Chain Management for Global Competitiveness*. Macmillan India.

Suggested Readings

1. Coyle, J. J., Novack, R. A., Gibson, B. J., & Langley, C. J. (2022). *Transportation: A Supply Chain Perspective*. Cengage Learning.
2. Chopra, S., & Meindl, P. (2023). *Supply Chain Management: Strategy, Planning and Operation*. Pearson.
3. Khanna, K. K., Arora, M., & Jain, S. (2020). *Logistics and Supply Chain Management*. Sultan Chand & Sons.
4. Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2020). *Supply Chain Logistics Management*. McGraw-Hill.
5. Gopalakrishnan, P. (2018). *Materials Management: An Integrated Approach*. PHI Learning.

Web References

1. Ministry of Road Transport and Highways, Government of India: <https://morth.nic.in>
2. Indian Railways: <https://indianrailways.gov.in>
3. Ministry of Ports, Shipping and Waterways: <https://shipmin.gov.in>
4. Central Board of Indirect Taxes and Customs (CBIC): <https://www.cbic.gov.in>
5. Logistics Division, Department for Promotion of Industry and Internal Trade (DPIIT): <https://dpiit.gov.in>

Destination Operations and Management (Major 1, Paper 13 A)

Credits: 4

Total Sessions: 40

Course Outcome: This course introduces learners to the principles and practices of destination operations and management. It provides an understanding of destination planning, management, stakeholder coordination, visitor services, and sustainable destination development. The course emphasizes the role of Destination Management Organizations (DMOs), destination competitiveness, and the application of technology in managing tourism destinations. Upon completion, learners will be able to understand the operational aspects of tourism destinations and contribute to their effective and sustainable management.

UNIT I: Introduction to Destination Management

- Concept, meaning and characteristics of a tourism destination
- Components of a tourism destination (Attractions, Accessibility, Amenities, Ancillary Services)
- Destination Life Cycle (Butler's Tourism Area Life Cycle Model)
- Destination Management Organizations (DMOs): Role and functions
- Destination stakeholders and their roles

UNIT II: Destination Planning and Operations

- Destination planning and development process
- Destination infrastructure and visitor facilities
- Visitor information centres and tourist facilitation services
- Destination operations: Transport, accommodation, attractions and support services
- Safety, security and risk management at tourism destinations

UNIT III: Destination Marketing and Sustainability

- Destination branding and image building
- Destination marketing strategies and digital promotion
- Sustainable destination management
- Community participation and stakeholder collaboration
- Destination quality management and visitor satisfaction

UNIT IV: Contemporary Issues in Destination Management

- Smart tourism destinations and digital technologies
- Crisis and disaster management in tourism destinations
- Carrying capacity and overtourism
- Emerging trends: Regenerative tourism, accessible tourism and responsible destination management
- Case studies of successful tourism destinations in India and abroad

References

Text Books

1. Morrison, A. M. (2019). *Marketing and Managing Tourism Destinations*. Routledge.
2. Fyall, A., Garrod, B., & Wang, Y. (2012). *Destination Collaboration: A Critical Perspective*. Routledge.

Suggested Readings

1. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2018). *Tourism: Principles and Practice*. Pearson.
2. Pike, S., & Page, S. J. (2014). *Destination Marketing Organizations and Destination Marketing: A Narrative Analysis*. Tourism Management.
3. Ritchie, J. R. B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI.
4. UN Tourism (UNWTO). *Destination Management Handbook*.
5. Ministry of Tourism, Government of India. *National Strategy for Sustainable Tourism*.

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. UN Tourism (UNWTO): <https://www.unwto.org>
3. Incredible India: <https://www.incredibleindia.gov.in>
4. Global Sustainable Tourism Council (GSTC): <https://www.gstcouncil.org>
5. World Travel & Tourism Council (WTTC): <https://wtcc.org>

Airline Operations and Management (Major 1, Paper 13 B)

Credits: 4

Total Sessions: 40

Course Outcome: This course introduces learners to the fundamentals of airline operations and management with emphasis on the structure of the aviation industry, airline functions, airport operations, passenger and cargo services, safety, security, and emerging trends. It equips students with knowledge of airline business models, regulatory frameworks, customer service, and technological advancements, enabling them to understand the operational and managerial aspects of the aviation industry and its relationship with tourism and hospitality.

UNIT I: Introduction to Airline Industry

- Evolution and growth of civil aviation
- Structure and components of the airline industry
- Types of airlines: Full-service, low-cost, regional and charter airlines
- Role of airlines in tourism and economic development
- Regulatory bodies: DGCA, BCAS, Airports Authority of India (AAI), ICAO, IATA

UNIT II: Airline and Airport Operations

- Fares and types
- Passenger handling procedures: Check-in, boarding and baggage handling
- Airline schedules, flight operations and route planning
- GDS, PAX bookings & after sales
- Airport safety, security and emergency procedures

UNIT III: Airline Management and Customer Services

- Airline business models and revenue management
- Fare construction and ticketing basics
- Customer relationship management (CRM) in airlines
- Airline marketing and distribution channels
- Cargo operations and air freight services

UNIT IV: Contemporary Trends in Aviation

- Digital transformation in aviation: E-ticketing, self-service kiosks and mobile applications
- New Distribution Capability (NDC) and current booking trends
- Sustainable aviation and environmental initiatives
- Artificial Intelligence, automation and smart airports
- Emerging trends: Drone technology, biometric travel, green airports and the future of aviation

References

Text Books

1. Holloway, S. (2021). *Straight and Level: Practical Airline Economics*. Routledge.
2. Doganis, R. (2019). *Flying Off Course: Airline Economics and Marketing*. Routledge.

Suggested Readings

1. Cook, G. N., & Billig, B. G. (2017). *Airline Operations and Management: A Management Textbook*. Routledge.
2. Belobaba, P., Odoni, A., & Barnhart, C. (2016). *The Global Airline Industry*. Wiley.
3. Shaw, S. (2016). *Airline Marketing and Management*. Routledge.
4. Singh, L. K. (2018). *Fundamentals of Aviation and Air Transport Management*. ISHA Books.
5. Wells, A. T., & Young, S. B. (2019). *Airport Planning and Management*. McGraw-Hill.

Web References

1. Directorate General of Civil Aviation (DGCA): <https://www.dgca.gov.in>
2. Airports Authority of India (AAI): <https://www.aai.aero>
3. International Air Transport Association (IATA): <https://www.iata.org>
4. International Civil Aviation Organization (ICAO): <https://www.icao.int>
5. Ministry of Civil Aviation, Government of India: <https://www.civilaviation.gov.in>

Hotel Operations and Contemporary Management (Major 1, Paper 13 C)

Credits: 4

Total Sessions: 40

Course Outcome

This course provides learners with an advanced understanding of contemporary hotel management practices, focusing on technology, sustainability, innovation, revenue optimization, customer experience, and emerging business models in the hospitality industry. Students will analyze current trends, digital transformation, strategic decision-making, and global best practices shaping the future of hotels and hospitality enterprises.

UNIT I: Contemporary Trends in Hotel Industry

- Evolution of the global hospitality industry
- Emerging hotel concepts: Boutique hotels, lifestyle hotels, smart hotels, capsule hotels, wellness resorts, serviced apartments and branded residences
- Sharing economy and alternative accommodations (Homestays, Airbnb, Vacation Rentals)
- Hospitality entrepreneurship and hotel start-ups
- Future of hotel business in India and globally

UNIT II: Hotel Technology and Revenue Management

- Property Management Systems (PMS)
- Central Reservation Systems (CRS) and Channel Managers
- Online Travel Agencies (OTAs) and Direct Booking Strategies
- Revenue Management: Dynamic pricing, Yield Management and RevPAR optimization
- Artificial Intelligence, Chatbots, Robotics and Automation in hotels
- Data analytics and Business Intelligence in hotel decision-making

UNIT III: Sustainable and Strategic Hotel Management

- Sustainable hotel operations and Green Hotel Practices
- ESG (Environmental, Social and Governance) in hospitality
- Energy, water and waste management
- Sustainable procurement and responsible supply chains
- Risk, crisis and disaster management in hotels
- Hotel quality certifications and global sustainability standards

UNIT IV: Guest Experience and Future Hospitality

- Customer Experience (CX) and Experience Economy
- Personalization and Guest Relationship Management (CRM)
- Digital marketing, influencer marketing and reputation management
- Online reviews, social media and brand management
- Hospitality leadership and innovation
- Future trends: Smart Hospitality, Internet of Things (IoT), Metaverse, Virtual Reality (VR), Augmented Reality (AR), Blockchain and contactless hospitality
- Case studies of leading global and Indian hotel brands

References

Text Books

1. Walker, J. R. (2023). *Introduction to Hospitality Management*. Pearson.
2. Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2022). *Hotel Operations Management*. Pearson.

Suggested Readings

1. Ivanov, S., & Webster, C. (2019). *Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality*. Emerald Publishing.
2. Jones, P., Hillier, D., & Comfort, D. (2017). *Sustainability in the Global Hotel Industry*. Routledge.
3. Hayes, D. K., & Miller, A. A. (2020). *Revenue Management for the Hospitality Industry*. Wiley.
4. Baker, M. A., & Magnini, V. P. (2022). *The Routledge Handbook of Hotel Chain Management*. Routledge.
5. Kotler, P., Bowen, J. T., & Makens, J. C. (2022). *Marketing for Hospitality and Tourism*. Pearson.

Web References

1. Ministry of Tourism, Government of India – <https://tourism.gov.in>
2. Hotel Association of India (HAI) – <https://www.hotelassociationofindia.com>
3. Federation of Hotel & Restaurant Associations of India (FHRAI) – <https://www.fhrai.com>
4. World Sustainable Hospitality Alliance – <https://sustainablehospitalityalliance.org>
5. American Hotel & Lodging Association (AHLA) – <https://www.ahla.com>

Food & Beverage Services (Major 2, Paper 11)

Credits: 4

Total Sessions: 40

Course Outcome

This course provides learners with comprehensive knowledge of food and beverage service operations in hotels, restaurants, clubs, cruise lines, airlines, and catering establishments. It develops an understanding of restaurant planning, service techniques, beverage management, customer experience, menu engineering, and contemporary trends in the food service industry. Students will gain the managerial competencies required to supervise and manage food and beverage operations while ensuring quality service and guest satisfaction.

UNIT I: Introduction to Food & Beverage Service

- Evolution and scope of the Food & Beverage (F&B) industry
- Organization and structure of the F&B department
- Types of food service establishments: Restaurants, cafés, coffee shops, specialty restaurants, fine dining, QSRs, food courts, clubs and institutional catering
- Restaurant organization and duties of F&B service personnel
- Restaurant equipment, service ware, tableware and linen
- Restaurant layout and seating arrangements

UNIT II: Food Service Operations

- Types of food service: Table service, Assisted service, Self-service, Single-point service, Specialized service
- Mise-en-place and Mise-en-scène
- Rules for laying and setting tables
- Order taking procedures and service sequence
- Breakfast, lunch, dinner, buffet and banquet service
- Room service and outdoor catering

UNIT III: Beverage Management

- Classification of beverages: Non-alcoholic beverages. Alcoholic beverages
- Tea, coffee and specialty beverages
- Wines: Classification, production, service and food pairing
- Beer and spirits: Types and service
- Bar organization and operations
- Responsible beverage service and legal aspects

UNIT IV: Contemporary Food & Beverage Management

- Menu planning and menu engineering
- Restaurant costing and pricing basics
- Food and beverage control
- Customer relationship management and service excellence
- Restaurant technology: POS systems, Digital menus, QR ordering, Online reservations, Contactless payments
- Sustainability in food service:
 - Food waste management
 - Green restaurants
 - Farm-to-table concept
- Emerging trends:
 - Cloud kitchens
 - Ghost kitchens
 - Food delivery platforms
 - AI in restaurants
 - Culinary tourism and experiential dining

References

Text Books

1. Sudhir Andrews. (2021). *Food and Beverage Service Training Manual*. McGraw-Hill Education.
2. Lillicrap, D., Cousins, J., & Weekes, S. (2023). *Food and Beverage Service*. Hodder Education.

Suggested Readings

1. Raghubalan, G., & Smritee Raghubalan. (2022). *Hotel Housekeeping and Food & Beverage Service*. Oxford University Press.
2. Dennis Lillicrap & John Cousins. (2020). *Food and Beverage Service*. Hodder Arnold.
3. Cousins, J., Foskett, D., & Pennington, A. (2021). *Food and Beverage Management*. Pearson.
4. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). *Food and Beverage Management*. Routledge.
5. National Council for Hotel Management (NCHMCT). *Food & Beverage Service Operations Manual*.

Web References

1. Ministry of Tourism, Government of India – <https://tourism.gov.in>
2. Food Safety and Standards Authority of India (FSSAI) – <https://www.fssai.gov.in>
3. National Council for Hotel Management & Catering Technology (NCHMCT) – <https://nchm.gov.in>
4. Hotel Association of India (HAI) – <https://www.hotelassociationofindia.com>
5. Federation of Hotel & Restaurant Associations of India (FHRAI) – <https://www.fhrai.com>

Ecotourism **(Major 2, Paper 12)**

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the principles and practices of ecotourism as a sustainable form of tourism. It enables students to understand the relationship between tourism, biodiversity conservation, local communities, and sustainable development. The course also examines ecotourism planning, protected area management, environmental ethics, and emerging trends in nature-based tourism. Upon completion, learners will be able to appreciate the role of ecotourism in conservation and community development and contribute to the planning and management of sustainable tourism destinations.

UNIT I: Introduction to Ecotourism

- Concept, evolution and principles of ecotourism
- Nature and characteristics of ecotourism
- Ecotourism, nature tourism, adventure tourism and sustainable tourism: Concepts and distinctions
- Components and stakeholders of ecotourism
- Global and Indian perspectives on ecotourism

UNIT II: Ecotourism Resources and Conservation

- Biodiversity and ecosystem services
- Protected Area Network in India: National Parks, Wildlife Sanctuaries, Biosphere Reserves, Conservation Reserves and Community Reserves
- Ecotourism resources: Forests, wetlands, mountains, deserts, islands and marine ecosystems
- Wildlife tourism and interpretation
- Environmental conservation and carrying capacity

UNIT III: Ecotourism Planning and Management

- Ecotourism planning and destination development
- Community participation and Community-Based Ecotourism (CBET)
- Ecotourism policies and guidelines in India
- Visitor management, environmental impact assessment and risk management
- Ecotourism entrepreneurship and livelihood generation
- Certification and standards in ecotourism

UNIT IV: Contemporary Issues and Best Practices

- Climate change and its impact on ecotourism
- Responsible tourism and environmental ethics
- Sustainable visitor behaviour and Leave No Trace principles
- Digital technologies in ecotourism: GIS, GPS, drones, mobile applications and AI
- Ecotourism initiatives in India: Kerala, Sikkim, Uttarakhand, Madhya Pradesh and the North-East
- International best practices and case studies (Costa Rica, Kenya, Australia, Bhutan)

References

Text Books

1. Fennell, D. A. (2021). *Ecotourism*. Routledge.
2. Weaver, D. (2008). *Ecotourism*. John Wiley & Sons.

Suggested Readings

1. Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise?* Island Press.
2. Wearing, S., & Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities*. Routledge.
3. Wood, M. E. (2002). *Ecotourism: Principles, Practices and Policies for Sustainability*. UNEP.
4. Buckley, R. (2010). *Adventure Tourism Management*. Elsevier.
5. Ministry of Environment, Forest and Climate Change (MoEFCC). *Ecotourism Guidelines*.

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. Ministry of Environment, Forest and Climate Change (MoEFCC): <https://moef.gov.in>
3. Wildlife Institute of India (WII): <https://wii.gov.in>
4. UN Tourism: <https://www.unwto.org>
5. International Union for Conservation of Nature (IUCN): <https://www.iucn.org>



Institute of Tourism Studies

University of Lucknow

Detailed Syllabus

BBA (Tourism and Hospitality)

w.e.f. 2024

Semester VII

Paper	Major 1	Credits	Total Credits
14	Tourism and Hospitality: Development and Government Policies	4	20
15	Heritage Management	4	
16	International Tourism Trends and Issues	4	
17 A	Special Interest Tourism	4	
17 B	Wellness and Medical Tourism	4	
18 A	Events and MICE Tourism	4	
18 B	Culinary Management	4	

Tourism and Hospitality Development and Government Policies

(Major 1, Paper 14)

Credits: 4

Total Sessions: 40

Course Outcome

This course provides learners with a comprehensive understanding of tourism and hospitality development from policy and planning perspectives. It examines the role of government in tourism promotion, infrastructure development, investment, policy formulation, and destination governance. The course familiarizes students with tourism policies, schemes, institutional frameworks, public-private partnerships, and contemporary initiatives for sustainable tourism development in India. Upon completion, learners will be able to critically analyze tourism policies and evaluate their role in fostering inclusive and sustainable tourism and hospitality growth.

UNIT I

Tourism and Hospitality Development

- Concept, objectives and significance of tourism and hospitality development
- Tourism planning and destination development process
- Components of tourism infrastructure and superstructure
- Role of tourism and hospitality in regional and national economic development
- Public and private sector participation in tourism development

UNIT II

Tourism Policy and Institutional Framework

- Tourism policy: Concept, objectives and formulation
- National Tourism Policy of India: Evolution and key features
- Institutional framework for tourism development:
 - Ministry of Tourism, Government of India
 - State Tourism Departments
 - India Tourism Development Corporation (ITDC)
 - Tourism Finance Corporation of India (TFCI)
- Role of Panchayati Raj Institutions and Urban Local Bodies in tourism development

UNIT III

Government Schemes and Sustainable Tourism Development

- Government initiatives for tourism development:
 - Swadesh Darshan Scheme
 - PRASHAD Scheme
 - Dekho Apna Desh
 - Incredible India Campaign
 - Adopt a Heritage Programme
- Public-Private Partnership (PPP) in tourism and hospitality
- Tourism investment, incentives and entrepreneurship promotion
- Sustainable tourism policies and responsible destination development
- Skill development and employment initiatives in tourism and hospitality

UNIT IV

Contemporary Policies and Emerging Issues

- Digital transformation in tourism governance
- Tourism legislation and regulatory framework
- Disaster and crisis management in tourism
- Tourism policy and Sustainable Development Goals (SDGs)
- Future directions in tourism and hospitality development:
 - Smart tourism destinations
 - Rural tourism
 - Wellness tourism
 - Medical tourism
 - Heritage tourism

- Case studies of successful tourism policies and development models in India and selected international destinations

References

Text Books

1. Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and Practices*. Oxford University Press.
2. Singh, L. K. (2017). *Fundamentals of Tourism and Travel*. ISHA Books.

Suggested Readings

1. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2018). *Tourism: Principles and Practice*. Pearson.
2. Goeldner, C. R., & Ritchie, J. R. B. (2017). *Tourism: Principles, Practices, Philosophies*. Wiley.
3. Gunn, C. A., & Var, T. (2002). *Tourism Planning: Basics, Concepts and Cases*. Routledge.
4. Hall, C. M. (2008). *Tourism Planning: Policies, Processes and Relationships*. Pearson.
5. Ministry of Tourism, Government of India. *India Tourism Statistics* (Latest Edition).

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. Incredible India: <https://www.incredibleindia.gov.in>
3. India Tourism Development Corporation (ITDC): <https://itdc.co.in>
4. NITI Aayog: <https://www.niti.gov.in>
5. UN Tourism: <https://www.unwto.org>

Heritage Management

(Major 1, Paper 15)

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the principles and practices of heritage management with emphasis on the conservation, protection, interpretation, and sustainable utilization of cultural and natural heritage resources. It enables students to understand heritage legislation, heritage tourism, stakeholder participation, and contemporary challenges in heritage conservation. The course also explores the role of technology and community engagement in preserving heritage while promoting sustainable tourism development. Upon completion, learners will be able to appreciate the significance of heritage management and contribute to the planning and management of heritage destinations.

UNIT I

Introduction to Heritage Management

- Concept, meaning and scope of heritage management
- Types of heritage: Tangible, intangible, natural and cultural heritage
- Significance of heritage in tourism and sustainable development
- Heritage resources of India: Monuments, archaeological sites, museums, cultural landscapes and living traditions
- Stakeholders in heritage management

UNIT II

Heritage Conservation and Legal Framework

- Principles and approaches to heritage conservation
- Threats to heritage resources: Urbanization, pollution, climate change, overtourism and vandalism
- Heritage legislation in India:
 - Ancient Monuments and Archaeological Sites and Remains (AMASR) Act
 - Antiquities and Art Treasures Act
- Role of Archaeological Survey of India (ASI), State Archaeology Departments and INTACH
- International organizations and conventions:
 - UNESCO World Heritage Convention
 - ICOMOS
 - ICCROM

UNIT III

Heritage Tourism and Site Management

- Heritage tourism: Concepts and significance
- Heritage interpretation and visitor management
- Museum management and interpretation centres
- Conservation planning and heritage site management
- Community participation and public-private partnerships in heritage conservation
- Heritage economics and sustainable financing

UNIT IV

Contemporary Issues and Emerging Trends

- Sustainable heritage management and carrying capacity
- Digital heritage: GIS, 3D documentation, virtual museums, AR and VR
- Disaster risk management for heritage sites
- Heritage branding and destination marketing
- Adaptive reuse of heritage buildings
- Case studies:
 - UNESCO World Heritage Sites in India
 - Living heritage cities (e.g., Varanasi, Jaipur)
 - International heritage management best practices

References

Text Books

1. Timothy, D. J., & Boyd, S. W. (2020). *Heritage Tourism*. Routledge.
2. Hall, C. M., & McArthur, S. (1998). *Integrated Heritage Management*. The Stationery Office.

Suggested Readings

1. Feilden, B. M. (2003). *Conservation of Historic Buildings*. Routledge.
2. Ashworth, G. J., & Tunbridge, J. E. (2000). *The Tourist-Historic City*. Routledge.
3. Pedersen, A. (2002). *Managing Tourism at World Heritage Sites*. UNESCO World Heritage Centre.
4. Singh, S. (2018). *Cultural Heritage and Tourism in India*. Kanishka Publishers.
5. UNESCO. *Operational Guidelines for the Implementation of the World Heritage Convention* (Latest Edition).

Web References

1. Ministry of Culture, Government of India: <https://www.indiaculture.gov.in>
2. Archaeological Survey of India (ASI): <https://asi.nic.in>
3. UNESCO World Heritage Centre: <https://whc.unesco.org>
4. Indian National Trust for Art and Cultural Heritage (INTACH): <https://intach.org>
5. International Council on Monuments and Sites (ICOMOS): <https://www.icomos.org>

International Tourism Trends and Issues

(Major 1, Paper 16)

Credits: 4

Total Sessions: 40

Course Outcome

This course provides learners with an understanding of the evolving global tourism landscape by examining contemporary trends, emerging markets, international tourism policies, and global challenges. It enables students to analyze the impact of technological innovations, geopolitical developments, sustainability concerns, and changing consumer behaviour on international tourism. Upon completion, learners will be able to critically evaluate international tourism issues and identify opportunities for innovation and sustainable growth in the global tourism and hospitality industry.

UNIT I

Global Tourism Landscape

- Evolution and growth of international tourism
- Global tourism demand and supply patterns
- International tourist flows and major tourism generating and receiving regions
- Emerging tourism markets and destinations
- Role of international tourism in global economic development

UNIT II

International Tourism Organizations and Policies

- Role and functions of international tourism organizations:
 - UN Tourism (UNWTO)
 - World Travel & Tourism Council (WTTC)
 - International Air Transport Association (IATA)
 - Pacific Asia Travel Association (PATA)
 - International Civil Aviation Organization (ICAO)
- International tourism policies and agreements
- Visa facilitation, border management and travel regulations
- International tourism statistics and Tourism Satellite Account (TSA)

UNIT III

Contemporary Trends in International Tourism

- Digital transformation in global tourism
- Artificial Intelligence, Big Data, Internet of Things (IoT) and Blockchain in tourism
- Smart tourism destinations and digital nomadism
- Sustainable, regenerative and responsible tourism
- Wellness, medical, cruise, space and experiential tourism
- Social media, influencer marketing and online travel platforms

UNIT IV

Global Challenges and Future Directions

- Climate change and tourism resilience
- Overtourism, carrying capacity and destination management
- Geopolitical conflicts, terrorism and travel security
- Public health crises and pandemic preparedness
- Ethical issues in international tourism
- Future of international tourism: Green tourism, carbon-neutral travel, inclusive tourism and innovation
- Case studies of global tourism destinations and best practices

References

Text Books

1. Goeldner, C. R., & Ritchie, J. R. B. (2017). *Tourism: Principles, Practices, Philosophies*. Wiley.
2. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Wanhill, S. (2018). *Tourism: Principles and Practice*. Pearson.

Suggested Readings

1. Hall, C. M. (2008). *Tourism Planning: Policies, Processes and Relationships*. Pearson.
2. Fennell, D. A. (2020). *Tourism Ethics*. Channel View Publications.
3. Weaver, D. (2020). *Sustainable Tourism: Theory and Practice*. Routledge.
4. Sigala, M. (2020). *Tourism and COVID-19: Impacts and Implications for Advancing and Resetting Industry and Research*. Journal of Business Research.
5. UN Tourism. *World Tourism Barometer* (Latest Edition).

Web References

1. UN Tourism (UNWTO): <https://www.unwto.org>
2. World Travel & Tourism Council (WTTC): <https://wtcc.org>
3. International Air Transport Association (IATA): <https://www.iata.org>
4. International Civil Aviation Organization (ICAO): <https://www.icao.int>
5. World Economic Forum – Travel & Tourism Development Index: <https://www.weforum.org>

Special Interest Tourism (Major 1, Paper 17A)

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the concept, scope, and growing significance of Special Interest Tourism (SIT). It enables students to understand the motivations of niche tourists, emerging tourism products, destination planning, marketing strategies, and sustainable management of specialized tourism experiences. The course equips learners to identify opportunities in niche tourism markets and develop innovative tourism products that cater to diverse visitor interests while ensuring responsible and sustainable tourism development.

UNIT I

Introduction to Special Interest Tourism

- Concept, evolution and characteristics of Special Interest Tourism (SIT)
- Difference between Mass Tourism and Special Interest Tourism
- Tourist motivation and niche tourism markets
- Factors influencing the growth of SIT
- Role of SIT in destination diversification and economic development

UNIT II

Types of Special Interest Tourism

- Adventure Tourism
- Ecotourism and Wildlife Tourism
- Rural and Agritourism
- Heritage and Cultural Tourism
- Religious and Spiritual Tourism
- Wellness, Medical and Yoga Tourism
- Gastronomy and Culinary Tourism
- Cruise and Marine Tourism

UNIT III

Emerging Forms of Special Interest Tourism

- Film Tourism
- Sports Tourism
- Literary Tourism
- Dark Tourism
- Geotourism
- Volunteer Tourism
- Educational and Study Tourism
- Event and Festival Tourism
- Luxury and Experiential Tourism
- Digital Nomad Tourism and Slow Tourism

UNIT IV

Planning, Marketing and Future of SIT

- Product development and destination planning for SIT
- Market segmentation and consumer behaviour in niche tourism
- Digital marketing and branding of special interest tourism products
- Entrepreneurship opportunities in Special Interest Tourism
- Sustainability, ethics and responsible practices in SIT
- Future trends: Artificial Intelligence, Virtual Reality (VR), Augmented Reality (AR), personalized travel experiences and smart tourism
- Case studies of successful Special Interest Tourism destinations in India and abroad

References

Text Books

1. Douglas, N., Douglas, N., & Derrett, R. (2001). *Special Interest Tourism*. John Wiley & Sons.
2. Novelli, M. (2005). *Niche Tourism: Contemporary Issues, Trends and Cases*. Routledge.

Suggested Readings

1. Robinson, M., & Novelli, M. (2005). *Niche Tourism: An Introduction*. Routledge.
2. Fennell, D. A. (2021). *Ecotourism*. Routledge.
3. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2016). *Adventure Tourism: The New Frontier*. Routledge.
4. Smith, M., & Puczkó, L. (2017). *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*. Routledge.
5. Timothy, D. J., & Boyd, S. W. (2020). *Heritage Tourism*. Routledge.

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. UN Tourism (UNWTO): <https://www.unwto.org>
3. Adventure Tour Operators Association of India (ATOAI): <https://www.atoai.org>
4. World Travel & Tourism Council (WTTC): <https://wttc.org>
5. Incredible India: <https://www.incredibleindia.gov.in>

Wellness and Medical Tourism (Major 1, Paper 17 B)

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the concepts, scope, and management of wellness and medical tourism. It examines the growth of wellness travel, healthcare tourism, traditional systems of medicine, destination planning, quality standards, and government initiatives. The course enables students to understand the operational, ethical, legal, and marketing aspects of wellness and medical tourism while exploring emerging trends and India's competitive advantage in this rapidly growing sector.

UNIT I

Introduction to Wellness and Medical Tourism

- Concept, evolution and scope of wellness tourism and medical tourism
- Difference between wellness tourism, medical tourism and health tourism
- Growth and significance of wellness and medical tourism in the global economy
- Components and stakeholders of wellness and medical tourism
- India as a global destination for wellness and medical tourism

UNIT II

Wellness Tourism

- Concepts of wellness, holistic health and preventive healthcare
- Wellness tourism products:
 - Yoga
 - Ayurveda
 - Naturopathy
 - Siddha
 - Unani
 - Meditation
 - Spa and thermal tourism
- Wellness destinations and retreat management
- Sustainable wellness tourism and ethical practices
- Government initiatives for promoting wellness tourism

UNIT III

Medical Tourism Management

- Medical tourism products and services
- Medical tourism value chain and service providers
- Quality standards, accreditation and certifications (NABH, JCI)
- Hospital administration and patient facilitation services
- Medical visa, insurance and legal considerations
- Ethics, patient safety and confidentiality

UNIT IV

Marketing, Policy and Emerging Trends

- Marketing strategies for wellness and medical tourism
- Digital platforms and telemedicine
- Customer relationship management and patient experience
- Government policies and initiatives:
 - Heal in India
 - Heal by India
 - Ayush Visa
 - National Medical & Wellness Tourism Board
- Emerging trends:
 - Integrative medicine
 - Regenerative medicine
 - Wellness resorts

- Digital health
- AI in healthcare
- Personalized wellness
- Case studies of leading wellness and medical tourism destinations in India and abroad

References

Text Books

1. Smith, M., & Puczkó, L. (2017). *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*. Routledge.
2. Connell, J. (2013). *Medical Tourism*. CABI.

Suggested Readings

1. Hall, C. M. (2013). *Medical Tourism: The Ethics, Regulation and Marketing of Health Mobility*. Routledge.
2. Voigt, C., & Pforr, C. (2014). *Wellness Tourism: A Destination Perspective*. Routledge.
3. Fetscherin, M., & Stephano, R. M. (2016). *The Medical Tourism Index*. Journal of Travel Research.
4. Jagmohan Negi. (2019). *Tourism and Hospitality Management*. S. Chand Publishing.
5. Ministry of AYUSH. *National Strategy for Medical and Wellness Tourism* (Latest Edition).

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. Ministry of AYUSH: <https://ayush.gov.in>
3. National Accreditation Board for Hospitals & Healthcare Providers (NABH): <https://nabh.co>
4. World Health Organization (WHO): <https://www.who.int>
5. Medical Value Travel, India: <https://www.healinindia.gov.in>

Events and MICE Tourism (Major 1, Paper 18 A)

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the principles and practices of Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism. It provides knowledge of event planning, venue management, logistics, budgeting, marketing, and stakeholder coordination. The course also explores the growing significance of the MICE industry in tourism development, destination competitiveness, and economic growth. Upon completion, learners will be able to plan, organize, market, and evaluate events and MICE programmes while applying sustainable and technology-driven practices.

UNIT I

Introduction to Events and MICE Tourism

- Concept, nature and scope of events and MICE tourism
- Evolution and growth of the global and Indian MICE industry
- Types of events:
 - Business events
 - Corporate events
 - Cultural events
 - Festivals
 - Sports events
 - Social events
- Components of MICE:
 - Meetings
 - Incentives
 - Conferences
 - Exhibitions
- Role of MICE tourism in destination development and economic growth

UNIT II

Event Planning and Operations

- Event planning process and event life cycle
- Event feasibility and proposal preparation
- Venue selection and venue management
- Event budgeting and financial planning
- Event logistics and operations management
- Vendor and stakeholder management
- Risk management, safety, security and legal considerations

UNIT III

MICE Operations and Marketing

- Convention and conference management
- Exhibition and trade fair management
- Incentive travel planning and management
- Destination selection for MICE events
- Marketing and promotion of events and MICE destinations
- Sponsorship, partnerships and public relations
- Customer experience and service quality in MICE tourism

UNIT IV

Contemporary Trends in Events and MICE Tourism

- Digital transformation in event management
- Virtual, hybrid and smart events
- Event technology:
 - Event Management Software
 - Mobile event applications
 - AI and automation
 - RFID and QR-based registration
 - Virtual Reality (VR) and Augmented Reality (AR)
- Sustainable and green events
- Legacy planning and impact assessment of events

- Government initiatives for MICE tourism in India
- Case studies of major international and Indian events, conventions and exhibitions

References

Text Books

1. Shone, A., & Parry, B. (2019). *Successful Event Management: A Practical Handbook*. Cengage Learning.
2. Fenich, G. G. (2021). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Pearson.

Suggested Readings

1. Goldblatt, J. (2018). *Special Events: Creating and Sustaining a New World for Celebration*. Wiley.
2. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2017). *Events Management*. Routledge.
3. Rogers, T. (2013). *Conferences and Conventions: A Global Industry*. Routledge.
4. Davidson, R., & Cope, B. (2019). *Business Travel and Tourism*. Pearson.
5. Ministry of Tourism, Government of India. *National Strategy and Roadmap for MICE Industry*.

Web References

1. Ministry of Tourism, Government of India: <https://tourism.gov.in>
2. India Convention Promotion Bureau (ICPB): <https://icpb.org>
3. International Congress and Convention Association (ICCA): <https://www.iccaworld.org>
4. Society for Incentive Travel Excellence (SITE): <https://www.siteglobal.com>
5. UFI – The Global Association of the Exhibition Industry: <https://www.ufi.org>

Culinary Management

(Major 1, Paper 18 B)

Credits: 4

Total Sessions: 40

Course Outcome

This course provides learners with an understanding of culinary management, emphasizing menu planning, kitchen management, food innovation, culinary entrepreneurship, quality assurance, and sustainable food practices. Building upon the fundamentals of food production, the course develops managerial competencies required to supervise culinary operations in hotels, restaurants, resorts, institutional catering, and food service enterprises. Students will gain knowledge of contemporary culinary trends, technology, and business strategies in the global hospitality industry.

UNIT I

Culinary Operations and Kitchen Management

- Evolution and scope of culinary management
- Kitchen organization and leadership
- Kitchen planning, design and workflow
- Production planning and kitchen scheduling
- Procurement, purchasing and supplier management
- Inventory management and store control
- Kitchen documentation and standard operating procedures (SOPs)

UNIT II

Menu Planning and Culinary Innovation

- Principles of menu planning and menu design
- Menu engineering and menu analysis
- Recipe standardization and portion control
- Food costing and pricing strategies
- Product development and culinary innovation
- Regional, national and international cuisines
- Food styling and presentation

UNIT III

Quality, Safety and Sustainable Culinary Practices

- Food quality management and quality assurance
- Food safety systems: HACCP and FSSAI standards
- Nutrition and healthy menu planning
- Sustainable culinary practices:
 - Sustainable sourcing
 - Farm-to-table concept
 - Zero-waste kitchens
 - Circular food economy
- Energy efficiency and waste management in commercial kitchens
- Ethical sourcing and responsible food production

UNIT IV

Contemporary Culinary Management

- Culinary entrepreneurship and food business models
- Restaurant concepts, cloud kitchens and ghost kitchens
- Technology in culinary operations:
 - Kitchen Management Systems (KMS)
 - POS integration
 - AI-enabled kitchen operations
 - Automation and robotics
- Culinary tourism and gastronomy experiences
- Branding, digital marketing and social media for culinary businesses
- Emerging trends:
 - Plant-based cuisine

- Molecular gastronomy
- Functional foods
- Personalized nutrition
- Smart kitchens
- Case studies of successful chefs, restaurant brands and culinary enterprises

References

Text Books

1. Gisslen, W. (2022). *Professional Cooking*. John Wiley & Sons.
2. The Culinary Institute of America. (2019). *The Professional Chef*. Wiley.

Suggested Readings

1. Cousins, J., Foskett, D., & Graham, D. (2020). *Food and Beverage Management*. Pearson.
2. Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2018). *Food and Beverage Management*. Routledge.
3. Raghubalan, G., & Smritee Raghubalan. (2022). *Food Production Operations*. Oxford University Press.
4. Philip, T. E. (2017). *Modern Cookery (Vol. I & II)*. Orient BlackSwan.
5. FSSAI. *Food Safety and Standards Regulations* (Latest Edition).

Web References

1. Food Safety and Standards Authority of India (FSSAI): <https://www.fssai.gov.in>
2. Ministry of Tourism, Government of India: <https://tourism.gov.in>
3. National Council for Hotel Management & Catering Technology (NCHMCT): <https://nchm.gov.in>
4. World Association of Chefs' Societies (Worldchefs): <https://worldchefs.org>
5. National Restaurant Association of India (NRAI): <https://nrai.org>



Institute of Tourism Studies

University of Lucknow

Detailed Syllabus

BBA (Tourism and Hospitality)

w.e.f. 2024

Semester VIII

Paper	Major 1	Credits	Major Research Project/ Dissertation	Credits	Total Credits
19	Research Methodology	4		12	20
20	Term Paper	4			

Research Methodology

(Major 1, Paper 19)

Credits: 4

Total Sessions: 40

Course Outcome

This course introduces learners to the principles and methods of scientific research with special reference to tourism, hospitality, and business studies. It develops skills in research design, data collection, analysis, interpretation, and report writing. The course enables students to critically evaluate research, conduct ethical investigations, and prepare research-based projects using appropriate quantitative and qualitative methods. Upon completion, learners will be able to design and execute small-scale research projects relevant to the tourism and hospitality industry.

UNIT I

Introduction to Research

- Meaning, nature and significance of research
- Types of research: Basic, Applied, Exploratory, Descriptive and Analytical
- Research process and steps in scientific research
- Identification and formulation of research problems
- Research objectives, research questions and hypotheses
- Variables and concepts in research

UNIT II

Research Design and Data Collection

- Research design: Meaning and types
- Sources of data: Primary and secondary
- Methods of data collection:
 - Observation
 - Interview
 - Questionnaire
 - Schedule
 - Focus Group Discussion (FGD)
 - Case Study
- Sampling:
 - Census and sample
 - Probability and non-probability sampling techniques
 - Sample size considerations
- Scaling and measurement techniques

UNIT III

Data Analysis and Research Ethics

- Data processing: Editing, coding, classification and tabulation
- Introduction to descriptive statistics
- Data presentation using tables, charts and graphs
- Interpretation of research findings
- Introduction to statistical software (Excel/SPSS or equivalent)
- Research ethics:
 - Plagiarism
 - Informed consent
 - Confidentiality
 - Academic integrity
 - Use of Artificial Intelligence in research: Opportunities, limitations and ethical considerations

UNIT IV

Research Report Writing and Contemporary Applications

- Structure and format of a research report
- Referencing and citation styles (APA)
- Literature review and bibliography
- Abstract, executive summary and report presentation

- Project proposal preparation
- Research applications in tourism and hospitality
- Emerging trends:
 - Big Data in tourism research
 - Online surveys
 - GIS applications
 - AI-assisted research tools
 - Systematic literature review
- Case studies in tourism and hospitality research

References

Text Books

1. Kothari, C. R., & Garg, G. (2019). *Research Methodology: Methods and Techniques*. New Age International Publishers.
2. Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.

Suggested Readings

1. Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
2. Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students*. Pearson.
3. Veal, A. J. (2018). *Research Methods for Leisure and Tourism*. Pearson.
4. Babbie, E. (2020). *The Practice of Social Research*. Cengage Learning.
5. American Psychological Association. (2020). *Publication Manual of the American Psychological Association* (7th Edition).

Web References

1. Ministry of Education, Government of India: <https://www.education.gov.in>
2. University Grants Commission (UGC): <https://www.ugc.gov.in>
3. INFLIBNET Centre (Shodhganga & e-ShodhSindhu): <https://www.inflibnet.ac.in>
4. Google Scholar: <https://scholar.google.com>
5. Crossref: <https://www.crossref.org>

Term Paper
(Major 1, Paper 20)
Credits: 4

Course Outcomes

Upon successful completion of the Term Paper, the learner will be able to:

1. **Identify and formulate** a research problem or contemporary issue related to tourism, hospitality, or allied sectors.
2. **Review and synthesize** relevant literature, industry reports, and secondary data to develop a conceptual understanding of the selected topic.
3. **Apply** appropriate research methods, analytical tools, and academic writing standards in preparing a structured scholarly paper.
4. **Demonstrate** critical thinking, problem-solving, and evidence-based decision-making by analyzing findings and drawing meaningful conclusions.
5. **Present and defend** the term paper effectively through professional report writing, proper referencing, and oral presentation, while adhering to ethical and academic integrity standards.

Major Research Project / Dissertation
Credits: 12

Course Outcomes

Upon successful completion of the Major Research Project/Dissertation, the learner will be able to:

1. **Identify and investigate** a significant research problem in tourism, hospitality, or allied sectors through systematic inquiry and critical analysis.
2. **Design and execute** an independent research study by applying appropriate research methodologies, data collection techniques, analytical tools, and ethical research practices.
3. **Analyze, interpret, and synthesize** primary and/or secondary data to generate meaningful findings, draw valid conclusions, and propose practical recommendations.
4. **Demonstrate** academic writing, critical thinking, and problem-solving skills by preparing a well-structured dissertation that adheres to accepted research and referencing standards.
5. **Communicate and defend** research outcomes effectively through professional presentations and viva voce, demonstrating the ability to contribute to knowledge, policy, and practice in tourism, hospitality, and business management.