

SRI VENKATESWARA UNIVERSITY

B.A. TOURISM SYLLABUS

W.E.F. 2022-23

Skill Enhancement Course for V Semester
(Syllabus-Curriculum)

Structure of SECs for 5th Semester w.e.f 2022-23

(To Choose any one Pair from the Two Alternative Pairs of SECs)

Uni code	Course No 6&7	Name of Course	Hours/Week	Credits	IE:20 Fieldwork: 5	Sem End
	6A	AIRLINE TICKETING AND INFORMATION MANAGEMENT	5	4	25	75
	7A	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	5	4	25	75

OR

	6B	SOFT SKILLS IN HISTORY AND ARCHAEOLOGY	5	4	25	75
	7B	CONSERVATION TECHNIQUES OF CULTURAL PROPERTY	5	4	25	75

Note-1: For Semester-V, for the Domain Subject Tourism, any one of the two Pairs of SECs shall be chosen as Courses 6 and 7, i.e., 6A & 7A or 6B & 7B. The Pair shall not be broken (ABCD allotment is random, not on any priority basis).

Note-2: One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.

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6 (A) AIRLINE TICKETING AND INFORMATION MANAGEMENT

Objectives:

- Examine the Air travel polices, Airfare Calculations and IATA
- Comprehend on the necessary Travel services in Air travel
- Student will also learn the use of gadgets and information technology in Tourism

UNIT - I Introduction- Increasing role of Air transport in Tourism- Information

Technology to enhance air travel experience - New airline business models gaining strength - Fast expansion of air transport infrastructure - Airports: A destination for travelers -- Electronic distribution – Disintermediation – Reintermediation

UNIT - II Airport Operations: Tourism and importance of Airlines -- Significance of an airport- Structure of an airport – Airside –Terminal - Land Side (Ground side) -Functions and operations in an Airport - Ground handling - Passenger handling - Departure area - Arrival procedures - Safety and Security Issues.

UNIT – III Air Travel Policies: Passenger Care -- Passenger Capacity and Seating – Food Beverages Service – Air policies – Reservation Policies Towards Children – Disabled Passengers – Standard of Travel, Cancellation and Delays – Baggage Allowance – Weight Concept – Pet Transport Policy – Special Meals – Class of Service

UNIT -IV Tour operation and Ticket Reservations -- Guidelines for International
Tariff Rules – Basic Elements of Airfare – Fare Basis – Minimum stay – Validity Dates – Horizontal and Vertical Fare Structures – Special Air Fares – Mileage System – Round Trip Calculation – Back Haul One Day Tours – Mixed Class Travel Fare – Class Differential – Re-issuance – Refunds – Agency Commission – Machine and manual Ticketing -- Fill of Flight Coupons – Air Cargo Rules – Alterations —Stop over Indicators – Minimum Connecting Times

UNIT - V Introduction: IATA – Aims and objectives – International Aviation Organization - IATA Traffic Conference – Areas – Their Codes –International Time Calculation International Dateline – Standard Time – Local Time -- International Civil Aviation Organization (ICAO)

Suggested Readings

1. Bhatia, A. K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi, 1982
2. Seth,PranNath, *Successful Tourism Management*, Sterling Publishers Pvt. Ltd., New Delhi, 1998
3. Sing, L.K., *Foreign Exchange Management and Airline Ticketing*, ISHA Books, Delhi, 2008
4. Diederiks, H. *An Introduction to Air Law*, Kluwer Law International, Netherlands, 2006
5. Pablo Mendes De Leon (Edt), *Air Transport Law and Policy in the 1990s*, MartinusNijhoff Publishers, London, 1991
6. Epstein, A Gerald, *Capital Flight and Capital Controls in Developing Countries: An Introduction*, Edward Elgar Publishing Ltd, UK, 2005
7. Bhatia, A.K., *International Tourism Management*, Sterling Publishers Private Ltd, New Delhi, 2001

Course Outcomes

- 1) Students know about IATA and its functions
- 2) Gain knowledge and use of information technology in tourism industry
- 3) To know about tour office management skills and tour desks.

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6 (A) AIRLINE TICKETING AND INFORMATION MANAGEMENT

MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART – A

Answer any Five of the following question.

(5X5=25M)

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PART – B

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B.A. TOURISM SYLLABUS

W.E.F. 2022-23

Skill Enhancement Course for V Semester
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7 (A) TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

Objectives:

- Students will learn the role of travel agencies in Tourism and its linkages with other agencies.
- Gain the skill of Itinerary preparation and Tour formulation process.
- Comprehend the functions of a travel agency and Rules and Regulations of the agency approval besides domestic travel operators

UNIT – I Travel Agency: History and Growth – Emergence of Thomas Cook and American Express –Types of Travel Agency and Tour Operation Wholesale and Retail Travel Agency - Setting up of a Travel Agency – Linkages with different Transport Systems

UNIT- II Functions of a Travel Agency: Tour Operations Planning – Domestic and international – Types of Tours: Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour -- Tour Wholesalers and Retailers -- Diversified Role of Tour Operators -Tour Formulation and Design Process – Group Tour Planning

UNIT- III Tour Packages: Meaning - Types and forms of Tour Packages – Tariffs – Vouchers – Hotel and Airline Exchange Order –Merits and Demerits of Package Tours – Special Tour Packages

UNIT- IV **Setting up of a Travel Agency:** Essential Requirements for Starting Travel Agency & Tour Operation Business - Cost Management - Procedures for Obtaining Recognition - Travel Agency Organization Structure - Sources of Revenue - Threats in Travel Agency Business.

UNIT-V **Programme Preparations:** Sample Tours – General and Personalized Itinerary -- Domestic and International – Preparation of common interest - Tour Itinerary and costing – Tour Regulations – Preparation models of Thomas Cook, Cox & Kings and SITA Travels

Suggested Readings

1. Bhatia A.K., *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers, New Delhi, 2012.
2. Chand, M., *Management of Travel Agency and Tour Operation*, Anmol Publications, New Delhi, 2002.
3. Holloway, J. C., *The Business of Tourism*, Macdonald & Evans, London, 1982
4. Negi, J. M. S., *Travel Agency Operation, Concepts and Principles*, Kanishka, New Delhi, 2005.
5. Negi, J., *Tourist Guide and Tour Operation: Planning and Organization*, Kanishka, New Delhi, 2005.
6. Singh, L.K., *Management of Travel Agency*, Anmol Publications, New Delhi, 2009
7. Victor, T. C., *Marketing and Selling of Airline Products*, London, 2004.

Course Outcomes

- 1) Gain knowledge of history of travel agency, nature, and form of travel.
- 2) Build an understanding of functions performed by the Travel agency and tour operator.
- 3) Comprehend the International rules and regulations of travel agencies.

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7 (A) TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART - A

Answer any Five of the following question.

(5X5=25M)

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6 (B) SOFT SKILLS IN HISTORY AND ARCHAEOLOGY

Objectives:

- History, Archaeology and heritage professionals use a raft of computational methods GIS, data mining, web science, point process modeling, and network analysis.
- This soft skill programme intended to promote basic theoretical and practical knowledge on computer introduction, functions, programming and data management, skills in techniques such as advanced landscape, GIS, spatial analysis, remote sensing, mapping, photography etc methods.

Unit - I : History of Computer – Components of Computer - Hardware – Software - Functions of Computer- (CPU-Input – Memory – Processing - Out Put) - Operating systems - Programming and languages.

Unit - II :MS office (MS word – M.S Excel - M.S Power point - MS Teams)

Unit –III : Computer for History and Archaeology- Printed Sources- Internet Sources –World Wide Web - Electronic Publishing- Bibliographic Service– General Computing and IT skills– Net Working- Web Science

Unit –IV : Computational Archaeology- Computational Approaches in Archaeology and Human History- GIS- Remote Sensing - Landscape Survey- Planning- Point Process Modeling– Artifact Identification-- Finds Processing – Data Mining –Exploratory Data Analysis in Archaeology- Scanning – Documentation.

Unit – V :Photography - Computer Based Mapping-CAD and 3D in Archaeology –NMMA

Course Outcome:

- The students can acquire knowledge on the basics of computer and its usage in general
- They can expertise the working skills in computational archaeology and be able to equip for future research and enhance employability.

REFERENCE BOOKS and WEB SERIES:

1. Gary Lock - Using Computers in Archaeology, 2003.
2. Benjamin C. Pierce – Types and Programming Languages.
3. R.S. Salaria – Computer Fundamentals.
4. Charles Petzold – The Hidden Language of computer Hardware and software.
5. Computational Archaeology - Wikipedia
6. WWW.researchgate.net/publication/Computational Archaeology
7. isaacullah.github.io/what is computational Archaeology

Co-Curricular Activities:

a) Mandatory: (*Training of students in the related skills by the Lecturer, Total 10 Hours*)

- 1) **For Teacher:** Training of students by the teacher in the classroom or in the field for a total of not less than 10 hours on computer skills and their utilization in Historical studies.
- 2) **For Student:** Students shall visit a college library, local library, an organization's office, and computer lab. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as the Fieldwork/Project work Report.
- 3) **Suggested Fieldwork/Project work Format** (*Report shall not exceed 10 pages*):
Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.
- 4) Max Marks for Fieldwork/Project work Report: 05
- 5) Unit Tests/Internal Examinations.

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6 (B) SOFT SKILLS IN HISTORY AND ARCHAEOLOGY

MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART – A

Answer any Five of the following question.

(5X5=25M)

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7 (B) CONSERVATION TECHNIQUES OF CULTURAL PROPERTY

Objectives:

- The paper is designed to provide introductory information on various methods and techniques followed in the Conservation and Preservation of Cultural Property made of Organic and Inorganic materials such as Archaeological Sites, Monuments, Antiquities made of metal, Wood, Ivory and Textile.

UNIT- I: Terminology used in Conservation

History of Conservation: Definition : Monuments – Antiquities – Archaeological Site and Remains – Conservation – Preservation – Structure – Intervention – Repair – Restoration – Reconstruction – Reproduction – Salvage Archaeology.

UNIT-II: Structural Conservation – Materials

Materials: Classification of Materials: Stone – Brick – Wood – Mortar – Composition of Material – Causes of Decay Treatment: Chemical Wars – Sand Blast – Paper pulp.

UNIT-III: Structural Conservation – Techniques

Techniques: Grouting – Grunting – Pointing – Underpinning - Plastering – Monitoring of Cracks – Filletting – Edging.

UNIT-IV: Chemical Conservation – Inorganic Antiquities

Metalic antiquities : Gold, Silver, Copper, Bronze, Lead and Iron – Ores, Source of Origin – Metallurgy – Cause of Decay and Corrosion – Laboratory Treatment and Preservation.

UNIT -V : Chemical Conservation Organic Antiquities

Organic Antiquities: Ivory, Bone, Pal Leaf, Wood and Textile – Material and its composition – Causes of Decay – Treatment in the field and Laboratory.

Course outcome:

- The student can equip with various methods and techniques followed in the Conservation and Preservation of Cultural Property.
- The students were able to possess the essential skills and knowledge that can assist employment in Archaeology and museum as conservator

SUGGESTED READINGS:

1. Alchin, B., Allchin, F.R., Thapar, B.K., Conservation of the Indian Heritage, Cosmo Publication, 1989, New Delhi.
2. Batra.N.L., A Plea for new Technology in Conservation, Proceedings of World Archaeological Congress -3, New Delhi, Dec., 4-11-1994.
3. Batra, N.L., Heritage Conservation Aryan Books International, New Delhi, 1996, Felldon, Bernard, Conservation of Historical Buildings, butterworth Scientific series.
4. Gulroln, T.R., Hand book of Chemical Conservation of Museum Objects, Department of Museology, Maharajasayajirao University of Baroda.
5. Jeyaraj, V., Care of Paintings, Commissioner of Museum, Chennai, 2002.
6. Jeyaraj.V., Care of Museum Objects, Commissioner of Museum, Chennai 1995, Marshall, John, Conservation Manual, 1904.
7. Nagar. S.I, Protection, Conservation and Preservation of Indian Monuments, New Delhi, Proceedings of International Congress on Stone Conversation, UNESCO, Held in Paris, June 1993.

Mandatory: (*Training of students in the related skills by the Lecturer, Total 10 Hours*)

1) **For Teacher:** Training of students by the teacher in the classroom or in the field for a total of not less than 10 hours on identifying, extracting, classifying the causes of decay of cultural properties, monuments and remedial measures of technical conservation and preservation methods

2) **For Student:** Students shall visit a college library, local library, archival cell or museum and observe the collection, preservation and cataloguing techniques. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as the Fieldwork/Project work Report.

3) **Suggested Fieldwork/Project work Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Project work Report:

5) Unit Tests/Internal Examinations.

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7 (B) CONSERVATION TECHNIQUES OF CULTURAL PROPERTY

MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART – A

Answer any *Five* of the following question.

(5X5=25M)

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PART - B

Answer All The Questions. Each question carries 10 marks (5X10= 50M)

11.	(A) OR (B)
12.	(A) OR (B)
13.	(A) OR (B)
14.	(A) OR (B)
15.	(A) OR (B)

