

SRI VENKATESWARA UNIVERSITY - TIRUPATI

Programme: B.A. Honours in Tourism & Travel Management (Major)

w.e.f. AY 2024-25

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Social Sciences	4	4
	2	Perspectives on Indian Society	4	4
Semester-II	3	Principles and Practices of Tourism	4	4
	4	Tourism Geography	4	4
Semester-III	5	Tourism Marketing	4	4
	6	Tourism Policy & Planning	4	4
	7	Tourism Products of India	4	4
	8	Destination Planning & Development	4	4
Semester-IV	9	Management of Tourist Transport	4	4
	10	Hospitality Management	4	4
	11	Tour Guiding & Escorting	4	4
Semester-V	12	Travel Agency & Tour Operations Management	4	4
	13	Event Management	4	4
	14	Itinerary Preparation & Tour Packing	4	4
	15	Tourism Business Environment	4	4
Semester-VI	Internship			
Semester-VII	16	Tour Leadership	4	4
	17	E-Tourism	4	4
	18	Special Interest Tourism	4	4
	SEC			
	19			
	20			
Semester-VIII	21	Contemporary Issues in Tourism	4	4
	22	Tourism Entrepreneurship	4	4
	23	Travel Media & Journalism	4	4
	SEC			
	24			
	25			

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SEMESTER-IV - W.E.F. 2024-25

COURSE 9: MANAGEMENT OF TOURIST TRANSPORT

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To remember the origin and development of transport system.	
CO 2	To gain the knowledge about various modes of transportation and its usages.	
CO 3	To familiarize the India’s famous tourist travel services and their role on tourism developments.	
SYLLABUS		
UNIT	CONTENT	
I	Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India	
II	Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World,Coach& Car Rental Services, Types of Coaches, Types of Car Rental Services	
III	Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions	
IV	Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan	

V	Water Transport Services Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line	
	References: 1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi. 2. Duval, DTimothy (2007).Tourism and Transport: Modes, Networks and Flows, Channel ViewPublications, New York. 3. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi. 4. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi. 5. IATA Training Manual. 6. Air Cargo Tariff Manual. 7. IATA Live Animals Regulation Manual.	
	Course Outcomes	
	• Provided the students a general view of the role of transportation in tourism industry • Offered an overview about best practice in transportation in tourism industry • Introduced the last updates and changes in the transportation and tourism sector on the global scope	

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COURSE 10: HOSPITALITY MANAGEMENT

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To study the flow of activities and functions in today’s Hotel operation.	
CO 2	To familiarize with Hotel and resort management.	
CO 3	To establish the importance of various departments and its role in the Hospitality Industry.	
SYLLABUS		
UNIT	CONTENT	
I	Introduction to Hospitality Industry: Distinctive Characteristics: Inflexibility-Intangibility-, Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India	
II	Front Office : Duties and Responsibilities: Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call	
III	Housekeeping: Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments	
IV	Food & Beverage : Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation &Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- ClubFood Services; Trends in Lodging and Food Services	

V	Evaluating Hotel Performance: Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management	
	References: 1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand. 2. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press. 3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand. 4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication. 5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.	
	Course Outcomes	
	• Students tend to acquire concrete know-how on the current operational dynamics of hotels. • They would learn the perspectives of hotel and resort management. • Students will gain exposure to the various departments of all categories of hotels and also would know the role of hospitality industry in tourism promotion.	

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COURSE 11: TOUR GUIDING AND ESCORTING

Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To acquire an in-depth knowledge about the profession of tour guiding and escorting.	
CO 2	To help them aware of various guiding techniques.	
CO 3	To equip them with the knowledge of guest relations.	
SYLLABUS		
UNIT	CONTENT	
I	Introduction to Guiding and escorting: Meaning; concept and types of tour guide, duties and responsibilities of Guides and Escorts	
II	Roles of Guides: Various roles of tour guide, the business of guiding and escorting, organizing a guiding business	
III	The guiding techniques: leadership and social skills, presentation and speaking skills, The guide’s personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances	
IV	Guest relationship management: Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct	
V	Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting	
	References: 1. Dennis L Foster – Introduction to Travel Agency Management	

	2. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi 3. Pond K L(1993) ; The professional guide: Dynamics of tour guiding.	
	Course Outcomes	
	• Students can able to understand tourist guiding and escorting procedures. • Comprehend the requirements, role and responsibilities of profession of a Tourist Guide. • Apply the knowledge acquired in managing different groups and guiding in a tour.	