

**SYLLABUS FOR BACHELOR OF VOCATION IN  
TOURISM & SERVICE INDUSTRY**

**COURSE STRUCTURE**

<b>Semester</b>	<b>Code</b>	<b>Title of paper</b>	<b>Mode</b>	<b>Credits</b>	<b>Total Marks</b>
<b>1<sup>st</sup> Semester</b>	TOU-BV-G101	Communication Skills	Theory	4	100
	TOU -BV-G102	Concept and Impacts of Tourism	Theory	4	100
	TOU-BV-G103	Introduction to Information Technology	Theory	4	100
	TOU-BV-S104	Tourism Geography	Theory	4	100
	TOU-BV-S105	History of tourism	Theory	4	100
	TOU-BV-S106	Fundamentals of Management	Theory	4	100
	TOU-BV-S107	Computer Practical-1	Practical	6	100
<b>2<sup>nd</sup> Semester</b>	<b>Code</b>	<b>Title of paper</b>	<b>Mode</b>	<b>Credits</b>	<b>Total Marks</b>
	TOU-BV-G201	Tourism in Sikkim	Theory	4	100
	TOU-BV-G202	Hospitality Management	Theory	4	100
	TOU-BV-G203	Entrepreneurship and small business	Theory	4	100
	TOU-BV-S204	Communication and Skill Development	Theory	4	100
	TOU-BV-S205	Managerial Communication Skill Development	Theory	4	100
	TOU-BV-S206	Information Technology and Tourism	Theory	4	100
	TOU-BV-S207	Travel Agency Operation	Practical Training and viva-voce	6	100
<b>3<sup>rd</sup> Semester</b>	TOU-BV-G301	Emerging Trends in Tourism	Theory	4	100
	TOU-BV-G302	E-commerce	Theory	4	100
	TOU-BV-G303	Tourism Marketing	Theory	4	100
	TOU-BV-S304	Tourism Policy Planning and Development	Theory	4	100
	TOU-BV-S305	Tour guiding and Visitors Interpretation	Theory	4	100
	TOU-BV-S306	Computer concept and Software Package	Theory	4	100
	TOU-BV-S307	Computer Practical-II	Practical	6	100
<b>4<sup>th</sup> Semester</b>	TOU-BV-F401	English	Theory	4	100
	TOU-BV-G402	Culture in Indian sub-Continent	Theory	4	100
	TOU-BV-G403	Entrepreneurship Development	Theory	4	100
	TOU-BV-S404	Profile of Modern Tourism	Theory	4	100
	TOU-BV-S405	Managerial accounting and finance in tourism	Theory	4	100
	TOU-BV-S406	Business Communication and	Theory	4	100

		Personality Development			
	TOU-BV-S407	Field study	Practical	6	
<b>5<sup>th</sup> semester</b>	TOU-BV-F501	Environmental Studies	Theory	4	100
	TOU-BV-G502	Tourism Undertaking	Theory	4	100
	TOU-BV-G503	Travel Transport in Tourism	Theory	4	100
	TOU-BV-S504	Human Resource Management	Theory	4	100
	TOU-BV-S505	Airport Handling	Theory	4	100
	TOU-BV-S506	Globalisation	Theory	4	100
	TOU-BV-S507	On the Job Training	Practical	6	
<b>6<sup>th</sup> Semester</b>	TOU-BV-F601	Eastern Himalayan Studies	Theory	4	100
	TOU-BV-G602	Procedure and Operation in the Tourism Business	Theory	4	100
	TOU-BV-G603	Tourism Entrepreneurship	Theory	4	100
	TOU-BV-S604	Internship /Project	Internship report/project report	18	100

**(G-General & S-Skill)**  
**(Internal Exam Marks – 30 & External Exam Marks-70)**

### COURSE STRUCTURE

<b>NSQF Level</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Normal calendar duration</b>	<b>Exit Points / Awards</b>
Year 3	36	24	Six Semesters	B.Voc.
Year 2	36	24	Four semesters	Advanced Diploma
Year 1	36	24	Two semesters	Diploma
<b>TOTAL</b>	<b>108</b>	<b>72</b>		

## **TOU-BV-G101: Communication Skills**

### **UNIT I: Communication Process**

Nature of communication process of communication, Types of communication, Importance of Communication, Forms of Communication, Barriers to Communication - Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

### **UNIT II: Integrated Marketing Communication**

Marketing Communication, Sales promotion, Public relation & publicity, Sponsorship, Exhibitions, Word of mouth promotion.

### **UNIT III: Business correspondence**

Letter Writing, Presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, Claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notice, Agenda, Minutes, Job application letter, Preparing the Resume.

### **UNIT IV: (Communication Lab Work) Role play on selected topics**

#### **Exercise 1:**

Conversation between two students recorded on camera. To be self-critiqued.

#### **Exercise 2:**

Presentation on TV programs watched on the previous day.

#### **Exercise 3:**

Rewriting Headlines of Newspapers (Hindi & English) on the display boards.

#### **Exercise 4:**

Using microphones (Public Speaking/Presentation Situations)

#### **Exercise 5:**

Interview and Group Discussion sessions.

#### **Exercise 6:**

Effective Presentation using various audio-visual aids.

#### **Suggested Readings:**

1. Sitaram, K.S. (1995)*Culture and Communication- A World View*, McGraw-Hill Incorporated,
2. McQuail, D., McQuail's (2009) *Mass Communication Theory*, Vistar Publications New Delhi
3. Baran, J.S. and Dennis K. Davis (2007) *Mass Communication Theory: Foundations, Ferment, and Future*, Thomson Wadsworth, Noida
4. Fiske, J. (2009) *An introduction to Communication*, Routledge,
5. Berger, A. A.(1995) *Essentials of Mass Communication*, Sage, New Delhi

## **TOU -BV-G102: Concept and Impacts of Tourism Objectives**

### **UNIT I: Concepts of Tourism**

Definition and concepts of Tourism Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism, Tourism Education. Typology of Tourism, Tourism Statistics, Difference between Visitors, Tourists and Excursionist, Tourism as an Industry.

### **UNIT II: Tourism Impacts**

Tourism Impacts - Political, Social, Cultural, Environmental and Economic, Tourism multiplier. National and international concerns and problems.

### **UNIT III: Demand & Supply**

Demand- Supply Characteristics - Concepts, definitions and indicators of demand, Measuring demand for Tourism-International and Domestic Tourism, Technological progress and Globalization, Concept and resources for Eco-tourism, Motivation for Tourism.

### **Suggested Readings:**

1. Sethi, P. (1999) *Tourism for the Next Millenium*, New Delhi, Rajat Publications
2. Sinha, P.C (1998) *Tourism Planning*. New Delhi. Anmol Publication Pvt. Ltd.
3. Seth, P.N. (1998) *An Introduction to Travel and Tourism*, New Delhi. Sterling Publishers Pvt. Ltd.
4. D'Souza, M. (2003) *Tourism Development and Management*. Jaipur. Mangal Deep Publication.
5. Chawla, R. (2004) *Tourism Management*, Delhi. Sonali Publishers.

## **TOU-BV-G103 : Introduction to Information Technology**

### **UNIT I: Computer characteristics**

Historic Evolution of Computers: Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers: Personal computers; Desktop, Laptops, Palmtop, Tablet PC: Hardware & Software: Speed, Storage, Accuracy, Diligence.

### **UNIT II: Hardware**

CPU, Memory, Input devices, Output devices. Memory units: RAM(SDRAM, DDRAM, RDRAM etc. feature wise comparison only): ROM- different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard Disk, Memory stick, CD, DVD, CD-Writer; Input devices- keyboard, mouse, scanner, speech input devices, digital camera, touch screen, joystick, optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD; Printers: Dot-matrix, Inkjet, Laser, Plotters, Sound cards & speaker.

### **UNIT III: Software**

System software, Application software, concepts of files and folders, Introduction to Operating Systems, Different types of Operating Systems: single user, multitasking, time-sharing multi-user, Boosting, POST.

### **UNIT IV: Operating System**

Windows & Linux, Application software: Generic features of Word processors, Spread sheets and Presentation software, Computer Virus & Protection.

### **Suggested Readings:**

1. Elmarsi, R, Navathe, S.B (2016) *Fundamentals of Database Systems*, Pearson
2. Ritender, G and Kakkar, D.N (2003) *Computer Application in Management*, New Age International Publishers, New Delhi.
3. Jaggi V P and Jain, S (1993) *Computers for Everyone*, New Delhi, Academic India Publishers.
4. Saxena S: and Chopra, P (2006) *Computer Applications in Management*, Vikas Publishing house Pvt. Ltd. New Delhi.
5. Saxena, S (2003) *First Course in Computers (3rd Edition)*, Vikas Publishing house Pvt. Ltd. New Delhi

## **TOU-BV-S104: Tourism Geography**

### **UNIT I: Geography and Tourism**

Importance of Geography in Tourism; Latitude-Longitude-International Date Line-Time Zones-Time Differences; Major landforms as tourist resources; Impact of weather and climate on tourist destinations.

### **UNIT II: Map Reading**

Map Reading and Practical exercise of major countries; Study of Continents: North America- South America- Europe- Asia- Africa- Oceania.

### **UNIT III: Global and Regional Tourist Movement**

Factors affecting global and regional tourist movement, Demand and origin factors; Destination and resource factors.

### **UNIT IV: Outbound Tourism and International Tourism Market**

Location of major tourist destinations in India, Characteristics of Indian Outbound Tourism, Characteristics of India's major international markets.

#### **Suggested Reading:**

1. Rosemary Burton (1995) *Travel Geography*, Pitman Publishing, Marlow, Essex.
2. Boniface B. & Cooper C (2009) *Worldwide Destinations: The geography of Travel & Tourism*, Oxford Butterworth Heinemann.
3. Michael hall (1999) *Geography of Travel and Tourism*, Routledge, London.
4. Robinson H.A (1976) *Geography of Tourism*, Mac Donald & Evans, Ltd.
5. Stephen Williams (1998) *Tourism Geography*, Routledge. London.

## **TOU-BV-S105: History of Tourism**

### **UNIT I: History of Tourism**

History of Tourism as a new discipline Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Travelers and Travelogues of Ancient and Medieval World. Tourism- basic concepts: Definition, types and determinants, Difference between Travel and Tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products- definition and characteristics.

### **UNIT II: Ancient Civilization**

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece. Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World. Pilgrimage Tourism (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas.

### **UNIT III: Urbanization**

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism Japan and China, Grand Tour: Classical, Romantic Tour to the East.

### **UNIT IV: Development of Tourism**

Four major dimension of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts.

#### **Suggested Readings:**

1. Farouqui "Early Social Formation"- Manak, Delhi-2001.
2. A.L. Rouse "The Use of History"-1971.
3. Burkhardt and Madlik "Tourist Past, Present and Future"- Butterworth Heinemann, several editions.
4. Collingwood "The Idea of History"- Oxford, 1073.
5. Franck and Brownstone "The Silk Road", a History.

## **TOU-BV-S106: Fundamentals of Management**

### **UNIT I: Concepts**

Business, trade, industry and commerce- Business: Features of business- Trade: Classification, Aids to Trade- Industry: Classification- Commerce-Relationship between Trade, industry and commerce- Business Organization: Concepts- Functions of Business. Sources of Finance: Long Term, Short term.

### **UNIT II: Business Organization**

Forms of Business Organization- Classification- Factors influencing the choice of suitable form of Organization. Sole Proprietorship: Meaning- Characteristics- Advantages & Disadvantages- Suitability. Partnership deeds- Rights and obligations of partners. Joint Hindu Family Business: Characteristics- Advantages and limitations.

### **UNIT III: Joint Stock Company**

Characteristics- Advantages- Kinds of Companies- Difference between private and public companies- Promotion of a Company: Stages- Promoters- Characteristics- Registration- Capital subscription- Commencement of Business- Preparation of Important documents: Memorandum of Association: Significance, Clauses- Articles of Association: Contents- Prospectus: Contents- Statement in lieu of Prospectus. Meetings: Types and procedure to hold.

### **UNIT IV: Management**

Meaning-Significance- Management Vs Administration- Functions of Management-Levels of Management- Skills of Management- Leadership: Leader Vs Manager- Traits of Successful Leaders- Scientific Management: Features- Fayol's Principles of management. Planning: Meaning- Significance- Types of Plans- Decision making and steps in Process Decision Making.

### **UNIT V: Organizing**

Meaning- Features- the process of organization- principles of organization- Elements of organizations- Organization chart. Delegation of authority: Meaning-Elements- Principles- Types- Difficulties in Delegation- Guidelines for making Delegation effective. Centralization- De-centralization.

### **Suggested Readings:**

1. Seth, P.N. (1998) *Successful Tourism Management*. New Delhi, Sterling Publishers Pvt. Ltd.
2. Sinha, R.K. (1999) *Growth and Development of Modern Tourism*. New Delhi, Dominant Publishers and Distributors.
3. Sinha, R.K (1999) *Travel and Tourism Management*.New Delhi. Dominant Publishers and Distributors.
4. Sinha, P.C. (1998) *Tourism Planning*.New Delhi, Anmol Publication Pvt. Ltd.
5. Seth, P.N. (2000) *An Introduction to Travel and Tourism*. New Delhi. Sterling Publisher



## **TOU-BV-S107: Computer Practical-1**

### **TOU-BV-G201: Tourism in Sikkim**

#### **UNIT I: Introduction**

Growth and development of tourism in Sikkim, Socio-cultural Heritage of Sikkim, Ethnic groups, Fairs and festivals, Religion, Music, Handloom & handicrafts, Customs & traditions.

#### **UNIT II: Tourism Resources and Destinations in East Sikkim**

Tourism resources in East Sikkim, Natural and man-made resources in East Sikkim, Popular destinations of East Sikkim, Important tourist circuits of East Sikkim.

#### **UNIT III: Tourism Resources and Destinations in West Sikkim**

Tourism resources in West Sikkim, Natural and man-made resources in West Sikkim, Popular destinations of West Sikkim, Important tourist circuits of West Sikkim.

#### **UNIT IV: Tourism Resources and Destinations in North Sikkim**

Tourism resources in North Sikkim, Natural and man-made resources in North Sikkim, Popular destinations of North Sikkim, Important tourist circuits of North Sikkim.

#### **UNIT V: Tourism Resources and Destinations in South Sikkim**

Tourism resources in South Sikkim, Natural and man-made resources in South Sikkim, Popular destinations of South Sikkim, Important tourist circuits of South Sikkim.

#### **UNIT VI: Tourism Organizations in Sikkim**

Travel Agents Associations of Sikkim (TASS), Sikkim Association of Adventure Tour Operators (SAATO), Sikkim Hotel and Restaurants Associations (SHRA), Eco-tourism and Conservation Society of Sikkim, Sikkim Amateur Mountaineering Association (SAMA).

#### **UNIT VII: Case Study on Major Hotels and Travel Agencies of Sikkim**

The students are to carry out case study of major hotels and travel agencies of Sikkim to gain knowledge about how they function and examine prospects for further development.

The Viva-Voice examination will be conducted on the basis of Report prepared by each student.

#### **Suggested Readings:**

1. Rishley, H.H. Gazetteer of Sikkim.
2. Bhutia, Jigme Wangchuk Destination Sikkim, IGNOU
3. Deptt. Of Forest, Govt. of Sikkim: Sikkim Eco-tourism policy
4. *ENVIS Newsletter on Eco-tourism*: Dept. of Science and Technology, Govt. of Sikkim.
5. Duff, A (2015) *Sikkim: Requiem for a Himalayan Kingdom*, Vintage Books

## **TOU-BV-G202 : Hospitality Management**

### **UNIT I: Hospitality Industry in Tourism**

Growth of Hotel Industry – Introduction – Future of Hospitality Industry – Roles of accommodation in the Growth of Tourism; Definition of Hotel – Types of Hotel; Secondary Hospitality Establishment – Traditional and Supplementary accommodation; Hotel Grading System – Changing Profile of Hotel Industry; Hotel Chains in India: Ashoka, Welcome Group, Oberoi and Taj Group of Hotels.

### **UNIT II: Management Function in Hotel Industry**

Front Office Desk – Front Office Staff – Qualities of Front Office Staff; Hotel Reservation – Status of Rooms – Functions of Information Department – Specimen Bill Form – Lobby Manager – Public Relation Officer – Reception; Departments – Housekeeping – Organisation – Communication in Hotels.

### **UNIT III: Human Resource Management in Hotels**

Personnel Management – Sources of Manpower for Hotel – Catering Industry – Employee Facilities and Benefits; Induction Training and Development – Leadership – Communication – tools of Management – Financial Management.

### **UNIT IV: Room Plans**

Types of Rooms – Check-In & Check-Out Procedures; Food and Beverage Services Outlets – Various Types of Food Services; Restaurant Organization – Equipments – Room Services.

#### **Suggested Readings:**

1. D.R. Lillicrap (1983) *Food Beverage Service*, Edward Arnold Publishers Ltd., London.
2. Amrik Singh Sudan (2002) *House Keeping Management*, Anmol Publication Ltd.
3. Praveen Sethi (2004) *Hand Book of Hospitality and Tourism*, Anmol Publication, Delhi.
4. Rajendran Singh (2001) *Hotel and Hospitality Management*, Kalpaz Publication, Delhi.
5. Y.P. Singh (2001) *Effective Hotel Management*, Anmol Publication Pvt. Ltd., New Delhi.

## **TOU-BV-G203: Entrepreneurship and Small Business**

### **UNIT I: Entrepreneurship**

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society, problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, entrepreneurship, ecopreneurship, and social entrepreneurship.

### **UNIT II: Managerial Roles**

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for the extent of professionalization of management of small business in India.

### **UNIT III: Public & Private Systems**

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

### **UNIT IV: Business Plans**

Sources of business ideas tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/project proposal. Designing business processes, location, layout, operation, planning and control: preparation of project report (various aspects of project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

### **UNIT V: Contract Management**

Mobilizing resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers: Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning and control, implementing quality management and productivity improvement programs. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for the means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sporting and analysis, internet browsing.

### **Suggested Readings :**

1. Aldrich, H.E & Martinez, M.A. (2001) *Many are called but few are chosen: An evolutionary 10 perspective for the study of entrepreneurship. Entrepreneurship Theory and Practice*, 25:41-56.
2. Wiley, J & Sons Bird B.J. (1989) *Entrepreneurial Behavior*, New York
3. Caree, M. Van Stel, A. Thurik R., & Wennekers, S. (2002) *Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996*. *Small Business Economics*, 19:271-90.
4. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002) *Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. Journal of Economic Behavior and Organizing*, 48:29-36
5. Earle, J.S., & Sakova, Z. (1999) *Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics*. IZA Discussion Paper 79.

## **TOU-BV-S204: Communication and Skill Development**

### **UNIT I: Managerial Communication**

Managerial communication- nature and scope of communication, functions of communication, roles of manager, communication process, communication network, information communication.

### **UNIT II: Communication Skills**

Oral and Written Communication Skill-Types- Methods of Achieving Effective Communication- Measurement of Impact of Mass Electronic & Print Media Communication- Example of Mass Media-Media Relations.

### **UNIT III: Barriers to Communication**

Listening skills: effective listening; Poor listening habits, types of listening: barriers to effective listening, Persuasive communication and Role of Mentoring.

#### **Suggested Readings:**

1. Sitaram, K.S. (1995)*Culture and Communication- A World View*, McGraw-Hill Incorporated,
2. McQuail, D., McQuail's (2009) *Mass Communication Theory*, Vistar Publications New Delhi
3. Baran, J.S. and Dennis K. Davis (2007) *Mass Communication Theory: Foundations, Ferment, and Future*, Thomson Wadsworth, Noida
4. Fiske, J. (2009) *An introduction to Communication*, Routledge,
5. Berger, A. A.(1995) *Essentials of Mass Communication*, Sage, New Delhi

## **TOU-BV-S205: Managerial Communication and Skill Development**

### **UNIT I: Business presentations**

Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright, business presentation, sample outlines, conversations, Essentials of a business conversation.

### **UNIT II: Business Writing Introduction**

Writing business communication: Business letters, Common Components of Business Letters, writing effective memos, Business reports& Proposals, format for proposals, proposal layout and design, Secretarial Practice in Business Organizations.

### **UNIT III: Smart language lab**

Demonstration of Presentation ,Group Discussion, Interviews, Meetings, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper, Team Building, Interpersonal Effectiveness.

### **Suggested Readings:**

1. Atton, Chris (2002) *Alternative Media*; Sage, London
2. Chantler, Paul & Stewart, Peter (2007) *Community Radio- Basic Radio Journalism*; Focal Press, Oxford
3. Munter M. (2002) *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi.
4. Mandal S.K (2006) *Effective Communication and Public Speaking*, Jaico, Mumbai.
5. Bovee, T &Schatzman (2009) *Business Communication Today*, Pearson, New Delhi.

## **TOU-BV-S206: Information Technology & Tourism**

### **UNIT I: Hardware**

Bit and related measuring terms, I/O and storage devices, components of desktop, buying a computer lab, demonstrate on open computer and explain its components.

### **UNIT II: Operating System**

Basic functions and types of operating systems; comparative illustrations from popular operating systems.

### **UNIT III: Communication and Protocols**

Working knowledge of internet protocols, application of electronic communication tools in business, collaborative tools.

### **UNIT IV: Understanding Database Basic Terminology**

Types of database Lab, creating and relating tables in a micro database, basic queries for data analysis, import/export of data in different formats, link with other products like word processors, database, spreadsheets etc.

### **UNIT V: Electronic Commerce**

Overview, Business to Government, Business to consumers, Business to Business, Consumers to Consumers, Online Stock Trading & Market Features, Capabilities and Limitations.

### **Suggested Readings:**

1. Elmarsi, R, Navathe, S.B (2016) *Fundamentals of Database Systems*, Pearson
2. Ritender, G and Kakkar, D.N (2003) *Computer Application in Management*, New Age International Publishers, New Delhi.
3. Jaggi V P and Jain, S (1993) *Computers for Everyone*, New Delhi, Academic India Publishers.
4. Saxena S: and Chopra, P (2006) *Computer Applications in Management*, Vikas Publishing house Pvt. Ltd. New Delhi.
5. Saxena, S (2003) *First Course in Computers (3rd Edition)*, Vikas Publishing house Pvt. Ltd. New Delhi

## **TOU-BV-S207: Travel Agency Operation**

### **Practical Training and Viva-voce**

## **TOU-BV-G301: Emerging Trends in Tourism**

### **UNIT I: Eco-tourism**

- i) Guidelines for Eco-tourism
- ii) National Eco-tourism Policy
- iii) Rural Tourism
- iv) Adventure Tourism
- v) Various forms of Adventure Tourism.

### **UNIT II: Natural Resources as potential tourist destinations**

- i) Wildlife Sanctuaries
- ii) National Parks
- iii) Bio-Sphere Reserves
- iv) Hill Stations and Beaches as Potential Tourist Destinations.

### **UNIT III: Tourism and Environment**

- i) Sustainable Development -Prospects, Problems and Challenges
- ii) Carrying Capacity
- iii) Destination Development

### **UNIT IV: New trends in Tourism**

- i) Medical Tourism
- ii) Hydel Tourism
- iii) Tea Tourism
- iv) Health Tourism
- v) Voluntary Tourism
- vi) MICE

### **Reading List:**

1. R. Thandavan and Revathy (2005). Tourism Product Volume I & II, Dominant Publishers, New Delhi.
2. V.P. Sati (2004). Tourism Development in India, Pointer Publication, Jaipur.
3. Rabindra Seth and Om Gupta (2005). Tourism in India, Kalpaz Publications, New Delhi.
4. Jagmohan Negi (2001). Adventure Tourism and Sports, Kanishka Publishers, New Delhi.

## **TOU-BV-G302: E - Commerce**

### **UNIT I: Introduction:**

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction ,key elements of a business model and categorizing major Ecommerce business models), forces behind e-commerce.

### **UNIT II : Technology**

Technologies used in E-commerce , The dynamics of world wide web and internet ( meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

### **UNIT III: Security and Encryption:**

Need and concepts, The E commerce security environment :( dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)

### **UNIT IV: E- Payments System:**

Models and methods of E – payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

### **UNIT V: Online Business Transactions:**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

### **Suggested readings**

1. Management Information System: Jawadekar
2. Management Information System: Laudon&Laudon
3. The Essential Guide to Knowledge management: AmritTiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc)
6. E – Commerce: Milind Oka
7. E – Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies – Ashok Agarwa



## **TOU-BV-G 303: Tourism Marketing**

### **UNIT I**

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases. Market Research-methods, research problem areas, marketing research in the tourism industry. Tourism life cycle.

### **UNIT II**

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

### **UNIT III**

Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age-E-Business, E-Commerce and EMarketing. Complementary Marketing. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

### **Suggested Readings:**

1. Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
2. Brigs, Susan- Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
3. Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994
4. Brunt, Paul- Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.
5. Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
6. Nama Kumari and Rama Swami- Marketing Management

## **TOU-BV-S304: Tourism Policy, Planning & Development**

### **UNIT: I**

Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.

### **UNIT: II**

Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

### **UNIT: III**

National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI 23

### **UNIT: IV**

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

### **UNIT: V**

Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (Sikkim, Goa, Kerala, Rajasthan)

### **Suggested Readings:**

1. Bezbarua M.P, Indian Tourism Beyond The Millenium
2. Burkart & Medlik, Tourism; Past, Present and Future
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry
4. Murphy, Peter H, Tourism: A Community Approach

## **TOU-BV-S305: Tour Guiding and Visitors Interpretation**

### **UNIT I: Tour Guiding:**

Personal hygiene & Grooming, Visitor Briefing before departure, General Rules in emergency, Tour Comment.

### **UNIT II: Tour Guiding Requirements:**

Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.

### **UNIT III: Tourist & Visitors interpretation:**

Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

### **Suggested Readings:**

1. Susan Websters, Group Travel Operating Procedures
2. Kathleen Lingle, Pond, The Professional Tour Guiding

## **TOU-BV-S306: Computer Concepts and Software Package**

### **UNIT I: Basic Concepts**

Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

### **UNIT II: Components of Computers**

Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

### **UNIT III: Operating System**

Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

### **UNIT IV: Introduction to Networks and Internet**

Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

### **UNIT V: Office Applications**

Meaning and Applications of Word Processing ,MS-Word – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets. MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation. MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc. The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

### **Suggested Readings:**

1. Fundamental of Computers by Akash Saxena, Kratika Gupta
2. Absolute Beginner's Guide to Computer Basics by Michael Miller
3. Fundamentals of Information Technology, Alexis and Mathew
4. Basic Financial Accounting, J.R. Monga
5. Computers Today, Donald H. Sanders.
6. Computer Fundamentals, P.K. Sinha
7. Double Entry Book-Keeping, T.S. Grewal and Grewal

## **TOU-BV-S307: Computer Practical-II**

**TOU-BVF-401 (ENGLISH)**

**Year : 2**

**Credit : 4**

**Semester: IV**

**Maximum Marks: 100**

**Syllabus**

**(The Approved Syllabus of SU for UG Course.)**

## TOU-BV-G402: Culture in Indian Subcontinent

### UNIT: I Definitions of Culture and its various aspects

- (i) Perspective on Cultures: Indian Cultural tradition: An overview
- (ii) Plurality of Cultures: Social Content of Culture

### UNIT: II

Language and Literature, Sanskrit: Kavya - Kalidasa's Ritusambhara, Prakrit: Gatha Saptasati, Development of vernacular language and literature, IndoPersian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib

### UNIT: III

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: bhakti and sufi Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern

### UNIT: IV

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort – Dalulatabad or Chittor forts; Palace-dargahat Fatehpur Sikri; Colonial – Lutyen's Delhi

### Suggested Readings:

1. Asher Catherine, (ed.): Perceptions of India's Visual Past, AIIS, Delhi, 1994.
2. Asher Catherine, Architecture of Mughal India.
3. Basham A.L., The Wonder that was India. Volume I, New Delhi
4. Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
5. Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
6. Deva, B.C., An introduction to Indian Music, Delhi, 1973.

## **TOU-BV-G403: Entrepreneurship Development**

### **UNIT-I: Introduction**

Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur, Factors Influencing Entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, Problems and Promotion, Types of Entrepreneurs, Characteristics of a Successful Entrepreneur, Competency Requirement for Entrepreneurs.

### **UNIT-II: Entrepreneurial traits, motivation and development**

Types of startups; Entrepreneurial class Theories; Entrepreneurial leadership; International Entrepreneurship- Opportunities and challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.

### **UNIT-III: Entrepreneurial Development Institutions and Policy initiatives**

Implementation of the Project: Financial Assistance through SFC's, SIDBI, Commercial Banks, KVIC, NABARD. Financial incentives and Tax Concessions for MS&MEs, Policies for North Eastern Region; Role of government in entrepreneurship development; recent trends, Vision 2020 of Sikkim.

### **UNIT-IV: Business Plan Development, Launching, Feedback and Follow-up**

Preparing the Business Plan (BP): Typical BP format, Financial Aspects of the BP, Marketing Aspects of the BP, Human Resource Aspects of the BP, Technical Aspects of the BP, Social Aspects of the BP, Preparation of BP, and Common Pitfalls to be avoided in Preparation of a BP. An Overview of the Steps involved in Starting a Business Venture, Location, Clearances and Permits Required, Formalities, Licensing and Registration Procedures.

Launching the Enterprise: Trade license, Approvals and Clearance, Registration

Project Control; Feed Back and Follow-up.

**Activity:** Course will involve development of feasible Business Plan by students in Groups. Case studies may be developed and discussed for better understanding of the prevalent scenario.

### **Suggested Readings:**

1. Ramachandran, K., Entrepreneurship Development, Tata McGraw Hill, India
2. Kumar, Arya, (2010) Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
3. Hishrich., Peters,(2008) Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
4. Roy, Rajeev, Entrepreneurship, Oxford University Press.
5. Kuratko, D.F., and T. V. Rao,(2010) Entrepreneurship: A South-Asian Perspective, Cengage Learning.
6. Government of India, Reports of the committee on Development of small and medium entrepreneurs.

## **TOU-BV-S404: Profile of Modern Tourism**

### **UNIT: I**

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

### **UNIT:II**

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism.fairs and festivals. Counter seasonal policy. Special interest tourism and its resources.Wild life sanctuaries and national parks, Wildlife tourism.

### **UNIT: III**

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector.Small and medium enterprises in tourism industry.Principle of resort development.Mass Tourism and New Destinations.

### **Suggested readings:**

1. Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
2. Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
3. Jones and Radcllfe” Leisure and Tourism- Longman Harlem
4. K. Ghimire” The Native Tourist”- Earthscan, London,
5. Pearce and Butler Ed. “ Contemporary Issues in Tourism DevelopmentRoutledge, London,
6. Robinson- “ The Geography of Tourism”



## **TOU-BV-S405: Managerial Accounting & Finance in Tourism**

### **Objectives:**

The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

### **UNIT:I**

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

### **UNIT: II**

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow statement (AS -3 Revised)

### **UNIT: III:**

Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization.

### **UNIT :IV**

Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets.

### **UNIT: V**

Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims,. Objectives and Functions.

### **Suggested readings**

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Singh, Surender and Kaur, Rajeev. Basic Financial Management. Mayur Paperbacks New Delhi.
3. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
4. Davis D., The Art of Managing Finance, McGraw Hill.
5. Pandey, I.M., Financial Management, Vikas Publication
6. Van Horne, Financial Management and Policy, Prentice Hall.

## **TOU-BV-S406: Business Communication and Personality Development Paper 406**

### **UNIT: I**

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

### **UNIT: II**

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

### **UNIT: III**

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

### **UNIT: IV**

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

### **UNIT: V**

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

### **Suggested Readings:**

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001.

## **TOU-BV-S406: Field Study**

### **Practical**

**TOU-BV-F501: Environmental Studies**

**Year: 3**  
**Semester: V**

**Credit: 4**  
**Maximum Marks: 100**

**Syllabus**

**(The approved syllabus of SU for UG Course.)**

## **TOU-BV-G502: Tourism Undertaking**

### **Objectives:**

This will give an overview of tourism transportation system and various organizations. Further students will understand formalities and documentation needed to set up these units.

### **UNIT: I**

25 Modes of transport- Rail, Road, Air and Sea. Elements of transportation. Political influences on transport for tourism. Regulation of competition. Role of Railways in promotion of domestic tourism. Important tourist trains in India. Case study of Air India and a few important International Airlines. Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels. Accommodation and the tourism product. Quality issues. New concepts and developments in accommodation.

### **UNIT: II**

25 Definitions of Travel Agency and Tour Operators, Itinerary making and costing, Approval of Travel Agency by Department of Tourism, Govt. of India. Rules and Regulations for approval. Classifications of travel agents and Forms of organizations. Functions of travel agency and the tour operators. Tour planning.

### **UNIT: III**

25 Tourism Organization and their role in Tourism Development, Local – DTTDC, RTDC, MPTDC National- IATO, TAAI, ITDC, International – IATA, ICAO, UNWTO, Freedoms of air, Open skies policy.

### **Suggested readings**

1. Acharya “ Civil Aviation and Tourism Management”
2. Mill and Morrison- “ The Tourism System”
3. Murphy- “ Transport and Distribution”
4. Jagmohan Negi -Travel Agency Operations and Concepts and Principles
5. S. P. Singh-Travel Tourism Management
6. Hollander S. - Passenger Transportation (Michigan: Michigan State University)

## **TOU-BV-G503: Travel Transport in Tourism**

### **UNIT: I**

Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.

### **UNIT :II**

Air transport and its evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI.

### **UNIT: III**

Surface Transport System: Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.

### **UNIT: IV**

Rail transport system: Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Efforts made abroad: package offered by British Rail, Amtrak, Steam Trains. Private Railway lines and companies. Cases of orient express Trans Siberian railway or any other interesting train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.

### **UNIT: V**

Water Transport System - historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Merger and acquisitions within national boundaries, cross border acquisition and allowances patterns. Franchising.

### **Suggested Reading**

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison ,Tourism System
4. P.N. Seth, Successful Tourism Management

## **TOU-BV-S504: Human Resource Management**

### **UNIT I: Introduction**

Human Resources Management (HRM): Meaning, Nature and Scope, HRM functions and objectives, Evolution of HRM environment- external and internal. Human Resource Management in Retailing, Trends and Challenges of HRM in Retailing.

Strategic Human Resource Management: Nature of Strategies and Strategic Management, Strategic Management Process - Environmental Scanning, Strategy Formulation, implementation and evaluation.

### **UNIT II: Human Resources planning:**

Definition, purposes, processes and limiting factors; Human Resources Information system (HRIS): HR accounting and audit, Job Analysis - Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation.

The systematic approach to selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

### **UNIT III: Training, Development and Compensation**

Training and Development: Purpose, Methods and issues of training and management development programmes. Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India, Wage Policy in India - Minimum Wage, Fair Wage and Living Wage. Incentive payments: Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries.

### **UNIT-IV: Recruitment, Discipline and Grievance Handling**

Recruitment and Selection; Performance Training & Development; Gender Issues at work place, HRD for Women and Workers, Mentoring, HR Audit: Audit Methodology, Writing the HRD Report, Designing and using HRD Audit for Business Improvement. Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure.

### **Suggested Readings:**

1. Aswathappa K (2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivansevich (2007) Human Resource Management, Tata McGraw Hill, 10th Ed.
4. Dessler (2009) Human Resource Management, Prentice Hall, 10th Ed.
5. Bernard (2009) Human Resource Management, Tata McGraw Hill, 4th Ed.

## **TOU-BV-S505: Airport Handling**

### **UNIT: I**

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

### **UNIT: II**

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector.

### **UNIT: III**

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

### **UNIT: IV**

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

### **UNIT: V**

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

### **Suggested Readings:**

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA
5. R. Doganis, 'Airport Business'
6. K.Sikdar, All you wanted to know about airlines functions
7. Journal of Air Transport Management by Elsevier Science
8. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

## **TOU-BV-S506: Globalization**

### **Objectives:**

The Paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/national policies than follow the one-size-fits-all approach. Globalisation

### **UNIT: I**

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

### **UNIT: II**

Role of globalisation in reducing inequality and poverty. Distribution of benefits of globalisation shared by developed and developing countries

### **UNIT: III**

Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

### **UNIT: IV**

Critique of globalisation – To what extent globalisation implies a rise of neoliberalism. To understand the decline in the authority of the Nation-state and reduction of policy space. Major brunt borne by social spending and decline of safety nets.

### **UNIT: V**

Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems. The way forward - stress on local/regional/national (context-specific) than global economy.

### **Suggested Readings**

1. Deepak Nayyar, Globalisation
2. Joseph Stiglitz, Globalisation and its discontents

## **TOU-BV-S507: On the Job Training**

### **Practical**



## **TOU-BV-F601: (Eastern Himalayan Studies)**

**Year: 3**

**Credit: 4**

**Semester: VI**

**Maximum Marks: 100**

### **Syllabus**

**(The approved syllabus of SU for UG Course.)**

## **TOU-BV-G602: Procedure and Operations in the Tourism Business**

### **Objectives**

The students will understand the conceptual meaning of Travel business and differentiation between Travel agency and Tour operator.

### **UNIT I**

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. GITs and FITs.

### **UNIT II**

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator. Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

### **UNIT III**

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

### **Suggested Readings**

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi-Travel Agency & Tour Operations
3. IATO Manuals and reports.
4. Report of National Committee on Tourism, Know India, 1988.
5. National Action Plan, 1992.
6. Various Reports of United Nations World Tourism Organizations.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999

## **TOU-BV-G603: Tourism Entrepreneurship**

### **UNIT: I**

Entrepreneur & Entrepreneurship: Definition and Theories; Entrepreneurship environment – Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour.

### **UNIT: II**

Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.

### **UNIT: III**

Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options

### **Suggested Reading :**

1. Srinivasan. R , Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stick land. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.

### **TOU-BV-G604: Internship /Project**

At the end of 5<sup>th</sup> Semester examination, the College shall facilitate internship of the students in top Tourism Business organizations. Immediately after the completion of 5<sup>th</sup> Semester Examination (during winter vacation), student shall proceed for Internship of eight weeks duration. The intern is expected to be able to analyse and suggest solutions of a live problem. During the course of training, the organization shall assign a problem / project to the intern.

The intern shall submit 'Performance Certificate' from the company/Agency where he/she undertook the internship. This certificate will also be considered while evaluating the training report by examiner. Alternatively, if it is not possible to do internship the students will prepare a Project Report on a topic assigned to him/ her by the college. The project report will be evaluated by the examiner.

The External Examiner appointed by the University shall assess the Internship Report/ Project Report during viva-voce to be conducted in 6<sup>th</sup> Semester.