



**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

**MINOR**

**Subject: Tourism and Travel Management**

**w.e.f. AY 2023-24**

**COURSE STRUCTURE**

<b>Semester</b>	<b>Course Number</b>	<b>Course Name</b>	<b>No. of Hrs/Week</b>	<b>No. of Credits</b>
<b>Semester-II</b>	1	Principles and Practices of Tourism	4	4
<b>Semester-III</b>	2	Tourism Marketing	4	4
<b>Semester-IV</b>	3	Management of Tourist Transport	4	4
	4	Hospitality Management	4	4
<b>Semester-V</b>	5	Travel Agency & Tour Operations Management	4	4
	6	Event Management	4	4

## SEMESTER-II

### COURSE 1: PRINCIPLES AND PRACTICES OF TOURISM

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>
<b>CO 1</b>	To comprehend the conceptual dimensions of tourism industry.
<b>CO 2</b>	To understand the dynamics of tourism businesses and its impacts.
<b>CO 3</b>	To elucidate the application of tourism theories to the pragmatic developmental agenda.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>History and Concepts of Tourism:</b> Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches -- Motivations and Deterrents to Travel – Emerging Areas and Practices
<b>II</b>	<b>Forms of Tourism:</b> Inbound, Outbound, National, International- Alternative Tourism –Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply
<b>III</b>	<b>Tourism Industry:</b> Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure
<b>IV</b>	<b>Tourism Theory and System:</b> Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model
<b>V</b>	<b>Tourism Organizations:</b> UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of

	India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Goeldner, C., &amp; Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.</li> <li>2. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> <li>3. Tribe, J. (Ed.). (2009). Philosophical Issues in Tourism. United Kingdom: Channel View Publications.</li> <li>4. Jamal, T., &amp; Robinson, M. (Eds.). (2009). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications.</li> <li>5. Thomas, R. (2013). Small Firms in Tourism. United Kingdom: Routledge.</li> <li>6. Cooper, C. (2008). Tourism Principles and Practice. New Delhi: Prentice Hall.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners shall acquire comprehensive know-how on Management principles, practices, and processes in an organizational context.</li> <li>• They will gain insights with respect to the essence of organizational behaviour at the workplace.</li> <li>• Students would be oriented towards developing managerial competencies and skills.</li> </ul>	

**SEMESTER-III****COURSE 2: TOURISM MARKETING**

Theory

Credits: 4

4 hrs/week

	<b>Course Objectives</b>
<b>CO 1</b>	To expose the students to concepts and components of marketing.
<b>CO 2</b>	To acquaint them with tourism specific marketing skills.
<b>CO 3</b>	To familiarize them with the contemporary marketing practices.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Origin of Marketing:</b> Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand
<b>II</b>	<b>The relationship between market and Consumer:</b> Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management
<b>III</b>	<b>P's of Tourism Marketing:</b> 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans
<b>V</b>	<b>Marketing Skills for Tourism Business:</b> Self-Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.</li> <li>2. Fyall, A., &amp; Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.</li> <li>3. Kotler, P. (2006). Marketing Management. Delhi: PHI.</li> <li>4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.</li> <li>5. Neelamegham, S. (1998). Marketing in India: Cases &amp; Readings. New Delhi: Vikas.</li> <li>6. Ramasamy, V.S., &amp; Namakumar, S. (1990). Marketing Management: Planning &amp; Control. New Delhi: Macmillan.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners tend to be proficient with the concepts, components, and functions of marketing.</li> <li>• Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.</li> <li>• They would gather wholesome idea of the impacts of ICT on tourism and related activities.</li> </ul>	

## SEMESTER-IV

### COURSE 3: 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	<b>Fundamentals of Transport:</b> 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	<b>Road Transport:</b> 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	<b>Air Transport:</b> 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	<b>Basic Airfares &amp; Ticketing:</b> 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	<b>Water Transport Services</b> 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	
	<b>References:</b> <ol style="list-style-type: none"> <li>1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.</li> <li>2. Duval, DTimothy (2007).Tourism and Transport: Modes, Networks and Flows, Channel ViewPublications, New York.</li> <li>3. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.</li> <li>4. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.</li> <li>5. IATA Training Manual.</li> <li>6. Air Cargo Tariff Manual.</li> <li>7. IATA Live Animals Regulation Manual.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Provided the students a general view of the role of transportation in tourism industry</li> <li>• Offered an overview about best practice in transportation in tourism industry</li> <li>• Introduced the last updates and changes in the transportation and tourism sector on the global scope</li> </ul>	

## SEMESTER-IV

### COURSE 4: 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	<b>Introduction to Hospitality Industry:</b> 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	<b>Front Office : Duties and Responsibilities:</b> 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	<b>Housekeeping:</b> 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	<b>Food &amp; Beverage :</b> 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- Club Food Services; Trends in Lodging and Food Services



V	<p><b>Evaluating Hotel Performance:</b> 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</p>	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.</li> <li>2. Raghubalan, G., &amp; Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.</li> <li>3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning &amp; Financial Management. New Delhi: S. Chand.</li> <li>4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.</li> <li>5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students tend to acquire concrete know-how on the current operational dynamics of hotels.</li> <li>• They would learn the perspectives of hotel and resort management.</li> <li>• 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.</li> </ul>	

**SEMESTER-V****COURSE 5: TRAVEL AGENCY AND TOUR OPERATIONS**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To understand the significance of travel agency and tour operation business.
<b>CO 2</b>	To know the current trends and practices in the tourism and travel trade sector.
<b>CO 3</b>	To develop adequate knowledge and skills applicable to travel industry.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Travel Trade:</b> Historical Perspectives: Emergence of Thomas Cook-Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade
<b>II</b>	<b>Travel Agency and Tour Operation Business:</b> Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government
<b>III</b>	<b>Itinerary Planning &amp; Development:</b> Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs)
<b>IV</b>	<b>Tour Packaging &amp; Costing:</b> Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings
<b>V</b>	<b>Travel trade Organizations:</b> Objectives, Activities and Functions of UFTAA, PATA, TAAI,IATO, ASTA, ATOI, ADTOI, IAAI, TAFI
	<b>References:</b>

	<ol style="list-style-type: none"> <li>1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.</li> <li>2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=1827">http://epgp.inflibnet.ac.in/ahl.php?csrno=1827</a> Select- P-02.</li> <li>3. Goeldner, R., &amp; Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley &amp; Sons.</li> <li>4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.</li> <li>5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.</li> <li>6. Roday, S., Biwal, A., &amp; Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.</li> <li>7. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Learners would form comprehensive understanding of the significance of travel agency and tour operations business.</li> <li>• They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector.</li> <li>• Develop essential skills and knowledge applicable in tourism industry.</li> </ul>	

**SEMESTER-V****COURSE 6: EVENT MANAGEMENT**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To enrich the level of knowledge about management of different types of events.
<b>CO 2</b>	To help the students understand different aspects and functions of events.
<b>CO 3</b>	To provide sufficient opportunities to use knowledge and skill in event business.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Event Business:</b> Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems
<b>II</b>	<b>Selection of Event Site:</b> Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification
<b>III</b>	<b>Planning and Scheduling Events:</b> Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioral Practices in MICE industry
<b>IV</b>	<b>Bidding for Events:</b> Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements
<b>V</b>	<b>Logistics:</b> Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.</li> <li>2. Robincon, P., Wale, D., &amp; Dickson, G. (2010). Events Management 'Ed'. London: CABI.</li> <li>3. Editorial Data Group USA (2018). Exhibition &amp; Conference Organizers United States: Market Sales in the United States Kindle Edition.</li> <li>4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.</li> <li>5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management &amp; Marketing for Successful Events: Become an event planning pro &amp; create a successful event series. Alex Genadinik Publication. Kindle Edition.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will acquire know-how about management of different types of events.</li> <li>• They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business.</li> <li>• Gain comprehensive insights on MICE, event planning, procedures, and marketing.</li> </ul>	