

Prof. H N Ramesh
Chairman BOS: (BBA-T&T and BBA-HEM)

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KUS/MTA/50/2024-25

Date: 29/06/2024

To,

The Deputy Registrar,
Authorities Section,
Kuvempu University,
Shankaraghatta – 577451

Sir/Madam

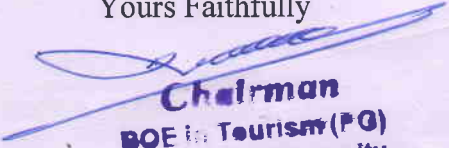
Sub: BOS proceedings of BBA-T&T (Tourism and Travel) and BBA-HEM (Hospitality and Event Management) meeting -reg.

Ref: KU/UAT-2:71B:110:2024-25, Dated: 19-06-2024

With reference to the order cited in the reference above, please find herewith the proceedings of the BoS meeting of BBA-T&T and BBA-HEM held on 29-06-2024, in the Dept. of Tourism Administration, and the approved course structure for the first to sixth semester, and the syllabus for the first and second semester enclosed herewith for further needful from your end.

Regards

Yours Faithfully


Chairman
BOE in Tourism (PG)
Kuvempu University
Shankaraghatta.

Encl:

1. BOS Proceedings
2. Course structure and I & II semester syllabus of BBA (T&T) and BBA (HEM).

**Proceedings of BOS in Tourism Administration: UG “BBA (Tourism & Travel) and
“Hospitality and Event Management”**

A meeting of BOS in Tourism Administration UG was convened on the 29th of June, 2024 in the chamber of Chairman, Department of MBA (TTM).

Agenda:

Following is the agenda of the meeting:

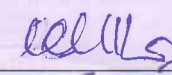
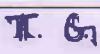

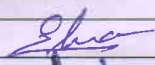
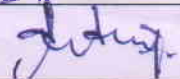
01. To prepare the course structure of all the six semesters of BBA (T&T) program.
02. Defining the Procedure for determining IA marks and Conducting Semester end Examination.
03. Designing the QP Pattern for 80 Marks and 40 Marks.
04. Designing and approving the syllabus for the First AND Second Semester.
05. Any other matter proposed by the members and approved for discussion.

Following were the resolutions made by the Board:

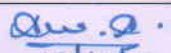
01. The Course Structure **in compliance** with the proposed structure under SEP by the **Government of Karnataka (GO, ED:166:UNE 2023, Bengaluru, Dated 08-05-2024)** was prepared and approved by the Board.
02. The Board has prepared and approved Three years Six Semester Course Structure according to Case 03 of SEP, 2024.
03. The Board has given approval to First and Semester syllabus of BBA (T&T) and BBA (HEM) program.
04. Question Paper patterns for evaluation for 04 Credits and 02 Credit Courses designed and approved.
05. The Board has also designed modalities for Skill Enhancement Courses.

Finally the Chairman of the Board has thanked all the members for participating and approving the Course Structure and Syllabus.

Members:

01. Dr. Shekar Naik, Department of Tourism Studies, Mangalore University.	
02. Dr. Naveen Kumar  Dept. of Tourism Studies, Central University Gulburga.	
03. Dr. Eshan M. R., Kristu Jayanti Institution, Bengaluru.	
04. Shashiraj U., Sahyadri Commerce and Management College, Shivamogga	

Special Invitee:

01. Dr. Aruna A., Principal PES, Institute of Advanced Management Studies.	 29/06/24
02. Prof. Ashfaq Ahemed, Dept. of Geology, Kuvempu University.	

~~Chairman~~
Chairman
BOS in Tourism (PG)
Kuvempu University
Shankaraghatta.

KUVEMPU UNIVERSITY



Department of Hospitality & Event Management

Syllabus of BBA (T&T)

Bachelor of Business Administration (Tourism & Travel)

Scheme of Teaching & Evaluation for
Bachelor of Business Administration (Tourism & Travel)

As per State Education Policy (SEP)
2024-25 Onwards

BBA (Tourism & Travel) PROGRAM

Semester wise allocation of Credits and Marks

Year	Semester	Credits	Marks
1	I	26	700
	II	24	650
2	III	24 *	650
	IV	26	700
3	V	18	450
	VI	18	450
Total		136	3600

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Kuvempu University

BBA (Tourism & Travel) PROGRAM

Scheme of Teaching and Evaluation and Curriculum

SEMESTER I											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	TT1.1	Language I	Language-1	3	4	0	0	10	10	80	100
2	TT1.2	Language 2	Language-2	3	4	0	0	10	10	80	100
3	TT1.3	Tourism Principles and Practice	DSC	4	4	0	0	10	10	80	100
4	TT1.4	Karnataka Tourism	DSC	4	4	0	0	10	10	80	100
5	TT1.5	Tourism Resources of India - I	DSC	4	4	0	0	10	10	80	100
6	TT1.6	Principles of Management	DSC	4	4	0	0	10	10	80	100
7	TT1.7	Constitutional Values (1)	Compulsory	2	2	0	0	5	5	40	50
8	TT1.8	Environmental Studies	Compulsory	2	2	0	0	5	5	40	50
TOTAL				26	28	0	0	70	70	560	700

SEMESTER II											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	TT2.1	Language - I	Language-1	3	4	0	0	10	10	80	100
2	TT2.2	Language - II	Language-2	3	4	0	0	10	10	80	100
3	TT2.3	Air Transportations and Operations	DSC	4	4	0	0	10	10	80	100
4	TT2.4	World Geography for Tourism - I	DSC	4	4	0	0	10	10	80	100
5	TT2.5	Tourism Resources of India - II	DSC	4	4	0	0	10	10	80	100
6	TT2.6	Tourism and Hospitality Marketing	DSC	4	4	0	0	10	10	80	100
7	TT2.7	Constitutional Values (2)	Compulsory	2	2	0	0	5	5	40	50
TOTAL				24	28	0	0	65	65	520	650

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BBA (TOURISM & TRAVEL) SEP SYLLABUS

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SEMESTER III											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT3.1	Language – I	Language-1	3	4	0	0	10	10	80	100
2	TT3.2	Language – II	Language-2	3	4	0	0	10	10	80	100
3	TT3.3	Hospitality Management	DSC	4	3	0	2	10	10	80	100
4	TT3.4	World Geography for Tourism - II	DSC	4	4	0	0	10	10	80	100
5	TT3.5	Basics of Financial Accounting	DSC	4	4	0	0	10	10	80	100
6	TT3.6	Airline Cargo Management	DSC	4	4	0	0	10	10	80	100
7	TT3.7	Elective – 1 Tourism and Travel Industry	Elective	2	2	0	0	5	5	40	50
TOTAL				24	25	0	2	65	65	520	650

SEMESTER IV											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT4.1	Language – I	Language-1	3	4	0	0	10	10	80	100
2	TT4.2	Language – II	Language-2	3	4	0	0	10	10	80	100
3	TT4.3	Travel Agency and Tour Operation Management	DSC	4	3	0	2	10	10	80	100
4	TT4.4	World Geography for Tourism - III	DSC	4	4	0	0	10	10	80	100
5	TT4.5	Basics of Cost Accounting	DSC	4	4	0	0	10	10	80	100
6	TT4.6	Airline Ticketing and Fares	DSC	4	4	0	0	10	10	80	100
7	TT4.7	Computer Applications in Tourism	Compulsory	2	2	0	0	5	5	40	50
8	TT4.8	Elective – 2 Karnataka Tourism	Elective	2	2	0	0	5	5	40	50
TOTAL				26	27	0	2	70	70	560	700

SEMESTER V											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT5.1	Sustainable Tourism	DSC	4	4	0	0	10	10	80	100
2	TT5.2	Event Management	DSC	4	4	0	0	10	10	80	100
3	TT5.3	Human Resource Management	DSC	4	4	0	0	10	10	80	100
4	TT5.4	Foreign Exchange Management	DSC	4	4	0	0	10	10	80	100
5	TT5.5	Internship	SEC	2	2	0	0	5	5	40	50
TOTAL				18	18	0	0	45	45	360	450

SEMESTER VI											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	TT6.1	Tourism Policies and Regulations	DSC	4	4	0	0	10	10	80	100
2	TT6.2	Destination Management	DSC	4	4	0	0	10	10	80	100
3	TT6.3	Entrepreneurship Development	DSC	4	4	0	0	10	10	80	100
4	TT6.4	Organizational Behaviour	DSC	4	4	0	0	10	10	80	100
5	TT6.5	Research Methodology & Survey Project	SEC	2	2	0	0	05	05	40	50
TOTAL				18	18	0	0	45	45	360	450

The entire BBA (Tourism & Travel) Program would have

24 Discipline Specific Courses

2 Elective Papers

4 Compulsory Papers

2 SEC Papers

5 Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the first, second, third and fourth semester and the students are required to select any of the two languages and study them during their first four semesters.

In total 40 Papers would be studied by the student.

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BBA (TOURISM & TRAVEL) SEP SYLLABUS

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Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratios**.

For 100 Marks Paper of 4 Credits: IA would have 20 Marks (C1 and C2), and the Semester End Examination would be for 80 Marks (C3).

For 50 Marks Paper of 2 Credits: IA would have 10 Marks (C1 and C2), and the Semester End Examination would be for 40 Marks (C3).

IA Marks would be further divided into Two components:

	C1		C2	
	Test 1	Test 2	Attendance	Assignment/Seminar
For 20 Marks	05	05	05	05
For 10 Marks	5		5	

C1 would be consolidated Marks of 2 Internal test of 5 Marks each.

C2 would be consolidated Marks of 5 Marks for Attendance, 5 Marks for Assignment and Seminars.

Range of Attendance (%)	Marks
75 to 79	1
80 to 84	2
85 to 89	3
90 to 94	4
95 to 100	5

Electives offered during the third and fourth semester would be to the students of other Degree programmes, and the students of BBA (T&T) Programme would be required to select and study electives offered by any other degree programmes and secure credits from such programmes.

TT5.5, for this course, the student would be required to undergo atleast for a period of ONE-month internship in a reputed organization related to Tourism industry during the Fifth Semester. An Internship report should be submitted by the student under the guidance and supervision of a faculty before the end semester examinations of Fifth semester in the prescribed structure and format signed by the student, supervisor and Chairman/HOD/Coordinator of the Department before the last date given by the department. There shall be an internal and external evaluation of project report followed by viva voce examinations. Evaluation of report and conduct of Viva- voce shall be at the institutional level. Marks allotted for Internship (50) shall be split into 10 marks for report and 40 marks for Practical/Viva- voce examination. Basis of awarding the internal marks: C1 = 20 Marks would be for the presentation, and C2= 20 Marks would be for the viva performance (the queries handled by the student during the viva).

TT6.5, for this course, the student would be required to take up a minor research project, conduct the study and submit the report to the Department. Marks allotted for Project work (50) shall be split into 10 marks for report and 40 marks for Practical/Viva- voce examination. Basis of awarding the internal marks: C1 = 20

Marks would be for the presentation, and C2= 20 Marks would be for the viva performance (the queries handled by the student during the viva).

01 hour of Project work class shall be taken in the classroom for explaining and guiding on research methodology aspects and 02 hours of Practical class shall be used to monitor the project work undertaking.

Notes:

- One hour lecture is equal to 1 credit
- One hour tutorial is equal to 1 Credit (Except Languages)
- Two hours Practical is equal to 1 Credit.

Acronyms Expanded

- **AECC:** Ability Enhancement Compulsory Course
- **DSC:** Discipline Specific Core (Course)
- **SEE:** Semester End Examination
- **CIE:** Continuous Internal Evaluation
- **L+T+P:** Lecture + Tutorial + Practical(s)

Note: Practical classes may be conducted in the respective laboratory or in Computer Lab in Classroom depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Question Paper Pattern

Subjects with 4 Credits would have a semester end exam for 80 Marks, and those with 2 Credits would have a semester end exam for 40 Marks.

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada).

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Model Question Paper

QP CODE
(Time: 3 Hours)

Title of the Paper
(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions each carries TWO marks

1.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.

SECTION- B

Answer any SIX questions. Each carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION - C

Answer any THREE questions. Each carries TEN marks

(3X10=30)

- 9.
- 10.
- 11.
- 12

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BBA (TOURISM & TRAVEL) SEP SYLLABUS

Chairman
Department of Tourism (PG)
Kuvempu University
Channarayana

Model Question Paper

QP CODE

Title of the Paper

Time: 3 Hours]

[Max. Marks: 40

SECTION- A

(5x2=10)

Answer any Five sub-questions each carries TWO marks

1.

- a.
- b.
- c.
- d.
- e.
- f.

SECTION- B

Answer any Two questions. Each carries FIVE marks (2X5=10)

- 2.
- 3.
- 4.

SECTION - C

Answer any Two questions. Each carries TEN marks (2X10=20)

- 5.
- 6.
- 7.

Conditions to be complied with while preparing the question papers

- 1) The question papers are to be set strictly in compliance to the norms established and well within the scope of the syllabi designed.
- 2) Each unit will have to be provided with equal weightage.
- 3) The Practical subjects should have a well-balanced approach, equal weightage should be given to both theoretical concepts as well as problems, each section should at least have one problem question in it.

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BBA (TOURISM & TRAVEL) SEP SYLLABUS

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Chairman
BOE in Tourism (PG)
Kuvempu University
Dharwad

I SEMESTER BBA (Tourism & Travel)

Name of the Program: BBA (Tourism & Travel) Course Code: TT 1.3 Name of the Course: Tourism Principles & Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. b) The ability to explain the theories and practices of tourism. c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends d) The ability to explain the linkages of tourism industry with other industries		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		10
Brief history of tourism worldwide and in India - Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, Space Tourism - tourist motivators - socio-economic effects of tourism on destination.		
Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES		08
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems - Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index - Demonstration Effect - Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences		
Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS		12
Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY		12
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network - Direct, Indirect and Support Services, Basic Components of Tourism - Transport - Modes of transportation - Air transportation: national and private airlines - Chartered operations - major airports in India - Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains, In-rail Pass - Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise - Road Transportation: Coach Services, rent-a-car		
Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS		10
Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Association of India (FHRAI).		
Module No. 6: TOURISM AND HOSPITALITY INDUSTRY		04
Relationship between accommodation and tourism - Types and forms of accommodation: Hotels - Motels, Resorts, supplementary accommodation, classification and categorization of hotels.		
Text Books:		
1. Dr. Suryanath U Kamath, Formerly Reader, Department of History, Bangalore University - Jupiter Books, M.C.C. Publication, Banagalore. 2. Karnataka Sangathi, Kannada Development Authority, Bangalore 3. A Hand book of Karnataka-2005 4. Environmental studies- Benny Joseph- Tata Mc-Graw Hill		

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BBA (TOURISM & TRAVEL) SEP SYLLABUS

Chairman
 BBA in Tourism (PG)
 Kuvempu University
 Shimoga

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT1.4		
Name of the Course: Karnataka Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
a) An understanding of geography of Karnataka.		
b) An ability to describe the tourism significance of Karnataka.		
c) An understanding of geographical terminology.		
d) An understanding of tourism operation business.		
e) An understanding of the techniques of tour packaging and preparation of tour itinerary.		
Syllabus:		Hours
Module No. 1: INTRODUCTION		12
The Physiography Settings - Area and Population; Climate; Rainfall; Soil Types; Water Resource; Mineral Resource; Forest; Mountain System; Geographical Divisions of Karnataka; Demographic study; History of Karnataka.		
Module No. 2: KARNATAKA TOURISM DEVELOPMENT		10
Role of state government in promoting tourism; Ministry of Tourism; K.S.T.D.C.; Role, Master Plan and Functions; State Tourism Policies; Jungle Lodges and Resorts; Karnataka Tourism Society; Major Hotel Chains in Karnataka; Major Tour Operators in Karnataka.		
Module No. 3: CULTURAL AND HERITAGE TOURISM IN KARNATAKA		12
Fairs and Festivals of Karnataka, Language, Customs and Traditions, Cuisines; Art Forms – Music, Dance and Theatre; Folk Tourism Resources in Karnataka; Linguistic and Ethnic Diversities; Heritage Tourism Destinations – UNESCO Heritage sites; Golden Chariot.		
Module No. 4: NATURE-BASED TOURISM IN KARNATAKA		12
Hill Stations of Karnataka - Important hill stations of Karnataka, Tourist facilities; Wild Life Sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism; Adventure Tourism – Types, Destinations, Facilities available, facilities available.		
Module No. 5: ENVIRONMENTAL PROTECTION		10
Environment – Current Issues; Legal aspects of environmental protection, legal provisions, The wild life (protection) Act- 1972. The forest (conservation) Act-1980, The Environment (Protection) Act-1986.		
Skill Developments Activities:		
1. List out the major geographical landmarks of India.		
2. Draw the Indian map and point out the major cities.		
3. Prepare the fact file of Indian Geography		
Text Books:		
1. Abdul Mannan Bagulia, Indian Geography, Anmol Publications Pvt. Ltd., 2006.		
2. Mohd, Abbas Khan, Encyclopedia of Indian Geography (3 Volumes), Anmol Publications Pvt. Ltd., 2005.		
3. Rosalin Hurst, Indian Geography- Perspectives, Concerns and Issues, Rawath Publishers and Distributors, 2009.		
4. Bright P. S., World Geography with Geography of India, Bright Careers Institute, 2006.		
5. Rohan Peter, Panorama of Indian Culture- Culture of Creativity, Dominant Publishers and Distributors, 2005.		
6. Ishwara Topa, Indian Culture, Prakashan Kendra, 2000.		

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Chairman
BBA in Tourism (PG)
Kuvempu University
Bidar, Karnataka

Name of the Program: BBA (Tourism & Travel)		
Course Code: TT 1.5		
Name of the Course: Tourism Resource of India - I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) The ability to understand concepts of tourism products and resource and classifications.		
b) The ability to explain the process architectural glory of India.		
c) The ability to comprehend the cultural diversity of India and its significance in country's tourism.		
d) The ability to understand the performing arts of India with their base and development.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES		12
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India, ITDC, Indian Tourism Ministry, Indian Tourism Policies.		
Module No. 2: INDIAN ARCHITECTURE AND MONUMENT		10
Contributions of Indian Architecture to the Country's Tourism, Various Architectural Styles in India and Architectural Attractions; Architectural Tour Circuits in India; Heritage Tourism in India, etc.		
Module No. 3: CULTURAL TOURISM IN INDIA		12
Hinduism, Important Hindu Pilgrim Centers; Islam – Important Pilgrim Destinations in India; Christianity – Important Christian Pilgrim Destinations in India; Buddhism and Jainism - Important Buddhism and Jainism Pilgrim Centers in India; Sikhism – Sikh Pilgrim Centers in India, Zoroastrianism, Bahai Faith. Indian Customs and Traditions, Hindu Symbols, Tourism and Culture.		
Module No. 4: PERFORMING ARTS RESOURCES		12
Indian Classical Music – Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Odissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India.		
Module No. 5: NATURAL TOURISM RESOURCE		10
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches– Hill stations- Deserts- Rivers- Mountains; Adventure Tourism Resources- Land Based, Water Based and Air Based.		
Skill Development Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		
Text Books:		
<ol style="list-style-type: none"> 1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 2. I.C. Gupta and S. Kasbekar – Tourism Products of India. 3. S.P. Gupta – Cultural Tourism in India. 4. A.L. Bhasham – Wonder that was India. 5. Sajjani, Manohar – Encyclopaedia of Tourism Resources in India. 6. Gupta & Krishnalal, S.P. - Tourism Resources and Monuments in India. 7. Lajpathi Rai - Development of Tourism in India 8. Banerjee, J.N. - The development of Hindu iconography 9. Hamayan Khan - Indian Heritage 10. Percy Brawn - Indian Architecture 		
Note: Latest edition of text books may be used.		

2022/23 Sha Aditya

Name of the Program: BBA (Tourism & Travel) Course Code: TT 1.6 Name of the Course: Principles of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) The ability to understand concepts of business management, principles and function of management. b) The ability to explain the process of planning and decision making. c) The ability to create organization structures based on authority, task and responsibilities. d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. e) The ability to understand the requirement of good control system and control techniques.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10
Introduction – Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management- Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module No. 2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning- Planning Process; Objectives; Types of plans (Meaning only); Decision making – Importance and steps; MBO and MBE (Meaning only)		
Module No. 3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization- Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
Module No. 4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction; Communication – Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
Module No. 5: COORDINATING AND CONTROLLING		10
Coordination – Meaning, Importance and Principles. Controlling- Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS		04
Business Social Responsibility- Meaning, Arguments for and against Business Social Responsibility; Green management- Meaning, Green Management Actions; Managerial Ethics – Meaning-Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.		
Skill Development Activities: <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. • Draft tourism circuits. Draft tour itineraries for domestic tourism circuits.		
Text Books: <ol style="list-style-type: none"> 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O’Donnell, Management, McGraw Hill. 3. L.M. Prasad, Principles of management, Sultan Chand and Sons 4. V.S. Prasad/Bajaj, Management process and organization, Excel Books. GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy: Principles of Management, HPH. 		
Note: Latest edition of text books may be used.		

Recd by: *sha* *Aditya*


 Chairman
 BOE in Tourism (PG)
 Kuvempu University

II SEMESTER BBA (Tourism & Travel)

Name of the Program: BBA (Tourism & Travel) Course Code: TT 2.3 Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)- Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations-hotel chains in India, famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		08
Need for Organizational charts – Major Departments of a Hotel; 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. Types of plans: - Continental Plan – European Plan- American Plan– Modified American plan– Bermuda Plan- types of rooms- types of room rates;		
Module No. 3: FRONT OFFICE		12
Front office - Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation – importance of reservation – methods of reservation – basic reservation activities – reservation records and documents – reservation charts – computerized reservations system.		
Module No. 4: HOUSEKEEPING		12
Housekeeping department – definition, organization structure, functions, job descriptions of executive housekeeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guests satisfaction and repeat business.		
Module No. 5: FOOD AND BEVERAGE		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		
Text Books:		
<ol style="list-style-type: none"> 1. Negi, J. (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi. 2. Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi. 3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi. 4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi. 1. Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai. 		

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 BOE in Tourism (PG)
 Kavayitri University
 Gandhinagar

Name of the Program: BBA (Tourism & Travel) Course Code: TT 2.4 Name of the Course: World Geography for Tourism-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: Successful completion of the course, the students will demonstrate a) Students should be able to remember and locate countries, cities and other geographic features of IATA Area 1. b) Students will develop physical and political perspective of world geography of IATA Area 1 c) Study the climate, whether and tourism resources of the world in a regional approach. d) Gain knowledge on physical and human geography and tourism characteristics of North America		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM GEOGRAPHY		12
Definition of Geography and Tourism Geography; Importance of Tourism Geography; Themes of Geography; Interrelation between Tourism and Geography; Components of Tourism Geography; Elements of Tourism Geography.		
Module No. 2: PHYSICAL GEOGRAPHY OF IATA AREA - 1		10
North America, South America, & Central America, Climatology; Major Natural Resources – waterfall, Rivers, Mountains, deserts etc, -Map reading.		
Module No. 3: NORTH-ATLANTIC REGION		12
Countries and Capital cities of North- Atlantic Region; Tourism Geography and Travel Formalities of Canada, USA, Alaska and Mexico.		
Module No. 4: MID-ATLANTIC REGION		12
Countries and Capital cities of Mid-Atlantic Region; Tourism Geography and Travel Formalities of Columbia, Peru, Venezuela, Ecuador, Suriname and Bolivia; Central America – Panama, Guatemala, Belize, Honduras And Costa Rica; Caribbean Islands – Jamaica, Bermuda, Bahamas, Haiti and Cuba.		
Module No. 5: SOUTH-ATLANTIC REGION		10
Countries and Capital cities of South Atlantic Region; Tourism Geography and Travel Formalities of Argentina, Brazil, Chile, Paraguay and Uruguay.		
Skill Developments Activities: <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		
Text Books: <ol style="list-style-type: none"> 1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 2. I.C. Gupta and S. Kasbekar – Tourism Products of India. 3. S.P. Gupta – Cultural Tourism in India. 4. A.L. Bhasham – Wonder that was India. 5. Sajjani, Manohar – Encyclopaedia of Tourism Resources in India. 6. Gupta & Krishnalal, S.P. - Tourism Resources and Monuments in India. 7. Lajpathi Rai - Development of Tourism in India 8. Banerjee, J.N. - The development of Hindu Iconography 9. Hamayan Khan - Indian Heritage 10. Percy Brown - Indian Architecture 11. Ragini Devi - Dance Dialects of India 		
Note: Latest edition of textbooks may be used.		

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Name of the Program: BBA (Tourism & Travel)		
Course Code: TT2.5		
Name of the Course: Tourism and Travel Resource of India - 2		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a) The ability to understand significance of Indian paintings. b) The ability to explain the process historical glory through museums and art galleries. c) The ability to comprehend the nature-based tourism in India. d) The ability to understand the concept of living heritage.		
Syllabus:		Hours
Module No. 1: INDIAN PAINTINGS		10
Early Phase of Painting in India; Major Schools of Paintings - Ajantha Paintings, Chola Paintings, Vijayanagara Paintings, Mughal Paintings, Rajput Paintings, Ragamal Paintings, Tajore Paintings, Mysore Paintings, Kerala Paintings, Modern Paintings, etc.		
Module No. 2: MUSEUMS AND ART GALLERIES IN INDIA		08
Introduction, Types of Museums; Museums, Art Galleries and Libraries of India, Treasures of India, etc.		
Module No. 3: ADVENTURE SPORTS IN INDIA		12
The Basic Concepts, Classification of Adventure Sports – Land Based Adventure Sports, Water Based Adventure Sports and Aero Based Adventure Sports; Major Adventure Tourism Destinations of India.		
Module No. 4: NATURE-BASED TOURISM DESTINATIONS IN INDIA		12
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts-Rivers- Mountains, etc.; Concept of Ecotourism; Indian Tribes and Tourism.		
Module No. 5: RECENT TRENDS IN INDIAN TOURISM		10
Alternative Tourism, Rural Tourism, Farm Tourism, Plantation Tourism, Spice Tourism, Monsoon Tourism, Golf Tourism, Heritage Tourism, MICE Tourism, Medical Tourism, Literary Tourism, Space Tourism, Sports Tourism, Culinary and Wine Tourism, Educational Tourism, Disaster and Dark Tourism, Geo Tourism, Pro Poor Tourism, Recession Tourism, Creative Tourism, Doom Tourism, etc.		
Module No. 6: LIVING HERITAGE		04
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.		
Skill Development Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		
Text Books:		
1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 2. I.C. Gupta and S. Kasbekar – Tourism Products of India. 3. S.P. Gupta – Cultural Tourism in India. 4. A.L. Bhasham – Wonder that was India. 5. Sajani, Manohar – Encyclopaedia of Tourism Resources in India. 6. Gupta & Krishnalal, S.P. – Tourism Resources and Monuments in India. 7. Lajpathi Rai – Development of Tourism in India 8. Banerjee, J.N. – The development of Hindu Iconography 9. Hamayan Khan – Indian Heritage 10. Percy Brawn – Indian Architecture		
Note: Latest edition of text books may be used.		

Recd. Sha. J. J.

Chairman
BOE in Tourism (PG)
Kuvempu University
Shankaraghatta.

Name of the Program: BBA (Tourism & Travel) Course Code: TT 2.6 Name of the Course: Tourism and Hospitality Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
a) Ability to describe the concept of marketing. b) Ability to understand the selection process of the market. c) Ability to understand the consumer behaviour and marketing strategies. d) Ability to explain the integrated marketing planning and programs. e) Ability to demonstrate public relation marketing and destination marketing.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETING		12
Core Concept of Marketing: Meaning and Definition, Scope of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction. Market and Marketing: Marketing Philosophies-Service Characteristics of Tourism Products- The Service Marketing Triangle, Purpose of Tourism Marketing, Significance of Tourism Marketing.		
Module No. 2: ANALYSIS AND SELECTION OF MARKET		10
Measuring and forecasting tourism Demand- Forecasting Methods- Market Segmentation and Positioning- P's of marketing and marketing mix.		
Module No. 3: DEVELOPING MARKETING ENVIRONMENT		12
Consumer Buying Behavior- Competitive Differentiation and Marketing Strategies- New Product Development- Incentive and Relationship Marketing- Issues Pertaining to Relationship Marketing- Strategies and Relevance for Current Trends in Market Place		
Module No. 4: PLANNING MARKETING PROGRAM		10
Product and product strategies- Product line- Product Mix- Branding and Packaging- Pricing Considerations- Approach and Strategies- Distribution Channels and Strategies- Advertising and Sales Promotion.		
Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING		12
Major activities of Public Relation Departments- Press Relations- Product Publicity- Corporate Communication- Lobbying- Counseling- The Public Relation Process- Implementation of Public Relation plan- Evaluating Public Relation result- Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
Textbooks:		
1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi. 2. Bennett J.A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown. 3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi. 4. Stanton W.J. (1999). Fundamentals of Marketing, McGraw Hill, New York. 5. Neelamegham S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi. 6. Ramasamy V.S. & Namakumar S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.		

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