

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 34/2018-19/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 13.02.2019

NOTIFICATION

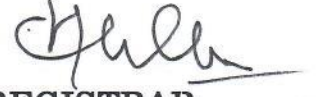
Sub: Revised syllabus of Career Oriented Programme
in Travel and Tourism.

Ref: 1. Decision of the BOS in Tourism, Travel, Hospitality
Management, PGDTHM, Aviation & Hospitality
(Certificate/Diploma) meeting held on 12.10.2018.

2. Approval of the faculty of Commerce meeting
held on 07.01.2019

3. Approval of the Academic Council meeting held on 01.02.2019.

Pursuant to the above, the revised syllabus of Career Oriented
Programme in Travel and Tourism is hereby notified for implementation with
effect from the academic year 2019-20.


REGISTRAR
3/2

To:

1. The Chairman/ Co-ordinator of the Department concerned.
2. The Principals of the college concerned.
3. The Registrar (Evaluation), Mangalore University.
4. The Director, DUIMS, Mangalore University – with a request to publish
in the website.
5. The Superintendent (ACC), O/o the Registrar, Mangalore University
6. Guard File.

ADD ON COURSE IN TRAVEL AND TOURISM

Guidelines for Practical/Project Work

I YEAR (LEADING TO CERTIFICATE)

Paper	Instruction (Hours)	Duration of Examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
Theory Paper I	3	3	100	50	150
Practical. I	3	3	100*	50**	150

*Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 10 marks. (5X10 = 50). Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks. (Record Book 50 marks + Viva Voce 50 marks = 100)

** 50 Marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

II YEAR (LEADING TO DIPLOMA)

Paper	Instruction (Hours)	Duration of Examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
Theory Paper I	3	3	100	50	150
Practical. I	3	3	100*	50**	150

*Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 10 marks. (5X10 = 50). Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks. (Record Book 50 marks + Viva Voce 50 marks = 100)

** 50 Marks of internal can be allotted by the teachers based on assignment presentations and class performance.

III YEAR (LEADING TO ADVANCED DIPLOMA)

Paper	Instruction (Hours)	Duration of Examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
Theory Paper I	3	3	100	50	150
Practical. I	3	3	100*	50**	150
Project	3	Viva Voce	100***	-	100

*Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 20 marks. (5X20 = 100).

** 50 Marks of internal can be allotted by the teachers based on assignment presentations and class performance.

***Every student is expected to take up a project work under a teacher guide relating to the area of their study and submit a report containing a minimum of 50 pages which will have two valuations (1 internal and 1 external) for a maximum of 50 marks. A viva voce examination to be conducted based on their project report by the external examiner/examiners for a maximum of 50 marks.

CERTIFICATE COURSE IN TRAVEL AND TOURISM

Unit –I Introduction to Tourism: Meaning and definition of tourism, traveller, excursionist, tourist, and visitor- Types of Tourists (Out bound, Inbound, Domestic, FIT, GIT) - Historical Past of Tourism (Ancient, Medieval and Modern) Nature, elements and components of tourism industry (Transportation, Accommodation and Attractions- Its types, features and role in Tourism).

Unit –II Travel Motivations: Concept of motivation, Definition-types of motivators - McIntosh's classification-physical motivators-cultural motivators-interpersonal motivators-status and prestige motivators.

Unit –III Tourism Products & Its Types: Concept; Definition, features & classifications of Tourism Product. Major tourism resources of Karnataka - Cultural, natural, monumental, health etc.

Unit –IV Forms and Types of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Types – adventure, medical, health, rural, eco-tourism, space tourism, dark tourism and religious tourism.

Unit –V Travel Organisations- National and International Organisations connected to tourism- Need for the organisation- organisational structure and functions of WTO, NTO and PATA

Unit- VI Impacts of Tourism – Economic, Socio-Cultural and Environmental impacts.

PRACTICAL

➤ Field visits, Record Writing, Presentation etc.

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt. Ltd, New Delhi. P.T.O
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, Mc Graw-Hill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi (1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications

DIPLOMA COURSE IN TRAVEL AND TOURISM

- Unit – I Travel Agency and Tour Operations:** Meaning and Definitions of travel agents and tour operators- Differentiation between Travel Agency and Tour Operators-History of travel trade – Functions and Sources of income of travel agents and tour operators - Linkage of travel agents and tour operators with others sectors.
- Unit – II Types of travel agencies & tour companies** (Retail, Wholesale, Mass market, Implant, Specialist, Corporate, out bound, inbounds, domestic) – Major players in the market.
- Unit-III Tour packaging:** Market research- Itinerary preparation – Negotiation with the vendors- Costing and Pricing- Marketing and Promotion- Execution of the package-Follow up
- Unit-IV Travel Documents:** Passport – Importance and Types, Visa – Types and Procedures - Health requirements, taxes, customs, and currency, travel insurance.
- Unit-V Hotel Procedures:** Types of Hotels - Check in and Check out procedures – Meal Plans- Room Rates – Room Types.
- Unit – VI Travel Organisations:** TAAI – IATO – FHAI – ITDC (Objectives, Memberships and Organisational Structure)

PRACTICAL

- Field visits, Record Writing, Presentation etc.

References:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
4. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
5. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Babu, A Satish, Tourism development in India, APH- New Delhi.
8. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
9. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
10. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

ADVANCED DIPLOMA IN TRAVEL AND TOURISM

- Unit-I History of Aviation:** Development of Air transportation in India- Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry-Competition in Airline Industry.
- Unit II Airport Handling:** Structure of an Airport – Check in and Check out procedures at the airport – In flight services – Aircraft types – Baggage Regulations.
- Unit III IATA Geography:** IATA Areas – Three letter codes (Major Indian and

International) – World Time Zones – Latitudes and Longitudes – Time Calculation
- Global Indicators

Unit IV IATA/UFTAA Fare Calculation Formula:

FCP/NUC/RULE/MPM/TPM/EMA/EMS/HIP/RULE/AF/IROE/LCF (Expected to explain all the steps in detail)

Unit V Air Cargo: Definition – Importance and types (General Cargo/ Precious cargo/Wet cargo/ Live animals/ Dangerous Goods/ Dead Bodies) – Its documentations – Cargo Rates and Charges – Types.

PRACTICAL

➤ Field visits, Record Writing, Presentation etc.

References:

Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi

1. IATA Training Manual Foundation Course.
2. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers.....
3. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications.....
4. Travel Information Manual (TIM)
5. OAG Guide published by IAIA
6. R Dogani, Air Port Business
7. OAG and Air Cargo Tariff (Both Red and Green)
8. Air Cargo Tariff Manuals
9. IATA Live Animals Regulations Manuals