

KARNATAK UNIVERSITY DHARWAD



**BACHELOR OF TOURISM AND TRAVEL
MANAGEMENT**

(BTTM)

Under Revised NEP

Programme Code: K

2024-25 onwards

Programme/Course Outcome/Details

BTTM 2024-25

BTTM I Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K1BTM1T1	Airport and Cargo Management	04	20	80	100
DSC 2	Theory	K1BTM1T2	Accommodation Operations (Front Office) –I	04	20	80	100
DSC 3	Theory	K1BTM1T3	Fundamentals of Tourism and Hospitality Management	03	20	80	100
DSC 4	Theory	K1BTM1T4	Management Principles for Tourism and Hospitality	03	20	80	100
DSC 5	Practical	K1BTM1P5	Accommodation Operations (Front Office) – I (Practical)	02	10	40 (Practical)	50
AECC 1	Theory		Kannada / Hindi	03	20	80	100
AECC 2	Theory		Business English-I	03	20	80	100
C-1	Theory		Constitutional Values-I	02	50	----	50
			Total	24			700

BTTM II Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K2BTM1T1	Tourist Transportation System	04	20	80	100
DSC 2	Theory	K2BTM1T2	Accommodation Operation –II (House Keeping)	04	20	80	100
DSC 3	Theory	K2BTM1T3	Tourism in India	03	20	80	100
DSC 4	Theory	K2BTM1T4	Human Resource Management in Tourism and Hospitality	03	20	80	100
DSC 5	Practical	K2BTM1P5	Accommodation Operations (House Keeping) –II Practical	02	10	40 (Practical)	50
AECC 1	Theory		Kannada / Hindi	03	20	80	100
AECC 2	Theory		Business English-II	03	20	80	100
C-2	Theory			02	50	----	50
			Total	24			700

BTTM III Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K3BTM1T1	Tourism and Travel Management-I	04	20	80	100
DSC 2	Theory	K3BTM1T2	Food and Beverage Production	04	20	80	100
DSC 3	Theory	K3BTM1T3	Tourism Development	03	20	80	100
DSC 4	Theory	K3BTM1T4	History and Heritage of India	03	20	80	100
DSC 5	Practical	K3BTM1P5	Food and Beverage Production (Practical)	02	10	40 (Practical)	50
AECC 1	Theory		Business English-III	03	20	80	100
AECC 2	Theory		French – I	03	20	80	100
			Total	22			650

BTTM IV Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K4BTM1T1	Tourism and Travel Management-II	04	20	80	100
DSC 2	Theory	K4BTM1T2	Food and Beverage Services	04	20	80	100
DSC 3	Theory	K4BTM1T3	Tourism and Hospitality Marketing Management	03	20	80	100
DSC 4	Theory	K4BTM1T4	History and Heritage of Karnataka	03	20	80	100
DSC 5	Practical	K4BTM1P5	Food and Beverage Service (Practical)	02	10	40 (Practical)	50
AECC 1	Theory		Business English-IV	03	20	80	100
AECC 2	Theory		French - II	03	20	80	100
Skill-2	Practical	K0BTM6P1	Information and Communication Technology in Tourism and Hospitality Industry	02	10	40 (Practical)	50
			Total	24			700

BTTM V Sem Course Codes/ Exam pattern

Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K5BTM1T1	Management of Ticketing and Fares	04	20	80	100
DSC 2	Theory	K5BTM1T2	Architectural Heritage of Karnataka	04	20	80	100
DSC 3	Theory	K5BTM1T3	Tourism & Hospitality Finance and Accounts	04	20	80	100
DSC 4	Theory	K5BTM1T4	Health and Wellness Tourism	04	20	80	100
DSC 5	Practical	K5BTM1P5	Study Tour, Project Report and Viva –Voce	02	10 (Viva)	40 (Project)	50
DSC6	Theory	K5BTM11T1	Research Methodology	03	20	80	100
E-1	Theory	K5BTM5T1	Laws Relating to Tourism and Hospitality Industry OR Stress Management	03	20	80	100
			Total	24			650

BTTM VI Sem Course Codes/ Exam pattern							
Course Type	Theory / Practical	Course Code	Paper / Course	Credit	IA	Sem End exam	Total Marks
DSC 1	Theory	K6BTM1T1	Fine Arts of Karnataka	04	20	80	100
DSC 2	Theory	K6BTM1T2	Entrepreneurship Development Programme	04	20	80	100
DSC 3	Theory	K6BTM1T3	Tour Guiding	04	20	80	100
DSC6	Field	K6BTM9T1	Internship / Project	06	150	--	150
E-2	Theory	K6BTM5T1	Sustainable Tourism Development and Management OR International Finance & Foreign Exchange Management	03	20	80	100
			Total	21			550

BTTM I SEM

DSC-1

K1BTM1T1 - AIRPORT AND CARGO MANAGEMENT

After successful completion of this course, the students will be acquainted with:

- **Airport structure, procedures and air travel geography**
- **Airport operations and Ground Services**
- **Air cargo Handling and Dangerous Goods Regulations**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course 1	60 Hrs
Unit –1 Introduction to Airports and Business of Airlines	15
<p>Chapter No.1: Introduction to the Airports, business of Airlines, , basic properties and Physical Principles of flight, Functional Layout of the Airport, Airport Terminologies</p> <p>Chapter No. 2: IATA Traffic Conference Areas and Sub-Areas, International laws and conventions, Freedoms of the Air</p> <p>Chapter No.3: Introduction to OAG, Travel Information Manual (TIM), International Time Calculation, International Organizations – IATA, ICAO, FIATA, DGCA, AAI</p>	
Unit - 2 Airport Operations Management	15
<p>Chapter No.4: Airport Operations Management, Passenger and Cargo Services, Airport Access, Check-In procedures, Pax Needing Special Attention</p> <p>Chapter No.5: Basics of Airline Catering and Airport Housekeeping</p> <p>Chapter No.6: Ground Handling Procedures, Baggage Handling System, Baggage Allowance, EB Charges, Mishandled Baggage</p>	

Unit - 3 Air Cargo Management	15
Chapter No.7 : Introduction to air cargo business, Air cargo process, cargo supply chain, fleet management and network planning	
Chapter No.8 : Types of Cargo -General and Special cargo, Introduction to Dangerous Goods (DG) Regulations, taxonomy of DG ; Air Cargo Acceptance terms- Packing, Marking, Labelling, Documentation requirements	
Chapter No.9 : Cargo Rating Structures, Air Way Bill types, Air Cargo Terminals, Role of IATA Cargo Agents and Freight Forwarders	
Unit - 4 Airside Operations	15
Chapter No. 10 : Airside Planning, Standard Operations and Procedures, AMS	
Chapter No. 11 : Air Traffic Control System, Ramp Services and Air Side Safety, IATA six point safety strategy	
Chapter No. 12 : Medical services in aircraft, First Aid and Universal Precaution Kit	

REFERENCE BOOKS

1. Seamster, Thomas & Kanki Barbara, Aviation Information Management, Ashgate Publishing, USA, 2002
2. Seth.B., Young and Wells Alexander, Airport Planning and Management, McGraw Hill companies, USA, 2011
3. Bruce, Peter, Contemporary Issues in Human Factors and Aviation Safety, Ashgate Publishing, New York, USA, 2011
4. Singh, Pushkar, Modern Aviation Management, Cyber Tech Publications, New-Delhi, 2013
5. Unnikrishnan K.M, Air cargo Management and Airport Handling, Gemini Publishers Bengaluru, 2016
6. Michael S., Air Cargo Management: Air Freight and the Global Supply Chain, Routledge, Oxon, 2016

DSC-2

K1BTM1T2 – Accommodation Operations (Front Office) – I

After successful completion of this course, the students will be acquainted with:

- Understanding Tourism and Hospitality Industry
- Various types of hotels and their features
- Comprehend the structure of Front Office Department
- Develop clear concept about Accommodation facilities & handle Reservation activities
- Deal effectively with Guests & Colleagues and Maintain Personal Care & Safety

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-2	Theory	04 Hrs	60 Hrs	03 Hrs	20	80	100	04

UNIT-I: Introduction to Tourism, Hospitality & Hotel Industry	15 Hrs
Chapter No.1: Tourism Industry and its importance, Industries Related to Tourism, Hospitality and Hotels , Evolution and Growth Chapter No.2: Classification of the Hotels, Major Departments of the Hotels Chapter No.3: Types of Guests Rooms, Layout of Guest Rooms	
UNIT- II: Front Office Operation	15 Hrs
Chapter No.4: Front Office Functional Areas, Sections And Layout of Front Office Chapter No.5: Organisation of Front Office, Duties and Responsibilities of Front Office personnel, Personality Traits of Front Office Personnel Chapter No.6: Guest Cycle - Pre-Arrival, Arrival, Stay, Departure and Post-departure	
UNIT- III: Reservation and Registration	15 Hrs
Chapter No.7: Reservation - Modes, Types, Systems and Sources of Reservation, Importance of reservation Chapter No.8: Registration - Registration Process, Check-In Procedures Chapter No.9: Cancellations , Amendments, Overbooking	
UNIT- IV: Various Guest Services, Check Out and Computer Application in	15 Hrs

Front Office	
<p>Chapter No.10: Check-out procedure, Mode of Settlement of Bills, Potential Check out Problems and solutions</p> <p>Chapter No.11: Property Management System , Types of Property Management System, Applications of PMS in Front Office Department , PMS's Stand-Alone Systems</p> <p>Chapter No.12: Handling Guest Mail, Message Handling, Key Control, Safe Deposit Locker, Wake Up Call, Left Luggage Handling, Guest Paging</p>	

REFERENCES:

1. Tiwari ,Jatashankar, Hotel Front Office Operations and Management (2nd Edition), Oxford University Press,New Delhi, 2016.
2. Andrews, Sudhir, Textbook of Front Office Management and operations, MC Graw Hill Education, New Delhi, 2017.
3. Colin Dix & Chris Bair, Front Office Operations (4th Edition), Pearson Education, New Delhi, 2006.
4. Bhatnagar, S.K., Front Office Management; Frank Bros. and Cos; New Delhi, 2011.
5. Kasavana, Michael, Managing Front Office Operations, Educational Inst. of the Amor Hotel, USA, 2009
6. Baker, Sue & Cassel; Principles of Front Office Operations (2nd edition) Cengage Learning EMEA, NewYork 2001
7. James, A. Bardi; Hotel Front Office Management, John Wiley Publications, New Delhi, 2011

DSC – 3

**K1BTM1T3 - FUNDAMENTALS OF TOURISM AND HOSPITALITY
MANAGEMENT**

After successful completion of this course, the students will be acquainted with:

- Understand the concepts, significance of Tourism and Hospitality
- Know various types of Tourism and Hospitality Services
- Know the changing trends in Tourism and Hospitality

Type of Course	Theory/ Practical	Instruction Hour per week	Total hours of Syllabus/Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credi ts
DSC-3	Theory	03hrs	45	03hrs	20	80	100	03

Content of Course1	45Hrs
Unit-1 Introduction to Tourism & Hospitality	15
Chapter No.1 Definition and Meaning of Tourism, Terminologies in Tourism and Hospitality	
Chapter No.2 Importance of Tourism and Hospitality, Characteristics of Tourism and Hospitality Industry, Travel Motivators	
Chapter No.3 Historical development of Tourism and Hospitality in the world,	
Unit-2 Tourism and Hospitality Industry	15
Chapter No.4. Components of Tourism – Accessibility, Accommodation, Attractions, Activities and Amenities.	
Chapter No.5. Types of Tourism, Types of Tourists, Current and future trends	
Chapter No.6. Types of Accommodations – Primary and Supplementary Accommodation, Hotel Categorization.	
Unit-3 Organization Structure of Tourism and Hospitality	15

ChapterNo.7 Organization Structure of Tourism and Hospitality	
ChapterNo.8. Facilities, Services, Departments of Tourism and Hospitality	
ChapterNo.9. Management and communication in Tourism and Hospitality	

References

1. Majumdar.R.C, Roychoudhuri H.C and Dutta K, An Advanced History of India, MacMillan 1967.
2. Goeldner R and Ritchie B, Tourism principles Practices and Philosophies, Johnwiley and Sons, London.
3. Nagapathi K.S, TourismDevelopment- A new approach,
4. K.Bhatia:TourismDevelopmentPrinciplesandPractices-StartingPublisherspvt.Limited
5. Krishna K Kumar, Chand Mohinder , Basics of Tourism, Theory, Operation and Practice, Kanishka,2004
6. Douglas Foster, Travel and Tourism Management, MacMillan,1985
7. Seth Prannath, Tourism Management, Sterling Publishers Pvt, New Delhi, 1992
8. Negi. J, Travel Agency Operation, Concepts and Principles, Kanishka, NewDelhi,2005
9. BhatiaA.K, Travel Agency and Tour Operations, SterlingPublications, NewDelhi.
- 10.Chand M, Travel Agency Management, An Introductory Text, Anmol publications Pvt.Ltd NewDelhi, 2002

DSC-4
K1BTM1T4 - MANAGEMENT PRINCIPLES FOR TOURISM AND HOSPITALITY

After successful completion of this course, the students will be acquainted with:

- Identify and apply appropriate management techniques for managing business
- Have a conceptual knowledge about the planning and decision making
- Evaluate leadership style to anticipate the consequences of each leadership style
- Demonstrate the techniques for controlling and coordination

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-4	Theory	03hrs	45	03hrs	20	80	100	03

Content of Course	Hrs
Unit –1 Concept of Management	15
<p>Chapter No. 1 Introduction of Management : Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager, Managing Tourism and Hospitality enterprises</p> <p>Chapter No. 2 Evolution of management thought : Classical Theory, Scientific Management , Management Process or Administrative Management</p> <p>Chapter No. 3 Management thought today Bureaucracy, Behavioural Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Operational Approach, Contemporary management theories and ethical considerations.</p>	
Unit - 2 Management Functions-1	15
<p>Chapter No. 4. Planning & Organization Types of Plans, Planning Process, Forecasting, Determinants of Business Forecasts, Benefits of Forecasting, Techniques of Forecasting, Limitations of Forecasting; , Components of Decision-making, Decision-making Process, Group Decision-making, Creativity Problem-solving</p> <p>Organization Introduction, Organizational Design, Hierarchical Systems , Organization Structure, Types of Organization Structure, Formal and Informal Organization, Factors Determining Span of Management, Centralization and Decentralization, Span of control, Understanding authority and responsibility,</p> <p>Chapter No. 5. Staffing, Directing Introduction, Human Resource Management, Recent Trends in HRM, Technology</p>	

in HRM, Economic Challenges, Workforce Diversity	
<p>Chapter No. 6. Leadership Leadership Concept, Nature, Importance, Attributes of a leader, Role of a leader in demonstrating awareness of legal, personnel, and strategic issues relating to globalization, culture and gender diversity in an organization, Role of leader in conflict resolution and negotiations</p>	
Unit - 3 Management Functions-2	15
<p>Chapter No. 7 Communication, Coordination Introduction, Importance of Communication in the Workplace; Understanding Communication Process, Barriers to Communication, Use of tone, language and styles in Communication, Role of Perception in influencing communication, Role of culture in communication</p> <p>Chapter No. 8 Coordination Concept of Coordination, Need for Coordination, Importance of Coordination, Principles of Coordination, Coordination Process, Types of Coordination, Issues and Systems Approach to Coordination, Techniques of Coordination</p> <p>Chapter No. 9. Authority and responsibility Understanding authority and responsibility, Principles of Delegation, Authority, Developing a culture of Innovation and performance ;</p>	

References

1. Gupta, Sharma and Bhalla, Principles of Business Management, Kalyani Publications, 1st edition.
2. Prasad L. M., Principles of Management, Sultan Chand and Sons, 6th edition.
3. Harold Koontz & Heinz Weihrich, "Essentials of Management", Tata McGraw-Hill, 1998
4. Joseph L Massie, "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
5. Tripathi, Reddy, Principles of Management, Tata McGraw Hill, 2017
6. Chandan J.N., Management Theory & Practice, Vikas Publishing House Pvt Ltd,
7. Chandan, J. S. Management Concept and Strategies, Vikas Publishing House Pvt Ltd.

DSC-5**K1BTM1P5 - ACCOMMODATION OPERATIONS****(FRONT OFFICE)-I (PRACTICAL)**

After successful completion of this course, the students will be acquainted with

- Basic etiquettes for front office and be able to handle the reservation, registration and check-in procedures in Large Hotels.
- Prepare and enabling to recognize and filling of various forms, formats and registers used in front office department of Large Hotels.
- Handling Bell Desk Activities

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-5	Practical	02 Hrs	30 Hrs	03 Hrs	40	10	50	02

Practical No.1:

- Identification of Guest Rooms
- Grooming and Uniform of Front Office.
- Demonstration of Skills and Attributes for Front Office Personnel

Practical No. 2:

- Taking Down Reservation
- Processing of Reservation Requests
- Taking and Handling Registration
- Check-In Procedures for Confirmed Guest
- Check-in procedures for VIP Guest
- Check-in Procedures for Scanty Baggage
- Check-in Procedures for Groups and Crews

Practical No. 3:

- Check-out procedure
- Creating Guest Account

<ul style="list-style-type: none"> ▪ Settling Guest Accounts <p>Practical No. 4:</p> <ul style="list-style-type: none"> ▪ Bell Desk Operation ▪ Handling Luggage ▪ Mail and Message Handling ▪ Left Luggage Handling <p>Practical No. 5:</p> <ul style="list-style-type: none"> ▪ Different form and Register used in Front Office Department ▪ Reservation Form ▪ Registration Form ▪ GRC ▪ GHC ▪ Room Tariff Card ▪ Form C <p>Practical No. 6:</p> <ul style="list-style-type: none"> ▪ Demonstration of PMS ▪ Reservation Module ▪ Front Desk Module ▪ Rooms module ▪ Cashier Module ▪ Night Audit Module ▪ Set-up module ▪ Reporting module ▪ Back Office Module ▪ PMS software Stand- Alone Systems 	
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REFERENCES:

1. 1. Tiwari ,Jatashankar, Hotel Front Office Operations and Management (2nd Edition), Oxford University Press,New Delhi, 2016.
2. Andrews, Sudhir, Textbook of Front Office Management and operations, MC Graw Hill Education, New Delhi, 2017.
3. Colin Dix & Chris Bair, Front Office Operations (4th Edition), Pearson Education, New Delhi, 2006.

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5. Kasavana, Michael, Managing Front Office Operations, Educational Inst. of the Amor Hotel, USA, 2009
6. Baker, Sue & Cassel; Principles of Front Office Operations (2nd edition) Cengage Learning EMEA, NewYork 2001
7. James, A. Bardi; Hotel Front Office Management, John Wiley Publications, New Delhi, 2011

BTTM II SEM

DSC-1

K2BTM1T1 - TOURIST TRANSPORTATION SYSTEM

After successful completion of this course, the students will be acquainted with,

- **Understand the various modes of transportation and its importance**
- **Equip the students with appropriate skills and knowledge of the working of the tourist transport companies**
- **Understand key issues and incorporate sustainable solutions to better manage the transport systems**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course 1	60 Hrs
Unit –1 Introduction to Tourist Transport	15
<p>Chapter No. 1 : The transportation and travel evolution- Modes of travel - people-mover alternatives, travel mode selection model, impacts of various modes of transport, linkages and inter relationship between modes of transport, intermodal transport-smart transport network/infrastructure</p> <p>Chapter No. 2 : Tourist Transport and Tourism – Tourism system and infrastructure, essential features of tourist transport, ground transportation at the destination</p> <p>Chapter No. 3 : Enhancing tourist travel experience - transport as an attraction, Transport ; Ministries and Organizations – Airports Authority of India (AAI), National Highways NHAI, RTO, Ministry of Railways, IRCTC, Ministry of Ports, Shipping and Waterways (MoPSW)</p>	
Unit – 2 Surface Transport System	15
Chapter No. 4 : Surface Transport System – Various categories of surface transport, tourist vehicles, recreational vehicles, All Terrain Vehicles, Scenic highways and motorable roads,	

<p>qualities of tourist drivers</p> <p>Chapter No. 5. : Railways – Importance of railways, Major railways systems of the world, Amtrak, Eurail, Brit Rail, Indian Railways. Ministry of Railways and IRCTC, rail tourist packages, Major Luxury trains, Mountain Trains of India and tourist trains</p> <p>Chapter No. 6. : Other Surface Transport - Animal and human powered transport, cable cars, ropeways, Mass rapid transit transports – Road rails, metros, subways</p>	
Unit - 3 Air and Water Transport System	15
<p>Chapter No. 7 : Air Transport – Air transport and tourism development, Major airports, airlines, Seaplanes , Transit and stopover tours, short haul and long haul tours, Airport as attraction – Changi International Airport, Bengaluru International Airport T-2</p> <p>Chapter No. 8. : Water Transport System –Hydrofoils, Hovercrafts, Ferries, Cruiselines, major cruiselines, river cruise, River canal boats, backwaters of India, houseboats and Gondolas, Mangroves, sunset and dinner cruises</p> <p>Chapter No. 9 : Cruise packages, on-board services, shore excursions, deck plans, Cruise terminals, tourist cruise formalities, conditions of carriage</p>	
Unit – 4 Managing Tourist Transport	15
<p>Chapter No. 10 : Organization of Transport – Planning, organizing and marketing of transport services, Marketing transport, Technology and transport, future trends in transport</p> <p>Chapter No. 11 : Personnel Management - Roles and responsibilities of tourist transport service executives, Enhancing Guest Services, Diversity and Multicultural crew</p> <p>Chapter No. 12. : Trends and issues - Intelligent Transportation System (smart transport network), Key Issues in transport industry, Environmental Considerations – EIA, Green mobility</p>	

References

1. M. R, Dileep, *Tourism, Transport and Travel Management*, Routledge, Oxon (U.K.), 2019.
2. Ratandeep, S., *Tourism and Transport Management : Practice and Procedures*. Kanishka Publishers, New Delhi, 2008.
3. Sunetra, R., Archana, B., & Vandana, J., *Tourism Operations and Management*. Oxford University Press, New Delhi, 2016.

DSC – 2

K2BTM1T2 – Accommodation Operation (House Keeping) – II

After successful completion of this course, the students will be acquainted with,

- Understand the role, importance, and organization of the housekeeping department.
- Identify sections, layout, and organizational structure of the housekeeping department.
- Learn duties, responsibilities, and personal attributes of housekeeping personnel.
- Understand selection, use, care, and storage of housekeeping equipment.
- Recognize types, selection criteria, and eco-friendly use of cleaning agents.
- Learn coordination methods between housekeeping and other departments.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC - 2	Theory	04 Hrs	60 Hrs	03 Hrs	20	80	100	04

UNIT-I: ACCOMMODATION DIVISIONS OF HOTELS (HOUSEKEEPING)	15 rs
<p>Chapter No. 1: Introduction to Housekeeping department, Importance of Housekeeping Department, Housekeeping in Other Institution</p> <p>Chapter No. 2: Sections and Layout of Housekeeping Department, Organizational Structure of Housekeeping Department</p> <p>Chapter No.3: Duties and Responsibilities of Housekeeping Personnel, Personal Attributes of Housekeeping Personnel.</p>	
UNIT- II: HOUSEKEEPING INVENTORIES	15 rs
<p>Chapter No. 4: Cleaning Equipment, Mechanical Equipment, Manual Equipment</p> <p>Chapter No.5: Storage and Control of Equipment, Selection Of Cleaning Equipment, Use and Care of Equipment</p> <p>Chapter No.6: Cleaning Agents, General Criteria for selection, Classification</p>	

of Agents, Use of Eco-friendly products in Housekeeping	
UNIT- III: SUPERVISIONS; DAILY ROUTINES AND LINEN ROOM OPERATIONS	15 Hrs
<p>Chapter No.7 The Housekeeping Day, Opening of the House ,Morning Shift, Afternoon Shift, Night Shift</p> <p>Chapter No. 8 Linen and Uniform Room, Planning and Layout of the Linen Room, Activities In the Linen Room</p> <p>Chapter No.9 Role of Supervisor, General Duties of Supervisor</p>	
UNIT- IV: GUEST ROOM CLEANING; HOUSEKEEPING CONTROL DESK; PEST CONTROL AND KEYS	15 Hrs
<p>Chapter No.10 Cleaning process, Organisation of Cleaning, Bed Making Procedures and Methods, Daily Cleaning of Guestroom</p> <p>Chapter No.11: Introduction to Control desk, Forms, Formats, Records and Registers</p> <p>Chapter No.12: Pest Control , Integrated Pest Management</p>	

➤ **REFERENCES:**

1. Hotel Housekeeping Operations and Management (3rd edition) – G. Raghubalan, Smritee Raghubalan
2. Hotel housekeeping Management and Operations – Sudhir Andrews
3. Housekeeping Management – Casado M.A., NJ. John
4. Housekeeping: Operations, Management and Design – Malini Singh, Jaya B George.
5. Hotel Housekeeping (A Training Module) – Sudhir Andrews
6. Hotel Housekeeping Management – K.M. Hussain
7. Hotel and Hospitality Management Housekeeping – Prakash Talwar

DSC – 3

K2BTM1T3 – TOURISM IN INDIA

After successful completion of this course, the students will be acquainted with,

- Develop and Evaluate Tourism Policy and Planning Initiatives in India
- Know India as a Tourist Destination
- Gain the knowledge and skills to identify cultural and natural tourism products of India

Type of Course	Theory/ Practical	Instruction hour perweek	Total hours of Syllabus /Sem	Durati on of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Cred its
DSC-3	Theory	03hrs	45	03 hrs	20	80	100	03

Content of Theory	45Hrs
Unit–I Tourism in India	15
ChapterNo.1 Historical development of Travel and Tourism in India, ChapterNo.2 Travel Circuits ChapterNo.3 Tourism Policy and Planning in India	
Unit-II Tourism Resources in India	15
Chapter No. 4. Cultural Tourism Resources Chapter No. 5. Natural Tourism Resources ChapterNo.6. Symbiotic Tourism resources	
Unit-III Tourist Transport, Tourist Accommodation and Tourism Services in India	15
ChapterNo.7 Travel by Air, Road, Water and Rail ChapterNo.8 Tourist Accommodation and Ancillary services ChapterNo.9 Tourist attractions and entertainment needs.	

References

1. R.C.Majumdar, H.C.Roy choudhuri and K.Dutta-An Advanced History of India-MacMilan–1967.
2. Goeldner,R.andRitchieB(2010)Tourism,principles,Practicesandphilosophies,Johnwileyands ons,London.

3. Tourism Development- A new approach by K.S.Nagapathi
4. K.Bhatia:Tourism Development Principles and Practices-Starting Publishers pvt. Limited
5. Krishna K Kumar and Mohinder Chand- Basics of Tourism: Theory, Operation and Practice.

DSC-4

K2BTM1T4 - HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY

After successful completion of this course, the students will be acquainted with,

- Fundamentals of Human Resource Management
- Understand about HR Planning
- To know about Job Satisfaction, Job Description, Job Specifications, Job Enlargement and Work Engagement etc
- Organizational Commitment

HUMAN RESOURCE MANAGEMENT FOR TOURISM AND HOSPITALITY

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-4	Theory	03hrs	45	03hrs	20	80	100	03

Content of Course	Hrs
Unit –1 Introduction to HRM	15
<p>Chapter No. 1 Introduction: Significance and scope of HRM in tourism industry, Nature and scope of Tourism and Hospitality workforce, Organizational culture and workforce diversity, Role of HR managers, Organization of HR department –HR policies –objectives and functions.</p> <p>Chapter No. 2 Job Analysis and Design - Process of Job analysis, methods of data collection, concept of job design, factors affecting job design, methods/ techniques of design.</p> <p>Chapter No. 3 Recruitment, Selection and Placement Meaning, sources of recruitment and recruitment process, meaning of selection, training , types , meaning of placement, Business Process Outsourcing, need for outsourcing, HR Outsourcing Opportunities in India.</p>	45

Unit II Employee Compensation, Empowerment and Participation	15
<p>Chapter No. 4 Employee Compensation: Concept of Wage - Factors determining Wage Rates- Essentials of a sound Wage system – System of wage payment- (i) Time wage system (ii) Piece wage system, Individual wage incentive plans - Meaning - (i) Halsey Premium Plan (ii) Rowan Plan (iii) Taylor’s Differential Piece rate Plan, Remuneration strategies in tourism and hospitality</p> <p>Chapter No.5 Group incentive plans - Meaning- (i) Profit sharing scheme- features, advantages and disadvantages (ii) Co-partnership – features, advantages and limitations. Payment of Bonus, ESOPs.</p> <p>Chapter No. 6 Workers Participation in Management: Definition and objectives, forms of workers participation in management.</p>	
Unit III Trends in HRM	15
<p>Chapter No.7 HRM in a changing environment – Changing environment and Challenges before HR manager, Managing tourism and hospitality workforce</p> <p>Chapter No.8 Competencies and learning organizations: Employee branding, The need for innovation, creating an innovative organization, managerial roles, creating the innovation culture.</p> <p>Chapter No.9 Contemporary Trends and Issues: The role of HR in Business Process Re-engineering, Considering employee well-being, diversity , Digital Implications and Sustainable practices</p>	

References:

- 1) Lepak, David &Gowan, Mary. Human Resource Management. Dorling Kindersley (India).
- 2) Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.
- 3) Sadri,J, Sadri.S, Nayak.N, A Strategic Approach to Human Resource Management, JAICO Publishing House.
- 4) Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.
- 5) Robbins, Stephen P. Organisational Behaviour. Pearsons Education, New Delhi.
- 6) SubbaRao: Human Resource Management - Himalaya Publishing House. Is an 2010
- 7) Aswathappa: K Human Resource Management- McGraw Hill Education 1 may 2013

DSC-5
K1BTM1P5 - HOUSEKEEPING OPERATIONS (PRACTICAL)

After successful completion of this course, the students will be acquainted with,

- Demonstrate the basic etiquettes for Housekeeping.
- Be able to identify and handle cleaning agents, equipment and procedures.
- Understand the procedures of cleaning Public Areas and Guestrooms.
- Understand the functions of Floor Linen Room and Uniform Section of the Housekeeping Department.
- Be able to identify and make forms, formats, registers and slips used in housekeeping Department.
- Understanding the concept of work schedule, duty roster, budgeting and interior decoration.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC5	Practical	02 Hrs	30 Hrs	03 Hrs	40	10	50	02

<p>Practical I:</p> <ul style="list-style-type: none"> ▪ Grooming and Uniform of housekeeping. ▪ Demonstration of Skills and Attributes for Housekeeping Personnel <p>Practical II:</p> <ul style="list-style-type: none"> ▪ Identifying Cleaning Equipment ▪ Manual equipment ▪ Mechanical Equipment ▪ Handling of Equipment <p>Practical III:</p> <ul style="list-style-type: none"> ▪ Different Cleaning Agents ▪ Application of R1 to R9 ▪ Cleaning Public Areas ▪ Entrances ▪ Lobbies ▪ Front Desk ▪ Elevators ▪ Guest Corridors <p>Practical IV:</p> <ul style="list-style-type: none"> ▪ Floor Linen Room Operations ▪ Linen Exchange Procedures ▪ Uniform Issuing and Exchange Procedures <p>Practical V:</p> <ul style="list-style-type: none"> ▪ Showing Guest Room Cleaning ▪ Bed-making Procedure ▪ Turndown Services 	
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<ul style="list-style-type: none"> ▪ Flower Arrangements. <p>Practical VI:</p> <ul style="list-style-type: none"> ▪ Different Forms, Formats and Registers Used in housekeeping departments ▪ Preparation of Work Schedules ▪ Preparation of Duty Rosters ▪ Briefing and Debriefing ▪ Budget Planning ▪ Colour Wheel Making 	
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REFERENCES:

1. Hotel Housekeeping Operations and Management (3rd edition) – G. Raghubalan, SmriteeRaghubalan.
2. Hotel housekeeping Management and Operations – Sudhir Andrews.
3. Housekeeping Management – Casado M.A., NJ. John.
4. Housekeeping: Operations, Management and Design – Malini Singh, Jaya B George.
5. Hotel Housekeeping (A Training Module) – Sudhir Andrews.
6. Hotel Housekeeping Management – K.M. Hussain.
7. Hotel and Hospitality Management Housekeeping – Prakash Talwar.

BTTM III SEM

DSC – 1

K3BTM1T1 - TOURISM AND TRAVEL MANAGEMENT-I

After successful completion of this course, the students will be acquainted with,

- Understand meaning and Concepts of Travel Trade
- Know Geography of Tourism
- Travel Formalities

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 Hrs	60 Hrs	03 Hrs	20	80	100	04

Content of Course 1	60Hrs
Unit –1 Tourism and Travel Trade	15
<p>Chapter No. 1 Corporate forms of Tourism and The company forms of organizations.</p> <p>Chapter No. 2 Service, Market & Industry</p> <p>Chapter No. 3 Map work- Archaeological places, cultural places, religious places, World heritage sites in India, Hill Stations, Beaches, fairs and festivals.</p>	
Unit – 2 Geography of Tourism	15
<p>Chapter No. 4. Introduction, Meaning, Geography and Tourism</p> <p>Chapter No. 5. Time zones, International date time</p> <p>Chapter No. 6. The hemisphere and the seasons.</p>	
Unit - 3 Travel Formalities and regulations	15
<p>Chapter No. 7. Travel formalities and regulations.</p> <p>Chapter No. 8. Custom Clearance, Immigrations/Emigration, Restricted and Prohibited area permits.</p> <p>Chapter No.9. Travel Documentations Passport, VISA and Health policies and overseas insurance.</p>	

Unit-4 Reviewing Case Studies Chapter No.10 Study of railway reservations. Chapter No.11 Marking air routes, Money exchange calculation Chapter No.12 Understanding the travel and tourism trends, sustainable tour operations strategies, Travel trade ethics	15
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BOOKS FOR REFERENCE

- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi 1985
- Prannathseth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi 1992
- Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
- Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
- Chand M, Travel Agency Management- An Introductory Text, Anmol publications Pvt.Ltd.New Delhi, 2002

DSC – 2

K3BTM1T2 - FOOD AND BEVERAGE PRODUCTION

After successful completion of this course, the students will be acquainted with,

- Explain the Origin and Evolution of Modern Cookery
- Identify various tools used for cooking
- Elaborate on the role and importance of various cooking ingredients
- Analyse the basic food nutrients and its role
- Assess the importance of kitchen safety measures f. Elucidate the importance of waste management in kitchen.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-2	Theory	04 Hrs	60 Hrs	03 Hrs	20	80	100	04

UNIT I: INTRODUCTION TO COOKERY	15 Hrs
Chapter 1: <ul style="list-style-type: none"> ▪ Attitudes and behaviour in the kitchen and Personal hygiene. ▪ Uniforms & protective clothing. ▪ Safety procedure in handling equipment and Kitchen layout. Chapter 2:	

<ul style="list-style-type: none"> ▪ Hierarchy of Kitchen Department and Classical Brigade. ▪ Modern staffing in various category hotels. ▪ Roles of executive chef. ▪ Duties and responsibilities of various chefs and Co-ordination with other departments. <p>Chapter 3:</p> <p>Culinary Terms -</p> <ul style="list-style-type: none"> ▪ List of culinary (common and basic) terms. ▪ Explanation with examples. 	
<p>UNIT II: AIMS AND OBJECTS OF COOKING FOOD</p>	15 Hrs
<p>Chapter 4:</p> <ul style="list-style-type: none"> ▪ Aims and objectives of cooking food. ▪ Various textures. ▪ Various consistencies. ▪ Techniques used in pre-preparation. 	
<p>Chapter 5:</p> <p>Basic Principles Of Food Production</p> <p>Vegetable And Fruit Cookery</p> <ul style="list-style-type: none"> ▪ Introduction – classification of vegetables, Fruits and Uses of fruit in cookery. ▪ Pigments and colour changes. ▪ Cuts of vegetables. ▪ Effects of heat on vegetables. ▪ Salad <p>Chapter 6: Stocks –</p> <ul style="list-style-type: none"> ▪ Definition of stock and Types of stock. ▪ Preparation of stock and Recipes. ▪ Uses of stocks Care and precautions and Storage of stocks. 	
<p>UNIT III: SAUCES</p>	15 Hrs
<p>Chapter 7:</p> <ul style="list-style-type: none"> ▪ Classification of sauces. ▪ Recipes for mother sauces. ▪ Storage & precautions. <p>Chapter 8: Methods Of Cooking Food -</p> <ul style="list-style-type: none"> ▪ Roasting, Grilling, Frying, Baking, Broiling, Poaching, Boiling, Etc. ▪ Care and precautions to be taken. ▪ Examples of food for each type of cooking. <p>Chapter 9:Soups -</p> <ul style="list-style-type: none"> ▪ Classification of Soups with examples. ▪ Basic recipes of all soups with Garnishing. 	
<p>UNIT IV: COMMODITIES</p>	15 Hrs
<p>Chapter 10: Shortenings (Fats & Oils) -</p> <ul style="list-style-type: none"> ▪ Role of Shortenings and Types. ▪ Advantages and Disadvantages of using various Shortenings. 	

<ul style="list-style-type: none"> ▪ Fats & Oil – Types. <p>Raising Agents –</p> <ul style="list-style-type: none"> ▪ Classification. ▪ Role of Raising Agents. ▪ Actions and Reactions. <p>Chapter 11:Thickening Agents –</p> <ul style="list-style-type: none"> ▪ Classification and Role of Thickening agents. <p>Chapter 12:</p> <p>Sugar -</p> <ul style="list-style-type: none"> ▪ Importance of Sugar. ▪ Types of Sugar. ▪ Cooking of Sugar – Types of Sugars. <p>Egg Cookery –</p> <ul style="list-style-type: none"> ▪ Introduction to egg cookery ▪ Structure of an egg and Selection of egg. ▪ Uses of egg in cookery. 	
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➤ **REFERENCE BOOKS:**

1. Practical Cookery-Victor Ceserani& Ronald Kinton, ELBS.
2. Theory of Catering-Victor Ceserani& Ronald Kinton, ELBS.
3. Theory of Cookery-Mr. K. Arora, Franck Brothers.
4. Modern Cookery for Teaching & Trade Vol I-Ms. Thangam Philip, Orient Longman.
5. The Professional Chef (4th Edition)-Le Rol A. Polsom.
6. Success in Principles of Catering -Michael Colleer& Colin Saussams.
7. Prashad – IndersinghKalra and Pradeep das Gupta.

DSC - 3
K3BTM1T3 - TOURISM DEVELOPMENT

After successful completion of this course, the students will be acquainted with,:

- Background of Tourism
- Developmental pattern of Tourism
- Status of Tourism as an industry in the world

Type of Course	Theory/ Practical	Instruction Hour per week	Total hours of Syllabus /Sem	Durati on of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-3	Theory	03hrs	45	03hrs	20	80	100	03

Content of Course	45 Hrs
Unit-I The concept of Tourism	15
<p>ChapterNo.1 Overview, Evolution - Tourism Timeline, Growth statistics, examples of Early Travelers</p> <p>ChapterNo.2 Tourism industry- characteristics, trends-Tourism products- types, characteristics, Destinations- categories, process of place making, smart destinations, DMO & DMS</p> <p>ChapterNo.3 Typologies of Tourism: Mass Tourism, Urban Tourism, Rural Tourism, Farm Tourism, Culture Tourism, Sustainable Tourism, ,Adventure tourism</p>	
Unit-II Tourism Business	15
<p>Chapter No. 4. Tourism Impacts- Economic, Socio-cultural, Political, Environmental</p> <p>Chapter No.5. Role of Transportation in Tourism Development-ICT usage</p> <p>Chapter No.6. Tour operators and Travel agents: Meaning, Organization of tour operations and travel agency sectors, Online intermediaries, Regulation of activities of travel agencies and tour operators by GOI</p>	
Unit-III Tourism Development in India	15
<p>ChapterNo.7 Tourism Organizations</p> <p>ChapterNo.8 MoT, DoT, ITDC,KSTDC</p> <p>ChapterNo.9. Tourism policy –Karnataka Tourism Policy</p>	

References

1. The Business of Tourism by A.K.Bhatia
2. An Introduction to Travel and Tourism by Pran Nath Seth, Sushma Seth Bhat
3. Principles of Tourism Development by M.A.Khan
4. Trends in Travel Tourism and Law by L.K.Singh
5. Successful Tourism Management by PranSeth
6. Tourism and Transport Management by Ratandeep Singh
7. Tourism Transport and Travel Management by P.C.Sinha
8. Tourism Development by Yashodhara Jain

DSC-4**K3BTM1T4 - HISTORY AND HERITAGE OF INDIA**

After successful completion of this course, the students will be acquainted with,

- **Indus and Vedic civilization and its current relevance.**
- **Concepts of unity in diversity in terms of religions & customs.**
- **World heritage sites.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-4	Theory	03 hrs	45	03 hrs	20	80	100	03

<u>DSC-4 HISTORY AND HERITAGE OF INDIA</u>		45Hrs
Unit –I The Concept of Unity in Diversity		15
Chapter No. 1 Introduction - the Concept of Unity in Diversity – Indus Valley and Vedic Civilization Chapter No. 2 Age of Ramayana and Mahabharata Chapter No. 3 Religion and Philosophy– Hinduism – Saivism and Vaishnavism, Jainism – Buddhism – Christianity - Islam - Sikhism - Bhakti Movement		
Unit – II Literature, History and Culture		15
Chapter No. 4. Vedic literature, Epics, Puranas, Dharmasastra, Arthasastra, Sanskrit Dramas. Chapter No. 5. Mauryas- Asokan Edicts-Kushanas Gandhara art Chapter No. 6. Gupta period – History and cultural developments		

Unit – III History and Culture of South India	15
Chapter No. 7 Satavahana - Pallava –Early Chalukya – Rashtrakuta – Chola – Kalyani Chalukya -Hoysala- Kakatiya, Vijayanagara, Bhahmani, AdilShahi and BaridShahi kingdoms	
Chapter No. 8. Delhi Sultanate and the Mughals with special reference to Art and Architecture, Literature - Rajput and Mughal Paintings	
Chapter No. 9. Emergence of foreign rule in India –Portuguese –Dutch – French and British - Colonial Architecture, The Struggle for Freedom and Independence, World Heritage Sites in India	

Reference Books

- A.L.Basham: *The wonder that was India*. London, 1991
- R.C. Majumdar, et al., *An Advanced History of India*, 1967
- K.A. Nilakantha Sastri: *A History of South India*, Oxford Uni. Press, 1958
- Percy Brown: *Indian Architecture*, 2 vols. Bombay, 1971
- C. Sivaramamurthi: *Indian Painting*, NBT, New Delhi, 1970
- S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985
- -----: *Early Chalukya Art at Aihole*, New Delhi, 1985
- The History and Culture of the Indian People, Bharatiya Vidya Bhavan Series, Mumbai

DSC-5
K3BTM1P5 - FOOD AND BEVERAGE PRODUCTION
PRACTICAL

After successful completion of this course, the students will be acquainted with,

- Demonstrate the basic cuts of Meats, Poultry, vegetables and fruits.
- Demonstrate basic cooking techniques used in commercial kitchens.
- Prepare culinary delicacies belonging to various Indian Cuisines.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-5	Practical	02 Hrs	30 Hrs	03 Hrs	50	--	50	02

Practical I:

- Foundation of cooking.
- Identification of Kitchen Utensils, Equipments & Ingredients.
- Operations of Equipments and Knife Handling Procedures.
- Kitchen Hygiene.

Practical II:

- Basic Cooking Methods and Pre-Preparations.
- Cuts of Vegetables (Julienne, Jardinière, Macedoine, Brunoise, Paysanne, Dices, Cubes, Shred, Mirepoix, etc.)
- Blanching.
- Boiling.
- Sautéing.

Practical III:

- Basic Cooking Methods and Pre-Preparations.
- Cuts of Chicken.
- Roasting.
- Braising.
- Broiling.

Practical IV:

- Basic Cooking Methods and Pre-Preparations.
- Cuts of Fish.
- Frying (Deep Frying & Shallow Frying).
- Stewing.
- Steaming.

Practical V:

- Egg Cookery Demonstration.
- Preparation of Egg dishes.
- Boiled Egg (Soft & Hard).
- Fried Egg (Easy Over, Bull's Eye, Double fried Etc.)

- Scrambled Egg.
- Poached Egg (Egg Benedict).
- Omelette (Plain, Stuffed, Spanish)

Practical VI:

- South Indian Cuisine - 3 Course Menu with Accompaniments.
- North Indian Cuisine - 3 Course Menu with Accompaniments.
- Other Indian Cuisine - 3 Course Menu with Accompaniments.
- Continental Cuisine - 3 Course Menu with Accompaniments.
- Chinese Cuisine - 3 Course Menu with Accompaniments.
- Mexican Cuisine - 3 Course with Accompaniments.
- Other International Cuisine - 3 Course Menu with Accompaniments.
- Tandoori - 3 Course Menu with Accompaniments.
- Indian Sweets (Any 4 Sweets).

➤ **REFERENCE BOOKS:**

1. Food Production Operations by Chef Parvinder S. Bali.
2. Practical Professional Cookery by Cracknell and Kaufmann.
3. Catering Management by Mohini Sethi & Surjeet Malhan.
4. Hygiene and Sanitation by S. Roday.
5. Indian Food: A Historical Companion by Achaya KT.
6. Food: A Culinary History by Jean-Louis Flandrin.

BTTM IV SEM

DSC – 1

K4BTM1T1 - TOURISM AND TRAVEL MANAGEMENT – II

After successful completion of this course, the students will be acquainted with,

- Plan, lead, organize and control resources for effective and efficient tour operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Various functions of Travel Agency and Tour Operation

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 hrs	60	03hrs	20	80	100	04
Content of the Course 1								60Hrs
Unit - I Travel Agency								15
Chapter No. 1. Introduction, Definition and Meaning of Travel Intermediaries, Travel Distribution system and Supply chain management in travel operations Chapter No. 2. Definition and Meaning of travel agency, Organization structure and job structure in a Travel Agency Chapter No. 3. Functions and types of travel agency, case study.								
Unit – II Tour operator								15
Chapter No. 4 Introduction, Definition and Meaning Chapter No. 5 Roles, functions, types of tour operators – Domestic, Inbound, Outbound and Destination Management Operators. Chapter No. 6 Guidelines for Recognition As an Approved Tour Operator.								
Unit - III Tourist services								15

Chapter No. 07.- Managing Service scape, Tourist Guides, definition, duties and responsibilities of Tourist guides Chapter No. 08- Tour Consultants/Escorts and Managers – Tour Execution, handling tours - Pre and post tour preparations Chapter No. 09 - Travel circuits, use of technology in tour operations and travel agency management	
Unit – IV Reviewing Case Studies	15
Chapter No. 10 Itinerary preparation Chapter No. 11 Package Tour Preparation – Tour Costing and Tour Brochure Preparation Chapter No. 12 Visit to Travel Agency and get the details	

BOOKS FOR REFERENCE

1. Jagnathan Shakunthala: India-Travel Agents Manual, Department of Tourism, GoI, New Delhi.
2. Rodeay S. Biwal. A Joshi V. (2009) Tourism Operations and Management, Oxford Univesity Press, New Delhi.
3. Foster Douglas: Travel and Tourism Management – Mac Millan –1985
4. AK. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi
5. Prannathseth: Tourism Management, Sterling Publishers Private limited, New Delhi
6. Negi. J. (2005) travelAgency Operations. Concepts and Principles.Kanishka, New Delhi.
7. Bhatia A.K. Travel Agency and tour Operations: Sterling Publications New Delhi.
8. Chand M. (2002) Travel Agency Management- An Introductory Text, Anmol publications Pvt.Ltd.New Delhi

DSC – 2

K4BTM1T2 – FOOD AND BEVERAGE SERVICE – IV

After successful completion of this course, the students will be acquainted with,

- Gain comprehensive knowledge of the hotel and catering industry, including its historical development and its significance in the context of travel and tourism.
- Understand the organizational structure of F&B departments within hotels, and the roles and responsibilities of various staff members.
- Acquire proficiency in selecting and utilizing F&B service equipment, including cutlery, crockery, glassware, and specialized equipment.
- Develop a comprehensive understanding of various types of food service, including table service, self-service, assisted service, and specialized service enabling effective implementation and management of diverse F&B operations.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-2	Theory	04 Hrs	60 Hrs	03 Hrs	20	80	100	04

UNIT-I: THE HOTEL & CATERING INDUSTRY	15 Hrs
<p>Chapter No.1: Introduction to the Hotel Industry and Growth of the hotel industry in India</p> <p>Chapter No.2: Role of Catering establishment in the travel/tourism industry</p> <p>Chapter No.3: Types of F & B operations, Classification of Commercial, Residential/Non-residential, Welfare Catering- Industrial/Institutional/Transport such as air, road, rail, sea.</p>	
UNIT- II: DEPARTMENTAL ORGANISATION & STAFFING	15 Hrs
<p>Chapter No.4: Organization of F&B department of hotel</p> <p>Chapter No .5: Principal staff of various types of F&B operations</p> <p>Chapter No.6: French terms related to F&B staff, Duties & responsibilities of F&B</p>	

staff, Attributes of a waiter, Inter-departmental relationships (Within F&B and other department)	
UNIT-III: F & B SERVICE EQUIPMENT	15 Hrs
<p>Chapter No.7: Familiarization & Selection factors of:</p> <ul style="list-style-type: none"> • Cutlery • Crockery • Glassware • Flatware • Hollowware <p>Chapter No.8: Special Equipment Chapter No 9 All other equipment used in F&B Service</p>	
UNIT IV : TYPES OF FOOD SERVICE	15 Hrs
<p>Chapter No.11: Table Service</p> <ul style="list-style-type: none"> • English/Silver Service • American Service/Pre plated service • French Service • Russian Service • Gueridon Service <p>Chapter No.12: Self Service</p> <ul style="list-style-type: none"> • Cafeteria Service • Counter Service • Vending Machine <p>Assisted Service</p> <ul style="list-style-type: none"> • Buffet Service <p>Specialized Service</p> <ul style="list-style-type: none"> • Tray Service • Lounge Service • Room Service 	

➤ **REFERENCES:**

1. John Fuller. Modern Restaurant Service, Copp Clark Pitman Publication, Canada, 1983.
2. Dennis Lilicrap & John Lousins, Food & Beverage Service, Hodder Arnold, London 2006.
3. Peter Dias, The Steward, Orient Blackswan Publishers, Solapur, 2012.

4. Sudhir Andrews, Food & Beverage Management, Tata McGraw- Hill Publications, New Delhi, 2008.
5. Vijay Dhawan, Food & Beverage Service, Frank Bros & Co. New Delhi, 2009.
6. Bobby George, Food & Beverage Service, Jaico Publishing House, Mumbai, 2006.

DSE - 3

K4BTM1T3 - TOURISM AND HOSPITALITY MARKETING MANAGEMENT

After successful completion of this course, the students will be acquainted with

- Product development & management in tourism industry.
- Importance and means of tourism product and service promotion.
- Need & importance of research in tourism and hospitality.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-3	Theory	03hrs	45	03hrs	20	80	100	03

Content of Course	45 Hrs
Unit –1 Introduction to Marketing Management	15
<p>Chapter No. 1 Introduction : Importance of Service Marketing – Classification of services, Need and significance of marketing in Tourism and Hospitality (T&H), Tourism Marketing vs Traditional Marketing, Key players and linkages, philosophies of Marketing Management, service characteristics of T&H industry and its impact, 8Ps of Service marketing - Functions of Marketing Management Marketing Planning</p> <p>Chapter No. 2 Understanding Market Environment – The marketing environment, Micro and Macro environment, Key players in Global tourism industry, Marketing planning process – Strategic management in T&H,</p> <p>Chapter No. 3 Marketing Information System (MIS) in Tourism and hospitality, Marketing Research Process, Consumer Buying Behaviour, typologies of tourist, Buyer Decision Process, global trends in consumer behaviour, Market Segmentation, Targeting and Positioning</p>	
Unit –2 Product Strategy, Pricing Strategy	15
<p>Chapter No. 4. Product line decisions – Tourism and Hospitality Products, levels of product, Product mix decisions – Branding and Packaging decisions, Managing Servicescape, Product life cycle strategies and Destination Life cycle strategies</p>	

<p>Chapter No. 5. – Pricing – Factors affecting pricing decision, Pricing and Positioning Strategies in tourism and hospitality</p> <p>Chapter No. 6. Channels of distribution - Nature and Types, Marketing intermediaries, Factors to be considered for selecting channel, Functions of distribution channels</p>	
<p>Unit –3 Promotion Strategies and Destination Marketing</p>	15
<p>Chapter No. 7 Promotion– Integrated Marketing Communications (IMC), Promotion strategies in tourism and hospitality, Promotion Mix- Sales promotions, PR, Direct marketing, Personal selling strategies in tourism and hospitality</p> <p>Chapter No. 8.– Destination Marketing - Role of marketing in promoting destinations, Segmenting-monitoring-Communicating with tourist market, challenges of destination marketing in global market</p> <p>Chapter No. 9. Digital Marketing and Trends - Impact of Technology in marketing tourism and hospitality, Digital marketing mix, Social Media Marketing, User Generated Content, ethical marketing, experiential marketing, challenges of digital marketing, Tourism marketing ethics</p>	

Reference Books

1. Kotler Philip - Marketing Management, pearson publication
- 2.. Stanton William J - Fundamentals of Marketing
3. Kotler Philip - Marketing management for hospitality industry, pearson publication, 12 edition
- 4.. Sherlekar S.A - Marketing Management , Himalaya publishing house 13 edition
- 5.. Zha. S. M - Service Marketing

DSC- 4
K4BTM1T4 - History and Heritage of Karnataka

After successful completion of this course, the students will be acquainted with,

- **History & cultural heritage of Karnataka over the period.**
- **Religious and literary developments in Karnataka.**
- **Modern history & concurrent developments in Karnataka.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-4	Theory	03 hrs	45	03 hrs	20	80	100	03
Content of Theory Course 2								45Hrs
Unit –1 Antiquity and early history of Karnataka								15
Chapter No. 1 Geography and antiquity of Karnataka Chapter No.2 Archaeological sites: Brahmagiri, Chandravalli, Maski, Banavasi and Sannati Chapter No. 3 Mauryas, Satavathanas, Gangas, Kadambas and Early Chalukyas - History and Cultural contribution								
Unit –2 Dynasties of Karnataka								15
Chapter No. 4. Rashtrakutas – KalyanaChalukyas – Hoysalas - Seuvunas– History and Cultural contribution Chapter No. 5. Vijayanagara, Bahmani, Adil Shahi and Barid Shahi kingdoms Chapter No. 6. Keladi and Wodeyars of Mysore, Hyder Ali and Tipu Sultan								
Unit – 3 Religious Movements and Literary Developments in Karnataka								15
Chapter No. 7. Religious Movements with special reference to Sankara, Basavesvara, Ramanuja and Madhvacharya Chapter No. 8 Modern Karnataka Chapter No. 9. Literary developments in Kannada with reference to <i>Kavyas, Vachana Sahitya</i> and <i>Dasa Sahitya</i>								

Reference Books

1. Diwakar R.R.(ed): *Karnatak Through the Ages*, 1968.
2. Desai P.B.et.al.: *A History of Karnataka*, Kannada Research Institute, Dharwad, 1970.
3. Suryanath Kamath: *A Concise History of Karnataka*, 1997
4. .Srinivasamurthy H.V. and R. Ramakrishna: *History of Karnataka*, 1978
5. Basavaraj K.R. : *History and Culture of Karnataka*, 1984
6. Narasimhamurthy A.V. (ed):*Archeology of Karnataka*. 1978.
7. Rajasekhara S : *Karnataka Architecture*, Dharwad1985.
8. --- *Early Chalukya Art at Aihole*, New Delhi, 1985
9. --- *Masterpieces of Vijayanagara Art*, Bombay,1983
10. --- *KarnatakadaVastushilpamattuChittrakale*, Dharwad,1986

DSC -5

K4BTM1P5 - FOOD AND BEVERAGE SERVICE (PRACTICAL)

After successful completion of this course, the students will be acquainted with,

- Develop a polished and professional appearance through mastering service grooming techniques and understanding restaurant etiquettes, enhancing the ability to create positive guest experiences.
- Acquire proficiency in executing the food and beverage service sequence, including receiving guests at a hotel, water pouring, and seating guests, ensuring a smooth and welcoming experience from the moment guests arrive.
- Gain practical skills in table setting and maintenance, including laying and relaying tablecloths, mastering various napkin folds.

Type of Course	Theory / Practical	Instruction hour per week	Total hours of syllabus / Sem.	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-5	Practical	02 Hrs	30 Hrs	03 Hrs	40	10	50	02

<p>Practical I:</p> <ul style="list-style-type: none"> • Service Grooming • Restaurant Etiquettes and Hygiene practices. • Identification of equipments used in service department. <p>Practical II:</p> <ul style="list-style-type: none"> • Food and Beverage service sequence • Receiving a guest at a hotel • Water service seating a guest. <p>Practical III:</p> <ul style="list-style-type: none"> • Laying and relaying of Table cloth • Napkin folds • Rules for laying table - Laying covers as per menus <p>Practical IV:</p> <ul style="list-style-type: none"> • Handling service gear • Carrying salver, plates, glasses and other equipment. • Clearing an ashtray • Crumbing, clearance and presentation of bill <p>Practical V:</p> <ul style="list-style-type: none"> • Side Board (Side Station) organization. • Silver Service and other types of services. • Order taking – writing a food KOT, writing a BOT and RSOT. • Room service tray and trolley layup. <p>Practical VI:</p> <ul style="list-style-type: none"> • Service of beverages and Glassware's. - Beer (Bottled, Can and Draught), Wine and Champagne etc. • Beverage order taking. • Identification of bar equipments. • Preparation of Cocktails & Mock tails. 	
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REFERENCES:

1. John Fuller. Modern Restaurant Service, CoppClark Pitman Publication, Canada, 1983.
2. Dennis Lilicrap & John Lousins, Food & Beverage Service, Hodder Arnold, London 2006.
3. Peter Dias, The Steward, Orient Blackswan Publishers, Solapur, 2012.
4. Sudhir Andrews, Food & Beverage Management, Tata McGraw- Hill Publications, New Delhi, 2008.
5. Vijay Dhawan, Food & Beverage Service, Frank Bros & Co. New Delhi, 2009.
6. Bobby George, Food & Beverage Service, Jaico Publishing House, Mumbai, 2006.

Skill - 2

**K0BTM6P1 – Information and Communication Technology in
Tourism (ICT)**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Mode of Exam	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
Skill-2	Practical	02hrs	30	Practical	02hr	10	40	50	02

Content of Skill Enhancement Course:1	30Hrs
UNIT-I Tourism as an information-intensive industry	10
<p>Chapter No.1 Applications of IT in Tourism Sectors- Types of tourism information channel, evolution of IT computers, networking and internet, devices such as smart phones, digital cameras, portable music players. Implications of IT for travel and tourism-interoperability, AI, IoT, Social media (Facebook, Twitter, etc).</p> <p>Chapter No.2 Digital Tourism Ecosystem- Digital entities and Communities- catalyzers (eg: DMOs), dictators (GDSs), Milkers (OTAs), Niche Players (Trip Advisor, P2P, etc), meta search engines, travelers and local experts.</p>	
UNIT-II Travel distribution systems	10
<p>Chapter No.3.GDS- Evolution and infrastructure of various systems. Tour operators-major IT applications in package creation, marketing and distribution, reservations.</p> <p>Chapter No.4.Travel Management Companies (TMCs)-Types in online intermediaries (OTAs, MSEs, Aggregators, Affiliates, Trip planning sites, Affiliates, Group buying sites, Opaque sites, Product review sites).</p> <p>Chapter No.5.Innovations in Travel IT in Various sectors</p>	
UNIT-III Airline Reservation Systems	10
<p>Chapter No.6. IT in surface transport- Intelligent Transport System (ITS), Systems in Intermodal Transport, Concepts (ATMS, ERP, Smart Cars).</p> <p>IT applications in Rail Transport- CRS, Smart phone apps, Smart Cards, Intermodal Booking systems.</p> <p>IT applications in Water transport: CRS, Cruise booking systems, POS, Guest Technologies, etc. Integrated Public Transport Systems.</p> <p>Hospitality Information Systems: Hotel Website, Property Management Systems (PMS), IT applications in restaurant operations, Concepts (Front office and Back office systems, DSS, Guest Relations applications, etc).</p>	

Chapter No.7. Internet and Tourist-Online information search process, Intelligent Agents and Recommender systems, Travel websites (elements and typology, marketing mix & travel websites), E-commerce in Tourism. Technology-enabled visitor experiences- Augmented and Virtual reality.

Chapter No.8. Mobile technology applications- Applications of IT in Sustainable Tourism- carbon calculator, computer simulations, EMS, Virtual tourism, Resource efficiency & IT, mobile apps for environmental awareness, virtual substitute travel experiences,

Trending concepts related to future of IT in Tourism- big data, nano technology, sensory marketing, etc. Case studies

References

1. Bhatia A.K):Tourism Development: Principles and Practices Sterling Publishers (P) Ltd, Noida, India, .2019
2. Page J.S. ,ConnellJ, Tourism A Modern Synthesis Routledge, NY,2020.
3. Dr,Jagadish Gupta:ICT with tourism and management,Bharti publication, New Delhi,2021.
4. Anukrati Sharma,Azizul Hassan: The Emerald handbook of ICT in tourism and Hospitality, emerald publishing limited, New Delhi,2020
5. Jaganmohan Negi, Air Travel Ticketing and Fare Construction, Kanishka Publishers, New-Delhi, 2004
6. Jitendra.K.Sharma, Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi. 2009,
7. S. Medlik: Dictionary of Travel, Tourism & Hospitality, Oxford, 1993.
8. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi,1976.
9. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd. New Delhi.,1990.
10. Varindra Kaul- Tourism and the Economy, New Delhi, 1994.

Further reading:

Tourism and hospitality magazines, subject related online resources and articles published in print media like news paper, periodicals, journals

BTTM V SEM

DSC-1

K5BTM1T1 - MANAGEMENT OF TICKETING AND FARES

After successful completion of this course, the students will be acquainted with,

- **Standard procedures and functioning of Airline and Air Ticketing Industry**
- **Types of air fares and fare construction modes and policies**
- **Current operations and future trends in the airline ticketing industry**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course 1	60 Hrs
Unit –1 Introduction to Airlines and Air Ticketing	15
Chapter No. 1 : History of aviation industry in India, Air Ticketing Terminologies	
Chapter No. 2 : Introduction to domestic and international airlines, types of airlines, Airport codes and Airline Codes	
Chapter No. 3 : Air Travel Geography and Global Indicators, Time zones IATA & UFTAA - organization, trade activities, Agency Programme Members, International conventions and guidelines	
Unit - 2 Airline reservations	15
Chapter No. 4 : Airline reservations : Place of reservation in airlines, organization of reservation office, job description of airline reservation office staff, AIRIMP Codes	
Chapter No. 5. : Fare Types, Fare construction, fare construction rules and policies, special fares	
Chapter No. 6. : Special Assistance Services, Payment Modes, Currencies and taxes	
Unit - 3 Air Ticketing and Travel Formalities	15
Chapter No. 7 : Travel Formalities and Customer facilities - Travel formalities and Documents, Airport facilities, Baggage Handling, , in-flight services	

Chapter No. 8. : Ticketing- computerized and manual, IATA Ticketing Handbook (THB), PNR Chapter No. 9 : E- ticket Issuing an e-ticket, modes and platforms used	
Unit - 4 Ticketing Procedures and Documents	15
Chapter No. 10 : MCO/MPD (Misc. Purpose Document) , PTA, Rerouting (voluntary and involuntary) Chapter No. 11 : Selling and Managing Airline Reservations using GDS, Creating a PNR using Amadeus, IATA BSP Chapter No. 12. : Trends in Ticketing Management – NDC fares, Customer service and Ancillary services in Airline Ticketing	

1. Negi, Jaganmohan, Air Travel Ticketing and Fare Construction, Kanishka Publishers, New-Delhi, 2004
2. Singh, Ratandeep, Aviation Management, Kanishka Publishers, New-Delhi. 2008,
3. Sharma, Jitendra K., Flight Reservation and Airline Ticketing, Kanishka Publishers, New-Delhi. 2009,
4. Seth. B .Young and Alexander. T. wells, Airport Planning and Management, McGraw Hill Companies, USA. 2011,
5. Peter. J. Contemporary Issues in Human Factors and Aviation Safety, Ashgate Publishing, New York, USA. 2011

DSC- 2

K5BTM1T2 - ARCHITECTURAL HERITAGE OF KARNATAKA

After successful completion of this course, the students will be acquainted with

- The students will acquire basic knowledge about pre historic art and early Buddhist art
- They will get an idea of the development of temple architecture in Karnataka from early period to the medieval period.
- They will come to know about medieval architecture under Vijayanagara and other dynasties and also heritage monuments.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus/ Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-2	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course 1	60Hrs
Unit –1 Treatises, Pre Historic Art and Rock-cut Architecture	15
<p>Chapter No. 1 :Treatises on <i>Vastu, Silpa</i> and <i>Chitra</i> : <i>Vishnudharmottara</i> and <i>Manasara</i> - Pre-historic Art with special reference to Rock Paintings at Badami and Hampi</p> <p>Chapter No. 2 : Buddhist Art and Architecture in Karnataka</p> <p>Chapter No. 3 : Rock-cut Architecture under Kadambas, Early Chalukyas and Rashtrakutas.</p>	
Unit - 2 Structural Architecture I	15
<p>Chapter No. 4 : Early Kadamba Temples -Early Chalukya Architecture: General Features-Development of Dravida Style - Apsidal Temples- Contribution of Early Chalukyas to South Indian art and architecture</p> <p>Chapter No. 5 : Upper Sivalaya and Jambulinga at Badami; Mahakutesvara and Banantigudi at Mahakuta; Huchchimalligudi, Melgudi, Huchchappayyagudi and Lad Khan at Aihole;</p> <p>Chapter No. 6 : Sangamesvara, Galaganatha, Virupaksha and Papanatha temples at Pattadakal; Svarga Brahma and Taraka Brahma at Alampur – Early Chalukyan Architects and Sculptors</p>	
Unit - 3 Structural Architecture II	15
Chapter No. 7 : Structural temples of Rashtrakutas at Sirivala, Aihole, Sogala, Huli and	

Nandawadige Chapter No. 8. : Kalyana Chalukya and Hoysala Architecture – General Features – Chapter No. 9 : Select study of some Temples: Chandrammalesvara at Unkal. Chennakesava at Belur, Hoysalesvara at Halebid, Lakshmidēvi at Doddagaddavalli, Kesava at Somnathapura and Panchalingesvara at Govindanahalli	
Unit - 4 Medieval and Modern Architecture	15
Chapter No. 10 : Jaina Art and Architecture with special reference to monuments at Sravana Belgola	
Chapter No. 11. : Vijayanagara Architecture (Religious, Non Religious and Defence) - Select Monuments : Virupaksha, Vitthala, Balakrishna and Hazara Rama Temples; Islamic Architecture at Kalaburgi, Bidar, Vijayapura, Firuzabad and Srirangapatna	
Chapter No. 12. : Architecture during the period of Wodeyars of Mysore – Palaces and Heritage Monuments	

Books for Reference

1. Brown, Percy: *Indian Architecture* 2 vols. (Relevant Chapters), 1971, Bombay
2. Longhurst A.H.: *Hampi Ruins Described and Illustrated*, New Delhi
3. S.Rajasekhara S: *Karnataka Architecture*, Dharwad, 1985
4. Narasimha Murthy A.V.: (Ed.), *Archaeology of Karnataka*, Mysore, 1978
5. Rajasekhara S: *Early Chalukya Art at Aihole*, New Delhi, 1984
6. Rajasekhara: (Ed.), *The Chalukyas of Badami*, New Delhi, 2016
7. Devakunjari D: *Hampi*, ASI, New Delhi, 1970
8. Rajasekhara S: *Rashtrakuta Art in Karnataka*, 1991
9. Michell George: *Architecture and Art of Southern India*, Cambridge, 1995
10. Rajasekhara S: *Masterpieces of Vijayanagara Art*, Bombay, 1983

DSC - 3
K5BTM1T3 - TOURISM & HOSPITALITY FINANCE AND ACCOUNTS

After successful completion of this course, the students will be acquainted with

- 1) Process financial information of the hospitality industry and reporting information to decision makers.
- 2) Know the concept and procedures to lay the foundation of understanding the processing of hospitality financial data and its flow in the accounting cycle for the ultimate production of financial statements.
- 3) Understand the five major accounting classifications impact on business transactions
- 4) Understand common hospitality terminology/jargon used.
- 5) Understand the importance of internal control, fraud and embezzlement.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-3	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course	60 Hrs
Unit –1 Introduction to Accounting	15 Hrs
<p>Chapter No. 1 Accounting: Meaning, Definition, Objective & Scope, Basic terms in Accounting, the practice of management accounting in tourism and hospitality, Accounting principles, Branches of Accounting, Process and Users (Internal/External)of Accounting, Implications and usages of accounting information, Limitation of Accounting, Indian Accounting Standards,</p> <p>Chapter No. 2 The accounting equation – Assets, Liabilities and Equity, 9 step Accounting cycle, systems of accounts in tourism and hospitality industry; Concept & Conventions Practical System of Book-Keeping - Cash Book, Types of Cash Book, Single Column, Double Column, The Double Entry System</p> <p>Chapter No. 3 Journal- Debit & Credit, Rules of Debit & Credit, Method of Journalising,</p>	
Unit II - Preparation of ledger and Final Accounts	15 Hrs
<p>Chapter No. 4 Ledger- Meaning of Ledger, Utility of Ledger, Posting of Entries, Ledger management in tourism and hospitality</p> <p>Chapter No. 5 Trial Balance: Meaning, Objective and Preparation of Trial Balance, Errors and Rectification of Errors,</p> <p>Chapter No. 6 : Profit and Loss Account, Preparation of Balance Sheet, Bank</p>	

reconciliation statements, Automation and accounting, Accounting software used in tourism and hospitality industry synching reservation, commission, forex ,tax calculations and invoices.	
Unit III - Introduction to finance	15 Hrs
Chapter No.7. Introduction :Meaning, Scope of finance, Finance functions, Job of finance manager, Finance goals- profit maximization versus wealth maximization Chapter No. 8. Sources of finance- Raising financial capital in tourism and hospitality, capital structure, short term and long term sources of finance. Shares debentures, money market and other sources Chapter No. 9: Working Capital Management: Concept, components and determinants of working capital Gross and net working capital. Operating cycle	
Unit IV Lease financing and Venture capital	15 Hrs
Chapter No.10. Management of cash, inventory and receivable management Chapter No.11 Lease Financing: concept, classification of lease financing. Financial evaluation from lessor's and lessee's perspective, Venture capital :Meaning of venture capital, characteristics, stages of finance, advantages and investment process, ESG and Sustainable finance framework Chapter No. 12 Revenue and Budget Management – Aspects of revenue management and budgeting,	

BOOKS FOR REFERENCE

1. Khan and Jain- Financial Management (TMH)
2. Pandey I.M -Financial Management, Vikas Publication, New Delhi
3. Maheshwari S.N.- Financial Managements, S. Chand & Co.
4. Prasanna Chandra- Financial Management
5. Michael M Coltman Hospitality Management Accounting
6. Jain S.P & Narang K.L., Hotel Accountancy & Finance Kalyani Publisher Ludhiana

DSC – 4

K5BTM1T4 - HEALTH AND WELNESS TOURISM

After successful completion of this course, the students will be acquainted with:

- Concept of Wellness and Medical Tourism
- Importance of Yoga, Ayurveda and other traditional wellness systems
- Concept of Healthy living, Stress management, Life balance and Preventive wellness

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Durati on of Exam	Formative Assessment Marks	Summati ve Assessment Marks	Total Marks	Cred its
DSC-4	Theory	04 hrs	60	03 hrs	20	80	100	04

Content of Course 1	60 Hrs
Unit –I Introduction to Health Tourism and Yoga	15
<p>Chapter No. 1 : Introduction to Wellness and Health Tourism. Holistic Wellness and its 6 dimensions-Physical, Spiritual, Emotional, Social, Occupational and Intellectual</p> <p>Chapter No. 2 : Indian Systems of Healing – Yoga and Ayurveda, Introduction to Yoga, Definition, importance of yoga</p> <p>Astanga Yoga – Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana, Dhyana, Samadhi</p> <p>Chapter No. 3: Definition, Benefits and Applications of Prayer. Definition and importance of Meditation, Benefits of Om Chanting and Music therapy.</p>	
Unit - II Introduction to Ayurveda	15
<p>Chapter No. 4 : Meaning of Ayurveda and History of Ayurveda, Basic principles of Ayurveda, 8 Branches of Ayurveda – Kaya, Bala, Griha..etc</p> <p>Chapter No. 5 : Preventive aspects of Ayurveda- Dina charya (Daily Regimen) and Ruthucharya (Seasonal Regimen)</p> <p>Chapter No 6: Healthy Cooking and Healthy Eating – Pathya, Apathya and Virudhha Ahara, Preparation of pathya Ahara</p>	
Unit III - Detox Therapy and other wellness therapies	15

Chapter No. 7: Purva Karma, Panchakarma Chapter No. 8: Wellness Therapies, Abhyanga, Swedhana, Udwarthana, Shirodhara Chapter No. 9 : Other Wellness therapies	
Unit - IV Other Traditional Systems of Wellness and Current Scenario	15
Chapter No. 10: Brief Introduction to Unani and Siddha system of medicine Chapter No.11 :Brief Introduction to Homeopathy and Naturopathy Chapter No.12: Present scenario of wellness and health tourism in the world and in India, Current trends in health tourism, Wellness and medical tourism destinations in India	

Books for Reference

1. Life and message of Sri. Ramakrishna and Sharadha Mathe
2. Gospel of Sri. Ramakrishna
3. Yoga for Positive Health
4. Swami Rama : Lectures on Yoga (The Himalaya International Institute, Pennsylvania, 1979)
5. Ajit Kumar : Yoga Pravesh (Kannada) Rastrothana Sahitya , Bangalore, 1990
6. Light on yoga : B.K.S. Ayanagar
7. Patanjali yog sutra : Swami Harshanand
8. Frawley, David. *Ayurvedic Healing*. 2nd ed., Lotus Press: Twin Lakes, WI, 2000.
9. Frawley, David, and Vasant Lad. *The Yoga of Herbs*. Lotus Press: Santa Fe, 1986.
10. Lad, Vasant. *Ayurveda: The Science of Self-Healing*. Lotus Press: Santa Fe, 1984.
11. Lad, Usha and Dr. Vasant. *Ayurvedic Cooking for Self-Healing*. 2nd ed. The Ayurvedic Press: Albuquerque, 1997.
12. Lad, Vasant. *Secrets of the Pulse*. The Ayurvedic Press: Albuquerque, 1996.
13. Lad, Vasant. *The Textbook of Ayurveda, Volume One*. The Ayurvedic Press: Albuquerque, 2002.
14. Morningstar, Amadea, with Urmila Desai, *The Ayurvedic Cookbook*. Lotus Press: Santa Fe, 1990.
15. Morrison, Judith H. *The Book of Ayurveda: A Holistic Approach to Health and Longevity*. New York: Simon & Schuster Inc., 1995, A Fireside Book.
16. Svoboda, Robert E. *Ayurveda: Life, Health and Longevity*. The Ayurvedic Press: Albuquerque, 2004.
17. Svoboda, Robert E. *The Hidden Secret of Ayurveda*. The Ayurvedic Press: Albuquerque, 1997.
18. Svoboda, Robert E. *Prakruti: Your Ayurvedic Constitution*. Lotus Press: Twin Lakes, WI, 1998 Bhagavath Geeta

DSC – 5**K5BTM1P5 – STUDY TOUR, PROJECT REPORT AND VIVA VOCE**

After successful completion of this course, the students will be acquainted with,

- Planning and executing study oriented tours
- Importance of preparing written reports
- Reporting the findings and observations in a structured format

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment/Viva Marks	Summative Assessment Marks	Total Marks	Credits
DSC -5	Practical	02 hrs	30	02hrs	10	40	50	02

Content of Theory Course 1	30 Hrs
Unit - 1 Study Tour Planning and Execution	15
Chapter No. 1. Theme – Destination Research and Selection	
Chapter No. 2. Study Tour Itinerary Planning and Execution	
Chapter No. 3. Study Tour Costing and Execution	
Chapter No. 4. Tour Documentation	
Unit - 2 Data Collection and Report Preparation	15
Chapter No.5 Certificate	
Chapter No. 6 Content – Tables, Figures, Graphs, Maps	
Chapter No. 7 Introduction to the theme/title	
Chapter No. 8 Report preparation based on Theme	
Chapter No. 9 Conclusion	
Chapter No. 10 References	
Chapter No.11 Presentation and Viva	

Title of the Course: C-3

K5BTM11T1 - RESEARCH METHODOLOGY

After successful completion of this course, the students will be acquainted with,

- Importance, relevance and application of research in Tourism and Hospitality Industry
- Research process and Research Design as components of scientific research
- Structure of a scientific research report and the relevance of ICT in tourism and hospitality research

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-6	Theory	03 hrs	45	03 hrs	20	80	100	03

Content of Course	45 Hrs
Unit –I Introduction to Research	15
Chapter 1: Introduction to Research: Meaning, Objectives, applications, research outputs, Characteristics of scientific research	
Chapter 2: Approaches to research - Concept of theory, empiricism, deductive and inductive theory	
Chapter 3: Types of research- Types of research, pure (basic, fundamental) and applied research, qualitative and quantitative,	
Unit - II Research Process and Data Collection	15
Chapter 4: Research Process - Literature review, Identification of problem, formalizing research questions and hypothesis	
Chapter 5: Research Design - Meaning, need, types of research design – Exploratory, Descriptive, Casual research Design, Components of research design	
Chapter 6: Data Collection – Secondary and Primary data sources, Understanding Concept, Construct and Variables, Measurement and scaling, Construction of questionnaire	

Unit - III Data Analysis and Report Writing	15
Chapter 7: Sampling - Concept of sampling, sampling frame, sample, characteristics of good sample and sampling methods – Probability and Non-Probability methods	
Chapter 8: Data Analysis - Processing of Data: Editing of Data – Coding of Data – Classification of Data – Statistical Series. Qualitative and Quantitative data analysis, Use of ICT in data analysis	
Chapter 9: Research report – Different types – Contents of report –executive summary – Chapterization, Research ethics, plagiarism, reference management and ICT in research	

References

- Veal, A., (2018), Research Methods for Leisure and Tourism, Pearson Education
- Donald & Del. I Hawkins (1998), Marketing Research: Measurement And Method: Prentice Hall India.
- G.C. Beri (2000), Marketing Research, Prentice Hall India

E-1

K5BTM5T1: LAWS RELATING TO TOURISM INDUSTRY**Course Outcomes:**

After successful completion of this course, the students will be acquainted with,

- **Understand what all can be incorporated under tourism law.**
- **Know the different Acts and Regulations.**
- **Appreciate the relevance of tourism law**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
E-1	Theory	03 hrs	45	03 hrs	20	80	100	03

LAWS RELATING TO TOURISM INDUSTRY	45 HRS
Unit I - General principles of Indian contract act & The Citizenship Act and Rules	15
Chapter No.1 - General principles of Indian contract act-offer –acceptance-consideration –capacity-free consent-contract of agency	
ChapterNo.2 – legal frame for protecting tourist’s from fraudulent representations by travel agents and tour operators, Global code of ethics in tourism industry, Law protecting consumers	
Chapter No.3 – The Citizenship Act 1955 The Citizenship Rules 1956 The Citizens (Registration at Indian Consulates) Rules – 1956	
Unit - II - The Foreign Exchange Management Act & Indian Sale of Goods Act	15
Chapter No.4 - The Foreign Exchange Management Act	
Chapter No.5 – Indian Sale of Goods Act 1930, (Amendments)	
Chapter No. 6 – Emigration Rules	
Unit – III - The Passports Act and Visa and Ancient Monuments and Archaeological Sites and Remains Act & Indian forest Act	15
Chapter No. 7 - Railway Act 1890, Carries Act 1865, Carriage of Goods Act (air, land, sea)	
Chapter No. 8 - The Karnataka Ancient and Historical Monuments and Archaeological	

Sites and Remains Act 1961 and Rules of 1965 Chapter No. 9 - Ancient Monuments Preservation Act 1964, Antiquities and Treasures Act 1972 .Role of ASI and State Archaeological Departments in Conservation and Preservation of Historical Monuments. Indian forest Act, 1927 and Karnataka forest Act, 1963. Wildlife Conservation Laws in India an Overview	
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Books for Reference

- MukeshRanga& others- *Legal Perspectives in Indian Tourism*, Abhijit Pub. Delhi, 2004
- RomilaChawla- *Law and Tourism Development*, Sonali Publications, New Delhi, 2011
- MukeshRanga- *Tourism Potential in India*, Abhijit Pub. Delhi, 2003
- MukeshRanga&Devesh Nigam – *New Approaches in Tourism Management*, Abhijit Pub. Delhi, 2003
- Ravishankar Kumar Singh- *Ecotourism and Sustainable Development*, Abhijit Pub. Delhi, 2003
- *The Ancient Monuments Preservation Act-1904, Bare Act*
- *Passport Act, 1967, Bare Act and Rules*

OR

E – 1

STRESS MANAGEMENT IN TOURISM INDUSTRY

After successful completion of this course, the students will be acquainted with,

- **The importance of understanding stress management in service industry**
- **Types and management strategies to negate ill impacts of stress on work and in personal life**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
E-1	Theory	03 hrs	45	03hrs	20	80	100	03

Content of Course STRESS MANAGEMENT IN TOURISM INDUSTRY	45 Hrs
Unit –1 Introduction to Stress Management	15
Chapter No. 1 : Stress --meaning, basic definitions Stressors	
Chapter No. 2 : Stress and Strain, Stress: What it is not	
Chapter No. 3 : Types of stress, Conceptual understanding of stressors and stress responses, Importance of stress management in service industries like Tourism	
Unit - 2 Stress – Causes and Effects	15
Chapter No. 4 : Stress - its major causes: work related causes of stress, Stress outside the job, Stress some major effects: Stress and Task Performance	
Chapter No. 5. : Burn out: Stress and Psychological Adjustment, Stress and Health: The silent killer	
Chapter No. 6. : Individual Differences in Resistance to Stress, The Type A Behaviour Pattern, Tension Discharge Rate	
Unit - 3 Managing Stress	15
Chapter No. 7 : Managing Stress: some Effective Techniques Personal Approaches to Stress Management, Life Style Management:- The effects of Diet & Exercise, Psychological Techniques:- Relaxation and Mediation, Cognitive Techniques:- Thinking yourself out of stress, Behavioural Techniques:- Learning to react differently	
Chapter No. 8. : Organisation – Based strategies for Preventing and Managing stress Changes in organization structure and function, Changes in the Nature of jobs, Stress Management Programmes	
Chapter No. 9. : Decision making under stress, Social and Environmental change strategies	

Books Referred

1. Organizational Behaviour – S. P. Robbins
2. Organizational Behaviour-Theory & Practices – Rao & Narayanan
3. Organizational Behaviour – Fred Luthans
4. Introduction to Psychology – Morgan, King , Weisz , Schopler

BTTM -VI SEM

DSC- 1

K6BTM1T1 - FINE ARTS OF KARNATAKA

After successful completion of this course, the students will be acquainted with

- Basic knowledge of Indian Classical dances and music
- Knowledge about different forms of fine arts like sculpture, metal images, coinage etc.
- Knowledge about toy and textile industries.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-1	Theory	04 hrs	60	03 hrs	20	80	100	04
Content of Course 1								60 Hrs
Unit –1 Music and Dance								15
<p>Chapter No. 1 : Classical Music – Carnatic and Hindustani Styles – Some well-known Musicians and dancers of Karnataka –Mysore Venkatesh Doreswamy Iyengar , R.K.Srikanthan, Mallikarjun Mansur, Bhimsen Joshi and Gangubai Hangal – Musicologist S.Satyanarayana</p> <p>Chapter No. 2 : Dance – Bharatanatya and other Classical forms of Dance- Dance in sculptures and Paintings some well Known dancers: Jatti Thayamma, Maya Rao, Keramane Shivaram Heggade and or Satyanarayana</p> <p>Chapter No. 3 : Folk Art – different forms</p>								
Unit - 2 Theatre and and Paintings								15
<p>Chapter No. 4 : Yakshagana and its variants</p> <p>Chapter No.5 Theatre art</p> <p>Chapter No. 6 Folk and Contemporary</p>								
Unit - 3 Sculptures and Paintings								15
<p>Chapter No. 7 : Sculpture: Stone Sculptures – Metal Images</p> <p>Chapter No. 8. : Karnataka Paintings – Early Chalukya and Hoysala</p> <p>Chapter No. 9 Vijayanagara and Mysore Schools of Painting.</p>								
Unit - 4 Wood Crafts, Textiles, Inscriptions and Coins								15

<p>Chapter No. 10 : Wood Craft - Wooden sculptures and Toys; Textiles of Karnataka</p> <p>Chapter No. 11 : Inscriptions – Stone and Metal - palm leaf manuscripts– Commemorative inscriptions with special reference to Rashtrakuta Hero Stones</p> <p>Chapter No. 12 : Coins of Karnataka belonging to different dynasties</p>	
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Reference Books

1. Rao S.R.: *Traditional Paintings of Karnataka, 1980*
2. Narasimha Murthy A.V.: *Coins and Currency System in Karnataka*
3. Sambamurthy P. : *South Indian Music, 1941*
4. Ranganath H.K.: *Karnataka Theatre*
5. Satyanarayana R.: *Studies in Dance*
6. Kothara\i Sunil(Ed.): *Bharata Natyam, Marg, Mumbai, 2007*
7. Gowhar Ranjana: *Odissi Divine Dance, NEW Delhi, 2009*
8. Munshi K.M. (Ed): *Indian Inheritance, Vol-(Chapters 1,2 and 3)*
9. Indu Parthasarathy (Documentation) - *Wood Craft of Karnataka, Bengaluru, 2011*
10. Shivarama Karanta: *Yakshagana*

DSC - 2

K6BTM1T2 - ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**Course Outcomes**

After successful completion of this course, the students will be acquainted with,

- Opportunity to sharpen entrepreneurial competencies.
- Clarity about business idea.
- Skills in preparing business plan

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-2	Theory	04 hrs	60	03 hrs	20	80	100	04
Content of Theory Course 1								60Hrs
Unit –1 Entrepreneur & Entrepreneurship								15
<p>Chapter No. 1 - Definition-concepts- characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth</p> <p>Chapter No. 2 – Tourism and Hospitality as an industry, basic needs of a tourism entrepreneur; Schumpeter’s and other visionary concept of an entrepreneur.</p> <p>Chapter No. 3 – Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality. Entrepreneurial competencies.</p>								
Unit - 2 Entrepreneurship Development Program								15
<p>Chapter No. 4 Meaning and objectives. Reasons for starting an enterprise-importance of training target group- contents of training programme -</p> <p>Chapter No. 5. - special agencies for entrepreneurial development and training- banks, public and private, T C O’s NIESBUD, NABARD, NISIET etc, problems in the conduct of E D P’s-steps to make EDP successful.</p> <p>Chapter No.6 factors affecting tourism and Hospitality entrepreneurial growth-economic ,social, psychological , governmental attitude, competitive factors & opportunity analysis</p>								

Unit - 3 Types of entrepreneurs	15
<p>Chapter No. 7 The entrepreneurs on various aspects like, objectives, behaviour, business technology, motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality,</p> <p>Chapter No. 8 Women entrepreneur; need, scope and problems. Tourism and women entrepreneurs emerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism.</p> <p>Chapter No. 9 Types of business: Sole proprietor, Partnership, Co-operative Societies, Joint stock companies, franchising, Public private partnership. Small Scale business - travel firms (tour operators, travel agencies) SME's- Hospitality-(hotels, supplementary units)</p>	
Unit - 4 Venture promotion & Project	15
<p>Chapter No. 10.- Venture promotion steps- searching for prospective business ideas or opportunities; processing of these ideas and selecting the best idea; collecting the required resources and setting up the enterprise. Forms of ownership, problems faced by a new entrepreneur. The pre requisites to start enterprise- registration-different types of license and other requirements.</p> <p>Chapter No. 11 Project: meaning, features & classification. Detailed study of the phases of project, project identification, project formulation, project appraisal, project selection, project implementation & management.</p> <p>Chapter No. 12. Subsidies and incentives: role in Tourism and Hospitality industry.</p>	

BOOKS FOR REFERENCE

1. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi. 5.
2. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry.
3. Desai, Vasant(2012) Entrepreneurship Development, Himalaya Publishers.
4. Hisrich.D.Robert. (2011), International Entrepreneurship: startingDeveloping and, Managing a Global Venture, Sage.
5. Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
6. Stephen J. Page (Editor), Jovo Ateljevic (2009) Tourism and Entrepreneurship: International Perspectives (Advances in Tourism Research), A ButterworthHeinemann Title; 1 edition

DSC – 3

K6BTM1T3 - TOUR GUIDING

After successful completion of this course, the students will be acquainted with,

- Understand the concepts of Professional Tour Guiding
- Understanding the tour guiding dynamics and mechanics
- Gain skills and knowledge to practice professional tour guiding

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSC-3	Theory	04 hrs	60	03 hrs	20	80	100	04
Content of Course 1								60Hrs
Unit –1 Introduction to Tour Guiding and Tour Escorting								15
<p>Chapter No. 1: Definition and Meaning of Tour Guiding, Types, Differences between Tour guiding and tour escorting, Guiding Terminologies.</p> <p>Chapter No. 2 : Profile of a professional tour guide, role and duties of a Tour Guide, Interpretation, Leadership.</p> <p>Chapter No. 3 : Tour Guiding in India, Tourist Guide Federation of India (TGFI), World Federation of Tourist Guide Associations(WFTGA), Steps to become a tour guide.</p>								
Unit - 2 Guiding Techniques								15
<p>Chapter No. 4 : Understanding the dynamics and mechanics of tour guiding, Authentic source of information, Preparing commentary, Tools</p> <p>Chapter No. 5. : Organising oneself, keeping schedules, Guest arrival and departure formalities, making sense of culture</p> <p>Chapter No. 6. : Categories of Tour Guides in India, Guiding in Monuments, museums, spiritual sites - Guiding in Wildlife Sanctuaries & National Parks</p>								
Unit - 3 Group Handling								15
<p>Chapter No. 7 : Group behaviour and handling groups-handling conflicts- Knowledge regarding local culture including cuisine</p> <p>Chapter No. 8. : Handling Emergencies and conflicts</p> <p>Chapter No. 9. : Personal values and Ethical practices, Code of Conduct</p>								
Unit - 4 Technology and Trends in Tour Guiding								15
<p>Chapter No. 10. : Technology in tour guiding – Use of electronic gadgets and technology , GPRS, AI, VR, AR</p> <p>Chapter No. 11. : Virtual tours and guiding - current trends, advances and challenges in the tour guiding.</p> <p>Chapter No. 12. : Situation analysis and review of case studies</p>								

Books for Reference

- Handbook for Tour Guides by Nimit Chowdhary, Matrix Publishers.
- Interpretation and Tour Leadership by Nimit Chowdhary and Monika Prakash, Good fellow Publishers, 2022.
- Tour Guiding By Kumar C. , Chiranjit, Create Space Independent Pub, 2016
- How to be a Tour Guide By Nick Manning, Nick Manning, 2014
- Jagannathan Shakunthala: India-Travel Agents Manual, Department of Tourism, GoI, New Delhi.
- Rodeay S. Biwal. A Joshi V. (2009), tourism Operations and Management, Oxford University Press New Delhi.
- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- AK. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi

DSC6

K6BTM9T1 – Industrial Training, Project Report and Viva-voce for 6 Weeks.

After the completion of the course, the students will be acquainted with:

1. Understanding Organisational structure
2. Various Functions and Roles in the Industry through Observation and Learning.
3. Log book entries and Project Report Preparation based on Industrial Training

Type of Course	Theory/ Practical	Formative Assessment Marks/ Viva-voce	Summative Assessment Marks/Internship and Project Report	Total Marks	Credits
DSC-6	Field	50	100	150	06

E- 2

K6BTM5T1 - SUSTANABLE TOURISM DEVELOPMENT AND MANAGEMENT

After the completion of the course, the students will be acquainted with:

- Historical perspective on the broader concept of sustainable development
- Various dimensions of sustainable tourism and sustainable tourism industry
- Future of sustainable tourism

Type of Course	Theory/ Practical	Instruction Hour per week	Total hours of Syllabus /Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
E-2	Theory	03hrs	45	02hrs	20	80	100	03

Content of Course1	45Hrs
Unit-I Introduction to Sustainable Tourism	15
<p>ChapterNo.1 Introduction to sustainability, historical background-rise of environmental concern, emergence of sustainability as a concept, definition of sustainability and sustainable tourism, nature and scope of sustainable tourism, Three dimensions of Sustainable Tourism – Environmental, Economic and Social</p> <p>Chapter No. 2 Vision and Mission statement of Sustainable tourism, SDG Goals30 and tourism, 12 aims and goals of Sustainable Tourism (UNEP)</p> <p>Chapter No.3 Key actors in Sustainable Tourism – public sector, tourism industry, voluntary sector, host community, media, tourist</p>	
Unit-II Sustainability in Practice	15
<p>ChapterNo.4. Tourism destination projects, - tourism business and sustainable tourism practice in different sectors- destinations, attractions, tour operators, transport and hospitality, resort complexes</p> <p>ChapterNo.5. Functional management- Understanding capital (5 P's), marketing/human resource/operations/financial management, sustainable practices in supply chain</p> <p>ChapterNo.6. IT applications in Sustainable Tourism, E-tourism in sustainable tourism</p>	
Unit-III Tools for Sustainable Tourism	15

<p>ChapterNo.7 Organisational issues, Scope of assessment, Environmental Accreditation Schemes (EAS), Environmental Impact Assessment (EIA), Certification schemes, Environment Management System (EMS)- case studies</p> <p>ChapterNo.8. Emerging trends in sustainable tourism , new approach to sustainable tourism management</p> <p>ChapterNo.9. Future of Sustainable Tourism</p>	
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References:

1. Sustainable Tourism: Principles, Contexts, Practices, by David A Funnell, Chris Cooper (Channel View Publications)
2. The Business of Sustainable Tourism Development and Management by Susan Slocum, Abena Aidoo, Kelly McMohan (Routledge publication)
3. Tourism- a modern synthesis by Stephen Page and Joanne Connell (Routledge publication)
4. Sustainable tourism management by J Swarbrooke (CAB International)
5. Tourism Information Technology by Pierre Beckendroff, Zeng Xiang, Pauline Sheldon (CAB International)

OR

E-2

INTERNATIONAL FINANCE AND FOREX MANAGEMENT

Course Outcome:

After successful completion of this course, the students will be able to

- Understand the various stages of expansion overseas that multinational corporations utilize.
- Understand foreign exchange market.
- Understand international monetary system.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
E-2	Theory	03 hrs	45	03 hrs	20	80	100	03
INTERNATIONAL FINANCE AND FOREX MANAGEMENT								45Hrs
Unit –1 International Financial Environment								15
Chapter No. 1 Finance function in global business scenario, WTO and International Monetary System, International Financial Markets-equity, bond, Eurocurrency market, Currency basket								
Chapter No. 2 Currency convertibility –on capital account and current account, Foreign exchange reserve, Balance of payments, balance of trade, current account deficit; bilateral and multilateral agreements relating to financial transactions, Sovereign rating,.								
Chapter No. 3 Flow of funds internationally through FDI ,FII, FPI, ODI, LRS and PN ; Government Policies regarding FII & FDI ;Integration of global developments with the changing business environment in India								
Unit –2 Foreign Exchange Markets, Foreign Exchange Rate Exposure and Risk Management								15
Chapter No. 4 Spot and Forward Foreign Exchange Markets, Quotations and Market Rules, direct and indirect quotes, bid and ask quote, spot and forward quote with live data interpretation, cross rates								

<p>Chapter No. 5. Speculation and Arbitrage in Foreign Exchange Markets, Transaction, Translation and Operating Exposure, Exposure from Equity and borrowing in International Financial Markets</p> <p>Chapter No. 6. Hedging tools for Management of Transaction Exposure, Currency Forwards, Currency Options, Currency Futures, Currency Swaps, Impact</p>	
<p>Unit – 3 Foreign Exchange Rate Determination</p>	15
<p>Chapter No. 7 Discussion on devaluation or depreciation of Rupee (domestic currency against dollar/pound sterling/Euro); Theories of Exchange Rate Determination,</p> <p>Chapter No. 8. Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Covered Interest Parity, Fisher Effect and International Fisher Effect, Forecasting Exchange Rates – introduction to Technical Forecasting, Time Series Modeling, Fundamental Forecasting. Case studies.</p> <p>Chapter No. 9. Bond Financing (Fixed and Floating Rate Notes), Loan Financing (Syndicates Loans), Securitized Financing (Euronote), Equity Financing (GDR and ADR), Features of Loan Agreements Loan Negotiations, International working capital management, Analysis of International Capital Budgeting– estimation of cash flows, Cost of Capital of a Foreign Investment, Issues in Overseas Funding Choices</p>	

REFERENCE BOOKS:

- Levi, Maurice, International Finance, New York, McGraw Hill Inc., 1996.
- Kevin, S. Fundamentals of International Financial Management, Prentice Hall of India, 2009.
- Srivastava, R. International Finance, Oxford University Press, 2014
- Gupta, S.L. Financial Derivatives, Prentice Hall of India, 2005.
- Srivastava, R., Misra, A. Financial Management, Oxford University Press, 2011.
- Eiteman, David K., Arthur Stonehill and Michael H. Moffett, (2016) Multinational Business Finance, Pearson,

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