

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)
Semester: V
Syllabus with Effect from: June 2017

| | |
|---|---------------------------|
| Paper Code: UM05CBBT07 | Total Credit:3 |
| Title Of Paper: EVENT MANAGEMENT | |

| Unit | Description in Detail | Weightage (%) |
|-------------|--|--------------------------|
| 1 | Introduction to Event Management & Concept & Design <ul style="list-style-type: none"> • Size of Events • Types of Events • Developing the concept • Analyzing the Concept • Designing the Event | 25% |
| 2 | Feasibility & Event Marketing <ul style="list-style-type: none"> • Keys to Success • Nature of Event Marketing • Process of Event Marketing • The Marketing Mix • Sponsorship | 25% |
| 3 | Promotion <ul style="list-style-type: none"> • Image / Branding • Advertising • Publicity • Public Relation | 25% |
| 4 | Staging & Event Proposal <ul style="list-style-type: none"> • Choosing the Event Site • Developing the Theme • Conducting Rehearsals • Providing Services | 25% |

Reference Books:

1. Event Management : Lynn Van Der Wagen & Brenda R Carlos, Pearson Education
2. Event Management and Event Tourism: Getz D., Cognizant Communication Corporation
3. Best Practices in Modern Event Management, Goldblatt, John Wiley and Sons

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|------------------------------------|-------------------------|
| Paper Code: UM05CBBT08 | Total Credits: 3 |
| Title Of Paper: TOURISM LAW | |

| Unit | Description in detail | Weightage (%) |
|----------|--|---------------|
| 1 | Basics of Industrial Laws <ul style="list-style-type: none"> • P.F., Minimum Wages • Industrial Disputes • Workmen's Compensation • SOCIAL AND WELFARE LAWS • The Employees Provided Fund and Miscellaneous Provision Act 1952. • Payment of Gratuity Act 1972 • Payments of Bonus Act 1966 • Employees State Insurance Act | 25% |
| 2 | Consumer protection Law Affecting Hotel and Tourism Industry <ul style="list-style-type: none"> • Credit Card law • Catering Contracts • Restrictions of Playing Records in the Public Areas • No Smoking laws • Entertainment laws • Foreign Exchange Regulation Act • Guest Registration | 25% |
| 3 | Introduction to Tourism Laws in India <ul style="list-style-type: none"> • The Ancient Monuments Preservation Act 1904 • The Ancient Monuments & Archaeological Sites & Remains Act 1958 • Antiquities and Art Treasures Act 1972 • The Wild Birds and Animals Protection Act 1912 • The Wildlife (Protection) Act 1980 • The Environment Act (Protection) Act 1986 | 25% |
| 4 | Laws regarding Tourists in India <ul style="list-style-type: none"> • Citizenship Act • Passport Act • Foreigners Act • Foreigners Registration Act • Import Export Control Act • Laws and Regulation relating to transport sector • Laws and Regulation relating to Travel Agency | 25% |

Basic Text & Reference Books:

- Introduction to Law – N D Kapoor
- Commercial Law – N D Kapoor
- Reserve Bank of India Guidelines
- Ethical, Legal and Regulatory aspect of Tourism Business. By Satyendra Singh Malik:
- Indian Tourism Act 1992, (Govt. of India).

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|---|-------------------------|
| Paper Code: UM05CBBT09 | Total Credits: 6 |
| Title Of Paper: TOURISM GEOGRAPHY INTERNATIONAL - II | |

THEORY : Credit -3

| Unit | Description in detail | Weightage (%) |
|----------|--|---------------|
| 1 | Destinations in Asia & the Pacific Introduction, Geography and touristic importance of these Destinations: North East Asia, South East Asia, South Asia, Oceania | 25% |
| 2 | Destinations in Africa Introduction, Geography and touristic importance of these Destinations: Northern Africa, Western Africa, Central Africa, Eastern Africa and Southern Africa | 25% |
| 3 | Destinations in Middle East countries Introduction, Geography and touristic importance of these Destinations: Egypt, United Arab Emirates & Saudi Arabia | 25% |
| 4 | Natural Hazards and Critical Environmental Concerns Threats to Environment, No-Fly Zones, War Zones. | 25% |

PROJECT : Credit - 3

Cruise Ship Management:

- Introduction to Cruise Industry
- Different Cruise ship companies in the World
- History and Development of water transport
- Popular Cruise Sea Ports
- Cruise Terminology
- Popular Cruise Itineraries in the World

Evaluation Scheme

Journal shall be evaluated by the concerned teacher

Basic Text & Reference Books:

- Lonely Planet Guides
- Rough Guides
- Footprint guides
- Worldwide destinations – Boniface and Cooper

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| Paper Code: UM05CBBT10 | Total Credits: 6 |
| Title Of Paper: GUEST RELATION MANAGEMENT | |

THEORY : Credit -3

| Unit | Description in detail | Weightage (%) |
|----------|---|---------------|
| 1 | Introduction to GRM Introduction, Definition of the term Guest Relation Management. Types of Guests in tourism Industry. Telephonic etiquettes. Guest Contacts and staff grooming, Role of Guest relation Executive. | 25% |
| 2 | Skills and techniques of GRM Skills and techniques required when selling the facilities and services within the hotel. Benefits to organization- increased occupancy, customer loyalty, new business Staff training for skill development Selling techniques- product knowledge, up-selling, selling other services, using sales leads, repeat sales, referred sales. | 25% |
| 3 | Handling Guest Complaints Handling Guest Complains, Handling different situations, Guest data handling, Guest feedback system and feedback instruments. Concierge service in Hotel. | 25% |
| 4 | Public Relations Public Relations and customer satisfaction-customer relations programme - Maintaining good customer relations. | 25% |

PROJECT: Credit -3

Preparing Travel Plan (Itinerary) based on :

- Five (05) destinations according to the service industry demand by visiting Travel agency and Tour operator companies.
- Mechanics of Tour Costing

Evaluation Scheme

Journal shall be evaluated by the concerned teacher

Basic Text & Reference Books:

- William S Gray, Salvatore C Liquor Hotel and Motel Management and operation , Prentice Hall , Englewood Cliffs New Jersey 07632. Commercial Law – N D Kapoor
- Roco M angelo, Andrew N Vladimir- Hospitality today an introduction , educational institute of American Hotel & lodging Association.

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| Paper Code: UM05CBBT11 | Total Credits: 3 |
| Title Of Paper: HERITAGE MANAGEMENT | |

| Unit | Description in detail | Weightage (%) |
|----------|---|---------------|
| 1 | Heritage: An important incentive for Development Cultural Tourism- Definition & Basic Elements Different types of institutions- Ecomuseums, Interpretation Centers, Economuseums | 25% |
| 2 | Economic Value of Heritage Values traditionally linked with culture Economic values Values related to Communication Assessing the Economic Values of Heritage Assessing Utility Value Evaluation of Non-use Values Evaluation of External Effects or Repercussions Economic Evaluation of Heritage- some examples | 25% |
| 3 | Efficiency & Effectiveness in Heritage Management The need to broaden the concept of profit The effective management of Heritage Efficiency of Heritage Sites Management of Heritage Sites Options available among utility functions in the case of Museum Management of Human Resources Constraints faced by Management & institutional statute | 25% |
| 4 | Marketing Heritage Marketing & Heritage Recognizing the need for Marketing Marketing Techniques used for Heritage Sites The advantages & limitations of segmentation Networking & Marketing Promotion & Communication National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH etc.), | 25% |

Basic Text & Reference Books:

- Greffe, Xavier; Managing our Cultural Heritage; Aryan Books International, New Delhi.
- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi
- Davis, P. 1999: Ecomuseums, London
- Hooper-Greenhill, E (Ed) 1999: The Educational Role of Museum, London & New York

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|---|-------------------------|
| Paper Code: UM05CBBT12 | Total Credits: 3 |
| Title Of Paper: AIRLINE MANAGEMENT | |

| Unit | Description in detail | Weightage (%) |
|----------|---|---------------|
| 1 | <p>Aviation Industry (History) Century 19th Kitty Hawk And after World war I and after World war II After world war II Recent development Airmail, Cargo, and passenger service Technological Advance World War II And Beyond Government Regulation Aircraft Manufacturing Future Of Air Transport Industry Common Carriers Air Cargo General Aviation Ecomonics, Safety, And Regulatory Trends * effect of deregulation On Airlines * International Regulation * Safety</p> | 25% |
| 2 | <p>Airports Introduction Of Airport Types Of Airports Airport Operations Aircraft Services At An Airport The Control Tower Passenger Services Freight Services Support Services At A Commercial Airport Airport Security Airport Construction And Administration History: Airport Development Modern Airport</p> | 25% |

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| 3 | Types Of Airplanes Land Planes Carrier-Based Aircraft Seaplanes Amphibians VTOL and STOL Space Shuttle Classes Of Airplanes Commercial Airplane Black Box Open Sidebar Military Airplanes General Aircrafts | 25% |
| 4 | Parts Of Aircraft Or Airplane How an airplane flies Supersonic Flights Airplane Structure Fuselage Wings Tail Assembly Landing gear Control components Expand Instruments Revolution in the Cockpit Propulsion | 25% |

Basic Text & Reference Books:

- Airline Management: Charles Benfe
- Air Transportation : A management perspective John G Wensveen Publication Ashgat Publication Limited.

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|---|---------------------------|
| Paper Code: UM05EBBT03 | Total Credit:3 |
| Title Of Paper: DISCOVERY OF INDIA | |

| Unit | Description in Detail | Weightage (%) |
|-------------|---|--------------------------|
| 1 | THE DISCOVERY OF INDIA <ul style="list-style-type: none"> • The Indus Valley Civilization • The Coming of Aryans • The Vedas and Upanishads • The Epics, History, Tradition, and Myth (A brief overview) | 25% |
| 2 | LIFE AND WORK IN ANCIENT INDIA <ul style="list-style-type: none"> • Introduction • Mahavira & Buddha • Buddha's Teaching • The Buddha Story Buddhist Philosophy • Ashoka • How did Hinduism absorb Buddhism in India? (In brief) • Chandragupta and Chanakya: The Maurya Empire Established | 25% |
| 3 | THROUGH THE AGES <ul style="list-style-type: none"> • India and Iran, Greece and China: A brief outline • India's Foreign Trade Indian Colonies • Culture in South-East Asia • The Arabs and the Mongols | 25% |
| 4 | THE LAST PHASE <ul style="list-style-type: none"> • The Mughals' Era • Coming of the Europeans and its impact • The British Raj • The Freedom Struggle | 25% |

Reference Books:

1. Jawaharlal Nehru: The Discovery of India by Sunil Khilnani, Published by Penguin Group
2. Doordarshan Production: Bharat Ek Khoj directed by Shyam Benegal.
3. Indian History: R.C. Majumdar

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| Paper Code: UM05EBBT04 | Total Credits: 3 |
| Title of Paper: STRESS MANAGEMENT | |

| Unit No. | Description in Detail | Weightage |
|-----------------|---|------------------|
| 1 | Stress <ul style="list-style-type: none"> • Meaning & Definition of stress • Characteristics of stress • Main Areas of stress • Types of stress: • Potential Sources of Stress <ul style="list-style-type: none"> - Environmental Factors - Organizational Factors - Individual Factors | 25% |
| 2 | Causes Of Stress <ul style="list-style-type: none"> • Individual Stress • Group Stressor • Organizational Stress • Extra Organizational Stressors • Effects of Stress | 25% |
| 3 | Stress Management <ul style="list-style-type: none"> • Stress and Coping Mechanism • Individual Coping Strategies <ul style="list-style-type: none"> - Physical Exercise - Relaxation - Work Home Transition - Cognitive Therapy - Net Working • Organizational Coping Strategies <ul style="list-style-type: none"> - Supportive Organizational Climate - Job Enrichment - Organizational Role Clarity - Career Planning and Counseling - Stress Control workshop & Employee Assistance programmes | 25% |

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| 4 | Counseling <ul style="list-style-type: none">• Meaning (Concept)• Functions of Counseling<ul style="list-style-type: none">- Advice- Reassurance- Communication- Release of Emotional Tension- Clarified Thinking- Reorientation• Types of Counseling<ul style="list-style-type: none">- Directive Counseling- Participative Counseling- Non-directive Counseling- Stress Management Based On Indian Philosophy | 25% |
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Reference Books:

- Principles and Practice of Management: S. Sachdeva, Laxmi Narain Agrawal , Agra.
- Organizational Behavior: L. M. Prasad Sultan Chand & Sons.

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| Paper Code: UM05FBBT02 | Total Credit:3 |
| Title Of Paper: ENTREPRENEURSHIP THEORY AND PRACTICES | |

Theory:

| Unit | Description in Detail | Weightage (%) |
|------|--|---------------|
| 1 | ENTREPRENEUR <ul style="list-style-type: none"> • Evolution and concept of Entrepreneur • Types of Entrepreneurs • Qualities of an Entrepreneur • Role of Entrepreneurs in Economic development. • Entrepreneur vs. Intrapreneur | 25% |
| 2 | ENTREPRENEURSHIP <ul style="list-style-type: none"> • Emerging areas of Entrepreneurship • Theories of Entrepreneurship • Factors influencing Entrepreneurship Growth • Causes of slow Growth of Entrepreneurship in India • Recent Trends in Entrepreneurship | 25% |
| 3 | ENTREPRENEURIAL MOTIVATION & DEVELOPMENT <ul style="list-style-type: none"> • Maslow's Need Hierarchy Theory • McClelland's Acquired Theory • Motivating factors (Internal & external) • Concept & role of EDP | 25% |
| 4 | PROJECT MANAGEMENT <ul style="list-style-type: none"> • Concept and project classification • Sources of business idea • preliminary screening • Project cycle • Project feasibility analysis | 25% |

Practical:

To give first hand exposure & experience, students are expected to visit / participate in an entrepreneur organisation /innovation on or off the campus. This should be followed by a brief report, evaluation and viva-voce.

Reference Books:

1. Entrepreneurship Development by S.S. Khanka
2. Entrepreneurship Development and Project Management by Neeta Baporikar
3. Entrepreneurial Development in India by Gupta and Shrinivasan.
4. Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
5. Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd