



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.)

Tourism and Service Industry



Kalinga University, Naya Raipur, Chhattisgarh

B.VOC IN TOURISM AND SERVICE INDUSTRY

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI101	Communication Skills	3	3	0	0	30	70	100
BVTSI102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVTSI103	Principles of Management	3	3	0	0	30	70	100
BVTSI104	Principles and Practices of Tourism-I	3	3	0	0	30	70	100
BVTSI105P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI201	Principles and Practices of Tourism-II	3	3	0	0	30	70	100
BVTSI202	Environmental Studies	3	3	0	0	30	70	100
BVTSI203	Managerial Economics	3	3	0	0	30	70	100
BVTSI204	Financial Accounting	3	3	0	0	30	70	100
BVTSI205P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI301	Human Resources Management	3	3	0	0	30	70	100
BVTSI302	Hospitality Management	3	3	0	0	30	70	100
BVTSI303	Event Management	3	3	0	0	30	70	100
BVTSI304	Resort Management	3	3	0	0	30	70	100
BVTSI305P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI401	Customer Relationship Management	3	3	0	0	30	70	100
BVTSI402	Tourism Marketing	3	3	0	0	30	70	100
BVTSI403	Front Office Operations	3	3	0	0	30	70	100
BVTSI404	House Keeping Operations	3	3	0	0	30	70	100
BVTSI405P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI501	Eco Tourism	3	3	0	0	30	70	100
BVTSI502	Ethical, Legal, and Regulatory Framework for Tourism	3	3	0	0	30	70	100
BVTSI503	Travel Agency and Tour Operation Management	3	3	0	0	30	70	100
BVTSI504	Tour Packaging	3	3	0	0	30	70	100
BVTSI505P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVTSI601	Transportation Management	3	3	0	0	30	70	100
BVTSI602	Management Accounting	3	3	0	0	30	70	100
BVTSI603	Travel Geography	3	3	0	0	30	70	100
BVTSI604	Innovative Practices in Tourism	3	3	0	0	30	70	100
BVTSI605P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

SEMESTER-01

BVTSI101

COMMUNICATION SKILLS

Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Unit - 1

06

Introduction: Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

Unit - 2

06

Language of Communication: Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

Unit - 3

06

Speaking Skills: Monologue dialogue group discussion effective communication/ mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

Unit - 4

06

Reading and Understanding Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation (from Indian language to English and vice-versa) literary/knowledge texts

Unit - 5

Writing Skills: Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

References:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

BVTSI102

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course objective:

This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behavior.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

Unit - 1

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

Unit - 2

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

Unit - 3

06

- **Software:** System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

Unit - 4

06

Computer Networks and Internet: Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

Unit - 5

06

- **Information Technology and Society:** Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.
- **Programming Concepts & Techniques:** Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

References:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

BVTSI103

PRINCIPLES OF MANAGEMENT

Course Objective:

To provide basic knowledge of the principles of management.

Unit - 1

06

Nature and Process of Management - Schools of Management Thought - Management Process School, Human Behavioral School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basis of Global Management

Unit - 2

06

Planning – objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making –forecasting.

Unit - 3

06

Organizing – Types of organization - formal and informal, line and staff, functional – organization structure and design – span of control, delegation and decentralization of authority and responsibility – organizational culture and group dynamics.

Unit - 4

06

Staffing – Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

Unit - 5

06

- **Directing**- Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief)
- **Controlling** - Concept, Significance, Methods of establishing control.

References:

1. Moshal. B.S. Principles of Management, Ane Books India, New Delhi.
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., New Delhi.
3. Richard Pettinger. Introduction to Management, Palgrave Macmillan, New York.
4. Koontz and O'Donnel. Principles of Management, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
5. Terry G.R. Principles of Management, D.B. Taraporevala Sons & Co. Pvt. Ltd., Mumbai.
6. Govindarajan. M and Natarajan S. Principles of Management, PHI, New Delhi.
7. Meenakshi Gupta. Principles of Management, PHI, New Delhi.

BVTSI104

PRINCIPLES AND PRACTICES OF TOURISM-I

Course Objectives:

To invoke interest in students with basic concepts and contents of tourism studies

Unit - 1

06

Travel and Tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of Modern Tourism, Factors affecting growth of Tourism.

Unit - 2

06

Tourism: Definition, Meaning, Nature and Scope; Tourist, Traveler, Visitor and Excursionist - definition and differentiation; Leisure, Recreation and Tourism interrelationship; Typology and forms of tourism – International, Inbound, Outbound, inter regional, intra-regional, domestic, international, national and other forms; Social tourism.

Unit - 3

06

Tourism an Overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, pricing competitiveness/Flexibility, Interrelationship of elements.

Unit - 4

06

Introduction to tourism industry – Travel agency – History – Operation/Functions – Types. Tour Operators – Functions – Types. Accommodation Industry-Types – Classification – Supplementary – Souvenir Industry & Shopping.

Unit - 5

06

- **Transportation (Air, Water, Land)** – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.)
- International travel requirements (Passport, Visa, Health Certificates & Insurance). Role and functions of NTO and tourism authorities of various levels (National, State, Local) Tourism Organizations – National and International:-ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, PATA.

References:

1. P.N Seth: Successful tourism Management (Vol. 1 & 2), Sterling Publishers, New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers,
3. A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
4. Christopher. J. Hollway; Longman; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. A.K Bhatia: The Business of Tourism concept and strategies , Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

BVTSI105P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-02

BVTSI201

PRINCIPLES AND PRACTICES OF TOURISM II

Course Objective:

To study the tourism products and potential of India.

Unit - 1

06

Travel Motivations - Definition of Motivation – concept of motivation - evolution of Demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators.

Unit - 2

06

Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major world destinations.

Unit - 3

06

Socio-Economic factor In Tourism: Impacts of Tourism – Economic, Environmental, Social, Cultural. Economic benefits – the multiplier effect – development of infrastructure – regional development – effects on employment – tourism and economic value of cultural resources – tourism and international understanding, National Integration through tourism.

Unit - 4

06

Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions of tourism – carrying capacity – sustainability – conservation policy, Responsible tourism.

Unit - 5

06

- Features of Tourist Destinations – Essential facilities and Services for Tourism Development. Tourism Development in India – Sargent Committee - 5 year plans - tourism Policy.
- Tourism Products - Definitions - Product levels of Kotler-, Product design - Issues and considerations, Leiper's Tourism System, Tourism Area Life Cycle.

References:

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
8. Christopher. J. Hollway; Longman; The Business of Tourism
9. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
10. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
12. R.Jacob et all : Tourism products of India- A National Perspective (Abhijeet Publications)

BVTSI202

ENVIRONMENTAL STUDIES

Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Unit - 1

06

Introduction to Environmental Studies:

Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit - 2

06

Natural Resources:

- **Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit - 3

06

Biodiversity and Conservation:

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

Unit - 4

06

Environmental Pollution:

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

Environmental Policies & Practices:

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit - 5

06

Human Communities and the Environment:

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

References:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.

11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzuhl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

BVTSI203

MANAGERIAL ECONOMICS

Course Objective:

To familiarize the students with the economic principles and theories underlying various business decisions.

Unit - 1

06

Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – Application of economic theories in business decisions – role and responsibility of a managerial economist.

Unit - 2

06

Demand Estimation – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products.

Unit - 3

06

Theory of Production – Production function – Cobb Douglas Production function – Laws of production– Law of Diminishing Returns–Law of returns to scale–Economies and diseconomies of scale.

Unit - 4

06

Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing –marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product.

Unit - 5

06

Business Cycles – Introduction – phases of a business cycle – causes and indicators – Theories of business cycles – control of business cycles.

References:

1. Maheswari.K.L and Varshney. Managerial Economics, Sultan Chand & Sons, New Delhi.
2. Mote V.L, Samuel Paul and Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
3. Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
4. Dwivedi N.D. Managerial Economics, Vikas Publishing House, New Delhi.
5. Reddy P.N and Appanniah. H.R. Principles of Business Economics, S. Chand &Co. Ltd. New Delhi.

BVTSI204

FINANCIAL ACCOUNTING

Course Objective:

To familiarize the student with the basic accounting terminologies and capable of journalizing, posting and preparing final accounts both manually and in computerized form.

Unit - 1 06

Introduction - Financial Accounting- definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit - 2 06

Conceptual Frame work - Accounting Concepts, Principles and Conventions, Accounting Standards.

Unit - 3 06

Recording of transactions - Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, and Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

Unit - 4 06

Preparation of final accounts - Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business with adjustments.

Unit - 5 06

Computerized Accounting - Journalizing and preparing final accounts using TALLY.

References:

1. Gupta R.L. and Radhaswamy. M. Advanced Accounting, Sultan Chand & Sons, New Delhi.
2. Shukla M.C., Grewal. T.S and S.C. Gupta. Advanced Accounts, S. Chand & Co. Ltd. New Delhi.
3. Jain S.P. and Narang. K.L. Financial Accounting, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta. M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd. New Delhi.

BVTSI205P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-03

BVTSI301

HUMAN RESOURCES MANAGEMENT

Course Objective:

To give a conceptual understanding of human resource practices in business organizations.

Unit - 1

06

Introduction to Human Resource Management - Importance - scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management- HRM and competitive advantage- Traditional Vs Strategic human resource management.

Unit - 2

06

Human resource planning, Recruitment and selection- Job analysis- process of job analysis- job discretion - job specification - methods of job analysis - Conventional Vs strategic planning - job evaluation - Recruitment - source of recruitment- methods.

Unit - 3

06

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

Unit - 4

06

Performance appraisal and career planning. Need and importance- objectives process- methods and problems of performance appraisal. Concept of career planning –features- methods –uses career development.

Unit - 5

06

Compensation management and grievance redressal. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressal procedure- Discipline- approaches- punishment-essentials of a good discipline system. Labor participation in management.

References:

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam. Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

BVTSI302

HOSPITALITY MANAGEMENT

Course Objective:

To introduce the student to the world of Hospitality industry in general and to develop the hospitality culture among the students.

Unit - 1

06

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevo Bhavah, Expectations of the guest.

Unit - 2

06

Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. – FHRAI.

Unit - 3

06

Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms – Use of IT in Hotel industry.

Unit - 4

06

- **Front Office Management:** Organizational structure and Functions
 - » **House Keeping:** Organizational structure – important housekeeping activities in hotels – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping.
 - » **Food and Beverage Operations:** Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service.

Unit - 5

06

- **Security department** - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department.
- Case study of important Hotels.

References:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry ,UBS Pub, New Delhi
3. Dennis. L. Foster – VIP and Introduction to Hospitality, Mc Graw Hill, New Delhi
4. M.L. Ksavana and R.M. Brooks - Front Office procedures, Educational Institute. A.H.M.A
5. Sudhir Andrews - Hotel front Office Management. Mc.Graw Hill, New Delhi
6. Puspinder. S. Gill - Dynamics of Tourism - Vol. 4 - Tourism and Hotel Management, Anmol P
7. Jag Mohan Negi - Hotels for Tourism Development, Metropolitan Pub, New Delhi
8. RK Malhotra - Fundamentals of Hotel Management and Operations, Anmol Pub, New Delhi
9. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

BVTSI303

EVENT MANAGEMENT

Course Objective:

To familiarize with basic concepts and practices in event management.

Unit - 1

06

Event Management – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.

Unit - 2

06

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools.

Unit - 3

06

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

Unit - 4

06

Process of Event Management – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation.

Unit - 5

06

- Entrepreneurship opportunities in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart.
- Event promotion- marketing events- interrelation between event and tourism industry

References:

1. Event Management, Purnima Kumarri, Anmol Publishers
2. Event Management for Tourism, Der Wagen, Pearson
3. Successful Event Management, Shone. A, Cengage Learning

BVTSI304

RESORT MANAGEMENT

Course Objective:

To familiarize students with the concept of resort management.

Unit - 1 **06**
Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, Trends and factors in developed tourist markets leading to growth to resort concept.

Unit - 2 **06**
Basic element of a resort complex- Lodging facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services.

Unit - 3 **06**
Mountain based resorts – introduction - development process – visitor profile. Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management. Golf/tennis resorts – introduction - market segments – visitor profiles. Health resorts/ Ayurvedic resorts).

Unit - 4 **06**
External challenges for resort management: Changing market and competitive conditions – global demand trends – benefit segmentation – market segmentation – competition.

Unit - 5 **06**

- **Internal challenges for resort management:** Planning and financial management – planning process– phases of resort development – functional tools of resort development – planning and financial feasibility.
- **Marketing issues for resorts:** introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing seasons, seasonality management strategies – Branding – services marketing and management- Recreation management in resorts: rides, games and parks.

References:

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management, AHMA, USA

BVTSI305P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-04

BVTSI401

CUSTOMER RELATIONSHIP MANAGEMENT

Course Objective:

To explain the principles behind understanding the customer and thereby providing better service.

Unit - 1

06

Introduction to CRM: Conceptual frame work of Customer Relationship and its Management. Evolution customer Relationship Marketing, Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up Sell, Significance and Importance of CRM in Modern Business Environment.

Unit - 2

06

CRM Strategy: Introduction CRM- Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.

Unit - 3

06

CRM Implementation: Implementation of CRM: Business oriented solutions, Project Management, Channel Management, CRM in Services, and CRM in Financial Services.

Unit - 4

06

E – Commerce in CRM: Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM.

Unit - 5

06

Customer Loyalty and CRM: Concept of Loyalty at CRM: Definition of Loyalty, Customer Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India.

References:

1. Kotler P, Marketing Management, Pearson Education
2. Saxena R, Marketing Management, Tata McGRaw Hill
3. Ramana V, Somayagulu G, Customer Relationship Management, Excel Book
4. Govinda.K, Bhat, Customer Relation Management, Himalaya

BVTSI402

TOURISM MARKETING

Course Objective:

To familiarize with the concepts and practices of tourism marketing.

Unit - 1

06

Marketing: Concept and definition and its significance in tourism industry. Basic concept of Need and want; demand, product, service, market and sales. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 8 P's of marketing mix.

Unit - 2

06

Market Research Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions. Consumer and consumer behavior, Factors influencing the buying behavior of consumers. Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies.

Unit - 3

06

Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product. Product life cycle (PLC). Branding concept and need of branding of a product for a tourism company. Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry.

Unit - 4

06

Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing. Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry.

Unit - 5

06

Destination Marketing. Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination.

References:

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall
6. Wahab, S. G. (): Tourism Marketing, Tourism International Press, London
7. Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

BVTSI403

FRONT OFFICE OPERATIONS

Course Objective:

To familiarize with the front office operations.

Unit - 1

06

Front Office Department - Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels) -Duties and responsibilities of various staff.-Attributes of front office personnel - Co-ordination of front office with other departments of the hotel -Equipment's used (Manual and Automated).

Unit - 2

06

Role of Front Office - Key control and key handling procedures - Mail and message handling Paging and luggage handling - Rules of the house [for guest and staff] -Black list -Bell Desk and Concierge.

Unit - 3

06

Reservation -Importance of guest cycle (Various stages, sectional staff in contact during each stage) -Modes and sources of reservation. -Procedure for taking reservations (Reservation form, conventional chart, density chart, booking - diary with their detailed working and formats) Computerized system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) -Procedure for amendments, cancellation and overbooking.

Unit - 4

06

Pre-Arrival Procedures - Pre arrival activities (Preparing an arrival list, notification etc.)- Procedure for VIP arrival- Procedure for group arrival(special arrangements, meal coupons, etc.) Guest Arrival - Types of registration. (Register, Loose Leaf, Registration Cards) - Receiving guests. Arrival procedure for various categories of guests (Foreigners along with C-forms, FITs- walk-in with confirmed reservation) -Notification of guest arrival. -Criteria for taking advance. (Walk-ins, Scanty Baggage etc.).

Unit - 5

06

Guest Stay - Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change - Safe deposit procedure. -Assisting guest with all possible information and help (medical etc.) Guest Departure - Departure notification - Task performed at bell desk, cashier /reception- Express check outs -Late check outs and charges. Methods of Payment -Credit card handling -Traveler cheques, Personal checks -Handling cash Indian, Foreign currency -Other methods of payment [Travel agent, Bill to Company etc.

References:

1. J. Vallen; Checkin Checkout
2. S Andrews; Hotel front Office Training Manual
3. S Baker, P. Bradley, J. Huyton; Principles of Hotel Front Office Operations
4. B Braham; Hotel Front Office
5. M Kasavana, C Steadmon; Managing Front Office Operation
6. P Abbott; Front Office Procedures and Management
7. C Dix; Front Office operations/Accommodations Operations
8. D Foster; Front Office Operation and Administration

BVTSI404

HOUSE KEEPING OPERATIONS

Course Objective:

To familiarize with the house keeping operations.

Unit - 1 06

Introduction to House Keeping - Importance & Functions of Housekeeping Guest satisfaction and repeat business-House Keeping Areas-Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas Co-ordination with other Departments -Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

Unit - 2 06

Layout of House Keeping Department - Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department -Hierarchy in large, medium & small hotels -Attributes of staff- Job Descriptions and Job Specifications.

Unit - 3 06

Guest Rooms -Types -Amenities & facilities for Standard & VIP guest rooms. Key Control - Computerized keys -Manual keys -Key Control Procedures.

Unit - 4 06

- Cleaning Equipment's Classification, use, care & maintenance -Selection & purchase criteria Cleaning Agents - Classification, use, care and storage - Distribution & Control Selection
- **Criteria** -Cleaning Routine of Housekeeping Department -General principles of cleaning
- **Work routine for floor supervisors and chamber maids** -Rules of the floor Cleaning Routine of Guest Rooms -Daily cleaning of occupied, departure, vacant, Under Repair & VIP rooms - Evening service & second service procedures. Weekly / Periodic cleaning – Special Cleaning tasks to be carried out.

Unit - 5 06

Lost and Found Procedure - Procedure for Guest articles - Procedure for Lost Hotel Property Records maintained.

References:

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping – Brenscon & Lanox

BVTSI405P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-05

BVTSI501

ECO TOURISM

Course Objective:

To familiarize students with the concept of Eco Tourism.

Unit - 1 **06**
Emergence of Ecotourism, concept and definitions, growth and development- Ecotourism Principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism.

Unit - 2 **06**
Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Unit - 3 **06**
National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population.

Unit - 4 **06**
Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation.

Unit - 5 **06**
Eco Tourism practices Case Studies- Kerala

References:

1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
5. Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

BVTSI502

ETHICAL, LEGAL, AND REGULATORY FRAMEWORK FOR TOURISM

Course Objective:

To familiarize the students with the ethical and legal aspects of tourism sector.

Unit - 1

06

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

Unit - 2

06

Laws relating to accommodation, travels agencies land tour operation sector, Law regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

Unit - 3

06

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

Unit - 4

06

Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.

Unit - 5

06

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation. Case Study.

References:

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.
4. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

BVTSI503

TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Course Objective:

To study the roles of travel agents and tour operators.

Unit - 1

06

Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of Tourism Industry.

Unit - 2

06

Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency.

Unit - 3

06

Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management Source of income- Organizational Structure

Unit - 4

06

Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc.

Unit - 5

06

- Market Research, Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations.
- **Travel agency and Tour Operations Sector in India-** Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India.

References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice - Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management - Prentice Hall
8. Mark Mancini: Conducting tours - Delmar Thomson, New York

BVTSI504

TOUR PACKAGING

Course Objective:

To familiarize with tour packaging in tour operations

Unit - 1

06

Meaning, definition, origin, development, types, components and significance of tour Packages with relation to tourists, destinations and Tour Company's role and input of public and private sector tourism organizations in promotion of tour packaging business.

Unit - 2

06

Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market).

Unit - 3

06

Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.

Unit - 4

06

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies.

Unit - 5

06

- Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage- Prepare package based on these activities.
- Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Intersight. IRCTC and its Tour Packages.

References:

1. Marketing of Travel & Tourism by Middleton.
2. International Encyclopaedia of Tourism Management by P.C. Sinha. Dynamics of Tourism by R.N. Kaul.
3. Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,
4. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London,1995
5. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
6. Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt. York, 1990.
7. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
8. Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
9. Frenmount P., How to open and Run a Money Making Travel Agency, John Wileyand Sons, New York. 1994.
10. Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990

BVTSI505P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-06

BVTSI601

TRANSPORTATION MANAGEMENT

Course Objective:

To study the importance of different modes of transportation in tourism industry.

Unit - 1

06

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers – Major entry points of tourists to India

Unit - 2

06

Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

Unit - 3

06

Rail Transport: General information about Indian Railways, Brief History – high speed trains
Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) .

Unit - 4

06

Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass.

Unit - 5

06

- **Water Transport:** Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Houseboats.
- **Airport Management:** Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger’s & Cargo). **Departure formalities:** Check in - Emigration - Customs & Security. Arrival Formalities: Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel).

References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
5. www.indianrailways.gov.in
6. www.irctc.co.in
7. www.dorth.gov.in

BVTSI602

MANAGEMENT ACCOUNTING

Course Objective:

To equip the students to interpret financial statements with specific tools of management accounting.

Unit - 1

06

Introduction- Meaning-definition - objectives -difference between Financial Accounting and Management Accounting- Cost Accounting vs Management Accounting- Installation of management accounting- steps involved- role of management accounting in decision making. Tools and techniques of management accounting- advantages and limitations.

Unit - 2

06

Analysis and interpretation of financial statements - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements- Common size Financial Statements- Trend analysis- Ratio analysis-classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation-

Unit - 3

06

Marginal Costing – Break Even Analysis – Cost Volume Profit analysis – Decision making under normal key factor environments including pricing decisions.

Unit - 4

06

Budgeting -Meaning – definition- uses – functional budgets – preparation of cash budget – flexible budget – meaning and concept of master budget.

Unit - 5

06

Reporting to Management – Introduction – essentials of a good report – methods and types of reports.

References:

1. Man Mohan, Goyal S.N. Principles of Management Accounting, Sahitya Bhawan Publications, Agra.
2. Shashi K. Gupta and Sharma R.K. Management Accounting, Kalyani Publishers, New Delhi.
3. Gupta S.P and Sharma R.K. Management Accounting, Sahitya Bhawan Publications, Agra.
4. Kulshustia and Ramanathan. Management Accounting, Sultan Chand & Sons, New Delhi.
5. Maheswari S.N. Management Accounting and Financial Control, Sultan Chand & Sons, new Delhi.
6. Pandey I.M Principles of Management Accounting, Vikas Publishing House, New Delhi.
7. Khan M.Y & Jain P.K. Management Accounting, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
8. Revi M. Kishore. Management Accounting, Taxman Publications Pvt.Ltd., New Delhi. 97
9. Jhamb H.V. Fundamentals of Management Accounting, Ane Books India, New Delhi.
10. Kaplan R.S and Atkinson A.A. Advanced Management Accounting, PHI, New Delhi.
11. Rajesh Kothari and Abhishek Godha. Management Accounting Concepts and Applications, Macmillan India Ltd., New Delhi.

BVTSI603

TRAVEL GEOGRAPHY

Course Objective:

To have a basic knowledge about the travel geography of the world.

Unit - 1

06

Tourism and Geography, role of geography in tourism, IATA Traffic Areas - countries, capital cities and codes, airports and codes, currencies, currency codes.

Unit - 2

06

Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Unit - 3

06

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Unit - 4

06

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Unit - 5

06

- **Europe** - tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America- tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).
- Map Reading.

References:

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism - Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
8. Babu P George, Alexendru Nedelea-International Tourism World Geography & Development Perspectives, Abhijeet Publications.

BVTSI604

INNOVATIVE PRACTICES IN TOURISM

Course Objective:

To study the innovative practices in tourism.

Unit - 1

06

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathi maidan, Delhi etc.

Unit - 2

06

Voyage tourism-tourist ships or cruise liners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outer space.

Unit - 3

06

Health tourism - rejuvenation therapy in ayurveda - kayakalpa treatment-general idea about panchakarma - oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc. Naturopathy treatments.

Unit - 4

06

General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism; Sidha & Unani – cost effectiveness in India.

Unit - 5

06

- **Professionalization of tourism** – strategic management in tourism –impact of globalization on tourism & travel – tourism education and training –world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism.
- **Responsible tourism** – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations –benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.

References:

1. Tourism Development Revisited. Edited by Sutheeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi - 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.
5. Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi.
6. Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice – Dr. P.O. George (In press).
8. www.incredibleindia.org
9. www.keralatourism.org

BVTSI605P

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