Mahatma Gandhi University
MEGHALAYA
www.mgu.edu.in

SYLLABUS MANUAL

PROFESSIONAL PROGRAMME
PROGRAMME CODE --- 315

Bachelor of Arts in Airline, Tourism and Hospitality Management (BAATHM)

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<td>BAATHM12</td>
<td>Tourism Product &amp; Services Part –I</td>
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Detailed Syllabus

YEAR 1
SEMESTER I
BAATHM11 --- Basics of Tourism

Unit 1:
- Tourism: The relationship between leisure, recreation and tourism
- Types of travellers, types of tourist according to their behaviour.
- Travel Lingo
- Classification of tourism in terms of: Destination visited – International tourism and domestic tourism
  Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism.
- Mode of travel arrangement – Inclusive travel and Independent travel
- Motivation of Travel:

Unit 2: Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.

Unit 3: Cultural motivations: pilgrimage tourism, cultural curiosity etc.

Unit 4: Interpersonal Motivation: meeting new people, VFR, etc

Unit 5: Status and Prestige motivation: business motivation:
- Global tourism
  Description of the development of tourism in the Ancient era, Imperial era (Roman travellers, Greek travellers, Indian travellers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.
- Factors that have led to the growth of tourism Technology and destination development
- Changing social patterns Changing Living standards.
- Barriers to the growth of tourism
- Factors existing at the destination: terrorism, & political and social environment
- Factors barring a potential tourist from travelling: time, cost, and social barriers.
- Domestic tourism

Definition and Significance of Domestic tourism
- Positive and Negative impacts of tourism
- Economic Impacts
- Socio-culture Impacts
  Environmental impacts
- Carrying capacity
  Types of carrying capacity: Physical, biological, Social carrying capacity
  Importance of carrying Capacity
- Sustainable and Eco-tourism
  Definition of Eco tourism
  Benefits and Importance of Eco tourism
  Agenda 21
  Definition and bodies promoting Sustainable tourism
  Principles of Sustainable tourism
  Difference between Mass and Green Tourism

BAATHM12--- Tourism Product & Services Part –I

Unit 1: The Tourism Product, 3 A’s of Tourism, The Ideal Tourism Product.
Unit 2: Accommodation: **Types of Hotels**: International Hotels, Resorts, Commercial Hotels, Residential Hotels, Floating Hotels, Heritage Hotels. **Supplementary Accommodation**: Motels, Youth Hostel, Caravan and Camping Sites, Pensions, Bed and Breakfast Establishments, Tourist Holiday Villages.

Unit 3: Transportation: India by Air, India by Rail, India by Road. Transport by water: Travelling in India- Documents and Formalities.


Unit 5: Hill Stations in India

**BAATHM13--- Basics of Management & its Application**
- **Unit 1**: Introduction to Management: Meaning, definition and concept.
- **Unit 2**: Characteristics of Management
- **Unit 3**: Importance of Management
- **Unit 4**: Management-a science or an art
- **Unit 5**: Levels of Management
- **Unit 6**: Functions of Management
- **Unit 7**: Management Theories: Scientific Management

**Administrative Management**
- **Unit 8**: Planning: Nature and Purpose, Forms of Planning, Types of Plan, Decision Making.
- **Unit 9**: Organization: Meaning, characteristics and importance
  1. Principles of Organization
  2. Types of Organization
  3. Delegation
  4. Centralization and Decentralization
- **Unit 10**: Direction:
  1. Communication
  2. Staffing
  3. Motivation
  4. Leadership
- **Unit 11**: Co-ordination:
  1. Meaning, definition
  2. Principles of co-ordination
  3. Techniques of effective co-ordination
  4. Importance
  5. Process
- **Unit 12**: Control:
  1. Definition
  2. Characteristics
  3. Pre-requisites
  4. Control Process

**BAATHM14--- Geography of Tourism (India)**

- **Unit 1**: Mumbai
  1. Places of Interest: Juhu Beach, Kanekhi Caves, Gateway Of India, Hanging Gardens, Marine Drive, Haji Ali’s Tomb And Mosque, Elephanta Caves.

**Unit 2: Bangalore**
1. Places of Interest: Bull Temple, Gangadhereshvara Temple, The Fort, Tipu Sultan’s Palace,

**Unit 3: Ahemadabad**

**Unit 4: Hyderabad**
1. Places of Interest: Char Minar, Mecca Masjid, Birla Mandir, Saler Jung Museum, Golconda Fort, QutubShahi Tomb, Osmania University.
2. Excursions: Yadagirigatta, Nacharam, NagarjunaSagar.

**Unit 5: Chandigarh**

**Unit 6: Chennai**
1. Places of Interest: Fort St. George, Kapileshwara Temple, Marina Beach, St. Thome Cathedral, Kalakshetra, Theosophical Society, MGR Film City.
2. Excursions: Cholamandal Artists Village, DakshinChitra, Vendalur, Covelong, Crocodile Park, Pulicat Lake, Mammallapuam, Thiruzhukundram, Kanchipuram, Tiruvannamallai.

**Unit 7: New Delhi**
2. Excursions: Nainital, Ranikhet, Mussoorie, Rishikesh, Haridwar, Neemrana, Kesroli

**Unit 8: Cochin**
1. Places of Interest Mattancherry Palace, St. Francis Church
2. Excursions: Kalady, Athirampally.

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**BAATM15--- Customer Care & Interpersonal Skills**

**Unit 1**: Customer Care: Concepts

**Unit 2**: Customer Classification: Service Provider. Key areas of customer care.

**Unit 3**: Customer Feedback, Feedback Tools

**Unit 4**: Service Recovery Management

**Unit 5**: Grooming and Etiquette

**Unit 6**: Telephone Handling Skills

**Unit 7**: Complaint Management

**Unit 8**: Transactional Analysis in Customer Care

**Unit 9**: Case studies and Role Plays

**Unit 10**: Specific Focus on AIRLINES, TOURISM, HOSPITALITY INDUSTRY
SEMESTER II
BAATHM21--- Tourism Product and Services Part –II

Unit 1: Indian Wildlife
Unit 2: Fairs and Festivals in India
Unit 3: Shopping in India
Unit 4: Cuisine in India
Unit 5: Museums in India
Unit 6: Arts & Crafts in India
Unit 7: States of India:
  7.1 Rajasthan: Rajasthan at a glance, Jaipur, Bharatpur, Merta, Nagaur, Kota, Shekhawati, Sikar, Jhunjhunu, Churu, Jodhpur, Bikaner, Jaisalmer, Udaipur.
  7.2 Himachal Pradesh: Himachal Pradesh at a glance, Shimla, Kullu, Manali, Spiti, Dharamshala, Dalhousie, Chamba.
  7.3 Goa: Goa at a glance, Panaji, Old Goa – Velha Goa, Mapusa, North Goa, South Goa, Madgaon or Margaon, Vasco da Gama, Terekhol Fort, Dudhsagar Waterfall.
  7.4 Kerela: Kerela at a glance, Thiruvananthapuram, Calicut, Cochin, Wynad, Kasargod.

BAATHM22--- Tourism Industry Profile

Unit 1: Fast Food Joints: Barista, Café Coffee Day, McDonalds, Pizza Hut, Domino’s.


Unit 4: Aviation Industry: Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, Air Lanka.

BAATHM23--- Tourism Management

Unit 1: Infrastructure of Tourism Management
  • Structural components
  • Important tourist services
  • The seasonal character of tourism
  • Suggestions for improvement of tourism

Unit 2: Nature and Classification of Tourism
  • Basic nature of tourism
  • Nature of tourism: Leiper’s Model, TGR, TR, TDR
  • Varied benefits of tourism
  • Indian concept of classification of tours/tourism.

Unit 3: Tourism Planning
• Need for tourism planning
• Essentials of planning
• Eight-point planning process
• Aims of tourism planning
• Significance of planning

Unit 4: Tourism Organisational Set Up In India
• Structure of department of tourism
• NTO & its Functions

BAATHM24--- Geography of Tourism
Note: Map work –For the locations mentioned.

Unit 1: France: National name, President, Tourist arrivals in 2003, Area, Tourism Tax, Medical precautions for tourists, Currency, Population, Languages, Religion, Food.

Unit 2: Important Locations: Paris (The region surrounding the capital - the Île de France - the palace Versailles and Fontainebleau, Disneyland Paris) The Louvre, Musée d'Orsay, The Arc de Triomphe, Tour Eiffel or Eiffel Tower, Notre-Dame de Paris, Les Champs-Élysées, Centre Georges Pompidou, La Grande Arche dela Défense, The Obelisk at the Place de la Concorde, Channel Tunnel, Mont StMichel.


Unit 4: Switzerland: Govt. type, Land Areas, Capital city, Bordering Countries, Inhabitants, languages, climate, landforms, no of airports, currency, food items, Major provinces: Bernese oberland, Valais, Lake Geneva region, Ticino, Schweizermitteland, Fribourg, Fribourg, Jura, jurabernois, Art & culture: museums, castles, modern festivals as tourist attractions.

Unit 5: Malaysia: Background, location, full country name, people, population, people, languages, religion, Govt. head of state, head of govt, capital, currency, No. of airports. Major attractions: Kuala Lumpur, Langkawi, Genting Highlands, Cameron Highlands, Penang Island, Melaka, Tioman Island, means of transportation, activities, Sabah, Sarawak. Activities, events (major festivals), when to go, facts for the traveler (visas, health risks). Local customs, dining and drinking, dress code.

Unit 6: Australia: Background, location, area, coastline, climate, terrain, elevation extremes, population, ethnic groups, religions, country name, Govt type, capital, major cities, currency, language, no. of tourist arrivals in 2003, history, discovery, independence, states and territories, no of airports, major airlines, tourist offices, passports and visas, wildlife, world heritage, beaches, getting around. Major attractions in Canberra, Great Barrier Reef, Brisbane, Gold Coast, Fraser Island, Daintree rainforest, Cairns, Sydney, Blue Mountains, Port Stephens, Melbourne, 12 apostles, The Dandenongs, Varra Valley and the ranges, Daylsford, Maryton Park, Adelaide, Kangaroo island, Perth, Bungle bungles, near Alice Springs, Darwin, Kakadu National Park, Hobart.

Unit 7: South Africa: Background, location, area, climate, terrain, elevation extremes, natural resources, population, ethnic groups, religions, languages, country name, govt type, capital, administrative divisions, currency,

Unit 8: Singapore: Background, Uniquely Singapore, Singapore today, Geographical Location, language, people, major attractions, climate, currency, tourist Arrivals in 2003, Govt. type, population, weather, visa and entry facilities, Getting around, official tourist body.

Unit 9: Major attractions: ethnic quarters, Isles of Singapore, landmarks and Memorials, nature reserves, place of worship, Singapore river, Major Tourism events.

BAATHM25--- Human Resource Management

Unit 1: Introduction to Human Resource Management- Definitions, Functions Of Personnel Management, Objectives of Personnel Management, Qualities Of A Good Personnel Manager
Unit 3: Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment & (Advantages, Disadvantages), External Sources (Advantages, Disadvantages) Selection- Definition, Steps In Selection Process (Application Blank, Initial Interview Of The Candidates, Employment Tests
Unit 4: Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction).
Unit 6: On the Job- Job Instruction Training, Job Rotation, Special Assignments).
Unit 7: Off the Job-Vestibule Training, Lecture Method, Conference Method, Seminar Or Team Discussion, Case Study Method.
Unit 8: Development-Definition, Need, Methods- On the Job, Off the Job.
Unit 9: Performance Appraisal- Definition, Objectives, Process, Methods-Past Oriented, Future Oriented.
Unit 10: Job Evaluation- Definition, Objectives, Principles, Methods-Non Analytical, Analytical.
Unit 11: Employee Remuneration- Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages.

YEAR 2
SEMESTER III
BAATHM31 --- Dimensions of International Tourism

Unit 1: Nature and Components of Tourism Industry
Definition of the Term “Tourism & Tourist”
- The Basic Components of tourism
- Elements of Tourism
- Geographical Components
- Geographical Resources of Tourism
- Emerging Forms of tourism
- Social Tourism
- Domestic Tourism
• General Patterns of World Tourism

**Unit 2:**
• The Role of the State in Tourism
• National Tourism Organization
• Department of Tourism, India
• ITDC
• DGCA
• AAI
• FHRAI

**Unit 3:**
Travel Retailing
• Travel Agency & Tour Operations
  • Functions of a Travel Agency
  • Departments of Travel Agency
  • Package Tours & its Components
  • Client handling activities in Travel Agency
  • Star Cruises: Overview

**Unit 4:**
Travel Industry Fairs
• Participation Advantages
• ITB
• WTM
• PATA Travel Mart
• ICCA

**Unit 5:**
International Tourism Organizations
• Need & Significance For Organizations
• UFTAA
• WATA
• ASTA
• WTO
• PATA & PATA Chapters
• IATA
• ICAO
• IHA

**BAATHM32 --- Geography of Tourism (World)**
Map work, Background, Location, Climate, Terrain, Country facts, Tourism Data, passport /Visa Regulations, Major Tourist Locations and activities for the following Countries:
**Unit 1:** Great Britain
**Unit 2:** Thailand
**Unit 3:** Mauritius
**Unit 4:** Italy
**Unit 5:** UAE-Dubai
**Unit 6:** New Zealand
BAATHM33 --- Sales, Marketing & PR in Service Industry

Unit 1: Marketing - Definition

Unit 2: Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market).

Unit 3: Difference between marketing and selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing).

Unit 4: Case Study discussion: Marketing Management - Market Segmentation-Targeting and Positioning (Steps in STP Bases of segmentation, Market coverage strategies, Steps in positioning, positioning strategies), Marketing Mix Elements - 7 P’s of marketing - Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry), Price (Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix - Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence.

Unit 5: Case study discussion, Sales Management - Definition, sales person’s role, prospect management, Buying process, AIDA’s theory of selling, personal selling process, closing strategies, function of sales management, Case study discussion.

Unit 6: PUBLIC RELATIONS: Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and PR, PR tools - media / non-media, PR Campaign, PR in Tourism.

BAATHM34 --- Business Communication

Unit 1:
• Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
• Process of Business Communication
• Communication Models
• Barriers to effective communication.

Unit 2:
• Classification of Communication – Formal & Informal
  Personal, Inter-personal, Group and Mass
  Vertical & Horizontal
  Upward & Downward
  One-way & Two-way

Verbal & Non-verbal
• Understanding – proxemics, kinesics

Unit 3:
• Business Correspondence:
  Principles of Letter Writing
  Types of Business Letters – Sales letters, Requests, Response letters, Complaint letters, Adjustment letters, Inquiry appeals
Resume Writing
Report Writing
• Cross Cultural Communication.
• Importance of Dressing / Manners & Etiquettes in Business Communication.

Unit 4:
• Importance of Communication in:
  Negotiation
  Conflict Management

CASE STUDY
• Japanese vs. American Work Culture
• Doing Business in Europe
• Practicing Business Correspondence

BAATHM35 --- Sustainable Tourism

Unit 1: Impacts of Tourism on a Destination.

Unit 2: Studying the Economic, Social, Cultural and Political Impacts of Tourism On A Destination.

Unit 3: Identifying Tourism-Related Impacts

Unit 4: Understanding the Characteristics of these Impacts

Unit 5: Need For Sustainable Tourism:


Unit 7: Benefits of Sustainable Tourism

Unit 8: Agenda 21 and Eco-Tourism

Unit 9: Importance of Community Based Tourism in Sustainable Tourism


Unit 11: Environmental Conservation and Benefiting Local Communities
  • Specific Destinations of Study:
    • Goa
    • Nepal
    • Barbados

SEMESTER IV

BAATHM41 --- Total Quality Management

Unit 1: Origin of the Quality Movement
Unit 2: Concept of Total Quality Management
Unit 3: The Quality Gurus
Unit 4: The Baldrige Quality Award
Unit 5: Total Quality Management
Unit 5: Key Elements
Unit 6: Check Pointers
Unit 7: The Total Quality Management Tool Kit
Unit 8: Definition of the Seven Statistical Tools
  - Pareto Diagrams
  - Cause & Effects Diagram
  - Histograms
  - Control Charts
  - Scatter Diagram
  - Graphs
  - Check Sheets
Unit 9: Quality Aspects in a Service Organization
Unit 10: Why Service organizations are different?
Unit 11: What matters most to customers?
Unit 12: Managing Quality in Service organizations
Unit 13: Quality Control
  - Just- in-time concept
  - Deming’s Principle
Unit 14: Human Resource Development and Quality Management
Unit 15: Role of HRD, Training and development
Unit 16: Changes related to performances and its measurement
Unit 17: Importance of Frontline staff
Unit 18: Building a Quality organization
Unit 19: Organizing and implementing- Total Quality Management
Unit 20: Roles in organizational transition to TQM
  - Small groups and Employee involvement
Unit 21: Teams for TQM.
Unit 22: Quality Circles
Unit 23: Bench marking.
Unit 24: Educating the customers about Quality.
Unit 25: ISO Series
Unit 26: Obstacles to TQM

BAATHM42 --- Automation in Tourism Industry, Airlines & Hospitality

Unit 1: Automation in the tourism industry – An Introduction, The need for information, Information as a resource.
Unit 2: Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers.
Unit 3: IATA: Importance, Role, History.
Unit 4: Automation in the Airline Industry:
Unit 5: Introduction to CRS: The need for a CRS system, History of the CRS system, Companies providing CRS, Use of the CRS by Airlines and Travel Agents, Benefits and importance of the CRS system to the Travel trade. Basic commands applicable to CRS systems (Galileo).

Unit 6: Ticketing process: Components of a ticket - Types of tickets: Manual ticket/ Automated Ticket/ e-ticket, Role of BSP in ticketing, Details of an automated ticket.

BAATHM43 --- Travel Agency and Tour Operations

Unit 1: Itinerery Planning - Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Designing & Costing of a package tour.
Unit 2: Itineraries for Inbound and domestic tourists: Golden triangle, Buddhist Circuit.

Unit 3: Popular outbound Itineraries of Singapore, Malaysia, Thailand

Unit 4: Visas: Difference between Passport and Visa, Types of Passport & Visa, Preparing Visa cases.


Unit 6: MEDICALIM/POE/FOREX
Basic overview of FOREX
Forex Terminology- TCs, Cash currency, BTQ, LERMS
Forex formalities and procedures
Forex limits for Indian nationals

Unit 7: Fundamentals of Mediclaim Policy-Need and Importance, Types of Mediclaim Policies and how to get it issued. What is POE and why it is required, The importance of an ECNR stamp, How to get the POE suspension – temporary and permanent, Documents required for POE suspension.

Unit 8: Case study Discussion (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots).

✓ Cox & Kings
✓ TCI
✓ Thomas Cook
✓ SOTC/Kuoni
✓ Mercury Travels
✓ Paradise Holidays
✓ Orbit
✓ Ebookers.com (makemytrip.com)

BAATHM44—Airlines Management

Unit 1: History of Aviation
Unit 2: Types of Aircrafts
Unit 3: Airline Terminology
Unit 4: Cabin Crew
Unit 5: Announcements
Unit 6: Airport Jobs
Unit 7: Airport Codes
Unit 8: Airline Codes
Unit 9: Phonetic Alphabet
Unit 10: Airport Lounges Case studies
Unit 11: How airports work
Unit 12: Baggage Handling
Unit 13: Airport Security
Unit 14: Freight
Unit 15: Guidelines for the carriage of elderly and handicapped passengers
Unit 16: Impact of Air Travel on Human Health and Psychology
Unit 17: World Organizations (IATA, ICAO, DGCA, ETC...)
Case Study Discussions:
• Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, Air Lanka.

BAATHM45P --- Resort Management

Unit 1: The Resort Concept
Unit 2: Resorts: Types of Resorts
Unit 3: Characteristics of Resort Management.
Unit 4: Commercial or Transient hotels
Unit 5: Types of hotels: Convention Hotels, Motels and Motor Hotels, Condominium Hotels, Residential Hotels: Casino Hotels, All-suite hotels, Characteristics of Hotel Management.
Unit 6: Special Considerations in Planning and Development: Investment Considerations, Market Feasibility, Changing markets, Market Segmentation, Target Marketing, Competition Analysis, Forecasts
Unit 7: Resort Financing, Capital Requirements, Investment Risks, Resort Ownership, Socio-economic impact of resorts development

YEAR III
SEMESTER 5
BAATHM51 --- Tourism Policy in India

Unit 1: Tourism Planning In India
• Introduction to Tourism Organization
• Tourism at National Level
• Tourism at the State Level
• Functions of State Tourism Development Corporation
• Local Bodies and Tourism

Unit 2: Policy Formulation in India
India’s National Tourism Policy, 1982
• National Tourism Action Plan, 1992
• Five Key Steps in Tourism Planning Process
• Planning Tourism Projects
• Three Level Tourism Planning
• Tenth Five Year Plan an Overview

Unit 3: Tourism Scenario in India
• Introduction
• India’s Resource Potential for Tourism
• Brief History of Tourism In India
• Recognition by Government
• Tourism in Free India
• Formation of the Department in Tourism
• Ministry of Tourism and Civil Aviation
• Declaration of Tourism as an Industry
• Tourism Regulations in India
• Vivid Benefit of Tourism Industry
• How to Stimulate Tourism in India
• Future Prospects of Tourism
BAATHM52 --- Food & Beverage Operations

Unit 1: Introduction to F&B
Unit 2: Hierarchy of F&B
Unit 3: Restaurant Equipment
Unit 4: Menu
Unit 5: Table Layout-COVER
Unit 6: Waiting on the Table
Unit 7: F&B Service Equipment
Unit 8: Cutlery, Crockery
Unit 9: Service Ware-Furniture
Unit 10: Glass Ware-Linen

TYPES OF SERVICE

Unit 11: MISE-EN-SCENE
Unit 12: MISE-EN-PLACE
Unit 13: BANQUETS
Unit 14: MENUS
Unit 15: K.OT.
Unit 16: ROOM SERVICE
Unit 17: COCKTAILS
Unit 18: MOCKTAILS
Unit 19: CASE STUDIES
Unit 20: Careers in F&B

BAATHM53 --- Destination Marketing and Management

Case Studies
Unit 1: Golden Triangle
Unit 2: Pilgrimage Tourism
Unit 3: Cultural Tourism
Unit 4: Adventure Tourism
Unit 5: Incentive Travel
Unit 6: Health Tourism
Unit 7: Wildlife Tourism
Unit 8: Educational Tourism
Unit 9: Agro-Tourism/Rural Tourism
Unit 10: Beach Tourism
Unit 11: Golf Tourism

BAATH54 --- Housekeeping in Hospitality Operations

Unit 1: ORGANISING THE HOUSEKEEPING DEPARTMENT
  • Housekeeping Personnel
  • Organizational structure of a large Hotel (Chart)
• Importance of Job Description of Housekeeping Personnel
• Job Description of:-
  • Executive Housekeeper
  • Housekeeping Supervisor
  • Uniform/ Linen room supervisor
  • Night Supervisor, Room Attendant etc.

**Unit 2: ROOMS AND FLOORS- PRACTICES AND PROCEDURES**
  • Knowledge of rooms
  • Rules on guest floors
  • Bathroom cleaning procedure
  • Reportable matters list

**Unit 3: PUBLIC AREA**
  • Description of all public areas of large hotel

**Unit 4: HOUSEKEEPING PROCEDURES**
  • 1. Lost and found procedures
  • 2. Stains and classification
  • 3. Cleaning agents

**Unit 5: HOUSEKEEPING TERMS**

**BAATHM55P--- Research Methodology and Management Decisions**

  Unit 1: Introduction to Research Methodology
  Unit 2: Defining the Research Problem
  Unit 3: Research Design
  Unit 4: Sampling Design
  Unit 5: Methods and Techniques of Data Collection
  Unit 6: Processing and Analysis of Data
  Unit 7: Data Presentation and Analysis
  Unit 8: Report Writing and Presentation
  Unit 9: Role of Information Technology in Research

**SEMESTER VI**

**BAATHM61--- Conferences & Events Management**

  Unit 1: Event Management- Concept, Conceptualising – creating and developing events Essentials of Conference /Convention/ trade fairs/ Expos/ Product Launch/
  Unit 2: Entertainment Shows/ Sports Events etc.
  Unit 3: Event Planning
  Unit 4: Event Marketing
  Unit 5: Event Evaluation

**BAATHM62--- Project-I (International Airline Operator)**

**BAATHM63--- Project-II (National Airline Operator)**