## TRAVEL AND TOURISM MANAGEMENT III SEMESTER

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| **ET-301** | **Travel Agency and Tour Operations** | **100** | **4** | **0** | **0** | **3** |

**Objective:** To understand the significance of travel agency and tour operation business, the current trends and practices in the tourism and travel trade sector and to develop adequate knowledge and skills applicable to travel industry.

UNIT-I Travel Trade: Historical Perspectives: Emergence of Thomas Cook- Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service AgencyCommercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.

UNIT-II Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government.

UNIT-III Itinerary Planning & Development: Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do‘s and Don‘ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

UNIT-IV Tour Packaging & Costing: Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings.

UNIT-V Travel trade Organizations: Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

## Suggested Readings:

1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
2. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
3. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
4. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.
5. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
6. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.

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| **ET-302** | **HOSPITALITY MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

**Objective:** To study the flow of activities and functions in today‘s Hotel operation, familiarize with Hotel and resort management and to establish the importance of various departments and its role in the Hospitality Industry.

UNIT-I Introduction to Hospitality Industry: Distinctive Characteristics: Inflexibility Intangibility-, Perishability - Fixed Location- Relatively Large Financial Investment etc.; Concepts of ―Atithi Devo Bhavah‖; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India.

UNIT- II Front Office : Duties and Responsibilities: Reservation & Registration- Meal Plans Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans Wake- up call.

UNIT- III Housekeeping: Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.

UNIT- IV Food & Beverage : Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen-Buffets-Beverages Operation &Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- BanquetteCorporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.

UNIT-V Evaluating Hotel Performance: Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.

## Suggested Readings:

1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
2. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
3. Negi, J. (1984) .Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.
4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication. 5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.

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| **ET-303** | **RESORT PLANNING AND DESTINATION**  **MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

**Objective:** To study the flow of activities and functions in today‘s Resort operation and to familiarize with Destination Management.

**Unit – l**: Resort: Concept, Evaluation. Scope, Trends and development - Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort - Deferent Types of Resorts- Product, Functional specifications - Strategy and organizational structures.

**Unit – II**: Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development - Economic analysis of Resort operation and Forecasting.

**Unit – III**: Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.

**Unit – IV**: Development of destination - Principles of destination development - Concerns for destination planning - Stages in destination designing and management.

**Unit – V:** Cultural tourism product: designing, development, issues and considerations - Religious tourism product: designing, development, issues and considerations - Heritage tourism product: designing, development, issues and considerations.

## Suggested Readings:

1. Gee Chuck Y., Resort Development and Management
2. Stipnauk, David M. and Roffman, Harold, Facilities Management
3. Lawson , Hotels and Resorts: Planning, Design and Refurbishment

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| **ET-304** | **TOURISM POLICY AND PLANNING** | **100** | **4** | **0** | **0** | **3** |

**Objective:** To comprehend the conceptual dimensions and policies of tourism industry and to understand the dynamics of tourism businesses and its impacts.

**Unit – I**: Concept, need, objective, institutional framework and the principal lines of public tourism policy- Role of govt. public and private sector in formulation of tourism policy - Roles of international, national, state and local tourism organizations in carrying out tourism policies.

**Unit – II**: Goal of national administration and tourism policy - Policy making bodies and its process at national levels - Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

**Unit – III**: National Tourism Policy-2002 - Opportunities for investments in hotel sector & Tourism related organizations - Incentives and concessions extended for tourism projects and resources of funding.

**Unit – IV**: Background, Approach and Process, Techniques of Plan Formulation - Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning -Destination life cycle concept.

**Unit – V**: Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning - Important feature of five year tourism plans in India - Elements Agents, Processes and typologies of tourism development.

## Suggested Readings:

1. Bezbarua M.P, Indian Tourism Beyond The Millenium
2. Burkart & Medlik, Tourism; Past, Present and Future
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry
4. Murphy, Peter H, Tourism: A Community Approach