

ANDHRAKEASARI UNIVERSITY

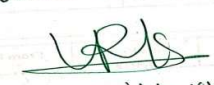
MINOR

Subject: Tourism and Travel Management

w.e.f. AY 2023-

24COURSESTRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Principles and Practices of Tourism	4	4
Semester-III	2	Tourism Marketing	4	4
Semester-IV	3	Management of Tourist Transport	4	4
	4	Hospitality Management	4	4

Approved and Forwarded  
  
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### SEMESTER-III

### COURSE 2: TOURISM MARKETING

Theory


Credits:4

4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To expose the students to concepts and components of marketing.
<b>CO2</b>	To acquaint them with tourism specific marketing skills.
<b>CO3</b>	To familiarize them with the contemporary marketing practices.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Origin of Marketing:</b> Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products – Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand
<b>II</b>	<b>The relationship between market and Consumer:</b> Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research- Market Segmentation, Target in Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management
<b>III</b>	<b>P's of Tourism Marketing:</b> 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation And managing Tourism Markets, Marketing Plans
<b>V</b>	<b>Marketing Skills for Tourism Business:</b> Self- Motivation – Team Building – Personality Development – Creativity & Innovation – Innovative Products in Tourism, Five – Gap Model of Service Quality, Marketing Control

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.</li> <li>2. Fyall,A.,&amp;Garrod,B.(2005).Tourism Marketing: A Collaborative Approach (Vol.18). Bristol: Channel View Publications.</li> <li>3. Kotler, P. (2006). Marketing Management. Delhi: PHI.</li> <li>4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.</li> <li>5. Neela megham, S. (1998). Marketing in India: Cases &amp; Readings. New Delhi: Vikas.</li> <li>6. Ramasamy, V.S., &amp; Namakumar, S. (1990). Marketing Management: Planning &amp; Control. New Delhi: Macmillan.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners tend to be proficient with the concepts, components, and functions of marketing.</li> <li>• Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.</li> <li>• They would gather wholesome idea of the impacts of ICT on tourism and related activities.</li> </ul>	

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## SEMESTER-IV

### COURSE3: MANAGEMENT OF TOURIST TRANSPORT

Theory


Credits:4

4hrs/week

<b>Course Objectives</b>	
<b>CO1</b>	To remember the origin and development of transport system.
<b>CO2</b>	To gain the knowledge about various modes of transportation and its usages.
<b>CO3</b>	To familiarize the India's famous tourist travel services and their role on tourism developments.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Fundamentals of Transport:</b> Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution Of Sales of Tourist Transport Services, Road Transport Network in India
<b>II</b>	<b>Road Transport:</b> Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach& Car Rental Services, Types of Coaches, Types of Car Rental Services
<b>III</b>	<b>Air Transport:</b> Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India (AAI) & Its Roles and Functions
<b>IV</b>	<b>Basic Airfares &amp; Ticketing:</b> Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International AirTickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO)- Multiple Purpose Document (MPD)-Billing and Settlement Plan

V	<b>Water Transport Services</b> Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line	
	<b>References:</b> <ol style="list-style-type: none"> <li>1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.</li> <li>2. Duval, D Timothy (2007). Tourism and Transport: Modes, Networks and Flows, Channel View Publications, New York.</li> <li>3. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services ,Kanishka Publishers, New Delhi.</li> <li>4. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.</li> <li>5. IATA Training Manual.</li> <li>6. Air Cargo Tariff Manual.</li> <li>7. IATA Live Animals Regulation Manual.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Provided the students a general view of the role of transportation in tourism industry</li> <li>• Offered an overview about best practice in transportation in tourism industry</li> <li>• Introduced the last updates and changes in the transportation and tourism sector on the global scope</li> </ul>	

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**SEMESTER-IV**

**COURSE4: HOSPITALITY MANAGEMENT**

Theory


Credits:4

4hrs/week

	<b>Course Objectives</b>	
<b>CO1</b>	To study the flow of activities and functions in today's Hotel operation.	
<b>CO2</b>	To familiarize with Hotel and resort management.	
<b>CO3</b>	To establish the importance of various departments and its role in the Hospitality Industry.	
<b>SYLLABUS</b>		
<b>UNIT</b>	<b>CONTENT</b>	
<b>I</b>	<b>Introduction to Hospitality Industry:</b> 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	
<b>II</b>	<b>Front Office: Duties and Responsibilities:</b> 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-upcall	
<b>III</b>	<b>Housekeeping:</b> 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	
<b>IV</b>	<b>Food &amp; Beverage:</b> 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- Banquette- Corporate- MICE- Retail Food Market-Business/Industrial Food Service-Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services	

V	<p><b>Evaluating Hotel Performance:</b> 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</p>	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.</li> <li>2. Raghubalan, G., &amp; Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.</li> <li>3. Negi, J. (1984). Hotels for Tourism Development: Economic Planning &amp; Financial Management. New Delhi: S. Chand.</li> <li>4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.</li> <li>5. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students tend to acquire concrete know-how on The current operational dynamics of hotels.</li> <li>• They would learn the perspectives of hotel and resort management.</li> <li>• Students will gain exposure to the various departments of all categories of hotels and also would know the role of hospitality industry in tourism promotion.</li> </ul>	

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19.

A.

B.

C.

D.

20.

A.

B.

C.

D.

**SECTION-D(1MARKFILLINTHEBLANKS)::5x1=5**

ANSWERALLOFTHEFOLLOWINGQUESTIONS

21. \_\_\_\_\_.

22. \_\_\_\_\_.

23. \_\_\_\_\_.

24. \_\_\_\_\_.

25. \_\_\_\_\_.

**SECTION-E(1MARKMATCHTHEFOLLOWING)::5x1=5**

PARTSOFTHECONSTITUTION-ITEMS

26. Match the following

A.

( ) 1.

B.

( ) 2.

C.


( ) 3.

D.

( ) 4.

E.

( ) 5

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