



BANGALORE UNIVERSITY
DEPARTMENT OF COMMERCE
Central College Campus, Bangalore - 560 001.

No.: /DEPT/COMM/2013 - 14

Date: 17th July 2014

Dr. M. Ramachandra Gowda
Professor and Chairman

To,
The Registrar
Bangalore University,
Bangalore.

Respected Madam,

Sub: Submission of B.Com Vocation Tourism and Office Management and Secretarial Practice.

I am herewith sending B.Com (Vocational) Tourism and Office Management Secretarial Practice based on Credit System. This syllabus is applicable from the Academic Year 2014-'15. The same has been decided by BOS (UG) held on 12th June 2014 also placed before faculty also. This is for your kind information.

Thanking you,

Yours sincerely,

CHAIRMAN
CHAIRMAN
Department of Commerce
Central College Campus,
Bangalore University,
Bangalore - 560 001.

Encl: B.Com (Vocational) Course Structure and Syllabus

①

B.Com - Vocational TOURISM AND TRAVEL MANAGEMENT

SYLLABUS

1.6 VOCATIONAL PAPER 1

TOURISM BUSINESS

Introduction to Travel, Tourism and Hospitality Management
Chapter I : Introduction

Meaning and definition of tourism – Evolution of tourism. Nature and Importance of tourism. Mass tourism – Basic components of tourism – Types of tourism. Domestic and International tourism – Positive and negative impacts of tourism: Economical, social, cultural, environmental and infrastructural. Tourist – Definition, Meaning and importance.

Chapter II : Attraction

Tourist Destinations and world Heritage centers of India.

Chapter III : Accessibility

Transport systems – Transport and tourism – Types of transport – Surface transport, air transport and sea transport, luxury trains – Airlines in India – cruise industry.
Reservation procedure for railways and airways in brief.

Chapter IV : Accommodation

Accommodation – meaning – classification – Types -primary and secondary – significance of accommodation. Hotels – Motels. Holiday homes – youth hostels – Resorts – Home stay – Forest Lodges – Budget hotels – Star hotels

Management of hospitality industry – organizational structure
Departments in a hotel – functions and responsibilities of- front office management , food and beverages ,house keeping, Engineering and maintenance, Accounts and finance, Personal or HR. Types of rooms – Billing procedure.

Chapter V : Tourism in India

Growth and development of tourism in India. Role of -Government
 - Ministry of Tourism - Public sector (ITDC) - Tourism in
 Karnataka - role of KSTDC - Statistics on Indian tourism.

Practical for skill development :

Record Journal to be maintained based on the subject.

- Prepare a report on unexplored destination in India and their potential for tourism promotion.
- Students are required to maintain a newspaper clippings file, detailing the articles pertaining to tourism.

BOOKS FOR REFERENCE:

- An Introduction to Travel and Tourism - Dennis L Foster
- Christopher J. Holloway : The Business of Tourism :
 Macconald and Evans, 1983.
- Tourism Management - Stephan J Page
- Tourism Industry in India - By Tapan K Panda and Sitikantha
 Mishra
- A.K.Bhatia : Tourism Development, Principles and
 Practiuces : Sterling publishers (p) Ltd New Delhi.
- Anand M.M : Tourism and Hotel Industry in India :Sterling
 publiishers (p) Ltd. New Delhi.
- Kaul.R.H : Dynamics of Tourism : A trilogy Sterling
 Publishers (p) Ltd New Delhi.
- IITTM : Growth of Modern Tourism - monograph : IITM,
 New Delhi., 1989.
- ITTM : Tourism as an industry - monograph : ITTM, New
 Delhi, 1989.
- Burhat and Medlik : Tourism - Past, present and future
 Heinemann, London.
- Wahab, S.E: Tourism Management : Tourism International
 Press, London 1986.
- Brymer, Robert A : Introduction to Hotel and Restaurant
 Management : Hub publication, Co., Iowa, 1984.
- Riccline J.R.Brent : Travel and Tourism Hospitality
 Research, London, 1982.
- Surinder Aggarwat : Travel agency.

Chapter I : introduction

Tourism product – Meaning – definition, characteristics. Types of tourism product – natural (land, water, climate) – Manmade – Symbolic. Tourism Environment – Geographical components.

Chapter II : Natural Tourism Products.

Geographical resources – features – Landforms, Climate, water bodies- flora and fauna (National parks – wild life sanctuaries) – Mountains – Islands – Beaches – Deserts etc.- as tourist destinations.

Chapter III : Socio- Cultural Products

Art and performing Arts of India – Painting – Dances (classical and folk) – music (Hindustani – Karnatik) Indian musical instruments – Handicraft etc. as potential tourist resources.

Chapter IV : Fairs and Festivals

Fairs and Festivals of India – [Social – Religious and Commercial] Tourism promotional fairs and festivals – Hampi, Pattadakal Dance festival, Snake- boat festival, Khajuraho Dance festival, Kite festival, Desert festival etc.

Chapter V : Man made Tourism Product

Art and Architecture in India – various styles. Monuments in India – Religious shrines – Museums, Art galleries

Chapter VI : Emerging Trends in Tourism:

- Brief introduction on-
- Health Tourism – Medical and Wellness Tourism.
- Adventure Tourism – land based, water based, air based.
- Rural Tourism – Education and Sports tourism.
- MICE tourism – Coastal tourism.
- Eco tourism – Sustainability.

4

Practical for Skill Development:

- Record journal to be maintained based on the subject
- On job training I (Field Study Report) students are required to prepare a report on Indian tourism product
- Students are required to undertake a field tour for a period of 2 weeks.

BOOKS FOR REFERENCE :

- Percy Brown : Indian Architecture Hindu and Buddhist period.
- Dennis L Foster :An introduction to Travel and tourism
- Tapan K Panda and Sitikantha Mishra.:Tourism Industry in India
- Harle .J.C : The Art and Architecture of Indian Sub Continent. - -
- Stephan J Page -Tourism Management
- Bharitya Vidya Bhawan : Imperial Unity.
- Bharitya vidya Bhawan : Classical age.
- Acharya Ram : Tourism and Cultural Heritage of India: Rosa --
Publication (Jaipur, 1986)
- Basham.A.L : The Wonder that was India : Rupa and Com: Delhi-
1988.
- The gazette of India : History and Culture,
- Hussain.A.K : The culture of India, National Beek Trust, New
Delhi-1987.
- Mukerjee.R.K : The culture and art of India- George Allen Unwin
Ltd. London 1959
- The Treasure of Indian Museum : Marg Publication Bombay.

VOCATIONAL PAPER III

TRAVEL AGENCY AND TOUR OPERATOR ORGANISATIONS

Chapter I : Introduction

Travel Agencies-Definition, functions, duties. Types of travel agencies - services and products offered by travel agencies. Modern Travel Agencies.
Tour operators – Role – functions and types of Tour operators
Difference between travel agency and tour operators – approval procedure.

Chapter II : Organization Structure

Organizational structure of Travel Agencies. Procedure to start a travel agency in India – IATA approval. Duties and responsibilities of staff and managers. Functions of travel agents in -customs office – passport office and foreign affairs Ministry. Itinery development, tour packaging process, costing and pricing.

Chapter III : Tourist Guides

Definition- duties and responsibilities – categories- procedure to become a recognized Tourist guide.

Chapter IV : Travel Documentation.

Passport – procedure for obtaining a passport in India. Visa – types – procedure.
Inbound and out bound regulations. Customs – Airport tax, currency regulations and Health regulations.

Chapter V : Tourism organizations

State,National and International Tourism Institutions and Organizations -WTO, WTTC, IATA, TAAI, PATA, etc.
ITDC, KSTDC.

6

Practical for Skill Development :

- Record Journal to be maintained based on the subject.
- Students are required to visit a Travel Agency or Tour operator and prepare a report on it (which should include various functions performed by the travel agency)
- Passport and visa format.

BOOKS FOR REFERENCE :

- Travel Agency Management An Introductory Text by Mohinder Chand
- An Introduction to travel and tourism – Dennis L Foster
- Tourism Management – Stephan J Page
- Tourism industry in India – By Tapan K Panda and Sitikantha Mishra
- Travel Agents and Tourism ; Merissa Jome.W
- David H. Howel- Principal and methods of scheduling reservations(national publishers)
- Agarwal, Surinder : Travel agency management
- Geo, Chack : Professional Travel agency management : prentice Hall London,
- Bhatia.A.K. : Tourism Development – principles and policies sterling publishers, New Delhi.
- Iliam Cordve : Travel in India.
- The World of Travel- national publishers Delhi .

(7)

VOCATIONAL PAPER IV **TOURISM MARKETING**

Chapter -I Introduction

Marketing –Meaning –Definition –Characteristics- importance
Classifications.

Concepts in service marketing; Needs, Wants, Demands,
Products markets.

Chapter –II Marketing of Tourism

Marketing of Tourism – Forecasting tourism demand –Market
segmentation and positioning -Marketing of:- Airlines, Hotels,
Resorts, Travel Agencies and other tourism related services –
Challenges and strategies. -Tourism marketing mix.

Chapter-III Market Research

Marketing research- Meaning-Definition-methods and importance
of marketing research. Primary data, secondary data, qualitative
and quantitative data and marketing information systems (MIS)
and its function – Consumer and consumer behaviour, factors
influencing the buying behaviour of consumers – market
segmentation and bases for segmenting consumers market.
Targeting and positioning and market strategies in tourism. Market
survey- Questionnaire – Process of marketing Research.

Chapter –IV Marketing strategies

Marketing strategies – various marketing strategies in Travel and
tourism. Developing marketing strategies in tourism – New product
development – Professionalism- customer satisfaction –Branding.
Product strategies- pricing considerations – distribution channels.
Tour packages – tour brochures – communication and technology
in marketing Tourism.

Practical for skill Developments

- Students are required to prepare a questionnaire for the
visitors on a historical monument
- Students are required to prepare a report on marketing
strategy to promote a destination product.
- Brochures designing and itinerary planning.

8

BOOKS FOR REFERENCE :

- P C Sinha, Tourism Marketing
- An Introduction to Travel and Tourism – Dennis L Foster
- Tourism Management – Stephan J Page
- Tourism Industry in India – Tappan K Panda Sitikantha Mishra
- Kotler Philips - Marketing Management, PHI, New Delhi.
- Maccarthy D.K.J, Basic Marketing – A Management Approach.
- Douglas Foster, Travel and Tourism Management.
- Negi. M.S.- Tourism and Hospitality
- Wahab.S.Grampter, Tourism Marketing, Tourism International Press, London.
- Stephan.F.Witt, Tourism Marketing and Management Handbook, prentice Hall, New York.
- Renal A. Nykiel L, Marketing in Hospital Industry (2nd ED.) Van Nestrand Reinhold.
- Maclean, Hunter, Marketing Management (Tourism in your business), Canadian Hotel and Restaurant Ltd,
- Kenneth E. Clow and David L. Kurtz, services Marketing, Biztantra Publications.

VOCATIONAL PAPER V

ENTREPRENEURSHIP DEVELOPEMENT PROGRAME

Chapter – I

Entrepreneurship : what is it? Introduction to entrepreneur
entrepreneurship and enterprise – Importance and relevance of
the entrepreneur – Factors influencing entrepreneurship – Pros
and Cons of being an entrepreneurs – Women entrepreneurs,
problems and promotion – Types of Entrepreneurs –
Characteristics of a successful entrepreneur – Competency
requirement for entrepreneurs – Awareness of self competency
and its development

Chapter – II

Small Scale Industries – Small scale industries/ Tiny industries/
Ancillary industries/ cottage industries – definition, meaning,
product range, capital investment, ownership patterns –
Importance and role played by SSI in the development of the
Indian economy– problems faced by SSI's and the steps taken to
solve the problems – policies governing SSI's.

Chapter –III

Starting a Small Industry – To understand what constitutes a
business opportunity, scanning the environment for opportunities,
evaluation of alternatives and selection based on personal
competencies. - An overview of the steps involved in starting a
business venture – location, clearances and permits required,
formalities, licensing and registration procedures – Assessment of
the market for the proposed project – To understand the
importance of financial, technical and social feasibility of the
project.

Chapter – IV

Preparing the Business Plan (BP) – What is a BP? Why is it
important? Who prepares it? Typical BP format
- Financial aspects of the BP
- Marketing aspects of the BP

- 10
- Human resource aspects of the BP
 - Technical aspects of the BP
 - Social aspects of the BP

Preparation of BP – Common pitfalls to be avoided in preparation of a BP

Chapter – V

Implementation of the project – Financial assistance through SFC's, SIDBI, Commercial banks, KSIDC, KSSIC, IFCI, - Non financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC– Financial incentives for SSI's, and Tax Concessions – Assistance for obtaining raw material, machinery, land and building and technical assistance – Industrial estates role and types.

Chapter – VI

Sickness in SSI's – Meaning and definition of a sick industry – Causes of industrial sickness preventive and remedial measures for sick industries

SKILL DEVELOPMENT.

- Preparation of a project report to start a SSI Unit.
- Preparing a letter to the concerned authority seeking license to the SS Unit, You propose to start.
- Format of a business plan.
- A report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with the rates of interest.
- Chart showing tax concessions to SSI both direct and indirect.
- Success stories of Entrepreneurs in the region.

BOOKS FOR REFERENCE :

- Mark. J.Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
- Udai Pareek and T.V Rao-- Developing Entrepreneurship.
- S.V.S. Sharma -Developing Entrepreneurship , Issues and Problems
- Srivastava- A Practical Guide to Industrial Entrepreneurs
- Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975
- Bharusali- Entrepreneur Development
- Vasanth Desai- Management of Smal Scale Industry
- Vasanth Desai- Problems and Prospects of Small Scale Industry
- CSV Murthy- Entrepreneurial Development
- Dr. Anil Kumar, S.C.Poornima, Minni K.Abraham, Jayashree K- Entrepreneurial Development

VOCATIONAL PAPER VI

Tourism Development – Planning and Policies

Chapter I : Introduction

General concepts of planning – Tourism Planning – planning and tourism development – principles of planning- tourism policy – meaning and significance of tourism policy – evolution of tourism policy – principles of tourism policy. – tourism planning process - complexities of planning in tourism.

Chapter II : Tourism planning in India

Tourism planning in India – five year plans and planning for tourism. Role of private and public sector in tourism planning. Development of tourist circuits – National Tourism Policy- Karnataka State Tourism Policy – Destination development.

Chapter III : Tourism legislations

National Action Plan 1992. Ancient Monuments Preservation Act- Ancient Monuments and Archeological Site and Remains Act 1972 – Wild Life Protection Act 1972.

Chapter IV : Customer Relationship Management

Customer relationship – public relationship and communication for tourism manager – importance of public relations and communication in tourism. Development of communication in tourism in brief.

Practical for Skill Development

Record journal to be maintained based on the subject

On the job training I :

Field Trip : The students of travel and management shall be required to undertake a field trip(3 weeks) to important tourist destination covering atleast 8 main centers relating to monuments, wildlife parks, bird sanctuaries and sport centers at their second year term.

Students are required to submit their field trip report consisting of about 50 typed pages during their practical examination of fourth semester for the evaluation of the internal and external examiner. The report and practical record in viva-voce examination carries 100 marks and shall be evaluated by both internal and external examiners jointly.

1. On the job training II :

The students shall be required to undergo (6 weeks) practical training by their third year term in a tourism enterprise- travel agency – hotel – airlines or tourism corporation, duly approved by the head of the institution.

Students are required to submit a comprehensive training report during their practical examination of V semester. The report carries 50 marks for the practical examination purpose and shall be evaluated by both internal and external examiners jointly

2. Project report :

The students are required to make a project report on a topic under Travel and tourism in VI semester . The project must be with atleast 60 pages excluding annexures. It must be submitted for sixth semester practical examination to be evaluated by the internal and external examiner through a viva voce examination. It carries 50 marks. And Viva-voce carries 50 marks.