



CHENNAIS AMIRTA

INTERNATIONAL INSTITUTE OF HOTEL MANAGEMENT

&



ANNAMALAI UNIVERSITY

ANNAMALAINAGAR

**BACHELOR OF MANAGEMENT STUDIES
(HOSPITALITY & TOURISM
MANAGEMENT)**

(FULL-TIME)

(2018 Onwards)

SYLLABUS



SCHEME OF EXAMINATIONS

Semester	Course No.	Course Code	Course Title	Course Type	Credit	University Exam Marks	Internal Marks	Total Marks
First Year – First Semester								
I	1	BMSHT 101	Listening & Speaking Skills In English	Allied	4	60	40	100
I	2	BMSHT 102	Principles Of Management	Allied	4	60	40	100
I	3	BMSHT 103	Environmental Studies	Allied	4	60	40	100
I	4	BMSHT 104	Principles & Practice of Tourism-I	Core	5	60	40	100
I	5	BMSHT 105	Tourism products	Core	5	60	40	100
I	6	BMSHT 106	French I	Core	5	60	40	100
I	7	BMSHT 107	Travel Geography	Core	5	60	40	100
			Total		32	420	280	700
First Year – Second Semester								
II	8	BMSHT 201	Writing & Presentation Skills in English	Allied	4	60	40	100
II	9	BMSHT 202	History & Culture of India	Allied	4	60	40	100
II	10	BMSHT 203	Informatics & Cyber Law	Allied	4	60	40	100
II	11	BMSHT 204	Principles & Practices of Tourism-II	Core	5	60	40	100
II	12	BMSHT 205	French II	Core	5	60	40	100
II	13	BMSHT 206	Tour Guiding & Escorting	Core	5	60	40	100
II	14	BMSHT 207	Airfares and Ticketing	Core	5	60	40	100
			Total		32	420	280	700

SEMESTER - I

LISTENING AND SPEAKING SKILLS IN ENGLISH

BMSHT 101

UNIT -I

- Grammar
- Voice Narration – to brief. Tenses- Present, Past, Future with examples.
- Correction of sentences – to find out grammatical mistakes.
- Singular, Plural, Genders – examples along with objective.
- Do as directed involving ‘neither, nor’ ‘no sooner than’, transformation of sentences.
- Topics to be given from current events, social issues – latest Hospitality industry trends.
- Topics related to the hotel industry – substantial of tourism, obstacles.

UNIT -II

- Comprehension of an unseen passage.
- complete and thorough understanding of the passage.
- The main object of comprehension is to test one's ability to grasp the meaning of a given passage properly.
- one's ability to answer, in one's own words, the questions based on the passage.

UNIT -III

- Paragraph writing.
- Expansion of a given idea – elements of Paragraph writing (Unity, order, coherence, Completeness). Expansion upto 250 words.

UNIT -IV

- Rapid reading
- News paper Reading – improving knowledge and vocabulary.
- Magazine Reading – knowledge gain, Current affairs, employment source.
- Hotel Journal Reading – latest trends and scenario of the Hospitality Industry.

UNIT - V

- Situational role play. Communicating
- Effectively in correct grammatical English while dealing with
- Numerous problems at the working place.
- Handling meetings, Types of meetings, Structuring a meeting, agenda and minutes
- Conducting a meeting, Telephone conversational skills.

REFERENCE BOOKS

1. *Wren and Martin – English Grammar*
2. *Examine your English by Margaret M. Malson, published by Orient Longman*
3. *Common Mistakes in English by T.J.Fitkies, Published by Orient Longman*
4. *Developing Communication Skills by Krishna Menon and Meera Banerjee, Published by Macmillan India Ltd.*
5. *Communications in Tourism and Hospitality, Lynn Van Der Wagen, Hospitality Press.*



PRINCIPLES OF MANAGEMENT

BMSHT 102

UNIT -I

- 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 -II

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

UNIT -III

- 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 -IV

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

UNIT -V

- 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.



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REFERENCE BOOKS

1. *Moshal.B.S .Principles of Management, Ane Books India, New Delhi.*
2. *BhatiaR.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.*



ENVIRONMENTAL STUDIES

BMSHT 103

UNIT -I

- Environmental studies – meaning – scope –importance
- Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources – meaning of ecology – structure and function of an ecosystem – producers – consumers –decomposers
- Energy flow in the ecosystem – ecological succession- food chain – food webs and ecological pyramids.

UNIT -II

- Ecosystem – concept– types of ecosystems – structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem.
- Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity- biodiversity at global, national and local levels- India as a mega- diversity nation- hot- spots of diversity- threats to diversity- conservation of diversity in in- situ, ex-situ.
- Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources.

UNIT -III

- Industry and environment - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimization through cleaner technologies – reuse and recycling - solid waste management.

UNIT -IV

- Social issues and environment – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products.

UNIT -V

- Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – women and child welfare.



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REFERENCE BOOKS

1. *Misra. S.P and Pandey .S.N. Essential Environmental Studies, Ane Books India, New Delhi.*
2. *KiranB.Chokkas and others. Understanding Environment, Sage Publications New Delhi.*
3. *Arumugam N. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari.*
4. *Benny Joseph. Environmental Studies, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.*



PRINCIPLES AND PRACTICE OF TOURISM-I

BMSHT 104

UNIT- I

Travel and Tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours' Emergence of Modern Tourism, Factors affecting growth of Tourism.
Transportation (Air, Water, Land)
Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.)

UNIT - II

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- III

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

UNIT- IV

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

UNIT -V

International travel requirements (Passport, Visa, Health Certificates & Insurance)
Role and functions of NTO
Tourism authorities of various levels (National, State, Local)
Tourism Organizations - National and International
ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, PATA.



REFERENCE BOOKS

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.*

TOURISM PRODUCTS

BMSHT 10

UNIT - I

Tourism Product- Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India –Physical and Political features

UNIT - II

Cultural Resources- Performing Arts of India, Classical Dances and Dance Styles
Indian Folk Dances-Music and Musical Instruments-Handicrafts of India
Craftsmanship-Indian Painting
Fairs and Festivals - Cuisines and specialty dishes

UNIT - III

Architectural Heritage of India – India’s Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India

UNIT - IV

Nature based Tourism: Wild life Sanctuaries, National Parks, Botanical gardens, Zoological parks, Biosphere reserves; Mountain Tourism with special reference to Himalayas

UNIT -V

Desert Tourism with special reference to Rajasthan, Tourism in Coastal areas- Beaches, Islands,Coral reefs, Backwater tourism with special reference to Kerala.
Adventure tourism – Classification of Adventure Tourism – Land Based –Water Based –Aero Based with suitable examples

REFERENCE BOOKS

1. *Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi*
2. *Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication*
3. *Basham.A.L , The Wonder that was India: Rupa and Company,Delhi.*
4. *Manoj Dixit, Charu Sheela , Tourism Products, New Royal Books.*
5. *Hussain.A.K , The National Culture of India, national Book Trust, New Delhi*
6. *Sarina Singh , India, Lonely Planet Publication.*
7. *Kaul H.K , 'Travelers India' Oxford University Press.*
8. *Negi, Jagmohan , Adventure Tourism and sports, Kanishka Publishers*

FRENCH I

BMSHT 106

UNIT -I

To introduce oneself and others- Numbers+ Telephone numbers - Alphabets and to spell a name. To order something and pay for it in a Café.-Introduction to Money-Euro-How is it in a French course.-Countries and Languages-Wellness and complaints-Profession-Weekend activities and hobbies-Currencies in different countries. - Classroom things-Communication: To make requests and wishes.- Calendar: Days and Months

UNIT -II

Country names with and without articles- Sightseeing places in Europe- Countries and languages spoken in them- To be able to describe Trivandrum- Railway station and Airport- Capitals of other Countries- To describe different types of houses and comment on them.- To describe things and people- Rooms, furniture and how to make a house ready to live in- Shifting of a house.- Repetition of "Restaurant"- Rented house, to rent a house, hostel.- To move into a new house.

UNIT -III

Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.- Vocabulary related to "a visit to doctor"- Daily routine- Things in a city.- Hour/clock- To fill in information in a form.- To ask "way" to somewhere to a person.- To tell the place where different people work.- Orientation in a house- To arrange appointments- Holidays and festivals- Ordinal numbers

UNIT -IV

Professions and its descriptions- Repetition of daily routine.- To handle the situation in a bank- Place details e.g. in a workshop, at the university etc. wrt. Prepositions- To know about sightseeing places in Berlin.- To describe a Way.- To make a city plan and to describe it- To narrate about a travel.- To write a postcard.

UNIT -V

To speak about vacations and holidays- To describe about an accident.- To formulate W-questions wrt. theme "Holidays"- In a supermarket and eating habits- To shop provisions- Measurements and weights- News course advertisements- Time of meals, names of dishes, menu, and recipes.- Vegetables, cutlery, vessels, fruits etc.

Fashion, Weather, buying clothes, and colors.- Winter holidays and summer holidays- Body parts and sports, illnesses and emotions- More body parts and vital organs- To which doctor should I go -Which doctor do you recommend?

REFERENCE BOOKS

1. *Rajeswari Chandrasekar, Rekha Hangal, Chitra Krishnan - A Votre Service 1- General Book Deport, 1691, Delhi*
2. *S.Bhattacharya - French for Hotel Management and Tourism - Frank Bros and Co. publishers limited.*
3. *La langue et La civilization Francaises- G. Mauger,; Hachette, 79, Bou levard St. Germain, Paris.*
4. *Le Fran, cais de l'Hotellerie et du Tourisme – Max DANY*
5. *Jean Robert la lay, Hachette (part I part II, all the conversational up to pg. 106. This book is to be used for conversation and translations.)*

TRAVEL GEOGRAPHY

BMSHT 107

UNIT -I

Tourism and Geography - Introduction
Role of geography in tourism,
IATA Traffic Areas – countries, capital cities and codes, Airports codes, Currencies,
Currency codes.

UNIT -II

Time calculation, Flying time calculation, time zones
Day light saving time
International date line
Marking of cities on outline maps.

UNIT-III

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

UNIT -IV

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 -V

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

REFERENCE BOOKS

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

SEMESTER - II

WRITING AND PRESENTATION SKILLS IN ENGLISH

BMSHT 201

UNIT-I

Writing as a skill – its importance - mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text - combining different sources – functional use of writing personal, academic and business writing – creative use of writing.

UNIT-II

Writing process - planning a text - finding materials – drafting – revising – editing finalizing the draft - computer as an aid - key board skills.

UNIT-III

Writing models – essay - précis - expansion of ideas -- letter writing - personal letters formal letters-CV–surveys–questionnaire-e-mail–fax-job application-report writing.

UNIT-IV

Presentation as a skill - elements of presentation strategies – audience – objectives – medium key ideas - structuring the material - organizing content - audio-visual aids - hand-outs - seminar paper presentation and discussion.

UNIT - V

Group presentation

Realizing the difference between a team and a group.

Audience orientation, group projects, Planning a presentation - Mind Mapping, Theme, Subject, Handling question and feed back.

REFERENCE BOOKS

1. Robert, Barraas. *Students Must Write*. London: Routledge,2006.
2. Bailey, Stephen. *Academic Writing*. Routledge,2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge University Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP,1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India,2009.

HISTORY AND CULTURE OF INDIA

BMSHT 202

UNIT -I

History and Culture - Definition, Source, Scope and Importance in reference to Tourism.
Brief History of Tourism in India.

UNIT -II

Indus Valley Civilization, Vedic Period, Epics and Archaeology

UNIT -III

Maurya – Shunga - Kushan – Gupta and Harsha Periods of Classical Development
–Religion, Philosophy, Art, Literature, Society, Science, Economy and Foreign Contact.

UNIT -IV

Early Medieval India (700 to 1200 AD)
Brief Introduction to History and Society of North India – Pratihara, Pala, Chandella,
Kalchuri, Paramara, Solanki Brief Introduction to History and Society of South India –
Chalukya, Pallaya, Rastrakuta,Chola,Hoyasala.

UNIT -V

Medieval and Modern India – Cultural Contributions of Mughals and Europeans. Bhakti
Movement – (12th to 16th Century) – Ramanuja, Ramanand, Kabir, Tulsai, Meera,
Raidasa, Chaitanya, Nanak.Renaissance or Revival of Indian Culture in 19th
Century.Brief History of IndependenceofIndia.

REFERENCE BOOKS

1. *An Introduction to the Study of Indian History*,D.D.Kosambi,Popular Prakashan Pvt Ltd
2. *Evolution of Indian Culture*, B.N.Luniya, Lekshmi Publishers.

INFORMATICS AND CYBER LAW

BMSHT 203

UNIT -I

Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology,
Purchase of technology, license, guarantee, and warranty.
New development in informatics

UNIT -II

Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating Cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, and BRNET.

UNIT -III

Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, health care, business, commerce, industry, Defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled

UNIT -IV

CYBER WORLD - Cyber space, information overload, Cyber ethics, Cyber addictions, Cyber crimes categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues

UNIT -V

CYBER REGULATIONS – Scope of Cyber laws, - Provisions under IT Act 2000, Cyber related Provisions under IPC. Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues– guidelines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues

REFERENCE BOOKS

1. *Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi.*
2. *Rajaraman, Introduction to information Technology, PHI, New Delhi.*
3. *Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi.*
4. *Barbara Wilson. Information Technology: The Basics, Thomson Learning.*
5. *George Beekman, Eugene Rathswohl. Computer Confluence, Pearson Education, New Delhi.*

PRINCIPLES AND PRACTICES OF TOURISM-II

BMSHT 204

UNIT -I

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 -II

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 -III

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 -IV

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

UNIT -V

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.

REFERENCE BOOKS

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.*



FRENCH II

BMSHT 205

UNIT - I

Introduction to the languages
The letter of alphabet and their pronunciation
Different accents used in written French
Self-introduction
Name, Age, Nationality, Profession, etc –
Presenting and introducing another person, Greeting - How to reply to greetings.

UNIT - II

Countries and their nationalities
Fruits, Vegetables, Meat, Egg, Fish, Etc.
Utensils used in Kitchen and Restaurant
Name of the Personnel's in Hotel, Restaurant and Kitchen (Specialization from English to French term)

UNIT - III

Members of the family, Numerical from 1 to 100
The time of the day, Simple conversation asking for menu card, placing Order for food, asking for wine, Beer, Coffee, Tea, Conversation related to Front Office – Asking for room – enquiring for facilities, asking for rates of room – checkout time – No of Days.

UNIT - IV

Menu items in French term for Breakfast, Lunch and Dinner
Compilation of French menu for Breakfast, Lunch and Dinner
Culinary terms in French - French to English - English to French.

UNIT - V

Auxiliary Verbs, Adjectives of profession/Nationality, Time
Ist Group Verbs, Feminine & Phralisation of nouns
Feminine & Pluralisation of Adjectives, IInd group verb, Formules de Politesse
Futur and past tense
Currency/Weights/Measures, Negation & Interrogation
Adverbs and Pronouns, Basic French conversation with guests.
IIIRD group verbs

REFERENCE BOOKS

1. *Rajeswari Chandrasekar, Rekha Hangal, Chitra Krishnan - A Votre Service 1- General Book Depot, 1691, Delhi*
2. *S.Bhattacharya - French for Hotel Management and Tourism - Frank Bros and Co. publishers limited.*
3. *La langue et La civilization Francaises- G. Mauger,; Hachette, 79, Bou levard St. Germain, Paris.*



TOUR GUIDING AND ESCORTING

BMSHT 206

UNIT -I

The Tour Guide- Meaning and classification
Qualities of an ideal tour guide
Various role of tour guide, the business of guiding,
Organizing a guiding business

UNIT -II

The guiding techniques- leadership and social skills, presentation and speaking skills.
Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents; First Aid-
importance, general procedures, evaluation of situation; Complaint handling.

UNIT -III

The guide's personality, moments of truth, the seven sins of guide, the service cycle,
working with different age groups, working under difficult circumstances

UNIT -IV

The role of guide and interpreter: Creating memorable interpretations, Interpreting
different themes- nature, history, art, architecture and incidental interpretations,
Responsibilities to locals and society. Tour guides code of conduct.

UNIT -V

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler
with special needs, guidelines for working with disabled people, relationship with fellow
guides, motor / car operators and companies.

REFERENCE BOOKS

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 Operation*

AIRFARES AND TICKETING

BMSHT 207

UNIT - I

Airline Terminology –abbreviations used in airlines, its fleet types of journeys (OW, CT, RT, OJ, RTW)
International sale indicators
Global indicators.

UNIT - II

Passenger ticket: Different coupons – ticketing instruction
conjunction tickets
Open tickets.
Computerized Reservation Packages

UNIT - III

E-tickets and its advantages
Miscellaneous charges order (MCO)
Prepaid Ticket Advice (PTA)
The rounding off of currencies
Referring to airline time table, TIM, OAG, PAT.

UNIT - IV

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women –Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

UNIT - V

Internal fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

REFERENCE BOOKS

1. *Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles.*(Kanishka Pub, New Delhi)
2. *Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004*
3. *Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill*