



**CHENNAIS AMIRTA**

INTERNATIONAL INSTITUTE OF HOTEL MANAGEMENT

**&**



**ANNAMALAI UNIVERSITY**

ANNAMALAINAGAR

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

(FULL-TIME)

(2018 Onwards)

SYLLABUS



| Third Year - Fifth Semester |    |              |  |        |            |             |             |             |
|-----------------------------|----|--------------|--|--------|------------|-------------|-------------|-------------|
| V                           | 29 | BMSHT<br>501 | Eco Tourism  | Allied | 4          | 60          | 40          | 100         |
| V                           | 30 | BMSHT<br>502 | Business Research Methods                            | Allied | 4          | 60          | 40          | 100         |
| V                           | 31 | BMSHT<br>503 | Ethical, Legal & Regulatory<br>Framework for Tourism | Allied | 4          | 60          | 40          | 100         |
| V                           | 32 | BMSHT<br>504 | Travel Agency & Tour<br>Operation Management         | Core   | 5          | 60          | 40          | 100         |
| V                           | 33 | BMSHT<br>505 | Tour Packaging                                       | Core   | 5          | 60          | 40          | 100         |
| V                           | 34 | BMSHT<br>506 | Transportation Management                            | Core   | 5          | 60          | 40          | 100         |
| V                           | 35 | BMSHT<br>507 | Innovative Practices in<br>Tourism                   | Core   | 5          | 60          | 40          | 100         |
|                             |    |              | <b>Total</b>   |        | <b>32</b>  | <b>420</b>  | <b>280</b>  | <b>700</b>  |
| Third Year - Sixth Semester |    |              |  |        |            |             |             |             |
| VI                          | 36 | BMSHT<br>601 | IET - 22 Weeks (December -<br>May)                   |        |            |             |             |             |
|                             |    |              | <b>Total</b>   |        | <b>30</b>  |             | <b>600</b>  | <b>600</b>  |
|                             |    |              | <b>Grand Total</b>                                   |        | <b>200</b> | <b>2100</b> | <b>2000</b> | <b>4100</b> |

## **SEMESTER -V**

### **ECO TOURISM**

#### **BMSHT 501**

#### **UNIT -I**

Emergence of Eco tourism, concept and definitions, growth and development- Eco tourism principals, profiling the Eco tourists, Mass and alternative tourism, potential benefits from Eco tourism

#### **UNIT -II**

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert Eco tourism.

#### **UNIT -III**

National Tourism Policy: Guidelines for Eco tourism development for government, for developers and operators,for visitors and for host population

#### **UNIT -IV**

Eco Tourism and Development: Community awareness and participation  
Contribution of Eco tourism to environmental Conservation: Socio-cultural conservation and economic conservation

#### **UNIT -V**

Eco Tourism practices Case Studies

#### **REFERENCE BOOKS**

1. *Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi*
2. *Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi*
3. *McIntosh,Robert,W.Goldner,Charles,Tourism:Principles,Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)*
4. *Mill,Robert Christie and Alastair M.Morrison,The Tourism System,Englewood 5. Cliffs, N.J., Prentice Hall,1985*
5. *Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing*

## **BUSINESS RESEARCH METHODS**

### **BMSHT 502**

#### **UNIT -I**

Business research – meaning and definition – features of business research – theory. building- induction and deduction theory – concept – operational definition – variable– proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

#### **UNIT -II**

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview and depth interview and projective techniques – process of problem definition – ascertaining decision makers objectives , understanding background of the problem- isolate and identify problem from symptoms, determination of UNIT of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

#### **UNIT -III**

Meaning of research design – methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error. Measurement and scaling- criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection

#### **UNIT -IV**

Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table –contingency table – graphs – measures of central tendency and index number–interpretation.

#### **UNIT -V**

Preparation of research report – format – report writing stages – gathering material and data make overall format - make detailed outline – write first draft - rewrite –final word processing and publishing.

## REFERENCE BOOKS

1. *Donald R.Cooper and Pamela S. Schindler, Business Research Methods, Latest edition, Irwin McGraw-Hill International Editions, New Delhi.*
2. *John Adams, Hafiz T.A. khan Robert Raeside, David white, Research Methods for graduate business and social science students,Response Books,New Delhi-110044.*
3. *Neresh K. Malhotra, Marketing research, latest edition, Pearson Education.*
4. *Teresa Branic & William K. Roche (Edt), Business research methods,Jaico*
5. *William G. Zikmund, Business research methods,Thomson*
6. *Wilkinson T.S. and BhandarkarP.L. ,Methodology and Techniques of social research, Himalaya.*
7. *Jan Brace, Questionnaire design. Kogan PageIndia*
8. *Michael V.P., Research Methodology in Management,Himalaya.*

## **ETHICAL, LEGAL & REGULATORY FRAMEWORK FOR TOURISM**

### **BMSHT 503**

#### **UNIT -I**

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

#### **UNIT -II**

Laws relating to accommodation, travels agencies land tour operation sector, Law regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

#### **UNIT -III**

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

#### **UNIT -IV**

Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.

#### **UNIT -V**

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation. Case Study

#### **REFERENCE BOOKS**

1. *Tourism Guide lines published by Govt. of India, Ministry of Tourism.*
2. *Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.*
3. *Sajnani Manohar(1999)Indian Tourism Business:A Legal Perspective,New Delhi.*
4. *R.K.Malhotra(2005) Socio-Environmental and Legal Issues in Tourism,New Delhi.*
5. *Gupta S.K.(1989)Foreign Exchange Laws and Practice,Taxman Publications Delhi.*



## **TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT**

### **BMSHT 504**

#### **UNIT -I**

Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of Tourism Industry.

#### **UNIT -II**

Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency

#### **UNIT -III**

Functions of Tour Operators- Negotiation and liaison with service providers- Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management-Sourceofincome-OrganizationalStructure.

#### **UNIT -IV**

Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be incepted i.e.,proprietorship,partnership,private or public limited,etc.

#### **UNIT -V**

Market Research, Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations. Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India.

## 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 Operations*
5. *Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)*
6. *Manual of Travel Agency Practice – Butterworth Heinemann Pub, London(1995)*
7. *Betsy Fay - Essentials of Tour Management –Prentice Hall*
8. *Mark Mancini: Conducting tours – Delmar Thomson, New York*

## **TOUR PACKAGING**

### **BMSHT 505**

#### **UNIT -I**

Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business

#### **UNIT -II**

Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market).

#### **UNIT -III**

Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.

#### **UNIT -IV**

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies

#### **UNIT -V**

Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on the sea activities,Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Inter sight. IRCTC and its Tour Packages.

## REFERENCE BOOKS

1. *Marketing of Travel & Tourism by Middleton.*
2. *International Encyclopaedia of Tourism Management by P.C. Sinha. Dynamics of Tourism by R.N. Kaul.*
3. *Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,*
4. *Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London,1995*
5. *Stevens Laurence, Guide to Starting and Operating Successful Travel Agency,Delmar Publishers Inc., New York. 1990*
6. *Gee, Chuck and Y. Makens, Professional Travel Agency Management, PrenticeHall,Nt.: York,1990.*
7. *Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi,2007.*
8. *Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw-Hill Hill, Singapore,1990.*
9. *Frenmount P., How to open and Run a Money Making Travel Agency, John Wileyand Sons, New York.1994.*
10. *Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990*

## **TRANSPORTATION MANAGEMENT**

### **BMSHT 506**

#### **UNIT -I**

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers – Major entry points of tourists to India.

#### **UNIT -II**

Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

#### **UNIT -III**

Rail Transport: General information about Indian Railways, Brief History – high speed trains, Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal-i-ticket-e-ticket-Passenger amenities(Railway station and on board).

#### **UNIT -IV**

Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Ind rail pass.

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic)–National waterways.Cruise liners–Types.Houseboats.

#### **UNIT -V**

Airport Management: Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger’s & Cargo). Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities: Immigration – Baggage clearance - Customs – Channels (Green Channel &Red channel).

#### **REFERENCE BOOKS**

1. *Jagmohan Negi – Travel Agency and Tour Operations.*
2. *Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text*
3. *Bhatia, A.K., - International Tourism*
4. *Seth, P.N., (1999) Successful Tourism Management (Vol 1&2)*

## **INNOVATIVE PRACTICES IN TOURISM**

### **BMSHT 507**

#### **UNIT -I**

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, SurajKund craft mela, India International Trade Fair at Pragathi maidan, Delhi.

#### **UNIT -II**

Voyage tourism-tourist ships or cruise liners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outer space.

#### **UNIT -III**

Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc. Naturopathy treatments General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, key hole surgery, cosmetic surgery, dental tourism; Sidha& Unani – cost effectiveness in India.

#### **UNIT -IV**

Professionalization of tourism – strategic management in tourism –impact of globalization on tourism & travel – tourism education and training –world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – Cyber tourism – tourist submarineservice,octogenarian, recent advancements in adventure tourism,rural tourism

#### **UNIT -V**

Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislation – rules and regulations –bench marking – standards in tourist services – public awareness–role of the govt–tourist Guides–tourist Police other emerging trends.

## REFERENCE BOOKS

1. *Tourism Development Revisited. Edited by Sutheeshna Babu&Others. Sage Publication, Response Books, New Delhi –44*
2. *Sustainable Dimensions of Tourism Management Edited by M.R. Biju,Mittal Publications, New Delhi –59.*
3. *Successful Tourism Management – Prannath Seth sterling Publishers,Delhi –16.*
4. *Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin,Boston.*
5. *Managing Tourist Destinations–Krishnan K.Kamra, Kanishka Publishers,NewDelhi.*
6. *Strategic Management in Tourism – Moutinho L. Cabi Publishing Company,UK.*
7. *Tourism Management – Principles and Practice – Dr. P.O. George (Inpress).*

## SEMESTER VI

|              |                |                                 |            |
|--------------|----------------|---------------------------------|------------|
| VI           | BSC HM& CS 501 | IET – 22 Weeks ( December– May) | 600        |
| <b>Total</b> |                |                                 | <b>600</b> |

**Note: Criteria for awarding marks for the IET.**

- 1. Project Report – 200 Marks**
  - 2. Training Log Book – 200 Marks**
  - 3. Presentation and Viva – 200 Marks**
- Students will be sent for the Hotel Training for the duration of 6 months.
  - Students should get exposed to all the core departments of the Hotel during his/her Training.
  - Once the training is completed, student has to report back to the institute for his Examinations based on his training.
  - Student has to submit the Training log book which will be issued by the Institute. The student should complete his/her training log book in all aspects while presenting it for the final submission duly signed by the HOD'S of the concerned department of the Hotel where he/ she has undergone his/her training.
  - Student has to prepare a detailed project report based upon his training exposure and the same should be submitted to the head of the institute.
  - Student has to present his training experience through presentation which will be observed by the Internal Examiners and viva will be asked based on his presentation. The marks for the same will be awarded as per his/her performance.