BBAATR-101

INTRODUCTION TO HOSPITALITY

BLOCK I	**INTRODUCTION TO HOTELS, COMMUNICATION AND FRONT OFFICE ORGANISATION**
Unit 1	**HOTEL INDUSTRY**
	Objectives, Introduction, History of the hotel industry, Growth of Hotel Industry, Types of Hotels, Hotel Grading System, Standards of Hotel Classification, Categorization by star system, Classification based on star rating, Categorization by locations, Categorization by number of rooms, Categorization by type of plan, Categorization by type of clientele, Categorization by length of guest stay, Categorization by ownership, Changing Profiles of Hotel Industry, Development of Hotel Industry, Hotel Chains in India, Palace Hotels and State Owned Hotels, ITC Hotels, Taj group of hotels, Welcome group/ITC group, Oberoi group of hotels, Heritage hotels in India
Unit 2	**INTRODUCTION TO TOURISM INDUSTRY**
	Objectives, Introduction, History of Travel & Tourism, Religious Travel, Ancient Leisure Travel, The Grand Tour, Famous and Renowned Travellers, History of Transportation, Rail Transport, Sea Transport, Air Transport, Motor Car, Classification of Tourism Industry, Hotel Industry, Food & Beverage Industry, Activities, Transportation Services, Retail Industry, Types of Tourism, Domestic Tourism, International Tourism, Leisure Tourism, Business Tourism, Ecotourism, Adventure Tourism, Historical Tourism, Religious Tourism, Cultural Tourism, Mass Tourism, Types of Tourists, Business Tourists, Leisure Tourist, International Tourists, Group Tourists, Visiting Friends and Relatives
Unit 3	**THE TOURISM SECTOR**
	Objectives, Introduction, Definition of Tourism, History of Tourism, Forms of Tourism, World Tourism Statistics, International Tourism Receipts, Servicing Inbound tourist, Serving the Inbound Market, Getting Started, Examples of Services to Offer, Resources, Getting Domestic Business, Getting Foreign Business, World Tourism Organization
BLOCK II	**THE INDIAN TOURISM SCENARIO**
Unit 1	**TRAVEL-RELATED PRODUCTS**
	Objectives, Introduction, Travel Related Services, Food and Beverage Business, Travel Insurance Package, Passport, Types of Passports, Indian Passport, Baggage Allowance, visa
Unit 2	**INTERNATIONAL TOURISM ORGANISATIONS**
	Objectives, Introduction, International Union of Official Travel Organizations (IUOTO), World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), European Travel Commission (ETC)
Unit 3	**ECO TOURISM AND ADVENTURE TOURISM**
	Objectives, Introduction, Advent of Ecotourism and Adventure Tourism, Ecotourism, Principles of Ecotourism, Ecotourism Trends, Benefits of Ecotourism, Adventure Tourism, History of Adventure Tourism, Classification of Adventure Tourism, Risks Involved in Adventure Tourism, Characteristics and Features of Adventure Tourism, Benefits of Adventure Travel, Safety Measures in Adventure Tourism

BLOCK III	**HOTEL OPERATIONS**
Unit 1	**DIVISIONS OF HOTEL**
	Objectives, Introduction, The Departments of Hotel Organization, The Rooms Division Organization, Front Office, Housekeeping
Unit 2	**FRONT OFFICE DEPARTMENT**
	Objectives, Introduction, Front Office Department, Front Office Organisation, Attributes of Front Office Personnel, Sub Departments of Front Office, Front Desk, Reservation Department, Telephone Department, Uniformed Department
Unit 3	**FOOD & BEVERAGE DIVISION**
	Objectives, Introduction, Organizational Structure, Types of Catering Establishment, Food and Beverage Production, Kitchen Brigade, Sections of Kitchen
Unit 4	**OTHER DIVISIONS**
	Objectives, Introduction, Hotel Organisation, H.R. Division, Sales & Marketing Division, Security Division, Accounts Division, Engineering & Maintenance Division, Additional Departments, Information and Technology, Recreation Department, Retail Outlets, Casinos, Learning and Development Department
BLOCK IV	**MICE TOURISM**
Unit 1	**RECREATION AND LEISURE**
	Objectives, Introduction, Recreation, Public Recreation and Parks Agencies, Commercial Recreation / Non Commercial Recreation, Theme Parks, Clubs and City Clubs, Voluntary Organization, Leisure
Unit 2	**MEETING, INCENTIVES, CONVENTIONS AND EXHIBITION**
	Objectives, Introduction, Meetings, Meeting Planners, Seating Arrangements, Convention, Exhibition and exposition, off-Premise Catering
Unit 3	**MICE TOURISM IN INDIA**
	Objectives, Introduction, MICE Tourism in India, India, a Hot MICE Destination, Major MICE Destinations in India, Opportunities for India in MICE Tourism, Challenges for India in Mice Tourism, Event Management, Types of Events, Requisites of a Good Event
Unit 4	**CAREER OPPORTUNITIES ON HOSPITALITY AND TOURISM INDUSTRY**
	Objectives, Introduction, Hospitality and Tourism Industry Growth, Advantages of Joining Hospitality and Tourism Industry, Sectors of Hospitality and Tourism Industry,Careers in the Lodging/Hotel Industry, Entry Level Position, Skilled Level Position, Managerial Level position, Travel and Tourism Industry, Careers in the Tourism Industry, Travel Agents, Tour Operator , Event and Conference Organiser, Tour Guides, Leisure Activity Co-ordinators, Entertainment Manager, Event Planner, Travel Counsellor, Airline Travel and Luxury Cruise, Required Skills to Make a Career in the Travel & Tourism Sector

BBAATR-102

English for Hotel and Tourism Industry

Block 1: Functional Verbal Communication for the Hospitality and Airline Industry

Unit 1: Welcoming and Registering Guests

Communication from reception, registering their names and settling them in the rooms.

Topics: Welcoming guests, Common Dialogues with Guests, Dialogues with Staff, Vocabulary for various rooms and services at the hotel

Grammar Component: Simple Present Tense and usage of This, These, That and Those. Aware of using pronouns from I…. to They.

Unit 2: Telephonic Communication

Topics: Telephone Communication/ Taking room reservations/ Providing directions / Giving information

Unit 3: Communicating to Describe Dishes and Airline Operations

Topics: Dialogue based communication to describe dishes at a restaurant.

Unit 4: Overview of Grammar of the English Language

Topic: A listing of the twelve tenses/Parts of Speech/ and their usage

Block 2: Functional Written Communication for the Hospitality and Tourism Industry

Unit 5: Email Writing

Topic: Email writing/ Components of an Email/ Email etiquette/ Writing to Indian guests, international guests and general enquiries.

Unit 6: Letter Writing

Topic: Letter Writing Basics/Types of Business Letters: Cover Letter/Complaint Letter/ Collection Letters/Business Quotation Letters

Unit 7: Message Notice Writing

Topic: Taking Messages over Phone/Making Announcements/Notice Writing for events

Unit 8: Recipe and Itinerary Writing

Topic: Preparing Itineraries/Hospitality Vocabulary for Cruise and Travel for Groups/ Recipe Writing for simple dishes with proper emphasis on listing ingredients and sequencing

Block 3: Functional Interpersonal Communication for the Hospitality and Tourism Industry

Unit 9: Non-Verbal Communication

Topic: Active Listening Parameters: Asking Questions and Confirming Answers/ Body Language Basics for successful Communication.

Unit 10: Solving Customer Problems

Topic: Resolving Customer Complaints in the Hospitality Industry, Resolving Customer Complaints in the Airline Industry,

Grammar Component: Conjunctions and Prepositions

Unit 11: Communicating at Interviews

Topic: Successful Interviewing skills/ Answering Interview questions/Keywords at Interviews/ Traits of a Good Candidate

Unit 12: Handling Meetings and Presentations

Topic: The communication tools to for good at meetings/ The etiquette that goes into being a part of meeting / How to create and make presentations / The importance of group discussions and how to excel in communicating at these.

Block 4: Communicating with the Media and Large Groups

Unit 13: Communicating for the Social Media

Topic: Learn the basics on how to communicate on social media / Learn how to make your communication effective / Avoiding mistakes on social media.

Unit 14: Communicating with the Mass Media

Topic: How to write press releases for providing news to various media / Write classified advertisements / Learn how to paraphrase

Unit 15: Communicating for Guided Tours

Topics: Communicate like a Tour Guide / Make plans / Providing directions /Giving information / Explain itineraries

Unit 16: Career Options and Terminology

Topics: Detailed list and vocabulary for Career Options in the Hospitality and Airline Industry.

BBAATR-103

PRINCIPLES OF MANAGEMENT

Syllabus

BLOCK 1: INTRODUCTION TO MANAGEMENT

UNIT 1: NATURE AND FUNCTIONS OF MANAGEMENT

Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration.

UNIT 2: MORE ON MANAGEMENT

Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.

UNIT 3: HISTORY OF MANAGEMENT

Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporar Approaches:Quantitative Management, Organizational Behaviour, Systems Theory, Contingency Theory

BLOCK 2: PLANNING, DECISION-MAKING, ORGANIZATION AND STAFFING

UNIT 1: PLANNING

Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.

UNIT 2: DECISION-MAKING

Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.

UNIT 3: ORGANIZATION AND ORGANIZATION STRUCTURE

Organizing Process – Meaning and Definition, Characteristics, Process, Need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart, Organizational Structure – Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization

UNIT 4: STAFFING

Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.

BLOCK 3: DIRECTION, SUPERVISION, CONTROLLING AND COORDINATING

UNIT 1: DIRECTION AND SUPERVISION

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

UNIT 2: CONTROLLING

Controlling – Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.

UNIT 3: CO-ORDINATION

Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.

BLOCK 4: MORE ON MANAGEMENT

UNIT 1: MOTIVATION AND LEADERSHIP

Motivation: Concept, Theories – Classical and Modern, Importance, Financial and Non-Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles.

UNIT 2: COMMUNICATION

Communication: Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication.

UNIT 3: SOCIAL RESPONSIBILIES OF BUSINESS

Social Responsibility – Meaning, Definition, Features, Scope, Social Responsibly of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, Society. Indian Business and Social Responsibility.

UNIT 4: STRATEGIC MANAGEMENT

Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis

BBAATR-104

GEOGRAPHY OF TOURISM

BLOCK I	**BASICS OF TOURISM AND GUJARAT TOURISM**
Unit 1	**Basics of tourism and tour operations**
	Objectives, Introduction, Elements of tourism supply chain, Tour operator, How to make a tour package
Unit 2	**Travel itinerary**
	Objectives, Introduction, Types of itinerary, Do's And Don'ts of Itinerary Preparation
Unit 3	**Gujarat tourism**
	Objectives, Introduction, Meaning of the name and history, Geography, Culture, Some famous tourist destinations, The World Heritage city of Ahmedabad, USP of Gujarat, MICE tourism in Gujarat, Promotional strategy of Gujarat Tourism, Future of Gujarat Tourism, Use of digital technology in tourism promotion in Gujarat, SWOT Analysis
BLOCK II	**PHYSICAL GEOGRAPHY OF INDIA AND IMPORTANCE IN TOURISM**
Unit 1	**Importance of geography in tourism**
	Objectives, Introduction, Tourism, Contributions of geography, Basic geographical terms, Geographical components of tourism, Major geographical regions for tourist activities, Geographical resources
Unit 2	**The geography of India**
	Objectives, Introduction, The geography of India, Northern plains of India, The peninsular plateau, Indian desserts, The coastal plains of India, The islands in India, Types of soil in India, River system of India, The climate of India
Unit 3	**Mountain passes and peaks of India**
	Objectives, Introduction, Mountain passes, Mountain peaks of India,
Unit 4	**Island geography of India**
	Objectives, Introduction, Formation of Islands, Types of Islands, Indian Islands, Arabian Sea Islands, Kavaratti, Kalpeni, Minicoy Island, Kadmat Island, Agatti Island, Bangaram Island, Bay of Bengal Islands, Port Blair, Ross Island, Other Islands
BLOCK III	**HUMAN GEOGRAPHY OF INDIA AND ITS IMPACT**
Unit 1	**Major religions of India**
	Objectives, Introduction, Hinduism, Buddhism, Jainism, Islam, Hijrat, Festivals in Islam, Christianity, Festivals
Unit 2	**Religious centres of India**
	Objectives, Introduction, Religious centers of Hinduism, Religious centers of Buddhism, Religious centers of Jainism, The religious centers of Sikhism, Religious centers of Christianity in India, Religious centers of Islam
Unit 3	**The natural and cultural geography of India**
	Objectives, Introduction, Natural heritages of India, Mountain ranges, Hill stations of India,

	Wildlife sanctuaries and national parks in India, Cultural geography of India, Dance forms of India, The Handicrafts of India
BLOCK IV	**TOURISM GEOGRAPHY AND REGULATORY AUTHORITIES**
Unit 1	**States of India**
	Objectives, Introduction, Kerala, Categories of the tourism product, Rajasthan, Madhya Pradesh, Top destinations in Himachal Pradesh, Various famous cities
Unit 2	**Monuments of India**
	Objectives, Introduction, Monuments of India,
Unit 3	**Museums of India**
	Objectives, Introduction, Types of museum, Natural history museum,
Unit 4	**Tourism organizations**
	Objectives, Introduction, United Nations World Tourism Organisation, India Tourism Development Corporation, Pacific Asia Travel Association, Archaeological Survey of India, Travel Agents Association of India, International air transport Association, Indian Association of tour operators, Civil Aviation, World travel and tourism Council, International Union of conservation of nature,

BBAATR-105

Air Hostess & Cabin Crew Management

Block 1

Grooming, Skin and Hair care, Diet and Exercise, Hygiene, Make-up and Hairstyle, Clothes

Unit 1

Importance of Grooming, Diet and Exercise, and Hygiene

1.1 Importance of Grooming

1.2 Health and Nutrition

1.3 Importance of regular Exercise

1.4 Hygiene and Cleanliness

Unit 2

Skin and Hair care, Makeup and Hair style, for Women

2.1 Skin care for Women

2.2 Hair care for women

2.3 Makeup for Women

2.4 Basic Items required for Makeup

2.5 Hairstyle for Women

Unit 3

Skin and Hair care for Men, Makeup and Hair style for Men

3.1 Skin care for Men

3.2 Hair care for Men

3.3 Makeup for Men

3.4 Basic items required for Makeup

3.5 Hairstyle for Men

3.6 Manicure and Pedicure for Men and Women

Unit 4

Formal, Semi-Formal, and Informal wear for Men and Women

4.1 Wardrobe essentials for Men

4.2 Informal wear for Men

4.3 Wardrobe essentials for Women

4.4 Different Dress Codes

Block 2

History of Aviation, Indian Aviation, Airport Rules and Regulations, Low Cost and Full Service Airlines

Unit 1

History of Aviation, Indian Aviation, Commercial Airlines, Departments in Airlines

1.1 Introduction to Aviation

1.2 History of Aviation Industry

1.3 Four Forces of Flight

1.4 Commercial Airline

1.5 Aviation Industry

1.6 Impact of World War II on Aviation

1.7 Aircraft Types

1.8 History of Indian Aviation and its future

1.9 Some Important Departments in an Airline

Unit 2

Safety and Security measures at the Airport and Inflight, Civil Aviation Governing Bodies, Terminologies, Full Service and Low cost Airlines

2.1 Rules and Regulations at the Airport
2.2 Abbreviations, and Phonetic codes

2.3 Some commonly used Terminologies in Aviation

2.4 Civil Aviation Governing Bodies

2.5 Travel cabin class for passengers

2.6 Full-Service Airline

2.7 Low Cost Airline

2.8 Main Features of an Airport

2.9 Main two Departments in an Airport besides Airport Security

2.10 Airports in India

2.11 International Airports

Block 3: In-flight services, Meal Services, Special Need Passengers

Unit 1

Unit 1: Galley, Catering and Meals, Pre-flight service, service after take-off, pre-landing and post-landing service

1.1 Galley, Catering, and Meals

1.2 Pre-flight Service

1.3 Services after take-off

1.4 Pre landing service

1.5 Post landing duties

Unit 2

Unit 2: Meal service, Meal codes, Alcoholic service, Non-Alcoholic service, Crockery and Cutlery, Waste Management

2.1 Meal service

2.2 Meal Codes

2.3 Alcoholic beverages

2.4 Non-Alcoholic beverages

2.5 Crockery and Cutlery

2.6 Waste Management

Unit 3

Special Need Passengers, Terminologies, Recommended phrases, DPNA code, VVIP, VIP and CIP, Deportees and Prisoners

3.1 Special Need Passengers

3.2 Terminologies

3.3 Recommended phrases

3.4 DPNA code

3.5 VVIP, VIP, and CIP

3.6 Deportees and Prisoners

Block 4

Parts of an Aircraft, Emergencies, First Aid, Inflight Services, Passenger Travel

Unit 1

Parts of an Aircraft, Emergency Equipment and Emergencies Inflight, First Aid

1.1 Parts of an Aircraft
1.2 Aircraft Exteriors

1.3 Aircraft Interiors

1.4 Communication System

1.5 Lighting System

1.6 Emergency and Safety Equipment

1.7 Emergency and Safety Equipment check before a flight

1.8 Emergency Briefing

1.9 Emergencies on board an Aircraft

1.10 Use of First Aid kit and Physician's kit in the Aeroplane

1.11 The Role of Cabin Crew in Aircraft Safety Procedures and Emergency situations

1.12 Anti-Terrorism, Bomb threat/Scare, Dangerous Goods, and Hijacking

Unit 2

Cabin Crew duties and documentation, Passenger Information List, Inflight announcements, Departure and Arrival procedure

2.1 Duties and Responsibilities for Cabin Crew

2.2 Flight crew on board an aircraft

2.3 Hierarchy of Flight crew

2.4 Cabin crew requirement on an aircraft

2.5 Cabin crew Documentation

2.6 Cabin crew breaks during a flight

2.7 Cabin crew uniform

2.8 Inflight Announcements

2.9 Passenger Information List

Unit 3

Departure and Arrival procedure for Passengers, Inflight service post Lockdown - COVID-19

3.1 Process of Air Travel for Passengers

3.2 Passenger Control Unit (PCU)

3.3 Passenger Service Unit (PSU)

3.4 COVID-19

BBAATR-106

FRONT OFFICE MANAGEMENT

BLOCK I	**INTRODUCTION TO HOTELS, COMMUNICATION AND FRONT OFFICE ORGANISATION**
Unit 1	**Classification of Hotels**
	Objective, introduction, Broad Classification of Hotels
Unit 2	**Interdepartmental Communication**
	Objectives, Introduction, Role of front office, Marketing and sales department, Housekeeping department, Food and beverage Department, Banquet Department, Accounts, Maintenance or engineering Department, Security Department, Human Resources Management Department, The Role Of Total Quality Management in Effective Communication
Unit 3	**Front Office Organisation**
	Objectives, Introduction, Front Office Functions, Sections And Layout Of Front Office, Organisation Of Staff, Attributes Of Front Office
BLOCK II	**INTRODUCTION TO GUEST STAY CYCLE, NIGHT AUDITING AND PLANNING AND EVALUATION OF FRONT OFFICE**
Unit 1	**GUEST CYCLE AND ROOMS RESERVATION**
	Objectives, Introduction, Guest Cycle, Rooms Reservation
Unit 2	**REGISTRATION**
	Objectives, Introduction, Pre-Registration, Registration, Check-In Procedures
Unit 3	**THE NIGHT AUDITOR**
	Objectives, Introduction, Functions Of Night Audit, Role Of Night Auditor, Trial Balance/ Accounts Receivable, Posting Of Room Charges, Distributing Charges, Audit Procedure Credit, Other Duties Of Night Auditor
Unit 4	**PLANNING AND EVALUATION OPERATIONS**
	Objectives, Introduction, Management Functions, Establishing Room Rates, Forecasting Room Availability, Budgeting For Operation, Evaluation Of Front Office Operation
BLOCK III	**PUBLIC RELATIONS, QUALITY SERVICE AND GUEST COMPLAINT HANDLING**
Unit 1	**INTRODUCTION TO PUBLIC RELATION**
	Objectives, Introduction, Origin Of Public Relations, What Is Public Relation, Public Relation Techniques, Public Relation Process, Publicity
Unit 2	**PUBLIC RELATIONS**
	Objectives, Introduction, Public Relation And Man, Public Relation In Hotel, Qualities Of A Public Relations Officer, Public Relation In Tourism, Public Relation Tactics, Public Relations And Internal, External Public Relations
Unit 3	**FRONT OFFICE AND GUEST – DELIVERING QUALITY SERVICES**
	Objectives, Introduction, Making First Impressions, Being Professional, Delivering Services During Guest Visits, Evaluating Guests Services
Unit 4	**GUEST SERVICES AND HANDLING GUEST COMPLAINTS**
	Objectives, Unit Introduction, Various Guest Services, Guest Complaints
BLOCK IV	**IMPORTANCE OF COMMUNICATION**
Unit 1	**COMMUNICAITON AND FRONT OFFICE**
	Objectives, Introduction, Front Office Communication, Importance Of Communication, Types Of Communication, Flow Of Communication, Log Book, Importance Of Telephone Directory, Procedure Of Mail Handling, Handling Of Telephone Service

Unit 2	**BUSINESS CORRESPONDENCE**
	Objectives, Introduction, Essentials Of Effective Letter/Email,Language Of Business Writing, Appearance Of Business Letter/Email, Parts Of Letter, Planning The Letter, Composing The Letter, Types Of Letters/Emails
Unit 3	**PROPERTY MANAGEMENT SYSTEM**
	Objectives, Introduction, Property Management System (Pms), Guest First Impression, Requirements Of A Pms, Choosing Software, Use Of Details Entered In A Pms, Other Factors To Be Considered, Individual Modules Of The Pms, Housekeeping, Food And Beverage
Unit 4	**CHECK OUT AND SETTLEMENT**
	Introduction, Objectives, Departure Procedure, Modes Of Settlement Of Bills, Potential Check-Out Complications And Resolutions

BBAATR-107

PRINCIPLES AND PRACTICES OF TOURISM

BLOCK I	**INTRODUCTION TO HOSPITALITY AND TOURISM**
Unit 1	**CONCEPT OF TOURISM AND INDUSTRIAL BACKGROUND**
	Objectives, Introduction, Tourism: the Basic Concept,Tourism: Meaning and Definition, The Tourist, Tourism, Recreation, Leisure and Their Inter relationship
Unit 2	**PSYCHOLOGICAL DIMENSIONS AND MOTIVATIONS OF TRAVEL**
	Objectives, Introduction, Definition and Role of Motivation, Physical Motivators, Cultural Motivators, Interpersonal Motivators, Status and Prestige Motivators, Tourism as a Service Industry
Unit 3	**TOURISM: TYPES, FORMS, PRODUCTS AND ATTRACTIONS**
	Objectives, Introduction, Forms of Tourism, Nature of Tourism, Characteristics of Tourism, Elements and Characteristics of Tourism Products, Tourism Product System
Unit 4	**INDIAN TOURISM**
	Objectives, Introduction, Tourism in the modern period, Types of Tourism in India, Adventure Tourism, Wildlife Tourism, Medical Tourism, Pilgrimage Tourism, Eco Tourism, Cultural Tourism, Wellness Tourism, Business Tourism, Heritage Tourism, Leisure Tourism, Cruise Tourism, Sports Tourism, Educational Tourism
BLOCK II	**MODES OF TRANSPORT**
Unit 1	**ROAD TRANSPORT IN INDIA**
	Objectives, Introduction to Transportation in India, History of Transportation in India, Transport system in India during Vedic period, Transport in ancient India, During medieval period, Development of transport during British rule in India, Public transport, Etymology of BUS, Road Transport in India
Unit 2	**RAILWAYS**
	Objectives, History of Trains, The Industrial Revolution and the Steam Engine, The American Railroad System, The Drawbacks of Steam Power, Electric Locomotives Get a Slow Start, The Transition for Steam to Electric, Advanced Train Technologies, Facts about Trains, Train History Facts, Special types of trains in India, Toy Trains in India, Luxury Trains, Palace on Wheel, Deccan Odyssey, Metrorail, Services, Recent Developments, Ticketing, Packages offered by IRCTC
Unit 3	**AIR AND SEA TRANSPORT IN INDIA**
	Objectives, Introduction, Classification of Airways, Airlines in India, Sea Transport, Cruises of India
BLOCK III	**TOURIST CIRCUITS**
Unit 1	**WILDLIFE SANCTUARY AND NATIONAL PARKS**
	Objectives, Introduction, Wild Life Sanctuary, Project Tiger, Do's & Don't in a Wildlife Sanctuary, Kaziranga National Park, Jim Corbett National Park, Mudumalai Wildlife Sanctuary
Unit 2	**FAMOUS PILGRIMAGE PLACES OF INDIA**
	Objectives, Introduction, Pilgrimage, Kumbh Mela, Char Dham,Badrinath, Dwarka, Jagannath, Rameshwaram, Vaishnodevi, Palitana, Ajmer Dargah
Unit 3	**TOURIST CIRCUITS: MEANING & EXAMPLES**
	Objectives, Introduction, Tourist Circuit, Golden Triangle, Banglore Mysore Ooty, Buddhist Circuit, Bhuvneshwar Konark Puri
BLOCK IV	**TOURISM ORGANIZATIONS AND PLANNING**
Unit 1	**TOURISM ORGANISATIONS – I**
	Objectives, Introduction to Organisations, TAAI, IATO, Indian Tourism Development Corporation

	(ITDC), Bihar State Tourism Development Corporation(BSTDC), Karnataka State Tourism Development Corporation, Uttar Pradesh Tourism Development Corporation, Andhra Pradesh Tourism Development Corporation, Maharashtra Tourism Development Corporation, Kerala Tourism Development Corporation(KTDC), Rajasthan Tourism Development Corporation Ltd., TCGL(Tourism Corporation of Gujarat Limited)
Unit 2	**TOURISM ORGANISATIONS – II**
	Objectives, Introduction, IATA,UFTAA, ASTA, PATA, WTO, ICAO
Unit 3	**SUCCESSFUL TOURISM PLANNING**
	Objectives, Introduction to Successful Tourism Planning, Need for Tourism Policy and Planning, Steps in Planning Process, Tourism Policy of India, Major policy Initiatives National Action Plan for Tourism, 1992
Unit 4	**THE CONCEPTS OF MARKETING**
	Objectives, Introduction, Marketing Mix, The Promotion, Advertising, Public Relations, Promotion of Sales

BBAATR-108

COMPUTER RESERVATION SYSTEM (PRACTICAL + THEORY)

BLOCK I	**FUNDAMENTALS OF COMPUTER**
Unit 1	**DIGITAL ANATOMY OF COMPUTER**
	Objectives, Introduction, Operating system (OS), Linux-kernel based, and UNIX based operating system, Hardware, Graphics card
Unit 2	**WORD PROCESSOR**
	Objectives, Introduction, free and paid word processor, LibreOffice Writer, Microsoft Word
Unit 3	**SPREADSHEETS**
	Objectives, Introduction, few popular spreadsheet programs below, few advance formulas used in Microsoft Excel, Formula auditing
Unit 4	**PRESENTATION PROGRAM**
	Objectives, Introduction, few popular presentation programs or software, Microsoft PowerPoint, SlideRocket, Preventive maintenance and cleaning of computer, Software preventive maintenance
BLOCK II	**WORLD GEOGRAPHY**
Unit 1	**WORLD DIVISION**
	Objectives, Introduction The Continents of the World, The Seven Continents of the World,
Unit 2	**ITINERARY PLANNING LOCATION**
	Objectives, Introduction, Airport Codes, Airline Codes or Designators, Accounting Code or Prefix Code, Reference list of IATA, ICAO and Prefix Codes of Airlines across the globe
Unit 3	**DIRECTION OF TRAVEL**
	Objectives, Introduction, Traffic Conference Area 1 (TC 1), Traffic Conference Area 2 (TC2), Traffic Conference Area 3 (TC 3), Global Indicators, South East Asia or South Atlantic (SA)
BLOCK III	**BASIC ELEMENTS OF AIR FARE**
Unit 1	**ELEMENTS OF AIRFARE**
	Objectives, Introduction, Travel Class, Fare Basis Codes, Types of Airfare, Basic Terms Related to Fare Formula,
Unit 2	**CURRENCY CONVERSION**
	Objectives, Introduction, Neutral Unit of Construction (NUC), IATA Rate of Exchange (IROE), How to apply IATA Rate of Exchange Table, Interpreting the IATA RATE of Exchange Table, Currency Conversion Table
Unit 3	**TICKET STOCK**
	Objectives, Introduction, Manual or Paper Tickets, Electronic Tickets, Advantages of Electronic tickets, Passenger Name Record (PNR), Check-In Procedures, Limitations of Electronic Tickets, Documents for Air Travel, Overseas Medical Insurance
Unit 4	**PAYMENT PROCEDURE**
	Objectives, Introduction, Payment Procedure and transaction between Travel Agents and Airlines, Benefits of Billing and Settlement Plan (BSP), Modes of Payments by Passengers, Refund Procedures, Refund for Cancellation of flight by Airline
BLOCK IV	**COMPUTER RESERVATION SYSTEM (CRS)**
Unit 1	**BACKGROUND OF COMPUTER RESERVATION SYSTEM (CRS)**
	Objectives, Introduction, Objectives of Computer Reservation System (CRS), History of Computer Reservation System (CRS), Major Airline Computerized Reservation Systems (CRS),
Unit 2	**GLOBAL DISTRIBUTION SYSTEM**

	Objectives, Introduction, Emergence of Global Distribution System (GDS), Benefits of Global Distribution Systems, Major Global Distribution Systems of the World, Travelport Worldwide Limited
Unit 3	**PASSENGER AIR TARIFF**
	Objectives, Introduction, Building Fare Calculation, Equivalent Fare Paid, Intermediate Points, Surface Sectors, Determining Global Indicators and undertaking Fare construction, Fare Construction, Fare Calculation for a simple Return Journey, Round the World Journey

BBAATR-109

Flight Catering

BLOCK I	**Introduction to Flight Catering & Flight Catering Industry**
Unit 1	**Background of Flight Catering**
	Historic development, Importance, charecteristics, role of stake holders, Evolution and developmentof Indian flight industry,
Unit 2	**The Flight Catering System**
	Introduction, charecteristics, development, issues and trends
Unit 3	**Pricing of Flight Meals**
	Pricing factors, viability, trends and behaviour, flight type and class
Unit 4	**Passengers Appetite and Behaviour**
	Passengers food Acceptance, Food Sensory Analysis, food and mood, environment and food, effects of specific foods
BLOCK II	**Flight Catering Supply Chain and Inventory Management**
Unit 1	**Basics of Flight Catering Supply Chain and Inventory**
	Supply chain, role and responsibility of manufacturer, purchase specifications,, receiving, procedures, storage
Unit 2	**Inventory Management**
	Definition, Types of inventory, stock valuation, supply, stock control and issuing
Unit 3	**Kitchen organisation**& Management
	Layout, Equipments, design, hygiene and sanitation(HACCP), process, cold section, dishwashing, staffing
Unit 4	**Meal production & packing**
	Convenient cooking, Definition of foods, Sauces and its derivatives, ,sandwitch, Soup, Accompaniments and Garnish For Soup, Packaging, wastage control, food quality and safety,
BLOCK III	**International Logistics**
Unit 1	**Transportation and Lodging**
	Uplifts, vehicles, staffing, operational issues
Unit 2	**International Logistics**
	Issues, logistic decisions, warehousing, traportation, loading system
Unit 3	**Airport Capabilities**
	International & Local Supply, Current Issues & Future Development
BLOCK IV	**Flight Catering Information System**
Unit 1	**Information System**
	Definition, requirement, advantages, customer feedback and expectation
Unit 2	**Flight Catering Information System**
	Information flow, operation, barriers in implimentations
Unit 3	**Information Integrated System**
	Control, scheduling, issues, market segmentation information & management