



BANGALORE UNIVERSITY

**Syllabus for B.A Tourism (Basic/Honors)
Under Graduation (UG) Programme
Framed according to the National
Education Policy (NEP 2020)
5th and 6th Semesters**



**DEPARTMENT OF COMMERCE
Jnanabharathi Campus,
Bengalore - 560056
www.bangaloreuniversity.ac.in**

**A1 : Curriculum and Credit Framework for the BA
Program with two core subjects without practicals in
the first two years and One Major (TOURISM) in the
Third Year**

Sem	Course Category	Course Code	Course Title	Teaching Hours Per Week (L+T+P)	IA	Uni. Exam	Total Marks	Credits
V	DSC	DSC T9	Hospitality Management	4+0+0	40	60	100	4
V	DSC	DSC T10	Global Tourism	4+0+0	40	60	100	4
V	DSC	DSC T11	Medical Tourism	4+0+0	40	60	100	4
V	DSC	DSC T12	Legal Framework for Tourism	4+0+0	40	60	100	4
V	DSE	DSE- 1	MICE Tourism	3+0+0	40	60	100	3
V	Vocational	Vocational-1	Air Ticketing & Fare Construction	2+0+1	40	60	100	3
Sub Total								22

Sem	Course Category	Course Code	Course Title	Teaching Hours Per Week (L+T+P)	IA	Uni. Exam	Total Marks	Credits
VI	DSC	DSC T13	Indian Culture & Heritage	4+0+0	40	60	100	4
VI	DSC	DSC T14	Art and Architecture of South India	4+0+0	40	60	100	4
VI	DSC	DSC T15	Travel Writing and Photography	4+0+0	40	60	100	4
VI	DSC	DSC T16	Tour Leadership & Management	4+0+0	40	60	100	4
VI	DSE	DSE- 2	Museology & Conservation	3+0+0	40	60	100	3
VI	Vocational	Vocational-2	Yoga and Wellness	2+0+1	40	60	100	3
Sub Total								22

**A3 Curriculum and Credit Framework for BA Programme with
two core subjects without practicals in the first three years**

Sem	Discipline Specific Core DSC-1		Discipline Specific Core -2 DSC-2	Skill Enhancement Course/Value Added Programs for UG	Total Credit
V	DSC1-T9	Hospitality Management(4)	DSC2-T9(4)	SEC-4 Cyber Security(2)/ Soft Skills & Communication Skills (1+0+2)	26
V	DSC1-T10	Global Tourism(4)	DSC2-T10(4)		
V	DSC1-T11	Medical Tourism(4)	DSC2-T11(4)		
VI	DSC1-T12	Legal Framework for Tourism(4)	DSC2-T12(4)	SEC-5: General Aptitude(2) (1+0+2)/ Internship(2)	26
VI	DSC1-T13	Indian Culture & Heritage(4)	DSC2-T13(4)		
VI	DSC1-T14	Art and Architecture of South India(4)	DSC2-T14(4)		

**A3. Curriculum and Credit Framework for the
BA Program with two core subjects without practicals in the first three years**

Se m	Cour se Cate gory	Course Code	Course Title	Teaching Hours Per Week (L+T+P)	IA	Uni. Exam	Total Marks	Cred its
V	DSC	DSC1-T9	Hospitality Management	4+0+0	40	60	100	4
V	DSC	DSC1-T10	Global Tourism	4+0+0	40	60	100	4
V	DSC	DSC1-T11	Medical Tourism	4+0+0	40	60	100	4
VI	DSC	DSC1-T12	Legal Framework for Tourism	4+0+0	40	60	100	4
VI	DSC	DSC1-T13	Indian Culture & Heritage	3+0+0	40	60	100	4
VI	DSC	DSC1-T14	Art and Architecture of South India	2+0+1	40	60	100	4

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT9

Title of the Course: HOSPITALITY MANAGEMENT

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">● To get an overview of the Hospitality Industry● To understand the various departments of the Hotel● To identify the emerging trends in Hospitality Industry● To grasp the various roles of Hospitality Industry in Tourism● To be acquainted with the Hospitality Business● To be familiarized with Sustainability concepts in Hospitality Industry		
Syllabus		
Module No. 1: Introduction to Hospitality (10 Hrs) Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry – Hospitality Ethics – Hospitality around the World – Global and Indian Context – Scope of Hospitality – Role of Hospitality in the development of tourism industry		
Module No. 2: Hotel and Departments of Hotel (16 Hrs) Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan – Types of accommodation – intermediary accommodation – grouping of accommodations – Classification of hotels: Size, Location, Length of Stay & Facilities offered – Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production – Sales & Marketing – Purchasing – Accounts & Financing – Human Resource Management – Maintenance – Grading Star Category by HRACC and Ministry of Tourism – Government. of India – FHRAI, SIHRA, AHLA and IHRA		
Module No. 3: Facilities and Sustainability in Hospitality Industry (10 Hrs) Different types of rooms – available in India and various tariffs and facilities offered – Types of room: single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency – Hotel industry future in India – Changing trends – Relation of Tourism with hospitality industry – Sustainability in Hospitality Industry: Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.		
Module No. 4 – Legal Frame work of Hospitality Industry (10 Hrs) Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry		

Module No. 5– Trends in Hospitality Industry**(14 Hrs)**

Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties) Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Reference Books:

1. John Walker (2017), “Introduction to Hospitality Industry, Pearson Education Limited, England.
2. Sudhir Andrew, (2007), “Introduction to Tourism and Hospitality Industry”, Tata Mc. Graw Hill Publishing Company, New Delhi.
3. Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Pulication, New Delhi.
4. Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi
5. Kasavana M and Brooks R (2012), “Managing Front Office Operations”, Prentice Hall
6. Medlik S and Ingram H (2000), “The Business of Hotels” Butterworth Heinemann, New Delhi

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT10

Title of the Course: GLOBAL TOURISM

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Acquaint with the past, present and future trends of Global Tourism.• Understand the tourism business with reference to Asia, Europe, USA and Australia.• Appreciate the significance of tourism industry at the global level• Understand the emerging tourism products at Global Scenario		
Syllabus		
Module No. 1: Introduction to Global Tourism (10 Hrs) Global Tourism: Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India’s Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.		
Module No. 2: Asia (14 Hrs) ASIA- Location and situation, Physiography of Asia, Main countries & capitals, Main tourist attractions of Malaysia, Singapore, Thailand, Nepal, Sri Lanka, India, Maldives, UAE, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia – Golden Triangle, MumbaiGoa and Rajasthan and other famous tourism circuits in Asia.		
Module No. 3: Europe (14 Hrs) EUROPE: Location and situation, Physiography of Europe, Main countries & capitals. Main tourist attractions of France, United Kingdom, Switzerland – Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile – Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand		
Module No. 4 – America and Africa (12 Hrs) Location and situation of North & South America: Physiographic of North America and South America, Main countries & capitals, Main tourist attractions of USA & Brazil –AFRICA: Location and situation, Physiography of Africa, Main countries and capitals. Main tourist attractions of South Africa - Egypt.		
Module No. 5 – Australia (10 Hrs) AUSTRALIA: Location and situation, Physiography of Australia, Main countries & capitals, Main tourist attractions of Australia and New Zealand.		

Books for Reference :

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
2. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
3. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
4. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation - Environment, Place and Space. London: Routledge.
5. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
6. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications. World Atlas

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT11

Title of the Course: MEDICAL TOURISM

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the concept of Medical tourism• Knowledge on current trends in India and the world• Learning the scope of Medical tourism and wellness		
Syllabus		
Module No. 1: Introduction to Medical Tourism (10 Hrs) Introduction to Medical Tourism: Nature and Scope of Medical Tourism – Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. History, Purpose of Medical Travels – Dimensions of Medical Tourism.		
Module No. 2: Types of Medical Tourism and Medical Tourism Markets (14 Hrs) Types of Medical Tourism: - Treatment Types Natural and Indigenous System - AYUSH and Types of Ayurvedic, Yoga, Unani, Siddha and Homeopathy Therapies, Concept of Spa and Rejuvenation – Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level		
Module No. 3: Medical Tourism Product and Package Tours (14 Hrs) Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance – Medical Travel Services - National and International Travel Services, Visas, Hospital Logistics, Medical Record Transfer, Communications, Client Assistant, Destination Management, One Bill Transparent Pricing.		
Module No. 4 – Legal Aspects of Medical Tourism (12 Hrs) Legal Aspects of Medical Tourism: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). NAHT - National Association of Health Tourism.		
Module No. 5 –Medical Tourism in India – An Over view (10 Hrs) Medical Tourism in India: Centres / Destinations, Current and Futuristic Trends, Potentials, Issues and		

Challenges, Trousing the Challenges, Government Support. Factors affecting Medical Tourism in India.
Case Studies: Apollo Hospitals, Global Hospitals, Sankara Nethralaya, CMC Vellore. Narayana Hrudayala,
Soukya.

Books for Reference:

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.
2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication:
Routledge Taylors Francis Group, London, New York
3. Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication:
Book Enclave, Jaipur.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT12

Title of the Course: LEGAL FRAMEWORK FOR TOURISM

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the legal and regulatory framework in the travel and Tourism sector.		
Syllabus		
Module No. 1: Introduction to Medical Tourism		(10 Hrs)
Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.		
Module No. 2: Types of Medical Tourism and Medical Tourism Markets		(14 Hrs)
Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.		
Module No. 3: Medical Tourism Product and Package Tours		(14 Hrs)
Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.		
Module No. 4 – Legal Aspects of Medical Tourism		(12 Hrs)
Contract legislation in relation to Travel and Tourism customers.		
Module No. 5 –Medical Tourism in India – An Over view		(10 Hrs)
Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.		

Books for Reference:

1. Mill, Robert C. & Morrison Alastair (2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.
2. Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications.
3. Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.
4. Singh, A. (2008). Contract and Specific Relief.
5. Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT13

Title of the Course: INDIAN CULTURE AND HERITAGE

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Demonstrate a critical understanding of the relationships between culture and heritage• Evaluate the Natural, Tangible and Intangible Heritage of India• Describe the philosophical, educational and scientific background of India		
Syllabus		
Module No. 1: Introduction to Culture and Heritage (10 Hrs) Definition of Culture and Heritage – Concepts and Characteristics of Culture in India - Natural Heritage - mountains, rivers, and landscape, forests, wildlife – Intangible Heritage - Performing arts - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Customs, Traditions and Ceremonies - Fairs and Festivals – National Festivals - Religious Festivals – Seasonal / Harvest Festivals – Cultural Festivals - Tangible Heritage - Painting, Sculpture and Architecture through the ages - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India		
Module No. 2: Social System of Indian Culture (14 Hrs) Heterogeneous Population - Spirit of Toleration - Unity in Diversity – Castes and tribes – Concept of Four Varnas and Four Ashramas – Concept of Family – Characteristics of Family, Functions of Family – Family System in India - Status and Role of Women in the Indian Culture - Marriages - Hindu- Christian- Muslim – Tribal customs - Family patterns - Joint - Nuclear		
Module No. 3: Civilization and its Development (14 Hrs) Religion - Indus Civilization – Vedas – The Upanishads – Epics: Ramayana and Mahabharata – The Bhagavat Gita – Puranas – Buddhist and Jain Literature – Tamil & Sanskrit Literature – Urdu and Persian literatures – Philosophy – Bhakti Movements in Ancient & Medieval India – Hinduism – Islam – Sikhism - Sufism – Christianity – Impact of Western Culture on India – Socio Religious reformers		
Module No. 4 – Education System & Indian Culture (12 Hrs) Education – Gurukula System – Teacher Student Relationship (Guru-Shishya Parampara) – Concept of Biksha and Guru Dakshina Under Buddhism – Mughal period – Salient Features of Muslim Educations – Education under the British Rule – Domination by Christian Missionaries – Sri Aurobindo’s National System of Education – School Education in the PostIndependence India – Contemporary Education - Spread of Indian Culture to other Asian Countries – Indian contact with Africa and Rome		

Module No. 5 –Science and Technology – An Over view**(10 Hrs)**

Science and Technology – Astronomy – Astrology – Physics – Chemistry – Natural Sciences and Ayur Veda – Concept of Ecological Balance rooted in Traditions – Indian Numeral System: Baudhyam, Aryabhata, Bhaskaracharya, Nagarjuna, Kanad, Phalit Jyotish – Patanjali – Srinivas Ramanujam – Chandershekhar V. Raman – Jagdish Chander Bose – Homi Jehangir – Bhabha – Dr. Vikram Sarabhai – Dr. A.P.J. Abdul Kalam

Books for Reference :

1. Sahana Singh, The Educational Heritage of Ancient India: How an Ecosystem of Learning Was Laid to Waste, Notion Press, Inc.; 1st edition, 2017
2. Daud Ali, Hands-On History! Ancient India: Discover the Rich Heritage of the Indus Valley and the Mughal Empire, Armadillo, 2014
3. Library Book House Author's Division, Cultural Heritage of India, Library Book House, Ahmedabad, 2016
4. Anurag Mathur, Agam Prasad Mathur, Subrata Roy Sahara, O.P. Srivatsava, Indian Culture and Heritage, Createspace Independent Pub, 2017
5. Kapila Vatsyayam, The Cultural Heritage of India, Vols. I-VII, Vedanta Press, 2006
6. P.R.Rao, Indian Heritage and Culture, Sterling Publishers, 1989
7. Manas Kumar Das, Indian Cultural Heritage, Lulu Publishers, USA, 2017
8. Sarit K. Chaudhuri, Mini Bhattacharyya Thakur, Cultural Heritage of Assam, Gyan Publishing House
9. N.K. Bhandari, Cultural Heritage of India, Pointer Publishers
10. Suresh Soni, Sources of our Cultural Heritage, Prabhat Prakashan

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT14

Title of the Course: ART AND ARCHITECTURE OF SOUTH INDIA

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to		
<ul style="list-style-type: none">• Trace the evolution of art and architecture in South India• Appreciate the rich monumental and sculptural wealth of South India• Learn the technique of Bronze Casting and Materials used in paintings		
Syllabus		
Module No. 1: Introduction to Art and Architecture (10 Hrs)		
Introduction – Beginning of Art and Architecture in South India - - Architectural Terminologies - Reference in Sangam Literature - Buddhist and Jain Architecture- – Satavahana (Nagarjunakonda and Amaravati) - Early Jaina caverns (Sittannavasal)		
Module No. 2: Temples an Over View (14 Hrs)		
Western Chalukyan (Badami, Aihole, Pattadakal)- Gangas (Sravanabelagola) - Hoysalas-- Belur, Halebid, Somnathpur- Pallavas- Rock cut – rathas - Structural temples (Mandagapattu, Mamandur, Mamallapuram, Kanchipuram) - Pandyas – (Lower Rock cut at Trichy-Kalugumalai) - Cholas (Brihadesvara at Tanjore, Brihadesvara at Gangaikondacholapuram, Airavatesvara temple Darasuram) -Kakatiyas (Warangal) - Vijayanagara (Hampi - Vittala, Hazara Ramasami temples - Virupaksha and, Srirangam temple) - Nayaks (Meenakshi temple at Madurai, Jalakantesvara temple, Vellore)		
Module No. 3: Sculptures (14 Hrs)		
Sculptures – Terracotta - Stone – Metal - Types of Sculptures- Relief and round - Satavahana – Chalukyas of Badami - Pallavas – Gangas - Cholas – Hoysalas – Kakatiyas - Vijayanagara – Nayaks		
Module No. 4 – Iconography (12 Hrs)		
Definition & Scope of Iconography - Mode of posture- Attributes - Asanas, Mudras, Ayudhas (Weapons), Vahanas - The techniques of Bronze Casting - Bodhisatva Maitraya, Tirtankaras, Ganesa, Somaskandha, Nataraja, Ten incarnations of Vishnu, Brahma, Durga, Lakshmi, Sarasvati		
Module No. 5 –Paintings (10 Hrs)		
Painting - Genres of Indian Paintings - Material used in paintings - Pre-Historic Rock Art – Murals – Chalukyas (Badami) - Pallavas (Kanchipuram and Panamalai) – Early Pandyas (Sittannavasal) – Cholas (Tanjavur) – Vijayanagar (Kalamkari, Lepakshi, Srirangam) – Nayaks (Madurai, Tanjavur)		

Books for Reference :

1. Brown, Percy. Indian Architecture, Buddhist and Hindu Periods, (Taraporevala Sons, New Delhi, 1959).
2. Krishna Deva, Temples of North India, (New Delhi, 1969)
3. Srinivasan, K.R., Temples of South India, (New Delhi, 2005)
4. Edith Tomory, A History of Fine Arts in India and the West, Chennai, 1977
5. Krishnasastri, H., South Indian Image of Gods and Goddess, Madras

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT15

Title of the Course: TRAVEL WRITING AND PHOTOGRAPHY

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Narrate the stories of their travel facilitating them in launching their travelogues online through Blogs, Websites, Social Media etc.• Every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images.		
Syllabus		
Module No. 1: Introduction to Travel Writing		(10 Hrs)
Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.		
Module No. 2: Digital Photography		(14 Hrs)
Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.		
Module No. 3: Art of Photography		(14 Hrs)
The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting.		
Module No. 4 – Selfie Photography		(12 Hrs)
An Introduction to Selfies. The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.		
Module No. 5 –Photography Software Basics		(10 Hrs)
Post-Production – Basic Photo Editing Software; Basics of Adobe Photoshop, sharing photos; blogs; selling travel Images.		

Books for reference :

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSCT16

Title of the Course: TOUR LEADERSHIP AND MANAGEMENT

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4Hrs	60 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand, the role of Tour Leadership and managing the tour.• Analyze various duties and responsibilities of a Tour guide• Comprehend the skills that are required for Tour guide and implement the same• Identify various pre-requisite and manage the Groups• Assess the role of Tour Guide in providing the service to the Tourists.		
Syllabus		
Module No. 1: Introduction to Tour Leadership (10 Hrs) <p>Tour Leadership: Introduction to tour leadership, Importance of a tour manager, Characteristics of tour escorting profession, the difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Challenges faced by a tour manager.</p>		
Module No. 2: Pre Trip Duties and Preparation (14 Hrs) <p>Pre-trip Duties / Preparation: Understanding group profile, trip details, checklist at the point of departure - Familiarization with a destination - Liaison with local suppliers - Pre-tour documentation: Tour Leader's File - Travel Essentials for a tour manager</p>		
Module No. 3: On Tour Responsibilities (14 Hrs) <p>On-tour responsibilities of a tour manager: Responsibilities at the Airport: Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance - Luggage Responsibilities at the hotel: Check In, Check out, Rooming List, Meal requests, Making arrangements Responsibilities during sight-seeing tours On-Tour Operation / Conduct: Organizing Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks</p>		
Module No. 4 – Responsibilities on Coach (12 Hrs) <p>Responsibilities on coach: Seat Allotment, Time management, Entertainment, Creating rapport within the group. Other responsibilities: The Professional Daily Briefing, Taking care of logistics: Dine Around, Shopping, Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback</p>		
Module No. 5 –Group Management (10 Hrs) <p>Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems;</p>		

Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep the group happy; Ethical and Professional Considerations, Tools of the trade for the tour manager, Understanding cross-cultural differences.
Situation Handling: Handling emergency situations, awkward tourists, grievances

Books for Reference :

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM GroupLtd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSE-1

Title of the Course: MICE TOURISM

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the role and purpose of events and special events• Understand the techniques and strategies required to plan successful special events• Acquire the knowledge and competencies required to promote, implement and conduct special events• Comprehend the process of successful event management• Analyse the requirement of Special events		
Syllabus		
Module No. 1: Conceptual Foundations of Event		(08 Hrs)
Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.		
Module No. 2: Introduction to MICE		(13 Hrs)
Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding		
Module No. 3: Event Venues		(08Hrs)
Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room layouts; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.		
Module No. 4 – Trade Shows and Exhibitions		(08 Hrs)
Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations – principles; negotiation with hotels, airlines and ground handlers.		
Module No. 5 –Incentive Tours		(08 Hrs)
Incentive tours: Characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business.		

Books for Reference :

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the

- Industry. New Delhi: Pearson/Prentice Hall. (L)
2. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold. (L)
 3. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar PublishersInc. (L)
 4. Study Materials of IGNOU – Diploma in Event Management Course.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: DSE-2

Title of the Course: MUSEOLOGY AND CONSERVATION

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Demonstrate the significance of Museums in Tourism industry.• Analyse and interpret Museum Architecture and Administration.• Understand the various conservation methods and techniques involved in Museum• Understand the relationship between Museums and Tourism		
Syllabus		
Module No. 1: Introduction to Museology (08 Hrs) Introduction to Museology : Definition of Museum, History of Museum, History of Museum in Indian Context, History of Museums in Karnataka.		
Module No. 2: Museum Architecture (13 Hrs) Museum Architecture : Planning a Museum – old Building – new building, Components of a good building for a Museum, Museum Buildings, Main requirements of a Museum. Kinds of Museum, List of Museum in India(in Numbers), Museum Functions. Security and Storage in Museum.		
Module No. 3: Museum Administration (08Hrs) Museum Administration: Staff, Personnel Management, Financial Management, E- Governance. Museum Education and Research, Museum Publication. Museum Studies and Public Relations..		
Module No. 4 – Museum Conservation (08 Hrs) Museum Conservation: Methods and Techniques, Packing and Transportation of Museum Objects, Museum Related Organisations – International and National. Museum Library, Reproduction of Museum Objects. Museum Legislative Measures.		
Module No. 5 –Museums and Tourism (08 Hrs) Museums and Tourism : Museums in the promotion of Tourism, Museum Problems, Museum Marketing. Study of Selected Museums of India (Chatrapathi Shivaji Museum, Mumbai,National Museum, Delhi, Government Museum, Chennai, Visveswaraya Industrial and Technological Museum, Bangalore, Salarjung Museum, Hyderabad, Indian Museum, Kolkata, Vicoria Memorial Hall, Kolkatta, Manipur State Museum, Museum of Mankind, Bhopal)		

Books for Reference :

1. Alexander E.P. 1979 :Museums in Motion : An Introduction to History and Function of Museums. Nashville.
2. Alexander , E.P.(ed.) 1995 : Museum Masters: Their Museums and their influence, New Delhi
3. Ambrose, T. :Museum Basics, ICOM, London & NewYork. & C. Paine, 1993
4. Belcher, M. 1991 :Exhibition in Museums Washington D.C.
5. Brawne, M. 1965. : The New Museum : Architecture and Display. New York

Name of the Program: Bachelor of Arts (Tourism)

Course Code: VOCATIONAL – 1

Title of the Course: AIR TICKETING AND FARE CONSTRUCTION

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Airline fare calculation and GDS familiarity• Make learners understands GDS system functionality, & basic commands• Have the ability to interpret booked itineraries.		
Syllabus		
Module No. 1: Introduction to Aviation Geography (08 Hrs) Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions Freedoms of Air – Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time – Anatomy of Journey - TIM; Hubs and Gateways; Flight and Routing Terms – Aircraft types.– Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy – International Conventions: Warsaw Convention, Chicago Convention.		
Module No. 2: Airlines (13 Hrs) Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers _ Airport access _ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection equipments – Emergency equipments for disembarkation – In-flight entertainment – Class of service with more comfort.		
Module No. 3: Familiarization with OAG (08Hrs) Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction – Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).		
Module No. 4 – Types of Journey (08 Hrs) One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares.		
Module No. 5 –BSP Procedure (08 Hrs) Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel		

Modules

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.
2. Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning.
3. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
4. Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

Name of the Program: Bachelor of Arts (Tourism)

Course Code: VOCATIONAL – 2

Title of the Course: YOGA AND WELLNESS

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• to instill confidence and to bring learning to children on an experiential level.• to persevere, be patient, and work towards their goals• provides tools for practicing compassion, mindfulness, generosity, focus, strength, and flexibility.		
Syllabus		
Module No. 1: Introduction to Health and Wellness (08 Hrs) Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.		
Module No. 2: Tools for Wellness and forms of Health Tourism (13 Hrs) Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.		
Module No. 3: Holistic Health Care (08Hrs) Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.		
Module No. 4 – Yoga and Meditation (08 Hrs) Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.		
Module No. 5 –Medical Tourism (08 Hrs) Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth of Country		

Books for Reference :

1. Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni Sonali (2008).

2. Spa and Health Tourism, Book Enclave, Jaipur Pruthi,
3. Raj(2006) Medical Tourism in India, Arise Pub, Newdelhi
4. Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,.
5. Balakrishnan (2006) Kalarippayattu, Penguin Books

Guidelines for Internship Bachelor of Arts (Tourism)

1. Objectives:

- a) The internship aims at enabling the students to get a practical exposure to the working/functioning of the Tourism and Travel industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

2. Guidelines for Internship:

- 1) Students of the V Semester, after completion of the End Semester Examination have to undergo the internship for a minimum of 4- 6 weeks (min 160 hours). The area of Internship can be only in the fields of Tourism and Travel Industry as given below : (anywhere in India or abroad).
 - a) Travel Agency /Tour Operator - IATA Approved/ DOT Approved/Approval from Central / State Level.
 - b) Hotels/ Resort - 3 Star / 4 Star / 5 Star Hotel.
 - c) Event Management Company - Reputed and Leading Company
 - d) Airport (International / Domestic)
- 2) On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the Confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company.
- 3) A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.

3. The Internship Report should include FIVE (5) chapters

Chapter-1 Introduction of the organization includes - Inception, SWOC analysis, nature

of business, profile, Organizational Structure, Functional Areas, etc

Chapter – 2 objective of study, methodology adopted-source of data -technique, limitation of the study etc

Chapter -3 Discussion/ Analysis and Interpretation/ Findings of the study, and suggestions

Chapter-4 Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

Chapter – 5 Conclusion

4. Evaluation of the Report:

Internship Report shall be valued by Examiners of BOE for 60 Marks and the viva voce shall be conducted by the BOE for 40 marks and the marks shall be added in the VI Semester. (Total marks = Report (60 marks) + Viva Voce (40 marks) = 100 Marks).

5. Presentation of the Report:

1. Typing should be done on one side of the A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 16; Sub-heading: 14 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 85 to 100 pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation
8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College should keep the record in library
9. In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.