


KANNUR UNIVERSITY
(Abstract)

B.Sc. Aviation & Hospitality Programme - Scheme, Syllabus & Model Question Papers of Core, Complementary and Open Courses under Choice Based Credit Semester System for Under Graduate Programme - implemented with effect from 2015 admission - Orders Issued.

ACADEMIC BRANCH

No. Acad/C2/ 3210 /2014

Dated, Civil Station P.O, 06- 08-2015

- Read: 1. U.O.No.Acad/C1/3814/2014 dated 13.08.2014.
2. U.O No. Acad/A2/7403/MMKAS/2013 dated 21.04.2015
3. Syllabus submitted by the Expert Committee dated 31.07.2015.

ORDER

1. An Expert Committee was constituted vide U.O read (1) above, for the preparation and approval of the Scheme, Syllabus & Model Question Papers of B.Sc Aviation & Hospitality course.
2. As per reference read (2) above, Provisional affiliation was granted to B.Sc Aviation and Hospitality course in M.M.Knowledge Arts & Science College Thaliparamba, Kannur for the year 2015-16
3. The Expert Committee, vide reference read (3) above, has submitted the Scheme, Syllabus and Model Question Papers of B.Sc Aviation & Hospitality course.
4. The Vice Chancellor, after examining the matter in detail, and in exercise of the powers of the Academic Council as per section 11(1) of Kannur University Act 1996 and all other enabling provisions read together with, has accorded sanction to implement the scheme, syllabus & model question papers of B.Sc Aviation & Hospitality course with effect from 2015 admission.
5. The sanction is accorded subject to ratification by the Academic Council
6. Orders, are therefore, issued accordingly.

The Scheme, Syllabus and Model Question Papers of B.Sc Aviation & Hospitality course are appended.

Sd/-
JOINT REGISTRAR (ACADEMIC)
FOR REGISTRAR

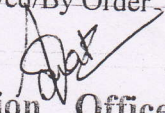
To

1. The Principal, M M Knowledge Arts & Science College, Thaliparamba.
2. The Examination Branch (through PA to CE)

Copy To:

1. The members of Expert Committee
2. PS to VC/PA to PVC/PA to Registrar
3. JR/AR I Academic
4. Central Library
5. Computer Programmer
(For Uploading in the Web Site)
6. SF/DF/FC.

Approved/By Order


Section Officer



B.Sc DEGREE IN AVIATION AND HOSPITALITY

Even though we have five affiliating universities in Kerala, none of these institutions have so far conducted or affiliated any graduation level courses in the above nomenclature. Considering the scope of the subject and for exploiting the potentiality of employment in Airline Tourism and Hospitality sector, a large number of students seek admission for such courses in several colleges in the neighboring states every year. Naturally, the exorbitant fee rate and other hidden charges become unaffordable to most of the parents now a days. Here arise the need and necessity of a degree level course in Airline and Hospitality at an affordable fee rate. The Kannur University may consider introduction of such courses which are highly job oriented as well as suited for the related industry.

SCOPE OF THE DEGREE

As we are aware, the current trend of higher education in Kerala, as elsewhere is to take diversion towards professional courses after Plus Two. Apart from Engineering and Medicine there are only a few courses like Nursing, Fashion Technology, Tourism etc. It is an encouraging fact that the Kannur University is going to consider favorably the commencement/affiliation of such courses. However, it may be submitted that a specific degree course "B.Sc. Aviation & Hospitality" is the need of the hour considering the following aspects.

- The scope of Aviation, Tourism and Hospitality industry is growing fast.
- There are about 120 Airports in India among which more than 16 are graded as International and a large number of other Airports maintain International standards.
- The works of an International Airport at Kannur and a few more airports in other places are in progress.
- More and more professionally qualified/ trained personal will be required by the emerging aviation industry all over the world.
- Hotel industry in India, as elsewhere is significantly growing.
- The Indian Railways is a considerable job provider in travel, tourism and hospitality.
- Hotels and other hospitality concerns are very much in need of suitably trained personnel to run the industry.
- Grave shortage of professionally trained personnel is being experienced in the Airline Industry.
- Attractive pay packages are offered by Airline and Hospitality sector for suitable personnel.

BROAD OBJECTIVES

- To impart appropriate education and training for students interested in the field of Aviation, Tourism and Hospitality.
- To enable students who are interested in higher studies in Aviation and Hospitality for achieving their ambition.
- To enable students to complete courses at reasonable and affordable cost.
- To enable the students to develop their skill and personality in communication and interaction.
- To develop their overall personality to make them confident in their work.
- To make them confident enough to face any interviews in airline, aviation, tourism and hospitality sector and enable them to emerge out successfully.
- To develop the students suitable to become good and successful Tour Operators.
- To help them achieve positions in airline and ground operation system.
- To familiarize the students with airports and airline offices to acquaint themselves with the rules formalities of air travel.

ELIGIBILITY FOR ADMISSION

Candidates who have successfully completed and passed 10+2 in any stream from the Board of Higher Secondary Education Kerala or equivalent.

FACULTY

Since there are many other universities/institutions outside Kerala conducting PG level courses in Airline and Airport Management, faculties will be available.

SYLLABUS

Detailed Syllabus is attached.

**SYLLABUS PROPOSAL FOR B.Sc AVIATION AND HOSPITALITY
SUBMITTED TO KANNUR UNIVERSITY**

SEMESTER I							
SL No.	Course Type	Course Code	Name of the Course	Contact HR/WK	Credit	Marks	
1	Common	1A01 ENG	Common Course I English	5	4	External	40
						Internal	10
2	Common	1A02 ENG	Common Course II English	5	3	External	40
						Internal	10
3	Common	1A07__	Common Course I Additional Language	4	4	External	40
						Internal	10
4	Complementary	1C01 AH	Geography of Travel & Tourism	5	3	External	40
						Internal	10
5	Core	1B01 AH	Perspective and Methodology of Business Studies	6	3	External	40
						Internal	10
SEMESTER II							
6	Common	2A03 ENG	Common Course III English	4	4	External	40
						Internal	10
7	Common	2A04 ENG	Common Course IV English	4	3	External	40
						Internal	10
8	Common	2A08__	Common Course II Additional Language	4	4	External	40
						Internal	10
9	Complementary	2C02 AH	Geography of India	4	3	External	40
						Internal	10
10	Core	2B02 AH	Perspective and Methodology of Tourism Studies	5	3	External	40
						Internal	10
11	Core	2B03 AH	Tourism Informatics	4	3	External	40
						Internal	10
SEMESTER III							
12	Common	3A05 ENG	Common Course V English	4	4	External	40
						Internal	10
13	Common	3A09__	Common Course III Additional Language	4	4	External	40
						Internal	10
14	Complementary	3C04 AH	Computer Application	4	3	External	40

						Internal	10
15	Core	3B03 AH	Tourism Principles and Practice	4	4	External	40
						Internal	10
16	Core	3B04 AH	Fundamentals of Travel and Tourism	5	3	External	40
						Internal	10
17	Core	3B05 AH	Tourism Marketing	4	3	External	40
						Internal	10

SEMESTER IV

18	Common	4A06 ENG	Common Course VI English	4	4	External	40
						Internal	10
19	Common	4A10____	Common Course IV Additional Language	4	4	External	40
						Internal	10
20	Complementary	4C04 AH	Electronic Data Processing & Computer Application	4	3	External	40
						Internal	10
21	Core	4B05 AH	Airfare and Ticketing	4	4	External	40
						Internal	10
22	Core	4B06 AH	Basics of Aviation	5	4	External	40
						Internal	10
23	Core	4B07 AH	Cultural Heritage of India	4	3	External	40
						Internal	10

SEMESTER V

24	Core	5B07 AH	Travel & Travel Agency Management	4	3	External	40
						Internal	10
25	Core	5B08 AH	Airports and Air Transports	4	4	External	40
						Internal	10
26	Core	5B09 AH	Airport Ground Handling	4	4	External	40
						Internal	10
27	Core	5B10 AH	Tourism Products of India	4	3	External	40
						Internal	10
28	Core	5B11 AH	Hospitality Management	4	4	External	40
						Internal	10

29	Core	5B12 AH	Tourism Management	3	3	External	40
						Internal	10
30	Open		****	2	2	External	40
						Internal	10
SEMESTER VI							
31	Core	6B12 AH	Airline Industry	6	3	External	40
						Internal	10
32	Core	6B13 AH	Cargo Operation and Management	6	3	External	40
						Internal	10
33	Core	6B14 AH	Tourism and Environmental Studies	4	3	External	40
						Internal	10
34	Core	6B15 AH	Transportation Management	5	3	External	40
						Internal	10
35	Core	6B16 AH	International Tourism	4	3	External	40
						Internal	10
36	Core	6B17 AH	Project Report Evaluation and Viva- Voce	0	2		50
TOTAL				150	120		1800

**** Apart from the subject shown in the syllabus the following courses are offered as common course for the student of other departements.

1. Basics of Tourism
2. Fundmentals of Tourism
3. Hospitality Management

COMPLEMENTARY PAPER

1C01AH GEOGRAPHY OF TRAVEL AND TOURISM**Module 1**

Basics of World Geography (24 hours) Earth; Latitude and Longitude; Time and Time Zones; GMT and IST; International Date Line; Earth Movements

- Rotation, Revolution; Day and Night; Seasons; Atmosphere, Lithosphere, Hydrosphere, Biosphere; Weather and Climate; Elements and importance of climate; Major land forms
- Mountains, Plains, Plateaus; Natural regions of the World

Module 2

Maps and its use (24 hours) Maps; Types of maps; Scale; Topo sheets; Signs and symbols; construction of statistical diagrams; Use of GIS, GPS and Remote Sensing; Famous geographical attraction of the world

- beaches
- hill station
- beaches
- mountains; Continents of the World; Modern wonders of the World

Module 3

World Destinations I(30 hours)Major destinations

- Asia
- South East
- Thailand, Indonesia, Malaysia and Singapore; Far East
- China and Japan; Middle East
- UAE, Saudi Arabia
- Hajj and Umrah; Jordan
- Pedra; Israel
- The Holy Land; Indian Ocean Islands
- Sri Lanka and Maldives; Africa Egypt, South Africa, Wildlife in Kenya and Tanzania, Islands

Module 4

World Destinations II (30 hours) Europe -UK, France, Italy, Spain, Switzerland, Germany, Russia; Americas

- US, Canada, Mexico, Brazil, Caribbean Islands; Australia and New Zealand; World Tourism Projections
- Growth of World Tourism in major continents; UNWTO Tourism regions; IATA Air Traffic Areas

1B01AH(core)PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

Aim of the course The course aims at introducing the student to the world of business studies and the general methodology of different subjects that come under it.

Objectives of the course 1. To understand business and its role in society 2. To understand entrepreneurship and its heuristics 3. To comprehend the business environment 4. To enable the student to undertake business activities

Course outline Module I Functioning of economic systems- division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems-capitalism, socialism, communism, mixed economies, planned economies etc; different forms of business organization-individual and organized business-family and corporate entities-business for profit, business not for profit and business for non-profit. Business entities- individuals, cooperatives, trusts, partnerships, undivided families, joint stock companies-Private, Public and joint Ventures. Business examples in different sectors of the economy (primary, secondary and tertiary) - agriculture, trading, retailing, manufacturing, hospitality, tours, travels, recreations, adventures, healthcare, education and other contemporary business areas as examples.

Module II Role of business in economic development, Indian development experience- role of public and private sectors in the post-colonial period, experience of liberalization and globalization. Different stakeholders of business firms-owners, managers, employees and others. Emergence of "managerialism" and the role of corporate governance; the goals of business- shareholder value maximization and its alternatives; goals for public sector, cooperatives and non-profit enterprises. Government regulation of business- objectives, methods and problems.

Module III Establishing a business-entrepreneurship-legal, physical, financial, social and psychological endowments for entrepreneurs-individual and group entrepreneurs-"intrapreneurs". Mobilization of financial resources for business- individual savings- domestic savings in India- factors affecting savings- loans and advances- sources of funds- markets for raising money- short-term and long term funds-lending institutions for business funds-banks and non-banking financial institutions-cost of capital-documenting funding sources and areas of expenses - accounting and accounting practices -returns on investment-factors of production and rewards to factors like payment of wages, rent, interest and profits-payment to Government - taxes direct and indirect- state and national levels- funds from the primary and secondary markets- stock exchanges and their role, stock broking, stock exchange cues.

Module IV : Role of trained manpower for enhanced quality at individual, family, organizational and national level. Functioning of organization-the role of Human resources-management problems in small/medium/large organizations-quality of life-production of tangible and intangible products-marketing and its role-market conditions-perfect and imperfect market and their impact on prices and profit-use of technology in organization-electronic storage of business data-retrieval and analysis-user-friendly software.

Module V: Learning business information- use of reading techniques- listening to lectures by individual and team faculty, and note taking- student seminars-individual and team presentations-filed studies, case studies and project reports. Posing problems for investigation, data location,

primary and secondary sources, use of cross tabulation, tabular presentations, diagrammatic representation of data, deducting inferences, reporting results and suggesting executive action.

References:

Keith Davis & William C.Frederick : Business and Society Management, Public Policy, Ethics; International Student Edition, Mc Graw Hill Book Co., New Delhi. (Latest edition) Peter F. Drucker : Management - Tasks, Responsibilities, Practices; Allied Publishers Pvt. Ltd., (latest reprint) Peter F. Drucker : The Practice of Management; Harper and Row Publishers, Inc., NY. (Latest reprint)6

COMPLEMENTARY PAPER

2C02 AH GEOGRAPHY OF INDIA

Module 1

Physiographic features of India (30 hours) Geography of India physical features

-Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; Climate of India; Vegetation of India; Soil types

Module 2

Natural Tourism Resources of India (30 hours) Natural resources of India; Important natural locations; Beaches and coastal areas; Hill stations and Mountain resorts; Desert Tourism; Rivers, Lakes and Waterfalls; Island

destinations; Forest and Wildlife

- Biosphere Reserves, National Parks, Wildlife Sanctuaries; Ecotourism Resources of India

Module 3

Physiographic features of Kerala (24 hours) Kerala's geographic location; Physical features of Kerala

-Highland, Midland, Lowland; Drainage

-Rivers and Backwaters; Climate of Kerala; Importance of Monsoon

Module 4

Natural Tourism Resources of Kerala (24 hours) Natural beauty of Kerala; Major Beaches, Hill Stations, Rivers, Lakes, Backwaters, Waterfalls; Wildlife Reserves and Bird Sanctuaries; Ecotourism resources

References:

1. National Atlas of India; Government of India
2. B C Law; Mountains and Rivers of India
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India
- a National Perspective; Abhijeet Publications
4. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
5. Tourism Companion
- Dept. of Tourism, Govt. of Kerala

2B02 AH PERSPECTIVES AND METHODOLOGY OF TOURISM STUDIES

Module I : Travel through Ages (India and world) – Ancient, Medieval, Modern. Significance of Tourism, Tourism Organizations – National and International: NTO & STO - ITDC, KTDC, DTPC, IATO, TAAI, WTO, IATA, UFTAA, PATA. Globalization and Tourism.

Module II: Definition of Travel, Traveler, Visitor, Excursionist, Tourist, Picnic, Leisure. Domestic tourism and International Tourism – Inbound & Outbound. - Inter regional & Intra regional - Internal Tourism - National tourism. Components of Tourism – 5As of tourism - Attraction, Accessibility, Accommodation, Amenities, Activities. Elements of Tourism

Module III: Tourism as an Industry: Multi-sectoral and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors. Roles of Government and Private sector in tourism development –Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers - Career opportunities in Travel Tourism & Hospitality Industry, Skills / attributes required for successful Tourism and Hospitality Career.

Module IV: Accommodation: History, essence, and scope of the Hospitality Industry, Evolution of lodging, Boarding and Lodging, Types of accommodation: Primary- Secondary, emerging trends in accommodation. Types of F&B outlets for visitors. **Accessibility:** Modes of tourist transportation. **Attractions:** Manmade & Natural attractions.

Module V: Typology and forms of Tourism: Mass tourism and Alternate Tourism. Cultural Tourism, Ethnic tourism, Recreational tourism, Business Tourism (MICE Tourism), Adventure tourism, Beach Tourism, Health Tourism, Sports tourism, Ecotourism, Shopping tourism, Rural tourism.

References

1. Pran Seth: *Successful tourism Management (Vol. 1 & 2)*
2. A.K Bhatia: *International Tourism*
3. A.K Bhatia: *Tourism Management & Marketing.*
4. Christopher.J. Hollway; Longman ; *The Business of Tourism*
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.
6. P.N. Seth: *Succesful Tourism Development Vol.1 and 2*, Sterling Publishers
7. Page, S: *Tourism Management: Routledge*, London
8. Glenn. F. Ross - *The Psychology of Tourism (1998)*, Hospitality Press, Victoria, Australia.

Core Course 2B03 AH TOURISM INFORMATICS

2B03 AH

No. of Credits - 4 No. of Contact hours - 90 [Theory:60 hrs, Practical 30 hrs]

Aim of the course The course aims at introducing the student to the fast developing world of IT and IT enabled Services (ITES) with special reference to tourism.

Objectives of the course 1. To understand the applications of IT 2. To study the use of IT in Travel & Tourism

Course Outline

Module I 10 hrs

Overview of Information Technology: Features of the modern personal computer and peripherals, computer networks & Internet, wireless technology, Digital convergence - introduction to Credit cards, internet banking, ATM - overview of Operating Systems & major application software.

Module II 20 hrs

Internet access methods - Dial-up, DSL, Cable, ISDN, Wi-Fi - Internet as a knowledge repository, academic search techniques, plagiarism, introduction to use of IT in teaching and learning. Digital divide, IT & development, the free software movement, software piracy, cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones.

Module III 15 hrs

IT and Disintermediation in Tourism, Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism - CCTV, Smart Cards - Access control - security chips - biometric security systems, biometric passport/e-passport.

Module IV 15 hrs

History and development of CRS, Introduction to GDS (Galileo / Amadeus), Structure of GDS, Use of GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing - Online ticketing: Travel portals, present trends, Internet as a tool for tourism promotion.

Module V (Practical) 30 hrs

Case Study of the website www.keralatourism.org, Basic computer operation and Keyboard Familiarization, Familiarization with Internet (browsing, Email management and Web searching).

Essential Reading

1. Technology in Action, Pearson
 2. V. Rajaraman, Introduction to Information Technology, Prentice Hall
 3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas, Rs. 180
 4. Peter Norton, Introduction to Computers, 6e, (Indian Adapted Edition)
 5. IATA Study Kit - Foundation Course
 6. Jagmohan Negi, Air Travel Ticketing And Fare Construction, Kanishka P
-

COMPLEMENTARY PAPER**COMPUTER APPLICATION****3C04AH****Module I**

Computer –meaning – definition-characteristics-merits- demerits- historical overview-generation of computer-structure-peripherals-memory-types of memory-input output devices-secondary storage devices latest invention- (10 Hours)

Module II

System concepts- meaning –definition-features-types of system -control in information system-system design-Operating system –introduction-functions-objectives-types of operating system- multi programming-batch processing -online, real-time processing system-time sharing-Concept of GUI Artificial Intelligence-Virtual Reality-application of both (14 Hours)

Module- III

Computer language –low level and high level language-meaning-features-advantages and disadvantages- Programming concepts – Algorithms – Flow charts –symbols used - Characteristics – programming languages –C ,C++ java uses and importance (26 Hours)

Module IV

Software-meaning definition, types –concept of blog – creation of blog-uses- (18 Hours)

Module V

Application software Power point – Introduction- pp terminology-features-steps-creating presentation-uses of PowerPoint presentation –advantages –demerits-preparing master slides- Formatting-layouts-insertions -color scheme-adding graphic presentation-special effects-running the

References

1. Programming in ANSI C, E. Balagurusamy.
2. The C programming Language, Kernighan BW and Ritchie.
3. Let us C, Yeshavant. P. Kanetkar.

3B03 AH (core) TOURISM PRINCIPLES & PRACTICE

Module 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

Module 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.

Module 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.

Module IV: Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions of tourism – carrying capacity – sustainability – conservation policy, Responsible tourism. Features of Tourist Destinations – Essential facilities and Services for Tourism Development. Tourism Development in India – Sargent Committee - 5 year plans - tourism Policy.

Module V: Tourism Products –Definitions – classification of tourism products, characteristics of tourism products, Leiper's Tourism System, Destination Life Cycle (Butler's model).

REFERENCES

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.
8. Christopher.J. Hollway; Longman ; *The Business of Tourism*
9. Percy K Singh: *fifty Years of Indian Tourism* (Kanishka Pub)
10. Sipra Mukhopadhyay: *Tourism Economics* (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: *Tourism Development Revisited* (Response - SAGE)
12. www.unwto.org

3B04 AH (Core V): FUNDAMENTALS OF TRAVEL & TOURISM

Module I Travel through Ages (India and world) – Ancient, Medieval, Modern, – Religion as a motivator – Early Travelers to India, – Merchant Travelers – Geographical discoveries – Industrial Revolution and development of Travel –Paid Holidays Act - post world war period – Formation of IATA and UNWTO.

Module II Definition of Travel, Traveler, Visitor, Tourist, Excursion, Picnic. International Tourism - domestic tourism. Components of Tourism – 5As of tourism - Attraction, Accessibility, Accommodation, Amenities, Activities. Elements of tourism –Attractions: Manmade & Natural attractions Accessibility: Modes of tourist transportation. Accommodation: Brief history of tourist accommodation, Types of accommodation: Primary- Secondary. Amenities for tourists, tourist Activities.

Module III Basic travel motivators. Tourism products – features. National and International Tourism Organizations: ITDC, KTDC, TAAI, UNWTO, IATA, UFTAA, PATA.

Module IV Typology and forms of Tourism: Mass tourism and Alternate Tourism - Cultural Tourism, Health Tourism (Ayurveda and medical tourism), Ecotourism, Responsible tourism, Farm Tourism, Beach tourism, Adventure tourism, Business tourism (MICE), Sports tourism, Village/Rural Tourism, Cruise tourism, Pilgrimage tourism, space tourism, shopping tourism.

Module V Tourism as an Industry - Globalization and Tourism. - Roles of Government and Private sector in tourism development - Career opportunities in Travel Tourism & Hospitality Industry, Basic skills and qualities required for successful Tourism and Hospitality Careers.

REFERENCES

1. Pran Seth: *Successful tourism Management (Vol. 1 & 2)*
2. A.K Bhatia: *International Tourism*
3. A.K Bhatia: *Tourism Management & Marketing.*
4. Christopher.J. Hollway; Longman; *The Business of Tourism*
5. Cooper, Fletcher et al, (1993), *Tourism Principles and Practices*, Pitman.
6. P.N. Seth: *Successful Tourism Development Vol.1 and 2*, Sterling Publishers
7. Page, S: *Tourism Management: Routledge, London*

3B05 AH TOURISM MARKETING

Module 1

Scope of Marketing (15hours) Marketing -meaning -scope -modern concepts of marketing - importance of tourism and hospitality marketing -Meeting human needs, wants and demands -service characteristics of Tourism and Hospitality marketing. Marketing and Marketing research -meaning - scope - process - scope of marketing research in tourism.

Module 2

Determinants of Marketing (20hours)Consumer buying behavior -factors affecting - cultural, social, personal and psychological factors-the buyer decision process. S-T-P Strategy - Segmentation - basis for segmenting -segmenting the Tourist Market -market targeting -market positioning. Psychological determinants of demands for tourism.

Module 3

Marketing Mix (20hours)Marketing Mix -importance of marketing mix -7 P's of tourism & hospitality marketing mix (Place, Price, Promotion, Product, People, Physical Evidence, and Process) -Product: Steps of new product development -product lifecycle stages Branding (Case study of Kerala tourism). Pricing: factors influencing pricing - general pricing approaches -pricing strategies in tourism.

Module 4

Distribution (15hours)Channels of distribution: Functions -Logistics -Channel strategies - marketing intermediaries in the tourism industry -direct marketing and its characteristics -scope of direct marketing in tourism.Module 5Advertising and Media (20hours)Marketing Communication -IntegratedMarketing Communication -DAGMAR approach -Mass Communication -mass media. Advertising: definition --objectives of advertising advantages and disadvantages of advertising - Advertising media -Advertising media in tourism. Public relations: definition, public, activities of PR department, PR methods and tools in tourism, qualities of a PR staff, significance of PR in hospitality and Tourism Industry. Advertising and publicity in tourism :- Brochures, Newsletters, magazines, posters, exhibitions, trade fairs, films, radio, TV. -Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services - Challenges and strategies.

References:

- 1.Ravi Shankar Service Marketing
- 2.Nimit Chaudhary -Service Marketing
- 3.Philip Kotler, Bowens and James Makens -Marketing for Tourism and Hospitality
- 4.Holloway and Robinson, Marketing for tourism, Longman publisher, London
- 5.SM Jha: Tourism Marketing
- 6.Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
- 7.Marketing Management: Keller& Kotler
- 8.Naresh Malhotra -Marketing Research
- 9.Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999

4C 04 AH

ELECTRONIC DATA PROCESSING & COMPUTER APPLICATION

Module I

Data processing and numbering system – data-information – Types of data processing – manual – mechanical – electronic – data processing cycles – advantages of EDP – Logical Gates – AND, OR, NOT, NOR, Truth Tables – Number System – binary – octal – hexadecimal [15 Hours]

Module II

Operating System – Introduction of DOS – Internal Commands – External Commands – Introduction to Windows – Elements of Windows – Cascading & tiling of windows – my computer – windows explorer – Searching of files & Folders – Creating, deleting, renaming, copying and merging folders – Free software – Linux an overview [15 Hours]

Module III

E Commerce – E Governance – B2B- B2C, C2C, C2B – Business application of E commerce- E Governance – Online financial service- Stock Trading – E Broking – E Filing - Page maker- use – characteristics- Creating & opening publications – working in Page maker window – setting defaults and preferences – viewing pages – using tool box – working with text & Graphics – moving between pages – adding & deleting pages – naming & saving a publication- closing a publication [20 Hours]

Module V

Software packages in Social Science (SPSS) Starting SPSS- terminology – Case – Variables and levels – system missing & User – defined missing values – identification numbers & case numbers – Procedure – Fundamental definitions – Sample, descriptive statistics – nominal scale – ordinal scales- interval scales – ratio scales – quantitative data – categorical or frequency data- Parametric & non parametric data & test- dependent & independent variables - [22 Hours]

4B05 AH (core) AIRFARES & TICKETING

Module I: Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy. Role of AAI and DGCA. A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

Module II: Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew - In flight services - Types of class – upgrading & downgrading.

Module III: Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares. Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items –carriage of live animals –dangerous goods. Credit cards –UATP and other commercial credit cards - BSP.

Module IV: Airlines Terminology - Codes of Airlines - 2 letter codes - 3 letter city codes - airport & of line stations served by airlines- Abbreviations used in airlines, its fleet,- Types of journeys (OW, CT, RT, OJ, RTW) **Passenger Ticket:** Different Coupons – ticketing instruction & ticketing conjunction tickets- open tickets, E-tickets & its advantages, Miscellaneous charges order (MCO) & Prepaid Ticket Advice (PTA); Currencies and their three letter codes - How to do the rounding off units of rate of exchange Referring to airline Timetable, TIM, OAG, PAT

Module V: International Sale Indicators - Global Indicators. International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – OW, RT, CT. Exercises on ticketing - OW, RT, CT Case study of Air India and Jet Airlines

REFERENCES

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka)
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)
4. Study Kit for IATA/UFTAA Foundation Course:

4B06 AH (core)BASICS OF AVIATION

Module 1- Aviation Terminology : Phonetic Alphabets Aviation, Terminology ITU (International Telecommunication Union), ATIS (Automatic Terminal Information Services, NOTAMS (Notice to Airman), PANS (Procedure for Air Navigation Service), Q Codes, Three Letter Codes

Module 2 – History of Aviation : History of Aviation, Indian Aviation

Module 3 – Aviation Codes : Airline Codes , Airport Codes, Tale Code, ICAO Abbreviation, Communication Phrases and Meaning

Module 4- Aircrafts : Types of Aircrafts, Signals

Module – 5 World Organisations: World Organisation (ICAO, IATA), DGCA, BCS, AAI, Aircraft Act, Aircraft Rules

4B07 AH CULTURAL HERITAGE OF INDIA

Module 1

Cultures in Transition (24 hours) Indian Culture

-Unity in Diversity; Legacy of Indus Valley Civilization, Vedic Culture, Ancient religions, Cultures in Transition

-Maurya, Gupta, Regional Kingdoms, Delhi Sulthanate, Mughals.

Module 2

Indian Art and Architecture (30 hours) Architectural styles of India; Archaeological sites of tourism significance: Ancient Monuments, Medieval Monuments, Palaces; World Heritage Monuments of India; Major pilgrimage centres of India; Major Museums and Art Galleries of India

Module 3

Living Heritage

-Performing Arts and Handicrafts(24 hours)Performing arts and Handicrafts of India

-Classical and Folk Music; Classical and Folk dances; Martial Arts; Ritual arts; Major types of Indian Painting; Sculpture:Terracotta, Stone, Wood, Metal; Major Indian handicrafts

Module 4

Living Heritage

-Fairs, Festivals and Cuisine(30 hours)Fairs and Festivals of tourism ignificance

-Religious festivals (Holi, Dusshara/Durga Pooja, Deepavali, Ramzan, hristmas) Regional festivals (Onam, Pongal), Music festivals (Thyagaraja Festival, Swati Tirunal, Chembai), Dance Festivals (Khajuraho) , Temple Festivals Rathotsavam

-Puri, Thrissur Pooram), Fairs (Kumbh Mela, Pushkar fair); Gastronomy tourism: Brief overview of: Indian cuisines

-Characteristics

-South Indian, NorthIndian, North Easternetc.

References:

1.Lonely Planet books on India

2.Manoj Dixit & Charu Sheela -Tourism Products

3.Jacob, Robinet: Indian Tourism Products; Abhijeet Publications

4.Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India -a National Perspective; Abhijeet Publications

5.Rough Guide to India

6.IC Gupta-Tourism Products of India

7.AL Basham -Wonder that was India

8.RA Rizvi -Wonder that was India -Vol 2

9.Michael Hall C, Liz Sharples, Richard Mitchell, Food Tourism Around The

World: Development Management And Markets, Butterworth Heinemann Ltd

10.www.incredibleindia.org

5B07 AH TRAVEL AND TRAVEL AGENCY MANAGEMENT

Aim of the course The course aims to familiarize the students about the business aspects of travel industry.

Objectives of the course 1. To study the role of travel agents and tour operators. 2. To learn the practical aspects of travel agency and tour operation business

Module I Travel agency & Tour Operation: Definitions - - History of travel agency and tour operation - Transportation - modes of transportation in tourism - Types of Travel Agencies - Departments & Organization - Functions - Sources of Income -Setting up of a travel agency.

Module II Travel Documentation: International Travel requirements such as Passport & VISA - types - Procedures for obtaining Passport and Visa - Emigration, Forex, Travel Insurance.

Module III Passenger Reservation and Ticketing: Standard procedures for passenger reservation - IATA traffic conference areas - Three letter codes of major Indian and Asian cities - two letter codes of important carriers operating in India - Types of journeys(OW, CT, RT, OJ, RTW). IROE - Procedures for ticketing - Types of air tickets - Prepaid Ticket advice (PTA) - Reservation tools: GDS.

Module IV Types of Airlines: Scheduled & nonscheduled, Domestic & International, Low Cost Carriers - Cabin Crew - In flight services - Types of class - Major Airlines and Airports of India - Airport facilities for passengers - formalities in an Airport.

Module V Travel agency organizations - TAAI, IATA, UFTAA, ASTA. Challenges faced by travel agencies - disintermediation in travel business - Role of IT in travel business - e-ticket - travel websites.

REFERENCE

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. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar
5. Manual of Travel Agency Practice - Butterworth Heinemann Pub, London (1995)

5B08 AH (CORE) AIRPORTS AND AIR TRANSPORTS

Unit 1- Different Types of Passengers: VVIP, VIP, CIP, Aged Passengers, Expected Mother, Mother with Babies, Mother with Infants, Un-accompanied minor and child, Physically, challenged, First Flighters, Non Revenue Passengers, NES Passengers

Module -2 Aeronautical Radio Navigation System: NOTAM, SNOTAM, SELCALL, Global Navigation Satellite System, AIRREP, Important Air Routes in India, Aeronautical Services, Black Box and ELT, Aeronautical Radio Navigation Service

Module 3 – Airport Facilities: Airport Facilities, General Information, Airline Counters, Waiting Lounges, VIP Lounges, Hotel Reservations, Restaurants, Duty Free Shop, Passengers requiring special attentions

Module 4- Airport Standards: Airport and Air Transports in India, Development of Airport Standards, ICAO Registration, National Standards and recommended practice, Airport Development and Planning

Module-5 Economic Factors of Airlines: Predicting Tariff, Method of Analysing, Economic Factors, Historic trend in traffic

5B09 AH (core) AIRPORT GROUD HANDLING (V SEM)

Module 1- Aircraft Handling Method and Safety: Aircraft Handling, Airport Design and Operation, Aircraft Ground Handling activities, Pushback operation, Visual Guidance

Module 2- Radio Navigation : ILS, VOR, DME, GPRS, PAPI, VASI

Module 3- Flight Planning

Module 4- Airport Operation: ATC, Runway, Taxy Ways, Apron, Airport Security, Passenger Security, Baggage Security, Terminal Security

Module -5- Terminal Handling Ramp, Conveyor Belts, Outgoing Baggages, Incoming Baggages, Boarding gate Checks,

5B10 AH (core) TOURISM PRODUCTS OF INDIA

Module I: Nature based tourism – Major wildlife sanctuaries and national Parks, mountains, deserts, beaches, lakes, waterfalls, island tourism, Himalayan tourism.

Module II: Alternative tourism in India: Health Tourism - Yoga/Meditation, Ayurveda, Medical/dental tourism, Spas, MICE tourism – An introduction to Event Management, Agro/Farm tourism, Rural tourism, Monsoon tourism. Adventure tourism – classification of adventure tourism – land based –water based –aero based, winter sports – mountaineering – trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies

Module III: Indian Culture – Unity in Diversity – Costumes - Archaeological sites of tourism significance: Ancient Monuments (Ajanta & Ellora, Mahabalipuram), Medieval Monuments (Khajuraho, Golconda Fort, Qutb Minar, Tajmahal), Palaces – Mysore Palace, Jaivilas Palace-Gwalior) Major pilgrimage centres (Bodh-Gaya, Varanasi, Haridwar, Golden Temple, Velamkanni, Ajmer).

Module IV: Performing arts and Handicrafts of India – Classical Music; Classical dances (Bharathanatyam, Kathakali), Dance drama (Yakshagana, Koodiyattam) - Martial Arts (Kalarippayatu), Ritual arts (Theyyam) - Indian Painting (Mughal paintings, Madhubani, Ragamala) - Murals. Sculpture: Terracotta, Stone, Wood, Metal. \

Module V: Fairs and Festivals of tourism Significance –Religious festivals (Holi, Dusshara/Durga Pooja, Deepavali, Ramzan, Christmas) Regional festivals (Onam, Pongal), Music festivals (Thyagaraja Festival, Swati Tirunal, Chembai), Dance Festivals (Khajuraho), Temple Festivals (Rathotsavam – Puri, Thrissur Pooram), Fairs (Kumbh Mela, Pushkar fair). Gastronomy tourism: Brief overview of: Indian cuisines – Characteristics - South Indian, North Indian, North Eastern. Case study: Tourism products of Rajasthan.

REFERENCES

1. Lonely Planet books on India
2. Manoj Dixit & Charu Sheela – Tourism Products
3. Jacob, Robinet: Indian Tourism Products
4. Rough Guide to India
5. IC Gupta – Tourism Products of India
6. AL Basham -Wonder that was India
7. RA Rizvi – Wonder that was India – Vol 2
8. Michael Hall C, Liz Sharples, Richard Mitchell, Food Tourism Around The World: Development Management And Markets, Butterworth Heinemann Ltd
9. www.incredibleindia.org

5B11 AH (Core XVI): HOSPITALITY MANAGEMENT

Aim of the course The course aims to provide insights into the hospitality industry

Objectives of the course 1. To study the basic concepts of hospitality. 2. To give an introduction to Hotel operations.

Module I Definitions: Hospitality and Hotel – Evolution of Hotel Industry - Classification of Hotels (based on location, types of clientele, Size, Meal plans): A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats.

Module II Star Categorization of Hotels and resorts – Facilities in each star category - hotel Industry in India – Major Indian Hotel chains (ITC and Taj) - FHRAI

Module III Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Functional Departments of a hotel - Types of hotel rooms. The Guest Cycle, Pre arrival- Arrival- Occupancy- Departure.

Module IV Front Office Management: Reservation – types (guaranteed and nonguaranteed) – sources of reservation enquiry – Steps of reservation - Reservation form – Booking diary. Registration: Registration processes – Registration records – Registration card - Arrival and Departure register – Guest folio - Registration of foreigners.

Module V Front Office communication: Handling of mails, messages and telephone. Lobby and Functions - Uniformed service – Staff in the Lobby and their duties. Complaint handling - Qualities required by front office staff.

References

1. RK Malhotra: Fundamentals of Hotel Management and Operations (Anmol Pub,)
2. Mohammed Zulfiker: Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
- 3 M. L. Ksavana and R. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
- 4 Sudhir Andrews: Hotel Front Office Management. (Tata Mc.Graw Hill, New Delhi)
- 5 Puspinder. S. Gill: Dynamics of Tourism –Vol.4 – Tourism and Hotel Management
- 6 Jag Mohan Negi: Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
- 7 Jagmohan Negi: Hotel Management, (S Chand Pub)
- 8 John R Walker: Introduction to Hospitality Management – Pearson Education India
- 9 S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

5B12 AH TOURISM MANAGEMENT

Module I

Travel Motivation: Definition-concept -types. 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-Kerala, India and Major world destinations.

Module II

Positive and negative Impacts of Tourism: Economic, Environmental, Social and Cultural. Carrying capacity management of destinations. Seasonality in tourism: types, impacts and management.

Module III

Tourism planning and Development-Tourism planning process-levels of planning –environmental Dimensions of tourism planning -sustainability- conservation policy-Essential facilities and Services required for Tourism Development. Tourism Development in India-Sargent Committee – Tourism Policy of India.

Module IV

Tourism Products-Definitions- classification of tourism products, characteristics of tourism products , Destination Life Cycle (Butler's model).

Module V

Tourism Marketing: Service characteristics of tourism products -Market segmentation for tourism. Tourism marketing strategies -Marketing Mix for tourism and Hospitality (4+3=7Ps). Tourism Promotion -Promotion strategies -tourist publicity-publicity materials-internet marketing and direct marketing in tourism.

References:

1. Successful tourism Management(Vol. 1&2): Pran Seth
2. Successful Tourism Management(Vol1&2):Seth,P.N.
- 3.The Tourism System: An Introductory Text:Milland Morrison
- 4.Tourism Principles and Practices: Cooper,Fletcheretal,
- 5.International Tourism: Bhatia,A.K.
- 6.Tourism:Past,Presentand Future:Burkart and Medlik
7. Long man; The Business of Tourism :Christopher.J.Hollway
- 8.Tourism Economics: Sipra Mukhopadhyay
- 9.Tourism Development Revisited : S.Bau,S.Mishra,B.B Parida:
10. www.unwto.org

6B12 AH (core) AIRLINE INDUSTRY (VI SEM)

Module-1 Types of Airlines: Operation, Commercial Activities, Security Departments

Module-2 Human Resources in Aviation: Crew Management,

Module-3 Automation in Airline Industry: Introduction, History of Airline Industry, Benefits and importance of CRS, Use of CRS in Airline Offices and Travel Agency

Module - 4 - Refueling Precautions:

Module - 5 - Ground Movement Vehicles:

6B13 AH (core) CARGO OPERATION AND MANAGEMENT

Aim of the course The course aims to provide awareness into the business of cargo operations

Objective of the course 1. To study the fundamentals of air cargo operation.

Module I Introduction to aviation industry: Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy. Role of AAI and DGCA. A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

Module II Cargo (Freight): definition, types - Cargo airlines - Cargo aircrafts (freight aircraft or freighter) – features - Examples of cargo aircraft models – AN 124, Boeing 747, Airbus A 300, Ilyushin IL 76.

Module III Cargo: History, Definition, classification and types, Weight-Volume-Density, Baggage Regulation - Air cargo service providers: airlines, ground handlers, airports, terminal operators and forwarders. Operational functions: terminal and ramp handling; freight flows; documentation, storage. Services Offered by Cargo Agent: Cargo reservation, Cargo movement, cargo delivery.

Module IV Terminologies related to Air cargo management: Logistics - ramp handling, apron, baggage - interline baggage, baggage make-up area, dangerous goods, airport cargo area, departure cargo warehouse, arrival cargo warehouse. Quick loading containers (ULD), Air way bill, Break Bulk Agent, end-to-end delivery.

Module V

Cargo needing special attention, Dangerous goods - Introduction, classification and packaging. Introduction to dangerous goods regulations. Live animal regulations, cargo insurance, some important Cargo companies. [15 Hours] **References:** 1. The Air Cargo Tariff; Rates & Rules books. 2. Live Animal Regulations Guide. 3. DGR Manual. 4. EXIM. 5. IATA Special Mail Manual 6. Prem Nath Dhar, *Global Cargo Management: Concept, Typology Law And Policy*, Kanishka Publishers Distributors (2007)

6B14 AH TOURISM AND ENVIRONMENTAL STUDIES

Module I: Environment, Ecology, Environmental factors (Ecological factors) - Climate, topography, Edaphic and biotic factors. Ecosystem, Kinds of ecosystem, Structure of ecosystem, Characteristics of an eco system, Food Chain – Food Web.

Module II: Basic properties of eco-systems and their relevance in the context of tourism - diversity (habitat, species, community), absorbing capacity - carrying capacity: types, factors affecting - resilience – stability – dynamics - multi- functionality - integrity.

Module III: Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention. Conservation in India – Acts related to environment and wildlife protection - CRZ – Tourism as strategic tool for environmental protection.

Module IV: Impact of Tourism on environment: Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radio active pollution. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.

Module V: Ecotourism – definitions and principles of ecotourism –Local participation - Ecotourism resources in India - Responsible tourism - Alternative tourism - ecological planning considerations in tourism - environmental ethics in tourism - Sustainable development –Sustainable development of tourism.

Exercise: A case study on Thenmala Ecotourism Project (Kerala)

Reference

1. J Tyler & Miller: Living in the environment
2. DL Manjunath: Environmental Studies, Pearson Education New Delhi (2007)
3. S.C Nigam Ecotourism and sustainable Development : Rajat Publications – New Delhi
4. WTO: Sustainable Tourism
5. Brandon K: Ecotourism and Conservation
6. David A Fennel:
7. Butler RW: Tourism Environment and Sustainable Development
8. Richard Wellford: Corporate Environment Management

6B15 AH (core) TRANSPORTATION MANAGEMENT

Module 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.

Module 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. ***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 onboard) - 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. Railway timetable - Eurail Pass, Indrail pass.

Module III: Airport Layout - Brief account of: Airfield - (Landing strip [Runway, Shoulders, Stop way], Taxi ways, Apron) - Terminal Area (Gates, Terminal Building, Aircraft service facilities-hangar) - Flight support Area (ATC, Fuelling Area, Navigational aids). ***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).

Module IV: *Water Transport:* Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) - National waterways. Cruise liners - Types. Houseboats. Brief account of Harbors, Docks, Jetties, Landing stages and Wharves. Brief account of Cargo handling facilities (Cranes, Container handling, Dry bulk handling and Liquid bulk handling). **U**

Module V: Transportation Laws and Regulations- Road: Tourist Permits, Rent-a-Cab Scheme-1989, The Motor Vehicles (All India Permit for Tourist Transport Operators) Rules, 1993). ***Rail:*** Redressal Machinery in Indian Railways. ***Airline:*** Carriage by air act (1972) **Exercise:** How to refer railway timetable

REFERENCES

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)
5. www.indianrailways.gov.in 7. www.irctc.co.in
8. www.dorth.gov.in 9. www.morth.nic.in

6B16 AH (core) INTERNATIONAL TOURISM

Module I: Travel Geography: Define Areas I, II and III- Countries, Capitals, 3-letter city & Airport codes, Currency & Currency codes. Marking of cities on out line maps. Time Zones: Meridians, Time Zones, Time differences, Standard clock time & Day Light Saving Time – International Date Line- Calculation of flight time - International Tourism: challenges and Opportunities

Module II: Tourism in Africa and the Middle East – Brief overview of Tourism in South Africa, Zimbabwe, Kenya, Tanzania, Mauritius, Israel, Egypt, UAE.

Module III: Tourism in Europe – Tourism in UK, France, Spain, Italy, Germany, Switzerland, Turkey.

Module IV: Tourism in Americas.. Brief overview of Tourism in USA, Canada, Mexico, Caribbean Islands – (Cruises & Beaches), Brazil.

Module V: Tourism in Asia-Pacific Region –. Brief overview of Tourism in Nepal, Maldives, Malaysia, Singapore, Thailand, Indonesia, Australia, New Zealand.

REFERENCES

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

KANNUR UNIVERSITY

MM KNOWLDEGE ARTS & SCIENCE COLLEGE, TALIPARAMBA.

B.Sc . AVIATION AND HOSPITALITY (UG PROGRAMME).

MODEL QUESTION PAPERS FOR SELECTED CORE PAPERS:

1).4B05 AVH(Core) AIRFARES AND TICKETING

2).4B06 AVH(Core) BASICS OF AVIATION

3).5B08 AVH (Core) AIRPORTS AND AIR TRANSPORTS

4)5B09 AVH (Core) AIRPORT GROUND HANDLING

5).6B12 AVH (Core) AIRLINE INDUSTRY

6).6B13 AVH (Core) CARGO OPERATION AND MANAGEMENT

4B05 AVH (Core) AIR FARES AND TICKETING

Time :3 hrs

Marks:40

I . 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

Marks 10 x 1/2 = 5

1. Aviation history of India begins in _____ with _____ a former RAF Pilot.
2. The _____ is the prime regulatory organization in India in the civil aviation.
3. In-flight announcements are made first in the _____.
4. To be moved to a higher class of service is called _____.
5. _____ Airlines sets its own checked baggage allowances limitations and fees.
6. Where is the head quarters of ICAO ?
(A. Geneva, B. Madrid, C. Montreal, D. Ottawa)
7. Currency of the U.K ? (A. Euro, B. Franc, C. Dollar, D. Pound)
8. Three letter IATA's airport code of Ottawa? (A. YTO, B.YMQ, C. YOW, D. YVR)
9. Three letter Airport code of O'Hare International airport? (A.ORY, B. OSH, C.RIO, D. ORD)
10. What is the country code of China?
(A.CR, B.CO, C.CL, D.CN)

II. Expand the following abbreviations:

5x 1 = 5

- 1) SSR
- 2) DBLB
- 3) VGML
- 4) VCHS
- 5) OAG

III. Write Short notes

10x 2 = 20

- 1) Down grade
- 2) Distinguish Long haul and short haul.
- 3) Low cost carrier
- 4) Define Baggage
- 5) Differentiate between General aviation airport and Private airport.
- 6) Open Ticket
- 7) Dangerous goods
- 8) What you mean by DGCA- Director General of Civil Aviation
- 9) Bilateral agreement.
- 10) Check- in

IV. Write an essay (not more than 4 pages) on any one of the following

1 x 10 =10

- 1). Briefly explain the role of AAI
- 2). Explain the concept of IATA
- 3). Describe the airline companies in India.

4B06 AVH(Core)- BASICS OF AVIATION

Time : 3 hrs

Marks : 40

I . 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

10 x 1/2 = 5

- 1) ITU is the _____ communication technology.
- 2) An aircraft emergency landing on water is called _____.
- 3) _____ is known as NOTAMS
- 4) _____ stands for the IATA code for the British Airways.
- 5) _____ color of the light flashes in the port side of the Aircraft.
- 6) When did the first flight take off?
(A. 16/11/1903, B.17/12/1903, C. 20/12/1904, D. 03/02/1904)
- 7) Airbus industries Headquartered at ?
(A. Orley, B. Toulouse, C. Marsalles D. Madrid)
- 8) Logo of the airline is usually painted on _____
(A .engine, B. wings C. tale D. Elevator)
- 9) The aircraft registration code for India is _____
(A. VT B.HZ C. AP, D.A6)
- 10) The first scheduled air service began in _____
(A. Chicago B. Dallas C. Ottawa. D.Florida)

II. Expand the abbreviation:

5x 1 = 5

- 1) ICAO
- 2) AOG
- 3) ETD
- 4) DGCA
- 5) CRP

III. Write short notes on any ten of the following

10x 2 =20

- 1) Aeronautics
- 2) Cockpit Voice Recorder
- 3) Flight plan
- 4) Navigation Light
- 5) Minimum Descent attitude
- 6) Rudder
- 7) Tab
- 8) NOTAM
- 9) Flaps
- 10) Private airlines in India
- 11) No Frill airlines
- 12) Airbus

IV : Briefly explain about any two of the following.

2x 5 = 10

- 1) Airport authority of India
- 2) Emergency response plan
- 3) Threat to Civil Aviation
- 4) Passenger Entertainment System.

5B08 AVH (Core) - AIRPORTS AND AIR TRANSPORTS

Time : 3 hrs

Marks : 40

I. 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

10 x 1/2 = 5

- 1) UNM – Unaccompanied Minors, _____ is the first and _____ is the last.
- 2) Hospitality service is to serve others to make them _____.
- 3) -----is the Airport code of Dubai.
- 4) AUH is the airport code of _____
- 5) Chatrapati Sivaji airport is in _____ , India.
- 6) Ceiling means _____ (A. Above 30000 feet, B. Below 30000 feet , C. Above 20000 feet
D. Below 20000 feet)
- 7) C/L stands for _____ (A. Centre line Hand guard B. centre line of Runway, C. Centre line of Parking Bay, D. Centre line of Ramp)
- 8) Forecasting of climatic conditions is responsible under _____
(A. ATC , B. Met Dept (Meteorology) C.GPWS , D.FIC)
- 9) The color of “black box (FDR) used in flight is _____ (A. blue B. black C. Red D. Orange)
- 10) The approval and regulation of civil aviation on each country is done by _____
(A.DGCA B. IATA C. NAA d. FAA)

II. Expand the abbreviation:

5x 1 = 5

- 1) UNM
- 2) AVGAS
- 3) PWDS
- 4) SEL CALL
- 5) CIP

III. Write short notes on any ten of the following

10x 2 =20

- 1) NOTAM and NOTAC
- 2) How a special passenger need a special attention in an airline ?
- 3) Navigation Satellite System.
- 4) Disembarkation procedure
- 5) Baggage handling.
- 6) Special handling for a VIP and VVIP passenger.
- 7) Write any 6 important airlines and their codes
- 8) VIP Lounge
- 9) Duty – Free Shop
- 10) Write any four countries and their Main airports
- 11) Differentiate Domestic flight and international flight

IV : Briefly explain about any two of the following.

2x 5 = 10

- 1) Explain the Domestic Check –in Procedures in an airport
- 2) Write the economic factors of airlines
- 3) Explain Aeronautical Radio Navigation System

5B09 AVH (Core)- AIRPORT GROUND HANDLING

Time : 3 hrs

Marks : 40

I. 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

10 x 1/2 = 5

- 1) _____ services are essential parts of the final products offered by an airline to the customers.
- 2) ATC stands for _____
- 3) _____ is the no-limitation on the transportation of airline passenger baggage.
- 4) The VIP /VVIP passengers are boarded _____ and deplained _____ at the destination.
- 5) The Cabin crew who fly internationally will be required to clear _____ and _____ at the first airport of entry into a country.
- 6) When was IATA founded? (A.1945, B.1955 C.1962, D.1942)
- 7) The first aircraft hijack was on _____ (A.21/03/1932 B.21/02/31 C.08/04/32 D.10/02/31)
- 8) Another common industry term for unchecked baggage is _____ (A. Cabin baggage B. Compartment baggage C. Cargo baggage D. Small baggage)
- 9) _____ is used as Navigational equipment? (A. NOTTAM B. ILS C. TWY D. AIP)
- 10) What is the standard color of an Infant Boarding pass? (A. red B. green C. yellow D. white)

II. Expand the abbreviation:

5x 1 = 5

- 1) WTMD
- 2) BCAS
- 3) IATA
- 4) IFR
- 5) HHMD

III. Write short notes on any ten of the following

10x 2 =20

- 1) Handling of restricted articles
- 2) Define Instrument landing System
- 3) Airo-bridge
- 4) Embarkation

- 5) Domestic Flight Stage
- 6) Certificate of air worthiness
- 7) Baggage Allowance
- 8) Security restricted area
- 9) Flight Dispatcher
- 10) Ramp Handling
- 11) Seatbelt
- 12) Emergency Exit

IV . Briefly explain about any two of the following.

2x 5 = 10

- 1) Baggage Handling procedures
- 2) Role of ICAO
- 3) Explain about Bureau of Civil aviation
- 4) Special handling passengers procedures

6B12 AVH (Core)- AIRLINE INDUSTRY

Time : 3 hrs

Marks : 40

I . 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

10 x 1/2 = 5

- 1) ATA stands for.....
- 2) An employee of an Airline who is primarily responsible for the safety and comfort of passengers during their flight is called a
- 3) Planning for should be an integral part of any project undertaken at an Airport
- 4) Persons with specific.....should plan to have all required forms for assistance ready in advance, to avoid flight delays.
- 5) CHML stands for.....
- 6) The standard baggage allowance for an infant is-----
(A. 20 Kgs B. 15 Kgs. C. 10Kgs. D. 7 Kgs.)
- 7) What is the IATA code for Indigo Airline? (A. G8 B. 9W C. 6E D. IC)
- 8) DEPU stands for.....?
(A. Deportee B. Diabetic meal C. Deaf passenger D. Unaccompanied deportee)
- 9) There are a number of international companies that provide _____ to agent subscribers?
(A. CRS B. GDS C. GPU D. IFL)
- 10) Who called a Child?
(A. 0-2 years of age B. 6-12 years of age C. 1-12 years of age D. 2-12 years of age)

II. Expand the abbreviation:

5x 1 = 5

- 1) AVML
- 2) AFCS
- 3) DBML
- 4) VGML
- 5) AOE

III. Write short notes on any ten of the following

10x 2 =20

- 1) Explain the difference between ETA,ETD & ATA ,ATD
- 2) Explain use of CRS in Airline offices
- 3) What are the different types of flights?
- 4) What is meant by Pay load?
- 5) Accidents on the ramp?
- 6) Write any 5 Meal codes used in airlines
- 7) Role of station manager in responding to emergency
- 8) Airline
- 9) Role in airside safety
- 10) Emergency medical assistance in Airport
- 11) CRS
- 12) Baggage allowance

IV . Briefly explain about any two of the following.

2x 5 = 10

- 1) The role of Travel agency in the Airline industry
- 2) Refueling precautions
- 3) Importance of CRS in an Airline or Airport
- 4) Explain Crew management

6B13 AVH (Core) - CARGO OPERATION AND MANAGEMENT

Time : 3hrs

Marks : 40

I. 1 to 5 fill in the blanks & 6 to 10 choose the correct answer.

10 x 1/2 = 5

- 1) _____ regulates the transport of dangerous goods by air.
- 2) Cargo on Freighter aircraft carrying _____ & _____ on the main and lower deck.
- 3) The Lower deck compartments of conventional aircraft are also called _____ compartments.
- 4) NOTOC stands for _____
- 5) Dangerous goods are sometimes referred to as Hazardous materials or _____
- 6) Dangerous goods are divided into _____ classes. (A. 7 B.9 C.11 D.5)
- 7) The dangerous goods class1 represents the type _____
(A. gases B. Flammable liquids C. Explosives D. Toxics)
- 8) How many AFT and FWD cargo holds are available in the passenger aircraft ?
(A. 2 B. 4 C. 6 D. 1)
- 9) Who approves IATA live animal Regulations? (A. LAPB B.LAR C.OIE D.CITES)
- 10) Which is a perishable cargo?
(A. Furniture B. machinery C. live plants D. books for blinds)

II. Expand the abbreviation:

5x 1 = 5

- 1) ICH
- 2) FIATA
- 3) DGCA
- 4) ULD
- 5) FOD

III. Write short notes on any ten of the following

10x 2 =20

- 1) Define Dangerous goods
- 2) Ground Handlers
- 3) Airway bill
- 4) Ramp fuel
- 5) Different classes of Dangerous goods
- 6) Documentation
- 7) Ramp Handling
- 8) The services offered by a Cargo reservation
- 9) Trip fuel
- 10) Define Cargo
- 11) Shipper's declaration for dangerous goods
- 12) Dry operating weight

IV . Briefly explain about any two of the following.

2x 5 = 10

- 1) Freedom of Air
- 2) Classification of Hazard goods
- 3) What are the services offered by a Cargo agent?
- 4) Explain about Loading and Unloading in an Aircraft

