

University of Mumbai



No. AAMS/(UG) / 8 of 2022-23
Mumbai-400 032,
28th April, 2022.

To,
I/c. Director,
Garware Institute of Career
Education and Development,
Vidyanagari, Kalina,
Santacruz (E),
Mumbai – 400 098.

Sub :- BMS (Travel & Tourism Management).

Ref :- RB/MU-2021/CR-366/Edn-5/200, dated 2nd March, 2022.

Sir,

I am to invite your attention to Ordinances, Regulations and Syllabus relating to the BMS (Travel & Tourism Management) to inform you that the recommendation made by the Advisory Committee & Board of Management of Garware Institute of Career Education & Development at its Meeting held on 25th January, 2018 & resolution passed by the Board of Deans at its meeting held on 9th March, 2020 vide item No. 26 have been accepted by the Academic Council at its meeting held on 5th May, 2018, vide item no. 7.3 and subsequently approved by the Management Council at its meeting held on 23th May, 2018 vide item No. 07 and Management Council Meeting held on 28th August, 2020 vide Item No. 06 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6739 & 6740 Regulations 9482, 9483, 9483-A & 9483-B and the syllabus of **BMS (Travel & Tourism Management)** has been introduced and the same have been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
28th April, 2022

(Sudhir S. Puranik)
REGISTRAR

A.C/7.3/05/05/2018
M.C/06/28/8/2020

No. AAMS/ (UG) / 8 -A of 2022

28th April, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-Ordinator, MKCL.

(Sudhir S. Puranik)
REGISTRAR

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin),
Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

UNIVERSITY OF MUMBAI



Proposed Syllabus for the course of BMS (Travel & Tourism Management)

(Credit Based Semester and Grading System with
effect from the academic year 2018-19)



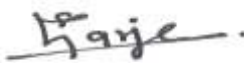
Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O.6739	BMS (Travel & Tourism Management)
2	Eligibility for Admission O.6740	A) 10+2 pass Admissions on the basis of Written Test & Interview. 50% passing marks in the Entrance assessment 1st year : 12th pass with English subject compulsory on merit basis : 40% weightage to HSC marks & 60% weightage to score of written test & interview conducted at GICED. 2nd year : A) 2013 admit can be admitted to Sem III of BMS (T&T). Candidate will be admitted on merit of 40 % weightage to his/her 2 years CGPA of Tourism Diploma. 60% weightage to his/her performance in entrance exam conducted by the institute. B) Candidate pursuing B.Voc (Tourism) may be admitted to next academic year (as desired by the candidate) as per the above admission criteria.
3	Passing Marks R. 9482	50% passing marks
4	No. of Years / Semesters R. 9483	Three years - 6 semester
5	Level	Bachelor
6	Pattern	Semester
7	Status	New
8	Intake Capacity	From 60 to 120
9	To be implemented from Academic Year	From academic year 2018-19

Bridge Course : 120 hrs will be mandatory to all candidate who are admitted to other than 1st semester. 120 hrs of self study implemented for 2019-2020

Date:

Signature:


I/c. DIRECTOR

Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development

Bachelor in Management Studies - (Travel & Tourism Management)

PREAMBLE:

The travel & tourism industry is vibrant, committed to service excellence and professionalism. As more and more people, travel for business and leisure the industry has seen a demand for well trained, service sector professionals. The industry requires people who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry.

The program is designed to provide those wishing to enter this field with theoretical knowledge and practical ability in a range of skills and procedures necessary in the travel and tourism work roles.

Students who are able to successfully complete semesters 1,2 ,3 & 4 of the program can obtain a Diploma as an exit point. Diploma in Travel & Tourism Management - 2years

Objective:

To hone students' skills and enhance their knowledge with study of specialized subject. Help understand the regional and international perspective on Travel & Tourism.

Students to gain confidence in their ability to apply their knowledge and skills to function effectively / competently in the Travel & Tourism industry also to enable them to be responsible for their own career growth / development.

Job Opportunities:

The program trains students to work with travel agencies, tour operators, travel portals, hotels, tourism promotion boards, airlines, etc.

BACHELOR' s Program

Subject code	Core Subject	Assessment Pattern			Teaching Hours			
		Internal marks	External marks	Total marks	Theory Hours	Practical hours	Total hours	Total credits
	SEM 1							
1.1	TRAVEL & TOURISM - AN OVERVIEW	60	40	100	60	-	60	4
1.2	INDIA – A CULTURAL KALEIDOSCOPE	60	40	100	75	-	75	5
1.3	INDIAN TOURISM	60	40	100	60	-	60	4
1.4	TRAVEL GEOGRAPHY & PRACTICES	60	40	100	60	-	60	4
1.5	ENGLISH AND ORAL COMMUNICATION	100	-	100	60	-	60	4
	TOTAL	340	160	500	315		315	21
	SEM 2							
2.1	INTERNATIONAL TOURISM - 1	60	40	100	45	-	45	3
2.2	TOURISM PRODUCTS AND SERVICES	60	40	100	75	-	75	5
2.3	COMMUNICATION SKILLS	60	40	100	60	-	60	4
2.4	AIR FARES & TICKETING - 1	60	40	100	60	-	60	4
2.5	COMPUTERS - 1	100	-	100	60	-	60	4
	TOTAL	340	160	500	300		300	20
	SEM 3							
3.1	INTERNATIONAL TOURISM – 2	60	40	100	60	-	60	4
3.2	HOTEL MANAGEMENT - 1	60	40	100	45	-	45	3
3.3	AIR FARES & TICKETING - 2	60	40	100	60	-	60	4
3.4	TRAVEL TECHNOLOGY & GLOBAL DISTRIBUTION SYSTEM - 1	100	-	100	75	-	75	5
3.5	COMPUTERS – 2	100	-	100	60	-	60	4
	TOTAL	380	120	500	300		300	20

	SEM 4							
4.1	TOUR PLANNING (Domestic & International)	60	40	100	60	-	60	4
4.2	PRINCIPLES OF MANAGEMENT AND ENTREPRENEURSHIP SKILLS	60	40	100	75	-	75	5
4.3	HOTEL MANAGEMENT - 2	60	40	100	60	-	60	4
4.4	AIRLINE INDUSTRY MANAGEMENT	60	40	100	60	-	60	4
4.5	TRAVEL TECHNOLOGY & GLOBAL DISTRIBUTION SYSTEM - 2	100	-	100	60	-	60	4
	TOTAL	340	160	500	315		315	21
	SEM 5							
5.1	INDUSTRIAL TRAINING(2 months)	200	-	200	60	2MONTHS	2MONTHS	8
5.2	PRINCIPLES OF ACCOUNTING	60	40	100	60	-	60	4
5.3	PERSONALITY DEVELOPMENT	100	-	100	60	-	60	4
5.4	TOURISM PLANNING & DEVELOPMENT	60	40	100	60	-	60	4
	TOTAL	420	80	500	240		240	20
	SEM 6							
6.1	MARKETING TOURISM	60	40	100	60	-	60	4
6.2	TOUR OPERATIONS MANAGEMENT	60	40	100	60	-	60	4
6.3	EMERGING TOURISM TRENDS - ELECTIVES	60	40	100	60	-	60	4
6.4	BUSINESS COMMUNICATIONS	60	40	100	60	-	60	4
6.5	FINAL PROJECT	100	-	100	75	-	75	5
	TOTAL	340	160	500	315		315	21

1.1	<u>TRAVEL & TOURISM - AN OVERVIEW</u> Unit 1 . Introduction Unit 2 . Types Of Tourism Unit 3 . Emerging Trends Unit 4 . Advantages and Disadvantages of tourism Unit 5 . Importance of Tourism, it 's economic , sociological and educational impact . Unit 6 . Modes of Transportation – Air, rail, road, sea, ropeways and pipes. An overview. Unit 7 . Travel and Tourism Outlets – Travel Agency, Tour Operator, Travel Portals and Tourism Promotion Boards. Unit 8 . International Organizations - WTO, IATA , UFTAA , ICAO and Freedoms of the Air Unit 9 . Indian Organizations TAAI , TAFI & IATO Unit 10 . Accommodation – Introduction and types. Unit 11 . Visits Reports	60 3 6 2 3 2 12 12 9 4 4 3
1.2	<u>INDIA – A CULTURAL KALEIDOSCOPE</u> Unit 1 . Brief history of India with emphasis on social & cultural factors. Unit 2 .-Religions of Indian Origin – Hinduism, Buddhism, Jainism, Sikhism Unit 3 . Other religions Of India – Islam, Christianity, Zoroastrianism. Unit 4 Influence of the Hindu Epics on the Indian thought. Unit 5 . Gandhian Thought – It's sociological impact on India and the world. Unit 6 . Customs and festivals of India and their importance to Tourism. Unit 7 . Indian Cuisine, Regional features. Unit 8 . Facts about present – day India -main features of the constitution political structure, the Indian National Flag , Anthem ,Song and Emblem, National bird and animal). Unit 9 . Growth of Indian Art and Architecture. -Cave Temples – Origin and development -Hindu, Buddhist and Jain Iconography. -Early and later Islamic Architecture, Mughul Architecture -Growth of Indo – European Architecture. -Indian paintings, the main schools. Unit 10 . Indian music, Northern and Carnatic styles Unit 11 . Main Schools of Classical Indian dance & regional Folk Dances Unit 12 . Indian Handicrafts, Indian Fabrics, Shopping in India. Unit 13 . Culture Project	75 3 8 6 3 3 6 4 4 16 4 4 4 10
1.3	<u>INDIAN TOURISM</u> Unit 1 . India a tourist destination Unit 2 . Basic facts about Indian Tourism. Unit 3 . North Zone wise study of Places of Tourist Interest of Indian States & Union Territories. Natural resources – Beaches, hills, mountains, wild life sanctuaries and parks, waterfalls. Manmade attractions – Forts, palaces, temples, monuments, museums, etc Unit 4 . South Zone wise study of Places of Tourist Interest of Indian States & Union Territories. Natural resources & Manmade attractions etc Unit 5 . West Zone study of Places of Tourist Interest of Indian States and Union Territories. Natural resources & Manmade attractions etc Unit 6 . East zone study of Places of Tourist Interest of Indian states and Union Territories. Natural resources & , Manmade attractions etc Unit 7 . North east study of Places of Tourist Interest of Indian States and Union Territories. Natural resources & Manmade attractions ,etc Unit 8 . Domestic Circuits and State Profile Unit 9 . India Project	60 2 2 12 10 10 08 04 04 08

1.4	<u>TRAVEL GEOGRAPHY & PRACTICES</u> Unit 1 . Understanding and reading maps Unit 2. Earth a GEOID. The World' Continents Unit 3. Longitude and Latitude of Map – Reading Skills Unit 4. Map work- India state wise political and physical features Unit 5. Map work of the world –political and physical. Unit 6 . World time zones and time differences - Greenwich Mean Time / Universal Time Co-ordinate. Unit 7. Air Transport Essentials - Familiarization of OAG – Official Airline Guide - direct flights and transfer connections, - airline, city, state, aircraft codes & flight routings -Minimum connecting time and Elapsed transportation time Unit 8 . Planning an Itinerary by Air Unit 9 . Resources for Planning Travel Itineraries Unit 10 . Golden rules of Customer Service Unit 11. Sanskriti activities	60 2 2 2 4 12 3 18 6 2 6 3
1.5	<u>ENGLISH AND ORAL COMMUNICATION</u> Unit 1 . Nouns, Adjectives, verbs, adverbs, tenses, punctuation, sentence construction. Unit 2 . Essays and Comprehension. Unit 3 . Choice of appropriate words and Proper usage of Phrases. Unit 4 . Pronunciation and Diction. Unit 5 . Reading Skills Unit 6. Effective Communications Unit 7. Speeches – General, informative, humorous and with visual aid	60 10 10 04 06 06 04 20
2 . 1	<u>INTERNATIONAL TOURISM – 1</u> Unit 1 . Use of atlas to identify location of continents, countries, capital cities and major tourist resorts. Unit 2. Factors determining which location becomes a tourist destination. Unit 3. Continent wise study of Currency, languages flags & places of tourist interest . Natural – rivers, mountains, forests and waterfalls, wildlife sanctuaries and parks, botanical gardens. . Manmade – monuments, palaces, world heritage sites, forts, museums & amusement parks, etc A . ASIA B . Africa & India Ocean Islands C . Australia, New Zealand and Pacific Ocean Islands Unit 4. Study of Tour Itineraries	45 2 1 20 10 6 6
2. 2	<u>TOURISM PRODUCTS AND SERVICES</u> Unit 1. Travel Agency – Definition, types, departments and functions Unit 2. Travel Agency profile with project. Unit 3. -Government Tourism Organizations – Their setup and functions Tourism Organizations State and Country with project Unit 4. Roadways – car rentals, camper van , coach travel, Coach companies eg . Greyhound Unit 5. A) Railways – Indian rail travel, luxury trains i.e. Deccan Odyssey, Palace on Wheels, Golden Chariot. The Darjeeling Himalayan Railway , Rajdhani, Shivalik express, , Konkan Railway. Reservation procedure and Tatkal scheme. B) Railways – world Eurail ,Amtrack , Great Railway Journeys of the world Unit 6. Cruises of India Unit 7. Government Travel Requirements and Procedures – Passport, visa, -Types and requirements Unit 8 . Health requirements, customs, currency and tax. Unit 9. Foreign Exchange for Indians travelling abroad – for personal reasons, business, conference, training, immigration, studies & medical. Unit 10. Travel Insurance OMP Unit 11 Scrutiny and completion of Passport and Visa forms	75 09 06 12 04 06 09 06 06 03 06 02 06
2 . 3	<u>COMMUNICATION SKILLS</u> Unit 1 . 4s rules of writing – Shortness, Simplicity, Strength & Sincerity	60 02

	Unit 2 . Types of letters, reports. Unit 3 . Preparations of CV's Unit 4 . Listening Skills Unit 5 . 7 C ' s of Communication :- Clarity, Consistency, Content, Credibility , Concise , Continuity & Courteousness Unit 6 . Perceptiveness, and the ability to pick up verbal and non verbal cues Unit 7 . Role plays Unit 8 . Telephone Manners Unit 9 . Email Etiquette Unit 10 . Sales Techniques Unit 11 . Client Handling	08 06 02 04 04 10 04 04 06 10
2 . 4	<u>AIR FARES & TICKETING - 1</u> Unit 1. Familiarization of PAT - Passenger Air Tariff Unit 2. Travel Terminology Unit 3. IATA AREAS Of the World Unit 4 .Global Indicators for International travel Unit5 . Anatomy of a journey and Pricing Units Unit 6 . Currency Rules Unit 7 . Fare Selection criteria Unit 8 . Airlines fares V/S IATA fares Unit 9 . Fare construction steps - Fare Rules , Standard conditions Unit 10. Specified Routings Unit 11.OW & RT Through Fare Construction Unit 12 .HIP fare rule and types Unit 13 . Journey checks –circle trip minimum Unit 14 .Limitations to indirect travel – general and area wise Unit 15. Introduction to Taxes , Fees & Charges Unit 16 .Promotional / special fares Unit 17 . Familiarization of E-ticket passenger itinerary and receipt	60 2 3 3 3 2 2 3 2 2 4 8 4 6 4 6 4
2. 5	<u>COMPUTERS -1</u> Unit 1. Introduction to Computers - History of Computers , Classification of Computers based on Size, Purpose and Generations, Memory Management. ASCII to Decimal to Binary conversions . Computers in Past, Present and in future Unit 2 . Microsoft Word 1. Elements of Word, Office button related commands 2. Home Menu Commands 3. Insert Menu Commands 4. Page Layout Menu Commands 5.View Menu Commands related to Document Views, Show/Hide, Zoom along with Review Menu Commands 6. Macros Unit 3 . Basics of Microsoft Excel 1. Elements of Excel, Auto-fill Handler, Office button related commands 2. Home Menu Commands 3. Insert Menu Commands related to Tables mainly, Illustrations - Links, Texts excluding Charts 4. Page Layout Menu Commands . Data Menu Commands related to Outline, Sort & Filter etc. Review Menu Commands related to Proofing, Comments .etc. Formula Menu Commands related to Defined Names, Formula Auditing etc. Unit 4. Microsoft Power point 1. Elements of Power point, Office button related commands 2. Home Menu Commands , Design Menu Commands 3. Slide Show Menu Commands related to setting up slide show or arranging Custom shows etc Review Menu Commands along with View Menu Commands related to Presentation Views, Color/ Grayscale etc 4. Insert Menu Commands 5. Animations Menu Commands 6. Animations Effects, Transition Effects	60 9 18 15 18

3.5	<u>COMPUTERS - 2</u> Unit 1 . Review of Microsoft Word with advanced features 1. Mailings Menu Commands related to Creating Envelopes & Labels 2. Mail Merge 3. Formatting Document Unit 2. Advanced Microsoft Excel with nested formulae 1. Use of different types of Charts(Line Chart, Bar Chart, Pi Chart, Doughnut Chart etc) 2. Pivot Table 3. Use of nested formulae Unit 3. Presentations with Advanced features of Microsoft Powerpoint 1. Presentation with Action Settings and Action Buttons 2. Presentation with Motion Paths 3. Hyper linking used in presentation with effects Unit 4. Internet Applications 1. Use of Internet and its protocols (FTP, SMTP, HTTP etc.) 2. Internet Applications Unit 5 . E-Commerce and E-Payment options Unit 6 . Mobile Applications supporting E-Commerce Unit 7 . Uses of Social Media	60 10 10 10 10 10 5 5
4. 1	<u>TOUR PLANNING – (Domestic & International)</u> Unit 1. Package tour the concept Unit 2. Developing knowledge of different types of tours for customers Unit 3. Purpose of travel Establishing the purpose and objectives of travel, identifying the Customer’s requirements in planning tours & their geographic preferences Unit 4. Collecting information from the customer to plan his tour Unit 5 Planning the itinerary as per customer requirements . Unit 6. Study of main domestic Circuits Unit 7 Study of Major International Circuits Unit 8. Project. Developing an itinerary with different destinations from the start to the end of the journey. Mapping the destinations To identify the tourist places of interest to be included in the itinerary Understand the distance between the different destinations and the time taken for each activity	60 3 3 3 3 3 15 15 15
4. 2	<u>PRINCIPLES OF MANAGEMENT AND ENTREPRENEURSHIP SKILLS</u> Unit 1. Introduction to Management : Definition, nature, scope and importance Unit 2 . Functions of Management, Corporate policies, decision making. Unit 3 Define Planning, Planning Process, MBO Unit 4 Organizational structure, Types of organization, Organization as a concept Unit 5. Staffing, Recruitment, Selection, Placement, Transfer, Retirement, Retrenchment, Dismissal. Unit 6. Co- ordination, principles and types of co- ordination Unit 7. Control Unit 8. Motivation, X & Y theory, Maslow’s Theory of hierarchy Unit 9. Leadership Unit 10 . Definition & Qualities of an entrepreneur. Unit 11. Importance of sole business, partnership, importance of large business organization , co- operatives & public and private limited Unit12. Profiles of leading entrepreneurs - Project Unit 13. Article analysis- related to management theory & practices Unit 14 . Govt. Organization Project- research & profile based on theory learning. Unit 15. Development of Interpersonal Skills-Individual thought process, self discipline, group dynamics, debates , discussions & interview techniques .	75 6 6 6 6 6 6 2 3 2 2 3 4 3 5 15
4.3	<u>HOTEL MANAGEMENT 2</u> Unit 1 CLASSIFICATION OF HOTELS A. Size B. Star C. Location & clientele D. Ownership basis E. Independent hotels F. Management contracted hotel G. Chains H. Franchise/Affiliated I. Supplementary accommodation Unit 2 TYPES OF ROOMS A. Single B. Double C. Twin D. Suites Unit 3 TIME SHARE & VACATION OWNERSHIP A. Define Time Share, Referral Chains, Condominiums B. How is it different from hotel business	60 6 2 3

	C. Classification of Time Share properties D. Types of accommodation and their sizes Unit 4 ORGANIZATION A. Function areas B. Front office hierarchy C. Duties and responsibilities D. Personality traits Unit 5 TARIFF STRUCTURE A. Basis of charging B. Plans, competition, customer's profile, standards of service & amenities C. Hubbart formula D. Different types of tariffs - Rack Rate - Discounted Rates for Corporates, Airlines, Groups & Travel Agents Unit 6 HOTEL ENTRANCE, LOBBY AND FRONT OFFICE A. Layout B. Front office equipment (non automated, semi automated and automated) Unit 7 FRONT OFFICE AND GUEST HANDLING Introduction to guest cycle - Pre arrival, Arrival, Stay, Departure and after departure Unit 8 RESERVATIONS A. Importance of reservation B. Modes C. Channels and sources (FITs, Travel Agents, Airlines, GITs) D. Types of reservations (Tentative, confirmed, guaranteed etc.) E. Systems (non automatic, semi automatic fully automatic) F. Cancellation, Amendments and overbooking Unit 9 ROOM SELLING TECHNIQUES A. Up selling B. Discounts Unit 10 ARRIVALS A. Preparing for guest arrivals at Reservation and Front Office B. Receiving of guests C. Pre-registration D. Registration (non automatic, semi automatic and automatic) E. Relevant records for FITs, Groups, Air crews & VIPs Unit 11. BELL DESK A. Functions B. Procedures and records Unit 12 DURING THE STAY ACTIVITIES A. Information services B. Message and Mail Handling C. Key Handling D. Room selling technique E. Hospitality desk F. Complaints handling G. Guest handling H. Guest history Unit 13 FRONT OFFICE CO-ORDINATION WITH OTHER DEPARTMENTS OF HOTEL Unit 14. GUEST ACCOUNTING (MANUAL) A Guest Weekly Bill B. Visitors Tabular Ledger	6 3 3 3 3 9 2 5 6 6 3 3
4.4	<u>AIRLINE INDUSTRY MANAGEMENT</u> Unit 1- Aviation Overview Unit 2- History of Aviation Unit 3- Aircraft Types Unit 4.- Departments of airlines. Unit 5- Airports- Different Sections Unit 6- Special Meals and IATA Codes and Description Unit 7- Baggage Handling Unit 8- Low Cost Airlines Vs Full Service Airlines Unit 9- Passenger Handling Unit 10- Careers in Aviation Unit 11- Trends in Aviation Unit 12. Project	60 3 3 3 6 12 3 6 3 9 3 3 6
4.5	<u>TRAVEL TECHNOLOGY & GLOBAL DISTRIBUTION SYSTEM - 2</u> Unit 1. Website study Unit 2. Global Distribution System - Advanced Unit 3. Online documentation	60 12 36 12
5.1	INDUSTRIAL TRAINING An important inclusion essential for students development as a professional. Students are required to undergo training of at least 2 months with a Travel Agency / Tour Operator / Tourism Promotion Board to gain hands on experience. They should be given a detailed briefing with emphasis on conduct. On completion of training give a oral feedback followed by:- -- A detailed viva 30 marks	2months

	-- A formal written report -50 marks--Personal presentation 20 marks -- Industry feedback form completed by a senior person in the organization.- 100 marks	
5.2	<u>PRINCIPLES OF ACCOUNTING</u> Unit 1. Explanation of Accounting Terminologies – Definitions of Debtor, Creditor, Transaction , Bad debts, etc. 6 Unit 2. Classification of Accounts – Categorizing into Personal, Real & Nominal A/cs. 6 Unit 3. Sources of Documents – Identifying sources of documents such as a check, receipts, voucher, invoice, etc. 6 Unit 4. Journal – The first step for Final A/cs for making financial statements; with transactions entered into a proper format into a Journal. 6 Unit 5 - Ledger – Second step - transferring all given a/cs in a Journal to their respective ledger a/cs. 6 Unit 6.Trial Balance – Preparation of a Trial Balance showing the debit & credit balances of any Ledger A/c. prepared for making Final Balance Sheet for any organization. 6 Unit 7.Final Accounts – Preparation of Final A/cs to find Profit or Loss, showing financial transactions. 9 Unit 8.Prepared by showing Trading A/c, Profit & Loss A/c and the Balance Sheet 6 Unit 9. Tax Structure & GST 9	60
5.3	<u>PERSONALITY DEVELOPMENT:</u> Unit 1. Concept of Self: Self Awareness, Self Esteem, Self Image 3 Unit 2 Personal Grooming & Code of Conduct 4 Unit 3. Attitude Building & Goal Setting 3 Unit 4. Group Discussion 6 Unit 5. Stress Management 3 Unit 6. Negotiation & Conflict Management 6 Unit 7. Time Management 3 Unit 8 Voice Culture and Voice Modulation 3 Unit 9. Preparation for Interviews Successful selling of one 's self and being self confident 6 Unit 10. Mock Interviews 6 Unit 11. Personal & Professional Etiquette 3 Unit 12. Personality Enhancement 4 Unit 13. Introduction to Generic Skills 10	60
5.4	<u>TOURISM PLANNING & DEVELOPMENT</u> Unit 1 . Basics of Tourist Product 3 Unit 2. 5 A's – Attractions, Accessibility, Accommodation, Amenities and Activities 3 Unit 3 . Safety and hospitality 3 Unit 4. Motivators of travel 3 Unit 5. Specialty of Tourist Product - Intangibility, non transferable, inseparability, Standardization, perishability. 3 Unit 6. Tourism promotion. Advertising , Sales Support techniques --- printed material and Special offers , Tourist publicity – printed, projected, structural, etc. Public relations 3 Unit 7. Product Lifecycle --- Introduction, Growth, Maturity, Decline and revival 3 Unit 8. Ecological and environmental protection 3 Unit 9. Protection of monuments 3 Unit 10.Sustainable Tourism Development. 3 Unit 11. Setting up of the Indian and overseas Tourist offices and their functions. 3 Unit 12. Planning --- Features and Advantages Types of plans 3 Unit 13.Brochure analysis 6 Unit 14. Tourism project- Event promotion 12 Unit 15 .World tourism day – Sanskriti events including project. 6	60
6.1	<u>MARKETING TOURISM</u> Unit 1. Concept of Marketing, difference between marketing and selling, Concept and features of service marketing. 9 Unit 2. Understanding consumer needs/ wants 2 Unit 3. Market Environment 3 Unit 4.Market Segmentation 6 Unit 5 . Marketing Mix 3 Unit 6. Promotions, public relations selling techniques, advertisement and branding, use of tourist literature, familiarization of tours of media representative and travel agents fairs & exhibitions and Indian festivals 3	60

	Unit 7. Market research survey and forecasting, developing an integrated market plan, role of government private agencies and travel agents Unit 8. Pricing the tourist products Unit 9.Brand-Building brand identity Unit 10.. Article Analysis Unit 11. Ad analysis Unit 12. Marketing India as a Tourism destination Unit 13. Final Review	6 4 4 6 6 6 2
6.2	<u>TOUR OPERATIONS MANAGEMENT</u> Unit 1. Tours – Definition , Types and features. Parties involved Unit 2. Tour Development Unit 3. Tour components and benefits. Unit 4. Sources of information for Tour Planning. Unit 5. Tour Brochure Unit 6. Planning of Itineraries to popular and offbeat destinations. Unit 8. Tour Costs – fixed and Variable Costs Unit 8. Tour Costing – FIT & GIT – Day wise & City wise. Unit 9. Tour Operations – Blocking Inventory with Airlines, Hotel, etc. Unit 10. Inventory Management – Releasing Inventories on time limit, sourcing extra inventory, co- ordination with suppliers. Unit11. Comparative study of similar products from different operators. Unit 12.Tour handling, tour guide ,tour escort , etc. Unit 13.MICE – Meetings, Inventions, Conferences and Exhibitions. Unit 14. Profitability Analysis Unit 15.Tour Planning & Costing Project	60 3 3 3 3 2 9 2 2 3 2 6 3 6 3 10
6.3	<u>ELECTIVES ANY 2</u> Unit 1. Adventure Tourism incl Extreme Tourism Unit 2. Cruise Tourism Unit 3. Tour Manager Unit 4. Eco Tourism	60
6.4	<u>BUSINESS COMMUNICATIONS</u> Unit 1. Communication Skill A review - Concept of Communication - Communication Process - Channels of Communication. - Importance of effective communication in business Unit 2. Communication barriers -How to have effective communication Unit 3. Group Discussion + Debate theory Unit 4. Effective Presentation Skills - Meaning, Nature and Scope of Oral communication - Techniques of Effective Speech Unit 5 . Written communication - Letter Writing & Email Writing Unit 6. Report Writing + Resume Writing Unit 7 . Telephonic Conversation & Role plays Unit 8 . Grooming for Interviews - Professional Dressing & Grooming - Courtesy & Manners - Body Language and Gestures Unit 9. Generic Skills -2 -Advanced Grammar - Advanced Vocabulary –Synonyms, Antonyms & Collocations -Development of Listening , Speaking & Writing skills _ formal & informal -English Comprehension	60 3 3 3 3 3 3 3 3 36
6.5	<u>PROJECTS</u> Students are required to work in a specified area of travel and tourism. Individual and group projects. Students are required to prepare their portfolio	75

REFERENCES

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PASSING STANDARD AND PERFORMANCE GRADING:

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \sum CG / \sum C$ for a semester, where C is Credit Point and G is Grade Point for the

Course/Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following

manner : $CGPA = \sum CG / \sum C$ for all semesters taken together.

R. 9482 PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken Separate. i.e. (Internal plus External Examination)

R. 9483-A

- Carry forward of marks in case of learner who fails in the Internal Assessments and/or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R. 9483-B ALLOWED TO KEEP TERMS (ATKT)

- A. A Student who fails in a course shall be allowed to present himself/ herself for assessment in the same course when the course is offered again subject to a maximum of three attempts (inclusive of the additional examination) in addition to the original attempt.

- B. A students obtaining the letter grade “F” in a course will be allowed to keep terms and proceed to the next semester if he/she has acquired the grade “F” in not more than four subjects in semesters I and II

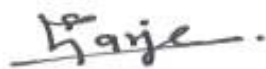
- C. A students who has been allowed to keep terms will have to appear for the mid-semester examination of 40 marks and an end-semester examination of 60 marks in the subsequent semester. The provision of supplementary exams can be availed by ATKT students as well.

- D. In case a student has failed in a course and the course in which he/she desires to present himself/herself for assessment again is not being offered for any reason, the examination committee will hold a mid-semester and end-semester examination at a suitable time which will be intimated to the student sufficiently in advance subject to a maximum of two such attempt.

- E. An additional end-semester examination of 60 marks may be held after the declaration of Semester IV results for students who fail courses across semesters and the marks obtained in the mid-semester examination will be carried forward. If a student fails the ATKT attempt then an additional end- semester examination of 60 marks may be given and the mid-semester marks of the ATKT attempt will be carried forward. Students of Semesters III & IV who fail in elective courses may be given an additional end-semester examination of 60 marks and the 40 marks obtained in the mid-semester examination will be carried forward. This additional will be given on the basis of an application made by the student within 10 days of the declaration of semester IV Results.

New ordinances 6739 & 6740 relating to the
BMS (Travel and Tourism Management)

- i) **Necessity of starting these courses:** - The University of Mumbai's Garware Institute of Career Education & Development plans to introduce three years Full time BMS (Travel and Tourism Management). The travel & tourism industry is vibrant, committed to service excellence and professionalism. The industry requires people who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- iii) **Whether all the courses have commenced from the academic year 2018-19:** - Yes, it would be commencing from the Academic year 2018-19.
- iv) **The Courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?** – Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
- v) **To give details regarding duration of the course and is it possible to compress the course? :-** The duration of the course in Three years (Six Semester). It cannot be further compressed.
- vi) **The intake capacity of each course and no. of admissions given in the current academic year (2018-19):** - The intake capacity of this course 120 students each batch and admitted 100 students.
- vii) **Opportunities of Employability / Employment available after undertaking these courses:** - The students completing this course have great opportunities in the travel agencies, tour operators, travel portals, hotels, tourism promotion boards, airlines, etc.



I/c. DIRECTOR