UNIVERSITY OF DELHI

UNDERGRADUATE CURRICULUM FRAMEWORK– 2022 BASED ON NATIONAL EDUCATION POLICY-2020 B.A. (VS) TOURISM MANAGEMENT

College of Vocational Studies

Tourism Management

Semester-V

DSC	The Tourism System
	Destination Management
	Air transport & Airport Management

DSE	Aviation Industry Management
	Front office Management
	Geography of travel and Tourism
	Managing People
	Knowledge Traditions of India

GE Pool for BA(VS) Tourism Management Students	
1.	Modern Office Management
2.	Sustainable Development
3.	Essentials of Management and Retail Essentials
4	Basics of Retail Management
5.	Introduction to Materials Management
6.	Basics of Purchase Management
7.	Launching a New Venture
8.	Management of Small Business Enterprises
9.	Stress Management
10.	Team Building and Development
11	Risk Management and Insurance
12	Introduction to Insurance
13	Cultural Diversity: Tangible & Intangible Heritage
14	Polity and Governance in India
GE Pool for students other than that of BA(VS) Tourism Management	
1.	Tourism: An Introduction
2.	Tourism Business Environment

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC CORE COURSE (DSC- 5.1)
The Tourism System
Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
The Tourism System DSC 5.1	4	3	1	0	Pass in class 12th	-

Learning Objectives

The learning objectives of this course are to acquaint students with the knowledge of various modes of transportation. This course will provide understanding about accommodation and catering- types of hotels, procedure of categorization and classification. It will provide an insight into Travel Agency business, Itinerary making and resources for planning itineraries, Approval of Travel Agency by Department of Tourism, Govt. of India. Identify key travel services and organizations in India and abroad and to explain the importance of freedoms of air and open skies policy.

Learning Outcomes:

After completing this course, the learners would be able to:

1. evaluate the various modes of transportation being used in tourism industry and identify the elements of transportation and discuss about the major tourist trains in India and its importance in promotion of domestic tourism.
2. analyze the definition, functions and procedures of setting up a travel agency. develop knowledge about elements of itineraries and its resources.
3. classify accommodation sector and appraise quality issues and new concept development in the tourism sector.
4. evaluate roles and functions of the various national and international organizations of tourism along with freedoms of air and open Sky policy.

Unit- 1

Tourism and Transportation   **11 Hours**

Modes of transport- Rail, Road, Air and sea, Elements of transportation, Political influences on transport for tourism, Regulation of competitions, Role of Railways in promotion of domestic

tourism, Important tourist trains in India, Case study of Air India and a few important International Airlines. Emerging modes of transportation – Sustainable modes of transportation, Automated Transportation, Drone Delivery.

Unit-2

Travel Agency   **12 Hours**

Travel Agency – Definition, Functions, Itinerary making and resources for planning itineraries, Approval of travel agency by department of tourism Government of India, Rules and Regulations for approval, Classification of Travel agents and Forms of organizations, Tour planning.

Unit- 3

Accommodation and Catering   **11 Hours**

Accommodation and Caterings- Types of Hotels, Procedure of categorization and classification of hotels, Accommodation and the tourism, Concepts of "Atithi Devo Bhavah", Product quality issues, New concepts and development in accommodation.

Unit- 4

Tourism Organizations   **11 Hours**

Tourism organizations and their role in Tourism development, Local- Delhi Tourism and Transport Development Corporation (DTTDC), Rajasthan Tourism Development Corporation (RTDC), Madhya Pradesh State Tourism Development Corporation (MPSTDC). National- Indian Association of Tour Operators (IATO), Travel Agent Association of India (TAAI), India Tourism Development Corporation (ITDC). United Nations World Tourism Organization (UNWTO), Open sky policy in National Civil Aviation Policy 2016, Understanding how freedoms of air impact international route planning.

Exercises

The learners are required to:

1. visit any nearby tourist destination, meet some tourists and ask about the problems faced by them during travel. Get suggestions for better transportation system. Group discussion on role of important tourist's trains in India in the promotion of tourism.
2. consider themselves as a tourism entrepreneur and want to open a travel agency. Find out the necessary rules & regulations for approval and resources required to open the travel agency.
3. involve themselves in group discussion on the concept of accommodation and importance of "Atithi Devo Bhavah" in the hospitality sector.
4. assess the understanding of tourism organizations and their role in tourism development, Local, National and International organization by objective and subjective assessment (Class tests, assignments, MCQs, Fill in the blanks and quizzes).

Suggested Readings:

- Bhatia, A. K. (2012). *The Business of Travel Agency and Tour Operations Management*. India: Sterling Publishers Pvt. Limited.
- Dileep, M. (2019). *Tourism, Transport and Travel Management*. United Kingdom: Taylor & Francis.
- Dileep, M. (2019). *Tourism, Transport and Travel Management*. United Kingdom: Taylor & Francis.
- Duval, D., Lohmann, G., & Cooper, C. (2011). *Tourism and Transport. United Kingdom*: Goodfellow Publishers Limited.
- Klemmer, L., & Gross, S. (2014). *Introduction to Tourism Transport*. United Kingdom: CABI.
- Masih, S. (2011). *Hand Book of Travel, Tourism and Hospitality Management*. India: Global India Publications.
- Mill, R.C. & Morrison, A.M. (2009). *The Tourism System*. Dubuque: Kendall Hunt Publishing.
- Vandana, J. et al. (2009). *Tourism Operations and Management.* India: Oxford University Press.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**

2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

Destination Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Destination Management (DSC 5.2)	4	3	1	0	Pass in class 12th	-

Learning Objectives:

This course is designed to provide a comprehensive knowledge of managing and developing different tourism destinations through the concepts, principles, and practices of destination management. This course explains the role of the Destination Management Organization (DMOs) and Destination Management Companies (DMCs) in the development and management of tourism destinations. The learners will be able to develop the skills in developing and analyzing the tourism destinations. The students will gain an insight about the sustainable tourism practices and their applications in destination planning and development. The students will also learn about the significance of partnerships and collaboration in destination management. This course equips the students with the knowledge and skills necessary for destination operations and management, including visitor services, destination appraisal and crisis management. This course also focuses on the basic understanding of marketing and communication for tourism destinations. The students will learn about marketing strategies and tactics for destination promotion, use of digital marketing and social media in destination marketing and image building.

Learning Outcomes:

After completing this course, the learners would be able to:

1. apply and analyze the concept, principles and practices of destination management on various types of tourism destinations.
2. evaluate the role of the Destination Management Organizations (DMOs) and Destination Management Companies (DMCs) in the development and management of tourism destinations.

3. apply the knowledge of destination analysis to conduct SWOT analysis, and competitive analysis of destinations.
4. analyze the principles of sustainability and apply them in destination planning and development.
5. evaluate the partnerships and other collaborative approaches for destination management.
6. apply their knowledge and skills in various destination operations and management, including visitor services, destination appraisal and crisis management.
7. evaluate marketing strategies and promotional activities for destinations.
8. analyze the need of digital marketing and social media communication for destination marketing and image building.

Unit-1

Concept and Typology of Tourism Destinations   **10 Hours**

Meaning, and Characteristics of Tourism Destination, Typology of tourism destinations- Coastal tourism destination, Urban tourism destination, Rural tourism destination, Island tourism destination, Medical tourism destination etc., The successful destinations.

Unit-2

Destination Development and Analysis   **12 Hours**

Destination development, Destination lifecycle- Destinations and products, Role of Destination Management Organisations (DMOs) and Destination Management Companies (DMCs), Destination development through events, Strategic planning for destination development, New product development and diversification, Destination competitiveness, SWOT analysis of destination.

Unit-3

 Destination Planning and Crisis Management   **13 Hours**

Destination Management Systems, Destination planning through sustainable practices, Destination zone, Planning model, Destination partnerships and collaboration, Visitor management- Operational approaches to visitor management, Technology and visitor management, Controlling the impacts of tourism, Destination performance measurement, Crisis management at destination.

Unit-4

 Destination Marketing and Promotion   **10 Hours**

Destination marketing mix, Target market and segmentation, Marketing strategies and tactics for destination promotion, Digital marketing and social media in destination marketing, Destination image building and communication.

Exercises

The learners are required to:

1. conduct a comprehensive analysis of a selected tourism destination, including SWOT analysis, market assessment, and competitive analysis.
2. develop a destination development plan for a specific area, considering factors such as infrastructure, attractions, product diversification, collaboration and sustainability.
3. visit a nearby tourism destination to conduct a survey on visitors' experience.
4. design a visitor experience management program for a specific destination, including the provision of visitor services and quality management.
5. develop a crisis management plan for a destination, outlining strategies for risk assessment, communication, and recovery.
6. create a marketing campaign for a destination, incorporating target market analysis, promotional strategies, and digital marketing techniques.

Suggested Readings:

- Bhatia, A.K. (2012). *Tourism Development: Principles and Practice*, New Delhi: Sterling Publishers Pvt. Ltd.
- Buhalis, D., & Darcy, S. (Eds.). (2020). *The Routledge Handbook of Tourism Marketing.* London: Routledge.
- Collins, K. H. (2015). *Handbook on Tourism Development and Management.* New York: Nova Science Publishers, Inc.
- Edgell, D. L., Sr., & Jenkins, J. L. (Eds.). (2020). *Destination Management Organizations: Tourism and the Challenges of Sustainability.* London: CABI.
- Fyall, A., Leask, A., & Barron, P. (2020). *Managing Visitor Attractions: New Directions.* London: Routledge.
- Kozak, M., & Kozak, N. (Eds.). (2015). *Destination Marketing: An International Perspective.* London: Routledge.
- Morrison, A.M. (2012). *Marketing and Managing Tourism Destinations,* New York: Routledge.
- Pike, S. (2021). *Destination Marketing: An Integrated Marketing Communication Approach.* London: Routledge.

- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism.* Bristol: Channel View Publications.
- Ritchie, B. W., & Burns, P. M. (2019). *Tourism Destination Development: Managing Sustainability.* Bristol: Channel View Publications.

Additional Resources:

- A Practical Guide to Tourism Destination Management, a World Tourism Organization Publication, UNWTO Library.
- IITS. (2012). Sustainable Tourism: International Cooperation for Development. Washington, DC, New York. Retrieved from http://lms.rmportal.net/course/category.php?id=51

Notes:

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B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC CORE COURSE (DSC- 5.3)
Air Transport and Airport Management
Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Air Transport and Airport Management DSC-5.3	4	3	1	-	Pass in class 12th	-

Learning Objectives:

The aim of this course is to provide the students a comprehensive understanding of air transport and airport management principles and practices within the aviation industry. It equips the learners with knowledge of air transport geography. Further this course will develop the skills of calculating time variations in air transportation, airfare calculation and itinerary preparation. The students will acquire the in depth understanding about Official Airline Guide (OAG) and Travel Information Manual (TIM). This course will provide the essential skills in the handling of travel documentations for facilitation purpose. This course also familiarizes the students about the regulatory role and relevance of national and international organizations of aviation industry. The learners will acquire the knowledge about the various aspects of airport management such as planning, designing, operational considerations, customer service, safety security and emergency management. The course focuses on exploring the challenges and emerging trends in airport management, such as sustainability, technological advancements, and industry regulations.

Learning Outcomes:

After completing this course, the learners would be able to:

1. apply the knowledge of IATA areas and different time zones of the world in various air transport operations such as route determination, transportation time calculation and airfare calculation.

2. apply the knowledge of Official Airline Guide and Travel Information Manual in various air transport operations and travel documents handling.

3. evaluate the role and functions of different national and international organisations of aviation industry.

4. analyze a thorough understanding of the functions, roles, and operations of airports.

5. apply airport planning principles to design efficient airside and landside facilities.
6. analyze and evaluate airport emergency management, safety-security measures and passenger services.
7. compare the process of embarkation and disembarkation in domestic and international air travel.
8. evaluate the environmental impact of airport operations and sustainable management practices.

Unit-1

Air Transport Management   **18 Hours**

Air Transport Association Areas (IATA Areas), Air Transport Association Sub-areas (IATA Sub areas), Sub regions, Time calculation- Greenwich Mean Time (GMT) variations, Standard Time and Daylight-Saving time (DST), Calculation of elapsed time, Flying time and Ground time.

Official Airline Guide (OAG): Three letters city code and Airport code, Airline designated code, Minimum Connecting Time (M.C.T.), Global Indicator (G.I.), Familiarization with air tariff, Fare construction, Special fairs, Currency regulations, Types of air journey.

Unit-2

National and International Organizations in Air Transport & Familiarization with Travel Information Manual (T.I.M.)   **10 Hours**

Airport Authority of India (AAI), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO) and Directorate General of Civil Aviation (DGCA): Role and Relevance.

Familiarization with Travel Information Manual (T.I.M.): Passport, VISA, Custom Regulations, Health regulations, Airport Tax, and Travel Insurance.

Unit-3

Airport Operations and Management   **9 Hours**

Airport planning and design, Airside and landside operations, Airport security and safety management, Airport business, Airport ground handling, Baggage handling and passenger services, Passengers needing special attention, Airport security and emergency management, Air traffic control, Embarkation and Disembarkation Process.

Unit-4

Airport Sustainability and Environmental Management   **8 Hours**

Sustainable practices in airport operations, Environmental impact assessment and mitigation, Noise and emissions management, Community relations and stakeholder engagement, Outsourcing of airport management services.

Exercises:

The learners are required to:

1. identify three International Air Transport Association Areas (IATA Areas) and all the Air Transport Association Sub-areas (IATA Sub-areas) on blank maps.
2. identify various countries in each Air Transport Association Areas (IATA Area), their capital cities and major gateway airports.
3. identify the longitudes, latitudes and the corresponding time zones of famous tourist destinations of the world.
4. calculate the time difference between the major tourist destinations of the world.
5. calculate the flying time and airfare of flights in different routes.
6. prepare any 10-travel itinerary/route where International Dateline is crossed.
7. participate in a flash card activity to match country code, city code, airport code and currency code with the name written on a separate card.
8. participate in a group project to design an airport terminal, considering passenger flow, amenities, and operational efficiency.
9. simulate the process of tagging, tracking, and routing baggage through various stages, including check-in, security, and loading onto aircraft.
10. simulate different customer service scenarios, such as handling complaints, rebooking flights, and assisting passengers with special needs.
11. simulate a security checkpoint scenario to demonstrate the screening process for passengers and their luggage.
12. develop emergency response plans for various scenarios, considering communication, coordination, and passenger safety.
13. observe and document various airport functions such as check-in procedures, security measures, baggage handling, and passenger services.
14. interview airport staff to gain insights into their roles and responsibilities in airport management.
15. visit a nearby travel agency to observe Official Airline Guide (OAG) to refer to or check out sample pages of Official Airline Guide (OAG) online and try to read the information on the pages using codes.
16. visit a travel agency to learn the features of Global Distribution System, the process of booking tickets. Also, recognize the details given in the booking record and the ticket issued.
17. practice Travel Information Manual Automatic (TIMATIC) online.

Suggested Readings:

- Belobaba, P., Odoni, A., & Barnhart, C. (2015). *The Global Airline Industry (2nd ed.).* New Jersey: Wiley.
- Boyd, E. A. (2007). *The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution.* New York: Palgrave Macmillan.
- Cook, G.N. & Billing, B.G. (2017). *Airline Operations and Management.* New York: Routledge.
- Dileep M.R. (2019). *Tourism, Transport and Travel Management,* London: Routledge.
- Graham, A. (2018). *Managing Airports: An International Perspective.* London: Routledge.
- Law, C.C. (2018). *A Practical Guide to Airline Customer Service: From Airline Operations to Passenger Services.* U.K: Brown Walker Press.
- Narayanan, S.S. (2019). *Aircraft Ground Handling.* London, U.K: Austin Macauley.
- Wensveen, J. G. (2016). *Air Transportation: A Management Perspective (8th ed.).* London: Routledge.

Additional References:

- IATA Course study material & E- Library Publications.
- Introduction to Airline Industry; Publication IATA.
- Airport Codes of the World: A Complete IATA Listing; Publication IATA.
- Oxford Atlas.
- OAG
- TIM
- TMATIC

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