

**BACHELOR OF MANAGEMENT STUDIES (AIRLINE, TOURISM &  
HOSPITALITY SYLLABUS 2017 BATCH ONWARDS (3 YRS.)  
(UPDATED ON 30.08.2019)**

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**RESORT MANAGEMENT**

**Subject Code –BHOM-530**

**L T P C**

**Duration – 60 Hrs**

**4 0 0 4**

**UNIT – I (12 Hrs)**

Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

**UNIT –II (15 Hrs)**

Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

**UNIT- III (16 Hrs)**

Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**UNIT – IV (17 Hrs)**

Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Module V- Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity

**Recommended Books**

1. Boardman, R.D. Hotel, catering costing and Budgets,1975,Heinment,London.
2. Bursteen Harnery, Management of HotelsandMotels1980Marcil DekherInc.
3. Negi Jagmohan– TourismandHoteliering1982GitanjaliPublishing House, New Delhi.
4. Negi Jagmohan, Principles of Grading and Classification of Hotels

**ITINERARY PREPARATION AND AIRLINE TICKETING**

**Subject Code –BHOM-531**

**L T P C**

**Duration – 60 Hrs**

**4 0 0 4**

**UNIT-I (13 Hrs)**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints. Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary – Seasonal itinerary-Product based itinerary All inclusive itinerary.

**UNIT – II (12 Hrs)**

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari. Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

**UNIT-III (18 Hrs)**

Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarisation, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing. Global Indicators, International Sales Indicators. Practice Itinerary Planning, Passengers Documentation/Travel Formalities (TIM), Familiarisation of Air Tariff, Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip, Minimum (CTM), Back-haul Check, Add- ons.

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**UNIT-IV (17 Hrs)**

General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (with issuance of ticket with itineraries – One way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en route, Credit Cards, Universal Air Travel Plan (UATP), Baggage Rules.

**Recommended Books**

1. Mohinder Chand, Travel Agency Management, Anmol: Delhi
2. Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall
3. D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill
4. ABC World wide Airways Guide (Red & Blue)
5. Air Tariff Book 1, World wide Fares.
6. Air Tariff Book 1, World wide Rules, IT Fares etc.
7. Air Tariff Book 1, World Wide Maximum Permitted Mileage
8. Travel Information Manual (TIM )

**BASICS OF ENTREPRENEURSHIP**

**Subject Code –BHOM-532**

**L T P C**

**Duration – 60 Hrs**

**4 0 0 4**

**UNIT-I (15 Hrs)**

Tourism industry and business ideas; business strategy understanding customers and analysing competition

**UNIT-II (15 Hrs)**

Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations

**UNIT-III (15 Hrs)**

Form of organisation and legal considerations; networking and collaboration; good business practices

**UNIT-IV (15 Hrs)**

Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Planning, Setting up a tourism business

**Recommended Books**

1. IGNOU MTM-8, Managing Entrepreneurship and Small Business in Tourism.
2. Mohanty, Sangram Keshari, Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India.
3. Sido-online. Portal of MSME, Government of India ([www.smallindustryindia.com](http://www.smallindustryindia.com))
4. Scarborough, N.M. and Zimmerer, T.W. , Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.

**RESEARCH METHODOLOGY**

**Subject Code – BHOM-533**

**L T P C**

**Duration – 60 Hrs**

**4 0 0 4**

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Objectives: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

**UNIT-I (14 Hrs)**

Research Methodology: Definition, Objectives, Role, Scope in Management Research, Process of Research, Limitations & Types, Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

**UNIT-II (16 Hrs)**

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-Probability Sampling Techniques, Probability Sampling Techniques, Sampling and Non Sampling Errors. Data Collection: Primary, Secondary Data Collection, Observation Methods and Survey Method:

**UNIT-III (15 Hrs)**

Measurement Concept, Levels of Measurement—Nominal, Ordinal, Interval and Ratio  
Attitude Measurement: Comparative Scaling techniques, Non-comparative Scaling techniques, Questionnaire Designing: Types, Guidelines for developing a good questionnaire

**UNIT-IV (15 Hrs)**

Data Preparation and Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts), Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

**Recommended Books**

1. C.R. Kothari, 'Research Methodology', New Age International Publishers
2. K.V. Rao, 'Research Methodology', Sterling Publishers
3. Srivastava and Rego, 'Business Research Methodology' Tata McGraw Hill
4. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill

**CONFERENCE AND EVENT MANAGEMENT**

**Subject Code –BHOM-534**

**L T P C**

**Duration – 60 Hrs**

**4 0 0 4**

**UNIT-I (13 Hrs)**

Event Management: Role of events for promotion of tourism, Types of Events Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Event Planning, Event Marketing, Event Evaluation.

**UNIT-II (15 Hrs)**

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

**UNIT-III (16 Hrs)**

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Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

**UNIT-IV (16 Hrs)**

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

**Recommended Books**

1. Event Planning by Jude Allen
2. Event Management by Lynn Van Der Wagen and Brenda Carlos
3. The Art of Successful Event Management by Tanaz Basrur
4. Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition
5. Event Coordination by National Institution of Event Management (NIEM)

**DESTINATION MARKETING AND MANAGEMENT**

**Subject Code –BHOM-535**

**L T P C  
4 0 0 4**

**Duration – 60 Hrs**

**UNIT I (15 Hrs)**

Case Studies: Golden Triangle , Pilgrimage Tourism , Cultural Tourism

**UNIT II (15 Hrs)**

Adventure Tourism, Incentive Travel ,Health Tourism

**UNIT III (15 Hrs)**

Wildlife Tourism , Educational Tourism ,Agro-Tourism/Rural Tourism , Beach Tourism , Golf Tourism

**UNIT IV (15 Hrs)**

Introduction to Destination marketing , Environment of Destination ,Destination marketing plan ,Consumer buying Behavior Module, Destination Product , Destination Pricing ,Distribution Channel ,Promotion I ,Promotion

**Recommended Books**

1. Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Pub.
2. Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.
3. Seth P.N, Successful Tourism Planning Management, Cross publication.
4. Murphy Peter E. Tourism- A Community Approach New York.
5. Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

**PROJECT REPORT**

**Subject Code –BHOM-536**

**L T P C  
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**Duration – 60 Hrs**