# KUVEMPU UNIVERSITY

## Syllabus of BBA (T&T)

**Bachelor of Business Administration (Tourism & Travel)**

Scheme of Teaching & Evaluation for

Bachelor of Business Administration (Tourism & Travel)

As per State Education Policy (SEP) 2024-25 Onwards

### BBA (Tourism & Travel) PROGRAM
### Semester wise allocation of Credits and Marks

| Year | Semester | Credits | Marks |
|------|----------|---------|-------|
| 1 | I | 26 | 750 |
|   | II | 24 | 650 |
| 2 | III | 24 | 650 |
|   | IV | 24 | 650 |
| 3 | V | 18 | 450 |
|   | VI | 18 | 450 |
| **Total** | | 134 | 3600 |
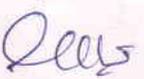
## SEMESTER IV

| Sl. No | Subject Code | Title of the Course | Category of Course | Credits | Teaching Hours per Week | | | Evaluation | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | CIE | | SEE | Total |
| | | | | | L | T | P | C1 | C2 | C3 | Marks |
| 1 | | Language – I | Language-1 | 3 | 4 | 0 | 0 | 10 | 10 | 80 | 100 |
| 2 | | Language – II | Language-2 | 3 | 4 | 0 | 0 | 10 | 10 | 80 | 100 |
| 3 | STD0210 | Travel Agency Management | DSC | 4 | 4 | 0 | 0 | 10 | 10 | 80 | 100 |
| 4 | STD0220 | World Geography for Tourism - III | DSC | 4 | 4 | 0 | 0 | 10 | 10 | 80 | 100 |
| 5 | STD0240 | Customer Relationship Management | DSC | 4 | 4 | 0 | 0 | 10 | 10 | 80 | 100 |
| 6 | | Destination Study Tour | SEC | 2 | 0 | 0 | 4 | 5 | 5 | 40 | 50 |
| 7 | | Computer Application in Business | Compulsory / Skill | 2 | 2 | 0 | 0 | 5 | 5 | 40 | 50 |
| 8 | | Tour Guiding and Interpretation | Elective - 1 | 2 | 2 | 0 | 0 | 5 | 5 | 40 | 50 |
| | | Airline Ticketing and Fare Construction | Elective - 2 | | | | | | | | |
| TOTAL | | | | 24 | 26 | 0 | 0 | 65 | 65 | 520 | 650 |

| Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: STD0210 Subject: Travel Agency Management | | |
|---|---|---|
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** |
| 4 Credits | 4 Hours | 56 Hours |

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &field work etc.,

**Course Outcomes:** On successful completion of the course, the students will demonstrate
  e) The ability to understand concepts of Travel Agency and Tour Operation Business.
  f) The ability to explain the functional aspects of Travel Agencies.
  g) The ability to explain Tour Operation Techniques.
  h) The ability to explain the linkages with other service providers in tourism.

| Syllabus: | Hours |
|---|---|
| **Module No. 1: INTRODUCTION TO TRAVEL INTERMEDIARIES** | **10** |

Evolution of Travel Agencies: Historical development; the role of pioneers like Thomas Cook and American Express; Concepts and Definitions: Setup of a small, medium, and large-scale travel agency; Types of Travel Agencies; Business Environment: Emerging trends in the travel trade; the Impact of Online Travel Agencies (OTAs) and Direct Booking.

| **Module No. 2: OPERATIONS OF A TRAVEL AGENCY** | **10** |
|---|---|

Organizational Structure of a Travel Agency; Ownership in Travel Agency Business; The Distribution Chain: How travel agents act as intermediaries between service providers (airlines, hotels) and the tourist; Core Functions; BSP (Billing and Settlement Plan); Business Licensing and Compliance: Setting up an Agency: Legal requirements for registering a travel agency (Sole Proprietorship, Partnership, or Pvt Ltd); Accreditations as Legal Shields: IATA Rules; Ministry of Tourism Approval; Financial Protection.

| **Module No. 3: TOUR OPERATION MANAGEMENT** | **10** |
|---|---|

The Tour Operator: Role in creating demand for new destinations; types of tour operators (Inbound, Outbound, Domestic, Ground); Package Tour Formulation: Types of packages (Independent, Escorted, Incentive, Special Interest); Product Development: Market research, vendor negotiations, and contracting with hotels and airlines; Pricing & Costing: Fixed vs. variable costs; calculating markups and break-even points in tour pricing.

| **Module No. 4: FIELD FORMALITIES AND DOCUMNETION** | **10** |
|---|---|

Frontier Formalities: Comprehensive study of Passport types (Normal, Diplomatic, Official) and Visa types (e-Visa, Transit, VoA); Health & Safety: Health certificates (Yellow Fever etc.), customs regulations, and travel insurance coverage (medical, trip cancellation); Standard Travel Abbreviations: Familiarization with 3-letter city/airport codes and airline designators; Technology in Operations: Role of GDS (Global Distribution Systems) like Amadeus, Galileo, and Sabre.

| **Module No. 5: TRAEL ORGANIZATIOS AND INDUSTRY RELATIONS** | **10** |
|---|---|

Professional Bodies: Role and functions of national and international associations - National: TAAI (Travel Agents Association of India), IATO (Indian Association of Tour Operators) - International: IATA, PATA, UFTAA, ASTA; Public-Private Partnership (PPP): Collaboration between private agencies and State Tourism Boards/ITDC; Crisis Management: Handling tour cancellations, guest complaints, and emergency situations during tours.

| **Module No. 6: LEGAL AWARENESS** | **06** |
|---|---|

The Law of Agency and Contracts: Indian Contract Act (1872); Documentation: The Passport Act (1967) & Foreigners Act; Data Privacy (GDPR / Digital **Personal Data** Protection Act); Data Privacy (GDPR / Digital Personal Data Protection Act); Foreign Exchange Management Act (FEMA); Dispute Resolution and Force Majeure: Force Majeure in Travel, Cancellation and Refund Laws, Alternative Dispute Resolution (ADR).

## Skill Developments Activities:

- **Case Study:** Comparison between a traditional travel agency and a modern OTA like MakeMyTrip or Expedia.
- **Itinerary Design:** Drafting a sample tour brochure for a 7-day international tour.
- **GDS Workshop:** Basic entry training for flight availability and PNR creation.

## Text Books:

- J.M.S. Negi – Travel Agency and Tour Operation: Concepts and Principles.
- Mohinder Chand – Travel Agency Management: An Introductory Text.
- A.K. Bhatia – The Business of Tourism: Concepts and Strategies.
- Thomas A. Dickerson – Travel Law.
- Manoj Dixit – Travel Agency Management. (Contains specific chapters on Indian Tourism Legislation).
- Stephen C. Barth – Legal Essentials in Hospitality and Tourism.

| Name of the Program: IV Semester BBA (Tourism & Travel)<br>Subject Code: STD0220<br>Subject: World Geography for Tourism - III | | |
|---|---|---|
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** |
| 4 Credits | 4 Hours | 56 Hours |

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &field work etc.,

**Course Outcomes:** On successful completion of the course, the students will demonstrate
  a) The ability to Locate any major country or city in TC3 on a world map without assistance.
  b) The ability to explain the physical and political perspective of world geography.
  c) The ability to explain climate, weather and tourism resources of the world in a regional approach.
  d) The ability to explain physical and human geography of IATA area III region.

| Syllabus: | Hours |
|---|---|
| **Module No. 1: TOURISM IN SOUTH ASIA (THE INDIAN SUBCONTINENT)** | 12 |
| Destination Profiles: India, Bangladesh, Bhutan, Maldives Republic, Nepal, Pakistan, Sri Lanka, Tibet. | |
| **Module No. 2: TOURISM IN SOUTHEAST ASIA (INDOCHINA AND ARCHIPELAGO)** | 10 |
| Destination Profiles: Thailand, Vietnam, Singapore, Indonesia, Malaysia, Philippines, Cambodia, Laos. | |
| **Module No. 3: EAST ASIA (THE FAR EAST)** | 10 |
| Destination Profiles: China, Japan, South Korea, Mongolia, Taiwan, Hong Kong, Macau. | |
| **Module No. 4: CENTRAL ASIA (THE SILK ROAD HEARLAND) & THE WEST ASIA (THE MIDDLE EAST)** | 10 |
| Destination Profiles: Central Asia - Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan.<br>Middle East - UAE, Saudi Arabia, Qatar, Israel, Jordan, Turkey (Transcontinental). | |
| **Module No. 5: SOUTH WEST PACIFIC (OCEANIA)** | 08 |
| Destination Profiles: Australia and New Zealand; Island Nations - Fiji, French Polynesia (Bora Bora), and Papua New Guinea; | |
| **Module No. 6: LEGAL AWARENESS** | 06 |
| ASEAN Agreements, the "Lhasa" and Restricted Area Permits, SAARC Visa Exemption, Consumer Protection Act (2019) in India, Tourist Polic in Thailand, Sustainable Mandates in Philippines, Antiquities Laws: Cambodia and Vietnam, Lèse-majesté Laws (Thailand), Sharia Law (Middle East/Malaysian States), Strict Drug Laws in Southeast Asian nations (Singapore, Malaysia, Indonesia), Thailand's LTR (Long-Term Resident) Visa and Malaysia's DE Rantau program, Japan's Digital Nomad Visa, Biosecurity and Border Protection Laws in Australia and New Zealand, Modern Digital and Safety Regulations in New Zealand and Fiji. | |

**Skill Developments Activities:**
  • **City Codes and Airport Codes:** Studying and discussing about IATA 3 letter city/airport codes.
  • **Itinerary Design:** Drafting a sample tour brochure for atleast tourism circuit.
  • **Map:** Locating cities and physical features in a world map.

**Text Books:**

- IATA Foundation Course Manual – Geography in Travel Planning.
- S.A. Boniface & C.P. Cooper – Worldwide Destinations: The Geography of Travel and Tourism.
- National Geographic – Visual Atlas of the World.

| Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: STD0240 Subject: Customer Relationship Management | | |
|---|---|---|
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** |
| 4 Credits | 4 Hours | 56 Hours |

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &field work etc.,

**Course Outcomes:** On successful completion of the course, the students will demonstrate
   a) The ability to understand concepts of CRM in modern business environment.
   b) The ability to analyze customer behavior and customer value to enhance customer satisfaction and retention.
   c) The ability to apply CRM strategies and tools for effective management of customer acquisition, loyalty, and service.
   d) The ability to integrate marketing, sales, and customer service functions to deliver a consistent and customer-centric approach.
   e) The ability to evaluate CRM performance and outcomes using appropriate metrics for improved managerial decision-making.

| Syllabus: | Hours |
|---|---|
| **Module No. 1: INTRODUCTION TO CRM** | 10 |
| Definitions and Concepts: Evolution of CRM; Scope and Objective of CRM; Factors Responsible for Growth of CRM; CRM Process, Framework, and Cycle; Types of CRM (Operational, Collaborative, Analytical); Benefits of CRM for Firms and Customers; CRM and Relationship Marketing; CRM Value Chain and Customer Touchpoints. | |
| **Module No. 2: CRM CONCEPTS AND CUSTOMER MATRIX** | 10 |
| Customer Value and Customer Expectation; Customer Satisfaction - Measurement and Importance; Customer Lifecycle Management: Stages of the Relationship (Acquisition → Retention → Development → Win-back); Customer Lifetime Value (CLV): Customer Centricity and Customer Experience Management; Customer Profitability Analysis; Enterprise Marketing Management; Customer Satisfaction Metrics and Surveys; Loyalty Management: Types of loyalty (Behavioral vs. Attitudinal) and the "Loyalty Ladder." | |
| **Module No. 3: PLANNING CRM STRATEGY** | 10 |
| Strategic Planning for CRM; Building Customer-Centric Organizations; Setting CRM objectives and goals; Assessing CRM Data Requirements; Components and Elements of CRM Plan; CRM Strategy Development Process; Customer Strategy Grid; Aligning CRM with overall business strategy. | |
| **Module No. 4: CRM IMPLIMETNATION AND MARKETING INTEGRATION** | 10 |
| CRM Marketing Initiatives and Integration with Marketing; Sales-Force Automation (SFA) and Campaign Management; CRM in different business sectors (consumer markets, services, manufacturing, etc.); Customer Service and Call Center Management; CRM Project Models and Implementation Roadmap; Challenges, Issues and Barriers in implementing CRM. | |
| **Module No. 5: CRM TECHNOLOGY AND PEFORMANCE MEASUREMENT** | 10 |
| Information Technology and Tools for CRM; E-CRM: Definitions, Features and Benefits; CRM Software and Functional Components; Data and Database Management; CRM Metrics for Performance Evaluation; Measuring CRM Success – KPIs and Dashboards; Emerging Trends: AI, Machine Learning and Digital CRM techniques | |
| **Module No. 6: LEGAL AWARENESS** | 06 |

Data Privacy and Protection Laws - GDPR (General Data Protection Regulation), DPDP Act (Digital Personal Data Protection Act, 2023 - India), Information Technology Act, 2000; Consumer Protection and Fair Trade - Consumer Protection Act, 2019 (India), E-commerce Rules, Dark Patterns; Consent Management and Communication Laws - Permission-Based Marketing, Anti-Spam Laws, Telemarketing Regulations; Intellectual Property Rights (IPR) in CRM - Database Rights, Trade Secrets; Digital Contracts and Liability - Terms of Service (ToS) & Privacy Policies, Service Level Agreements (SLAs), Product Liability.

**Skill Developments Activities:**
- CRM guided project works to enhance the technical skills.
- Group Discussion to improve the communication and analytical skills.
- **Case Study:** Customer Lifetime Value (CLV) Calculation.

**Text Books:**
- Francis Buttle – CRM: Concepts and Technologies (Elsevier).
- Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh – Customer Relationship Management: Emerging Concepts, Tools and Applications
- Alok Kumar Rai – Customer Relationship Management: Concepts and Cases.
- Ken Burnett – The Handbook of Key Customer Relationship Management.
- Mukesh Chaturvedi & Abinav Chaturvedi – CRM – An Indian Perspective. (Standard texts frequently recommended in Indian university syllabi.)

# IV-Semester

## Destination Study Tour

## Course Inputs

**Destination Study Tour**: For this subject in 4th and 5th, students shall undergo field trips / study tours as a compulsory component. The objective of the study tour is to give exposure to the students about attractions and resources at a tourist destinations of repute. Students have to submit the final report within 15 days after completion of the tour, and the viva-voce for the same shall be conducted during fourth and fifth semester examinations.
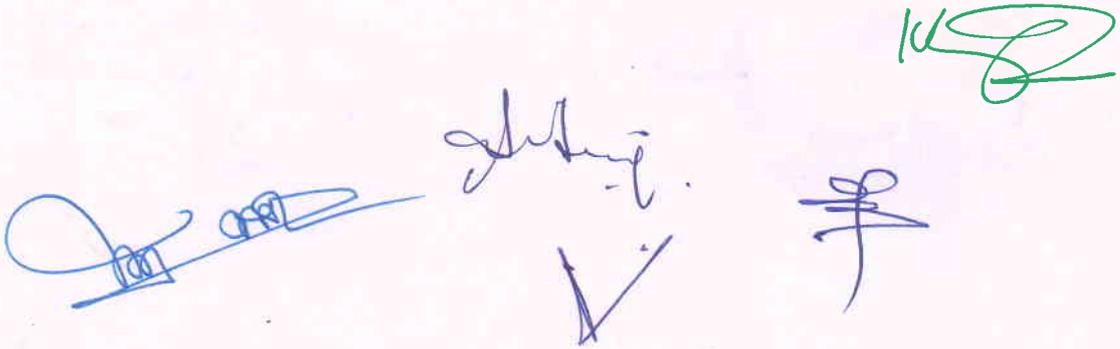
# Computer Applications in Business

| Course Credits | No. of Hours per Week | Total No. of Teaching Hours |
|---|---|---|
| 2 Credits | 2 hours | 32 hours |

**Pedagogy:** Classroom lectures, Lab, Seminars, and Assignments.

## Course Objectives:

1. The objectives of computer applications in business include improving efficiency, enhancing productivity, and enabling better decision-making.
2. Businesses utilize computers for tasks like data processing, communication, and automation to streamline operations and gain a competitive edge.
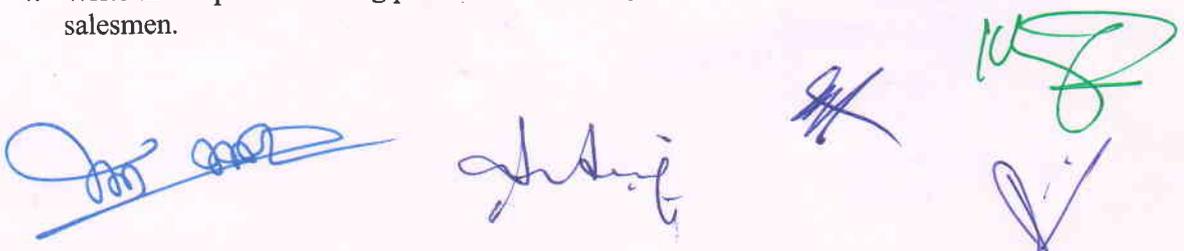
**Course Outcomes:** On successful completion of the course, the Students will be able

To understand with essential computer literacy and hands-on skills in office automation tools (MS Word, Excel, PowerPoint), enabling them to efficiently use digital tools in business environments.

| Module No 1: Introduction to Computers and M S Word | 12 hours |
|---|---|
| Characteristics of Computers, Classification of Computers: **Word Processing**: Introduction to word Processing, Word Processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, **Tables**: Inserting, filling and formatting a table; Inserting Pictures and Video; **Mail Merge**: including linking with Database; Printing documents | |

| Module No. 2: M S Excel | 12 hours |
|---|---|
| **Concept of Spreadsheet**: Managing of Worksheets , Formatting, Entering Data, Printing worksheet, Worksheet Concepts, Methods of building a workbook, Important features of Excel, Saving Workbook, Editing in workbook, Entering data in a cell, Formula copying, Moving data from selected cells, Rearranging worksheet, Project evolving multiple spreadsheets. | |

| Module No 3: Power point Presentation | 8 hours |
|---|---|
| **Preparing Presentations**: Basics of presentations- Slides, Fonts, Drawing, Editing; **Inserting**: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities. | |

## Skill Development Activities:

1. MS-Word: Letter writing and Bio-Data, Resume.
2. MS Excel: Creating Work-Sheet, data entry, use of Formulas, graph generations.
3. Preparation of Mark Statement, Sales Report, Salary Statement.
4. Write the steps for creating presentations having at least four slides related motivating the salesmen.

## References:

1. S. Salaimuthu and Anthony Raj- Computer Applications in Business, Himalaya Publishing House.

2. V. Rajaram- Fundamnetals of Computers, S. Chand and Co.

3. R. Rameshwaram- Computer Applications in Business, S. Chand and Co.

4. Sanjay Saxena- A First Course in Computers, Vikas Publishing House.

5. Balaguruswamy- Introduction to Computers, Tata McGraw Hill Publication, New Delhi.

6. Parameshwaran- Computers in Business, Sultan Chand & Sons.

**Note: Latest edition of books may be used.**

| Name of the Program: Bachelor of Business Administration (T&T) Course Code: BBATT (Elective - 2) Name of the Course: Tour Guiding and Interpretation | | |
|---|---|---|
| No of Credits | No. of Hours per Week | Total No. of Teaching Hours |
| 2 | 2 | 28 |

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

### Course Objectives

1. To orient the students about the scope of tour guiding as a career option.
2. To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.
3. Orient student to the nitty-gritty of this profession.
4. Intends to deliver key skills for tour guiding and interpretation

### Course Outcomes

1. Brings up professional tour guiding skills
2. Enables students to gain practical exposure

**UNIT I Tour Guiding:** Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

**UNIT II Guiding Techniques:** Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade

**UNIT III Practical Guiding:** Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing, and conducting heritage walks.

**UNIT IV Situation Handling:** Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks

**UNIT V Managing Guiding Business:** How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

### References:

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