

## Syllabus – Assistant Professor in Travel and Tourism

### **Module 1**

**Key Components of Tourism-** Attractions, Accommodation, Transportation; Documentation areas: Passport, VISA, other documents-Travel Insurance- Functions of WTO; WTTC; PATA, ITDC; IRCTC; TFCI; TAAI; IATO -Five Year Plan of India and Tourism

### **Module 2**

**Tourism Products-** Physical features- Cultural Tourism - World Heritage sites in India- Fairs and Festivals-Archaeological sites –Heritage sites - Hill stations, Beaches, Major tourism circuits of India, Emerging Tourism Destinations -wildlife sanctuaries, national parks, biosphere reserves, community reserves, Adventure and ecotourism destinations

### **Module 3**

**Types of accommodation-** classification, categorization and forms of Ownership-Activities in Accommodation Management – -Supporting services- Hotel operations - Food services for the transportation and leisure market - Trends in lodging and food services- Usage of CRS - Chain hotels; Role of Associations & Institutions-FHRAI, IHM, IHMCT and likewise.

### **Module 4**

**Travel Geography-** Geography as a tourism attraction-Natural based Geographical wonders of the world, UNESCO's natural heritage sites of the world – satellite mapping of tourism resources, geographical limitations of tourism - types of maps – general maps & thematic maps - tourism maps, topographic maps, Latitude, Longitude, GMT, equator, tropic of cancer & tropic of Capricorn, Identification of tourist attractions & cities on maps, time differences-Types and characteristics of destination-Tourism Destination Planning-Tangible and intangible attributes of destination, destination image formation process- brand building of products and destinations

### **Module 5**

**Travel agency and Tour Operation business-**Travel Intermediaries- Travel agent and tour operator- Function of a travel agency and tour operator -Types and forms of tour package-Tour Operation Process- IATA rules and regulations for accreditation- entrepreneurial skills for travel, tourism and hospitality- problems of entrepreneurship in travel trade.

### **Module 6**

**Information Technology and the Tourism Industry:** Travel Services; Car Rental, Railways and Airlines; Online development of package tour-Technology In Tourism & Marketing : Multimedia – Virtual Reality -Virtual Tours – CRS - GDS - Video Conferencing - Online Word Of Mouth Monitoring(WOM);Destination Management System, Biometric passport; Electronic Payment , Online Debit Card Payments , Online Credit Card Payments, Smart Card, E – Banking, E- Cheque, E Cash Payment, Mobile Based Payment -Electronic Commerce And E- Business- Block chain Technology in travel industry.

### **Module 7**

**Ecotourism:** Ecotourism principles; Eco tourists and different types of eco tourists; Ecotourism resources; Ecotourism Summits -Principles of sustainability, tools of sustainability, sustainable tourism development- Responsible Tourism-Community based and Pro-poor tourism (PPT), Eco-friendly Practices and Energy waste Management

## **Module 8**

**Business tourism and Event Management-**MICE Tourism, classification of events Major MICE destinations, Players in event business – ICPB, ICCA- Individual events & Corporate events, conference & convention centers, Event Planning, event budget- Event as a tourism product- Travel marts

## **Module 9**

**Tourism Marketing-** Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding - Packaging Decisions-Destination Life Cycle and Tourism Area Life Cycle (TALC)- Pricing & Promotion of Tourism Products -Distribution Channel in Travel and Tourism- Product promotion – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity- Public Relations & Marketing

## **Module 10**

Civil Aviation and Airport Management- Bilateral agreements and Multilateral Agreements; Freedoms of Air, Airline Alliances-Conventions; Function and roles of ICAO, IATA, UFTAA, DGCA in Civil Aviation; Hubs and Spokes-Types of Aircrafts; Inflight services- Baggage Rules, Piece and Weight Concept, Special fares-Evolution of the Airport- Air side and Land side facilities; Check in Formalities at Airport- Immigration, landside facilities- Emigration, Passport & customs control; Baggage Handling Regulations; Cargo Handling- IATA Traffic Conference