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-Archeological 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


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