

**B.A. 6th SEMESTER
GENERIC ELECTIVE**

{FOR BA (GENERAL) STUDENTS WHO HAVE NOT OPTED FOR THE SUBJECT AS CORE}

TTM620G: TOURISM & TRAVEL MANAGEMENT: TOURISM ENTERPRISES

**CREDITS: THEORY: 4; TUTORIAL: 2
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 24; TUTORIAL: 12**

Course Objectives:

Course Objectives: *To make the learner understand the tourism industry operations through travel enterprises. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operational aspects of tourism business.*

COURSE CONTENTS:

THEORY: CREDITS: 4

MARKS: 60

Unit I

Travel Companies: Concept and Meaning, Functions of a Travel Company, Organisational structure of a travel company, case studies on Thomas Cook and Cox and Kings.

Unit II

Tour Operation: Concept and Meaning, Functions of a Tour Company, Organizational structure of a tour company, case studies on SOTC and KOUNI.

Unit III

Hotel Enterprising: Concept and Meaning, Functions of a Hotel, Organisational structure of a Hotel, case studies on Taj Group and Hayatt.

Unit IV

Food Service Enterprises: Concept and Meaning, Functions of a Food Service Enterprise, Organisational structure of a Food Service Enterprise, case studies on KFC and Hatrick.

TUTORIAL: CREDITS: 2

MARKS: 30

- ✓ Visit of students to any tourism enterprise and interact with the concerned officials to know about the functions of the enterprise. After the completion of the trip the students will prepare a report of the trip and submit it to the concerned teacher.
- ✓ Conduct of Group Discussion, Seminars and Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS:

1. *Foster, D.L. The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.*
2. *Gee, Chuck and y. Makens, Professional Travel Agency Management, Prentice hall, New York.*
3. *Jovoateljovic, Stephen, J, Page, Tourism and Entrepreneurship, Routledge.*
4. *Marios, Sotiriadis, The Emerald handbook of entrepreneurship in tourism travel and hospitality, Emerald Publishing Limited.*
5. *Rao, Venkata, and Swami, Angenya, Tourism Entrepreneurship, Excel Books.*
6. *Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.*
