

ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle),
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



Craft Certificate in Travel & Tourism

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

GENERAL INSTRUCTIONS AND REGULATIONS

Certificate in Travel & Tourism is conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institutions **Bell Institute of Hotel Management and Catering Technology** at Sivakasi.

Applicable to all the candidates admitted from the academic year **2023** onwards...

1. Eligibility:

A pass in the Higher Secondary Examination (HSC) or an examination accepted as equivalent thereto by the Syndicate. Candidate for admission to **the Certificate Course in Travel & Tourism** shall be required to **have passed qualifying examination** with any specialisation.

2. Admission:

Admission is based on the marks in the qualifying examination.

3. Duration of the course:

The course shall extend over a period of Six Months under semester pattern.

Duration	:	6 Months
Mode	:	Full Time
No. of Semesters	:	1

4. Standard of Passing and Award of Division:

1. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in aggregate of Continuous Internal Assessment and external in each subject.
2. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
3. A candidate who secures 40% or more marks but less than 50% of the aggregate marks prescribed for three years taken together, shall be awarded **THIRD CLASS**.
4. A candidate who secures 50% or more marks but less than 60% of the aggregate marks prescribed for three years taken together, shall be awarded **SECOND CLASS**.
5. A candidate who secures 60% or more of the aggregate marks prescribed for three years taken together, shall be awarded **FIRST CLASS**.

5. Continuous Internal Assessment:

1. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
2. 25 marks allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
3. Two Internal Tests of 2 hours duration may be conducted during the semester for each course / subject and the best marks may be considered and one Model Examination will be conducted at the end of the semester prior to University examination. Students may be asked to submit at least five assignments in each subject. They should also participate in Seminars conducted for each subject and marks allocated accordingly.

4. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
5. The continuous internal assessment marks are to be submitted to the University at the end of every year.
6. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
7. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

6. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee

Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

7. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. University may send the representatives as the observer during examinations. University Examination will be held at the end of the each semester for **duration of 3 hours for each subject**. Certificate will be issued as per the AU regulations. **Hall ticket will be issued upon submission of the list of enrolled students along with the prescribed course fee will be issued.**

8. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

9. Miscellaneous

1. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
2. Each student is issued with an identity card by the University to identify his / her admission to the course
3. Students are provided library and internet facilities for development of their studies.
4. Students are to maintain the record of practical conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
5. Students who successful complete the course within the stipulated period will be awarded the Diploma by the University.

Craft Certificate in Travel and Tourism

(Under the faculty of management)

Semester	Course Code	Courses	Title	T/P	Credits	Int. Marks	Ext. Marks	Total Marks
I	40111	CC I	Tour Operations & Travel Agencies	T	3	25	75	100
	40112	CC II	Tourism Entrepreneurship	T	3	25	75	100
	40113	CC III	Air Transport in Tourism	T	3	25	75	100
		Grand Total			9	75	125	300

SEMESTER – I

Certificate in Travel and Tourism

2023 Onwards

COURSE CODE: 40111	TITLE OF THE PAPER	T/P	CREDITS
	TOUR OPERATORS AND TRAVEL AGENCIES	T	3

Objective1	On successful completion of this course, the students should have understood the tour operators, economics of tour operation and problems in tour operations.
UNIT 1	Tour Operators Meaning- Types – Role and services of tour operators- Concepts of package tourism and Free Independent Tourists (FIT) – Significance- Customised and Regularized packages.
UNIT 2	Economics of Tour Operation Choice of travel circuits – Up-linking – Procurement of services – Strategic alliance or own facilities utilization – Cost, benefit, return and risk aspects.
UNIT 3	Travel Agencies Meaning - Types – Role and services of travel agencies- Ticket booking services - Strategic alliance– Cost, benefit, return and risk aspects.
UNIT 4	World and Regional Bodies of Travel Agents Pacific Area Travel Association (PATA) - International Air Transportation Association – Travel Agents Association Of India (TAAI) – Structure, Composition and functions of these organisations.
UNIT 5	Problems of Tour operator and Travel Agency Services General Problems arising out of the nature of tourism industry like seasonality, tariff fluctuations, lack of coordination, Cancellations - Special Problems: Riots and local disturbances, Principal-Agent misunderstanding.
Outcome1	The student would be able understood tour operations, operators, travel agencies and their problems. Understood about Tour agents and travel agents

Reference Books:

1. Charles R. Goeldner, Brent Ritchie, J.R., Tourism: Principles, Practices, Philosophies
2. Philip Kotler, et.al., Marketing for Hospitality and Tourism, Ed.3.
3. Roy A. Cook, et.al., Tourism : The Business of Travel, Ed.2.

COURSE CODE:40112	TITLE OF THE PAPER	T/P	CREDITS
		TOURISM ENTREPRENEURSHIP	T

Objective1	On successful completion of this course, the students should have understood the tourism entrepreneurship opportunities in accommodation, transportation, shopping, and restaurant in all over the world.
UNIT 1	Entrepreneurship concepts and requisites Concept and types of entrepreneurship- Qualities of successful entrepreneurs- Requisites of entrepreneurship: Innovation, Creativity, Risk taking, etc.- Entrepreneurial opportunities in Tourism: An overview.
UNIT 2	Accommodation Entrepreneurial opportunities in Accommodation sector: Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance – Determinants of success of the venture- Case studies of selected Hotel Projects.
UNIT 3	Transportation Entrepreneurial opportunities in Transportation sector: Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance – Determinants of success of the venture- Case studies of selected Tourist cab services.
UNIT 4	Shopping and Restaurant Entrepreneurial opportunities in Shopping and Restaurant services sector: Nature, Scope, Risk and Return aspects of the opportunity- Extent of tourist spending on these aspects- Sources of finance – Determinants of success of the venture.
UNIT 5	Tourism Attraction and Development Entrepreneurial opportunities in tourism attraction development: Nature, Scope, Risk and Return aspects of the opportunity- Sources of finance – Determinants of success of the venture- Case studies of selected Theme parks, Resorts Hotels, Tour operators, etc.
Outcome1	The student would be able to understand the Entrepreneurship concepts and requisites. Understand the opportunities, attraction and development.

Reference Books:

1. Peter F Drucker, Innovation and Entrepreneurship
2. Charles R. Goeldner, Brent Ritchie, J.R., Tourism : Principles, Practices, Philosophies.
3. Philip Kotler , et.al., Marketing for Hospitality and Tourism, Ed.3
4. Peter Mason, Tourism Impacts, Planning and Management
5. Roy A. Cook, et.al., Tourism : The Business of Travel, Ed.2
6. Douglas Robert Brown, The Restaurant Managers Handbook: How to setup, Operate and Manage a Financially Successful Food Service Operation
7. Denney G. Rutherford , Hotel Management and Operations, Ed.3

COURSE CODE: 40113	TITLE OF THE PAPER	T/P	CREDITS
	AIR TRANSPORT IN TOURISM	T	3

Objective1	On successful completion of this course, the students should have understood Perception of Tourism Worldwide Hospitality and Tourism Industry using the Air Transportation sector.
UNIT 1	World Tourism World Tourism - Important Countries/ Capitals / Currencies / Exchange - World Tourism Attractions - Indian Tourism – Types
UNIT 2	Air Transportation Transportation Commercial Aviation-Air Taxi Operations-Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives.
UNIT 3	Facilities and Services Hotels and Star Ratings, Resorts , Boarding and Lodging houses - Rating Systems and Classifications - Hotel Products , Facilities, Services, Room types, Bedding Types, Meal Plans – Cancellations.
UNIT 4	Air Transportation Relationship Relationship of Air Transport in Tourism – Itinerary Preparation - IATA Approved Travel Agency Appointment and Control -Customer Service-Service Provider- Training and Development of Travel agent-GDS
UNIT 5	Activities Activities of People Travelling – Festival and Seasons – Destination Management Companies – Supplier Relationships – FIT & Group tour planning – Group travel – Mass Tourism –Medical Tourism.
Outcome1	The student would be able to know the - Relationship of Organization in Air Transportation, Indian Tourism, Basic requirements for Travel & Tourism Operations.

Text Book:

1. Tourism: Principles & Practices – Sampad Kumar Swain, Jitendra Mohan Mishra, Oxford University Press, 2011.

Reference Books:

1. Tourism Education: Principles, Theories & Practices –Shashi Prabha Sharma, Kanishka Publishers, 2006.
2. Aviation and Tourism: Implications for Leisure Travel - Anne Graham, Andreas Papatheodorou , Peter Forsyth, Routledge, 2016