

KURUKSHETRA UNIVERSITY
KURUKSHETRA

Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra

Scheme of Examination and Syllabus for
Undergraduate Programme
Multidisciplinary Scheme -A

SUBJECT : TOURISM AND TRAVEL MANAGEMENT
as per NEP 2020
(Under Multiple Entry-Exit, Internships and CBCS-LOCF in accordance to NEP-
2020)

w.e.f.
Session: 2024-2025

DETAILED SYLLABUS
SEMESTER
V

Session:2024-25			
PartA-Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	5		
NameoftheCourse	EVENT MANAGEMENT		
CourseCode	B23-TTM-501		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-5 MCC-9		
Level of the course(Asperxure-I	300-399		
Pre-requisite for the course (ifany)	NA		
CourseLearningOutcomes(CLO):	Aftercompletingthiscourse,thelearner willbeableto: ----- 1. Learn about the skills, knowledge and techniques to organize events. 2. Analyze the role of events in image building 3. Explain all the steps of planning and organizing an event 4. Demonstrate knowledge and ability to identify risk areas, evaluate safety measures		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	IntroductiontoEventManagement Event Management – Definition – Meaning and scope – Role of events in promotion of tourism-Typesofevents– Culturalfestival,religious,businessetc.Needofeventmanagement,Skills required to be a good Event Planner.		15

II	EventPlanning Process of Event Management – Planning and organizing events. Budgeting – Sponsorship –Subsidies– registration –Documentation Events Catering tips. Events decoration Entertainment planning and speaker selection. Various Protocols Events Time Management in Events.	15
III	IssuesinEventManagement Safety and Security Considerations: Occupational Safety, and Health, Major Risks, Incident Reporting, Crowd Management and Evacuation: the Crowd Management Plan	15
IV	Specialized events IndianWeddingsManagement:understandingIndiaanditsweddingsystem.PlanningandManagingIndianweddings. Theme Parties: meaning, Types, Variousconsiderations while organizing theme parties. Introductionto M.I.C.E(Meeting,Incentive,Conference andConvention,Exhibitions. BusinessMeetings:understandingtheconcept,variousmeetingsetups-organizing business meetings.	15
SuggestedEvaluationMethods		
InternalAssessment:30 ➤ Theory <ul style="list-style-type: none"> • ClassParticipation:5 • Seminar/presentation/assignment/quiz/classtestetc.:10 • Mid-TermExam:15 		EndTermExamination:70
PartC-LearningResources		
RecommendedBooks/e-resources/LMS: <ul style="list-style-type: none"> • A.K.Bhatia, ‘EventManagement’, SterlingPublishersPvt. Ltd.Delhi,2001 • Lynn V.andBrendaR.,EventManagement, PearsonPublication,NewDelhi • VanderWagen,L.,&Carlos,B.R.(2005).Eventmanagement:Fortourismcultural, BusinessandSportingEvents.UpperSaddleRiver,NJ:Pearson,PrenticeHall. • S.N Bagchi andAnita Sharma , Food and Beverage Service, Aman Publication. NewDelhi. • Lawson,F.RCongress,ConventionsandConference:facilitySupplyanddemandInternational Journal of tourismmanagement,September. 188, 1980. • DonaldGetz,EventManagement andEventTourism, 1999. 		

DETAILED SYLLABUS
SEMESTER
VI

Session:2024-25			
PartA-Introduction			
Subject	TOURISM AND TRAVEL MANAGEMENT		
Semester	6		
NameoftheCourse	AIRLINE TICKETING		
CourseCode	B23-TTM-601		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-6 MCC-11		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthe course(ifany)	NA		
CourseLearningOutcomes(CLO):	Aftercompletingthiscourse,the learner willbeableto: <ol style="list-style-type: none"> 1. Tofamiliarizewithairlinesgeography. 2. Tounderstandthevariousconceptsassociatedwithairlinesticketing. 3. Togetknowledgeofcalculatingfareofticketandpassenger handling. 4. Toknowabout CRSandGDS inairlines 		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	History of air transport in the world & India. International & Domestic airlines: Public & Private Airline of India and world. Major Air Carriers and Major Low-cost Airlines, Domestic Air Transport Business in India.	15
II	Understanding of various Government aviation policies, UDAN yojna etc. City and airport codes, airlines codes, currency codes etc. of India and World. Airline geography, IATA areas and sub areas, planning itinerary with special reference to Air Transport connectivity	15
III	Types of tickets; Components in International Air Tickets; Types of air journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Airline Business in the World, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents.	15
IV	Cargo and Baggage, Free baggage allowance, weight and piece system, Dangerous goods rules. Computerized reservations system (CRS) and comparative study of different CRS System. Global distribution system (GDS)	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		End Term Examination: 70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Sumeet Suseelan (2019). Airline, Airport & Tourism Management: Aviation Manual, Notion Press. • Jitendra Kumar Sharma (2009). Flight Reservation and Airline Ticketing, Kanishka Publishers. • L.K. Singh (2008). Foreign Exchange Management And Air Ticketing, Isha Books. Jagmohan Negi, Gaurav Manohar, (2005). Air Travel Ticketing and Fare Construction, Kanishka Publishers. • Madhav R. Dileep, Ajesh Kurien, (2021). Air Transport and Tourism: Interrelationship, Operations, and Strategies, Routledge. • Michael Sales (2016). Air Cargo Management: Air Freight and the Global Supply Chain, Taylor & Francis. • Emmy Arsonval Maniriho (2022). Aviation, Air Cargo, and Logistics Management: A Manual for Air Cargo Handlers and Shippers, Harpercollins 360 • James Nolan, James Peoples, (2022). The International Air Cargo Industry: A Modal Analysis, Emerald Publishing Limited. 		