

Kazi Nazrul University
BBA (T &H) Tourism & Hospitality Program

SEMESTER II

	COURSE TITLE	Course Type	(L-T-P)	CREDITS	MARKS
	Travel Agency Operations Management	C-3	5-1-0	6	100
	Accommodation Operation and Management	C-4	5-1-0	6	100
	Communication and skill Development	GE-2	5-1-0	6	100
	<i>English/ MIL</i>	AECC-2	2-0-0	2	50
			Total	20	350

Travel Agency Operations Management

Course Type C-3

Paper-201

Unit-1: Introduction to Travel Agency and Tour Operation Business

History, growth and present status of Travel Agency. Definition of Travel agency and Tourism Operator, Difference between travel agency and Tour operation Business. Organization Structure of travel agency and tour operator. Procedure to become a travel agency and Tour operator, Approval by Ministry of Tourism, IATA rules and regulations for approval of Travel Agency.

Unit-II: Functions of Travel agency and Tour Operator.

Travel information, Counseling, Itinerary Preparation, , Reservation, Ticketing, , Preparation and Marketing of Package tour, Sources of Income of Travel agency, Commission, Service charges.

Unit-III :Travel Formalities

Passport, Visa, Health Regulations, Customs, Currencies, Taxes, Travel Insurances, Baggage Handling and Airport information.

Unit- IV: Public and Private Sector in Travel Agency and Tour Operation Business

Intra Travel agencies and Tour Operators, Role of IATO, TAAI and Ministry of Tourism, Government of India for promoting Tourism business in India.

Unit-V: Major Tourism corporations, Travel agencies and Tour Operators in India.

Case study on Different Tourism corporations, Travel agencies/ Tour Operators of the India/ World. Case studies on ITDC, Cox and Kings, Thomas Cook, Make My Trip, SOTC, KOUNI.

Suggested Readings:

1. Brukart, A. J and Medlik, S., (1981), "*Tourism- Past, Present and Future*", London ELBS- Heinemann Professional Publishing
2. Gee C.Y, Makens J.C, and Choy, D.J.L., (1997) "*The Travel Industry*", Van Nostrand Reinhold. A Division of International Thomson Publishing Inc.
3. Goeldner, C.R., Ritchie, J.R.B and McIntosh, R.W. (2000) *Tourism: Principles, Practices and Philosophies*, New York, John wiley and Sons Inc.

4. Leiper, N.(1990) *Tourism Systems: An Interdisciplinary Perspective* , Palmerton North, New Zealand.
5. Mill, R.C and Morrison, A.M., (1992). “*The Tourism System-An Introductory Test*”, New Jersey, U.S.A, Prentice Hall Inc.
6. Roday, S., Biswal, A, and Joshi, V. (2009) *Tourism Operation and Management*, Oxford University Press, New Delhi.
7. Swarbrooke, J & Horner, S. (2001) “*Business Travel and Tourism*”, Butterworth and Heinemann

Subject: Accommodation Operations & Management

Course Type: C-3 Paper-202

Unit-1

Introduction to Housekeeping department-organizational hierarchy-layout of Housekeeping department- Housekeeping personnel-job descriptions-inter-departmental Co-ordination qualities of Housekeeping staff-recruitment, selection and planning.

Unit-2

Functions of Housekeeping department- Staff scheduling & Briefing knowledge of rooms-Rules on a guest floor-Maids cart-Room cleaning, Bathroom cleaning-Bed making procedure-Room maintenance procedure-Desk control Security-Types and control of key-Budgeting of Housekeeping department-Lost and found procedure.

Unit-3

Management of Linen and Uniforms-Linen Room-Storage of linen-floor linen room- par stocks and inventory control-stocking, efficiency and quality control of linen.

Unit-4

Cleaning-public area-cleaning methods-cleaning agents-cleaning equipments and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal, contract cleaning.

Unit-5

Health and safety Management- health and Safety-Prevention of fire and First aid. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts. Interior decoration- Lighting, Heating, Ventilation and Flowers.

Reference Books

- Interior and Book of Hotels by Emery,William
- Introduction to the Hospitality Industry by Powers, Tom
- Marketing & Planning Hotels & Tourism Projects by Doswell, Roger
- Planning and Operating Motels and Motor Hotels by Podd, George O
- Science of Housekeeping by Tucker, Gina
- Small Hotel of Your Own by Turner, E
- Accommodation Operations by Dix, Colin
- Cleaning & Sanitation by Todd, Donald. D
- Hotel Housekeeping Training Manual by Andrews, Sudhir
- Hotel, Hostel & Hospital Housekeeping by Branson, Joan C
- Housekeeping Management by Kappa, Margaret M
- Housekeeping Service in Hotels by Hayter, Roy
- Professional Housekeeper Standard Reference to Housekeeping Management in School, Colleges etc by Trucker, Georgina
- Professional Management of Housekeeping Operations by Jones, Thomas J. A
- Professional Management of Housekeeping Operations by Martin, Robert J
- Textbook of Hotel Housekeeping Management & Operations Andrews, Sudhir

Business English Communication

Course Type: GE-2 Paper-203

Unit-1

Introduction to communication, communication process, feedback, Business communication-need and importance, preparation of business plan, Essentials of Business conversation.

Unit-2

Writing of letters, types of business letters, formats of business letters, components of business letters, writing of memos, report writing, types of business organizations and their structures.

Unit-3

English Conversations, need and importance of English conversations in tourism and hospitality organizations, telephonic conversations. Oral and written communication.

Unit-4

Concept, need and importance of language lab. Presentation style, Personal grooming, preparation of power point presentation and its presentation styles. Interpersonal communication in Hospitality and tourism industry

Unit-5

Group discussion, preparation for interviews, postures, Body language, eye contacts, manners, Etiquettes and behavioural pattern for tourism and hospitality professionals.

Suggested Readings:

1. Meenakhi Raman and Prakash Singh Business Communication Oxford University Press
2. McGrarh, E.H. Basic Managerial Skill for All, PHI, New Delhi.
3. Lesikar, R. and Petiti, J. Business Communication, All India Traveller Book Seller, New Delhi
4. Monnipally M.M. Business Communication Strategy, TMH, New Delhi.