

**FACULTY OF ECONOMICS & BUSINESS**

**SYLLABUS**

**FOR**

**PG DIPLOMA IN AIR TRAVEL SERVICES**

**(SEMESTER: I-II)**

**Session: 2019-20**



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**GURU NANAK DEV UNIVERSITY**

**AMRITSAR**

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**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER SYSTEM)**

**COURSE SCHEME**

**SEMESTER –I:**

<b>Subject Code</b>	<b>Subject</b>	<b>Marks</b>	<b>Number of Periods in a Week</b>
PGATS101	Introduction to Air Transport	50	6
PGATS102	Aviation Management & Tourism	50	6
PGATS103	Soft Skills & Personality Enhancement	50	6
PGATS104	Fundamentals of Computer	50	6
PGATS105	Management Concept and Organizational Behaviour	50	6
PGATS106	Viva-voce	50	3
	<b>Total:</b>	<b>300</b>	<b>33</b>

**SEMESTER –II:**

<b>Subject Code</b>	<b>Subject</b>	<b>Marks</b>	<b>Number of Periods in a Week</b>
PGATS201	Tourism Marketing	50	6
PGATS202	Economics of Tourism	50	6
PGATS203	Personnel Management and Labour Welfare	50	6
PGATS204	Air Travel Marketing Promotion	50	6
PGATS205	Information Technology in Tourism	50	6
PGATS206	Project Report (Report will be based on The Practical Training in the Air Travel Services.)	50	3
	<b>Total:</b>	<b>300</b>	<b>33</b>

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-I)****PGATS-101****INTRODUCTION TO AIR TRANSPORT****Time Allowed: 3 Hours****Maximum Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Over View of Air Transport:** Means and Modes of Transport, Definition & Scope. The Air Transportation Industry, Role of Transport in the economic development of country. Air Transport. Advantages & Limitations of Air Transport. General Aviation, Ground and Airport Operations Terminology.

**SECTION-B**

**Theory of Flight** and How Aircraft Fly. Take Offs and Landings.

**Introduction to World Geography.** Economic and physical geography. IATA and geography. Planning it itineraries by Air, Time differences.

**SECTION-C**

**Air Travel Formalities and Facilities:** The passport visas. Health Certificates. Taxes, customs and currency, Travel Insurance. General preventive measures. Consequence of negligence.

Types of Aircraft. In-flight services. Airport facilities, Facilities provided to special passengers.

Baggage: Definition and rule. Free baggage allowance, Excess baggage. Dangerous goods.

**SECTION-D**

**Air Transportation: Regulators and Associations:** International Civil Aviation Organization (ICAO), International Air Transport Association (IATA), World Trade Organization, World Tourism Organization, Federal Aviation Administration (FAA), Civil Aviation Authority (CAA), Director General of Civil Aviation(DGCA), Customs and Immigration for Air Travel.

**Recommended Readings:**

1. Trends in Indian Transport Systems by D. Panduranga Rao, Inter-India Publications
2. Air Transportation: A Management Perspective by V. Wensveen, Ashgate Publishing, Ltd.
3. Fundamentals of Air Transport Management by P.S. Senguttuvan, Excel Books.
4. Introduction to Air Transport Economics by Bijan Vasigh, Thomas Tacker, and Ken Fleming, Ashgate Publications.

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-I)**

**PGATS-102**

**AVIATION MANAGEMENT & TOURISM**

**Time Allowed: 3 Hours**

**Maximum Marks: 50**

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**History of Aviation:** Introduction & Definition.

**Jobs in Aviation:** Potential and Trends.

**Aircraft:** Types, Features, Functions and Operations, Terminology, Abbreviations.

**Air Travel in India:** Recent trends, types, scope and development.

**SECTION-B**

**History and Growth of Air lines in India:** Domestic and International. **Important Air Routes:** Within India and Abroad.

**Major Airports** in India.

**SECTION-C**

**Air Line Regulations:** Domestic and International Airline Industry.

**Terminology** of Airline Industry.

**Geography:** Factors for the development of Air ways and its advantages.

**Time Zone:** Calculation of International Time Difference.

**SECTION-D**

**Tourism:** Introduction, Types and Impact.

Statutory Laws for Travel Agencies with special reference to India.

**Tour Operations:** Laws and Regulations.

**Consumer Protection Act, 1986.**

**Recommended Readings:**

1. Basham AJL, The Wonder that was India, Rupa & Company, Delhi 1978.
2. Kaul, R.H. Dynamics of Tourism: A Terminology, Sterling Publishers (P)Ltd., Delhi, 1999.
3. Bhatia, A.K., Tourism Development-Principles & Policies, Sterling Publishers (P)Ltd., 1991, New Delhi, 2000.
4. Tikha, Bali & Sekhon, Geography of Resources, 1998.
5. Reports of World Tourism Organization.
6. Khullar, D.R., Geography of India, Kalyani Publishers, 2002.

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-I)****PGATS-103****SOFT SKILLS & PERSONALITY ENHANCEMENT****Time Allowed: 3 Hours****Maximum Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Communication Skills:** Definition, Significance, Scope, Role in Confidence Building. Terminology for Effective Communication and Barriers to be overcome.

**SECTION-B**

**Telecommunication Skills:** Communication over Telephone for reminder/ follow up of Events, Handling of EPBX.  
Listening, Comprehension, Effective Public Speaking and Proficiency in English, Hindi/ Regional Language.

**SECTION-C**

**Personality:** Definition, Types, Characteristics, Motivational Theories.  
**Body Language:** Silent Communication, Facial Expression, Eye Contact, Posture, Dress, Attitude.

**SECTION-D**

**Time Management:** Definition, Importance and Techniques.  
**Preparing for Interviews and General Discussions:** Writing Resume and Facing Interview.  
**Practicals:**  
**Testing Telecommunication Skills**  
**Communication Skills:** Modulation of Voice, Speech Control, Sentence Formation, Facing Mock Interviews.

PGATS-104

FUNDAMENTALS OF COMPUTER

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Fundamentals of Computer:** Introduction of Computers, Application of Computers, Components, Input-Output Devices (Keyboards, Mouse, Track Ball, Light Pens, Cards, Printers, Plotters, Scanners etc.) Secondary Storage Devices (Floppy Disk, Magnetic Disk, Winchester Disk, Optical Disk), Types of Software, Translators, Compiler, Interpreter, Assembler, Introduction to Data Communication and Network.

**SECTION-B**

**Introduction to Windows 2000 and XP:** Parts of Windows Screen, Start Menu, Taskbar, Settings, Application & Document Window, Anatomy of a Window, Window Explorer, About Desktop Icons, Folder, Shortcut Creation, Setting of Screen Saver, Colour Settings, Wallpapers, Changing Window Appearance.

**SECTION-C**

**Files:** Operations on files, Multi-tape Sorting algorithms, Important Characteristics of Sequential Files, Index Sequential Files, Directed Files and Multi-key Files, File Performance Criteria and Terms.

**SECTION-D****PERT/ CPM**

Project Planning, Scheduling and Control, Activity Cost and Project Scheduling.

**Practicals:****Computer Applications for Air Services**

Air Ticketing

Foreign Exchange, Conversion

Charts Fare Construction and Tour

Planning Reservations

**Recommended Reading:**

1.Sinha, P.K., Computer Fundamentals, 2002.

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-I)****PGATS-105      MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR****Time Allowed: 3 Hours****Maximum Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**CONCEPTS OF MANAGEMENT:** Definition, Meaning, Nature and Scope of Management, Evolution of Management Thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to Management, Corporate Social Responsibility, Concept of TQM, Systems Theory, Quality Circles, Kaizen.

**SECTION-B**

**PROCESS OF MANAGEMENT:** Functions of Management. Planning-Nature, Scope, steps and hierarchy of plans; Organizing–Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Power, Accountability. Management by Objective (MBO), Responsibility, Organization Culture and Effectiveness, Controlling: Types of Control, Controlling for Organizational Effectiveness.

**SECTION-C**

**MOTIVATION & LEADERSHIP:** Theories of motivation, Maslow's Need Hierarchy, Herzberg's two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory. **Leadership:** Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton's managerial Grid, P Hersey and Kenneth Blanchard's Situational Leadership.

**SECTION-D**

**ORGANIZATIONAL BEHAVIOUR:** Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction.

**Recommended Books:**

1. Essentials of Management-Harold Koontz and Heinz Weihrich (KW)
2. Management-Stoner, Freeman and Gilbert (SFG)
3. Management Concepts and Practices-Tim Hannagan (TH)
4. Principles & Practice of Management-L.M. Prasad (LMP)
5. Organizational Behaviour-Fred Luthans
6. Organizational Behaviour-Stephen P. Robbins
7. Organizational Behaviour-L.M. Prasad

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-I)**

**PGATS-106**

**VIVA-VOCE**

**Time Allowed: 3 Hours**

**Maximum Marks: 50**



PGATS-201

TOURISM MARKETING

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Understanding Marketing and Marketing Process:** Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing

**SECTION-B**

**Market Targeting:** Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market Activities of Tourism Market. Marketing Mix for Travel and Tourism.

**SECTION-C**

**Managing the Product/Service,** Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

**Pricing Tourism Products:** Pricing Considerations and Approaches, Pricing Strategies and Methods, Marketing of Small Tourism Business.

**SECTION-D**

**Distribution Channel in Travel and Tourism,** Cooperation and conflict Management, **Promotion Decision**–Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

**Recommended Readings:**

1. Marketing for Hospitality and Tourism-Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing: Les Lumsdon
3. Marketing for Tourism-J. Christopher Holloway & Chris Robinson
4. Marketing Management-V.S. Ramaswamy, S. Namakuman
5. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
6. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
7. Fundamentals of Marketing, Stanton, Willam J., Mc Graw Hill.
8. Marketing Management, Bhattacharya K. Sisir., National Publishing House.
9. Marketing Management Strategy and Cases, Dalrymple, J.D. and Parson, J.L., John Wiley and Sons.
10. Marketing in Travel and Tourism-Victor T.C. Middleton.
11. Tourism Marketing & Management Handbook- Stephen F. Wilt and Luiz Mountinho

PGATS-202

ECONOMICS OF TOURISM

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Economics:** Nature and Scope, Application of Economics in Tourism and Hospitality; Theory of the Firm and Business Objectives - Economic, Behavioral and Managerial theories. Entrepreneurship Characteristics in Tourism and Hospitality.

**SECTION-B**

**Law of Demand:** Determinants of Demand; Elasticity of Demand; Nature of Tourism Demand Analysis and its Forecasting;

**Law of Supply:** Determinants of Tourism and Hospitality Supply; Elasticity of Supply Analysis and Forecasting.

**SECTION-C**

**Consumer Behaviour:** Cardinal and Ordinal Approaches; Consumer's Equilibrium; The Revealed Preference.

**Input-Output Decisions:** Production Function; Short-Run Analysis; Long-Run Function; Short- Run and Long-Run Cost Functions. Empirical Estimation of Production and Costs.

**SECTION-D**

**Price-Output Decisions:** Tourism and Hospitality Market Structures; Price Determination under Different Market Conditions; Pricing Practices and Strategies.

**Profit Measurement and Profit Policy:** Determinants of Investment Decision in Tourism and Hospitality

**Recommended Readings:**

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for Decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
5. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.

6. Petterson: Managerial Economics, 3<sup>rd</sup>Ed., Prentice Hall of India, Delhi.
7. Adhikary M., Managerial Economics, Khosla Pub.
8. Salvatore, Domnick, Managerial Economicsina Global Economy, Irwin McGraw Hill.
9. Tribe, J.2001, The Economics of Leisure and Tourism, New Delhi, Butterworth –Heineman.
10. Cullen, P.1997, Economics for Hospitality Management, London, International Thomson Business Press.
11. Sinclair,M.T.andStabler,M.,1997,TheEconomicsofTourism,London,Routledge.

## PGATS-203 PERSONNEL MANAGEMENT AND LABOUR WELFARE

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Personnel Management:** The background, functions, organization structure and its relation with Other departments.

**Manpower Planning:** Introduction, Recruitment, Selection Training and development and Appraisal.

**SECTION-B**

**Job Description, Specification and Evaluation.** Basis of Remuneration and Incentive System, Fatigue, accidents, absenteeism and labour turnover, timekeeping manuals of personnel work. Records for Personnel Management Work study for staffing in Industry and office.

**SECTION-C**

**Labour Welfare:** Meaning, welfare plans, welfare provisions in the Factories, Mine Plantation, Labour Acts.

**SECTION-D**

**Role of State in Labour Welfare:** Role of Employee and Employers Organisation, trade Unions role, Role of the Labour Welfare office, Appraisal of the Indian Situations.

**Recommended Readings:**

1. Dessler, Gary, "*Human Resource Management*", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "*Human Resource Management*", New Delhi, Pearson.
3. Aswathappa, K., "*Human Resource Management*", *Text and Cases*. New Delhi, Tata McGraw-Hill.
4. Snell, Scott and Bohlander, George, "*Human Resource Management*," New Delhi, Cengage Learning.
5. Mamoria and Rao, "*Personnel Management*", New Delhi, Himalaya Publishing House.
6. Mamoria, Mamoria and Gankar. "*Dynamics of Industrial Relations*", Himalaya Publishing House, New Delhi, 2007.
7. Monappa Arun, "*Industrial Relations*", Tata Mc Graw Hill Edition, New Delhi, 2007

PGATS-204

AIR TRAVEL MARKETING PROMOTION

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Definition & Principles of Marketing:** Philosophy & Process of Air Travel Marketing.

**Concept of Consumer:** Types of Customers, Consumer Behaviour and Consumer Psychology.

**SECTION-B**

**Conflict Management:** Stress Management, Handling Problem/Tough Customers, Listening Sympathetically, Owning Responsibility, Controlling Emotion set.

**Promotional Techniques:** Preparing the Brochures, Ticketing, Reservation and Administration of Tour Packaging, Advertising.

**SECTION-C**

**Customer Care:** Embarkation & Disembarkation Procedures, Baggage Handling & Leisure Products.

**Hospitality in Customer Care:** Front Office Hospitality, Duties & Responsibilities of the Staff.

**SECTION-D**

**Foreign Exchange Rules**

**Emergency Services:** Safety, Security checks, First aid.

**Practicals:**

Related to Air travel & Marketing Promotion

Visits to Airlines, Hotels, Travel Agencies, Advertising

Agencies. Safety, Security Checks & First Aid

Hospitality

**Recommended Reading:**

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; Marketing Management:SouthAsianPerspective.13thEdition.PearsonEducation,NewDelhi,2009.

PGATS-205

INFORMATION TECHNOLOGY IN TOURISM

Time Allowed: 3 Hours

Maximum Marks: 50

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

**Introduction to Information Technology:** Technological Aspects of IT: Hardware and Peripherals, Basics of Computer Architecture, Software and Programming Languages, Networking and Communication.

The concept of enterprise wide IT systems and the strategic value of intranets and extra nets. The use of internet working as a strategic tool.

**SECTION-B**

**Internet and its Security Issues and Firewalls.**

**Information:** Concepts Data and Information Processing, Data base concepts, database architecture, data modelling, data dictionaries, data base administration and data security, Distributed data bases introduction to data mining and Data ware houses.

**SECTION-C**

**MIS:** Organizational Theory and systems approach to MIS, Conceptual Design phase of MIS, Detail design of MIS, Implementation phase, Quality Assurance and Control, Management Knowledge system.

**Business Process and Activities:** Business Process Re-engineering, E-commerce, E-Banking,

**SECTION-D**

**Introduction to Enterprise Resource Planning:** Evaluation of ERP Project implementation, Scope and impact of ERP.

**Information Security:** Computer Crimes and Safe guarding, Social, ethical and legal Aspects of IT.

**Recommended Readings:**

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers.
2. Elmansic / Navathe, Fundamentals of Database Systems.
3. Information Technology for Tourism, GaryInk Pen.
4. Computers to day by S.K Basandra.

**PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-II)**

**PGATS-206**

**PROJECT REPORT**

**Time Allowed: 3 Hours**

**Maximum Marks: 50**

(Report will be based on the Practical Training in the Air Travel Services.)