FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

PG DIPLOMA IN AIR TRAVEL SERVICES

(SEMESTER: I–II)

Session: 2019-20

GURU NANAK DEV UNIVERSITY

AMRITSAR

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# PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER SYSTEM)

## COURSE SCHEME

### SEMESTER –I:

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject</th>
<th>Marks</th>
<th>Number of Periods in a Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGATS101</td>
<td>Introduction to Air Transport</td>
<td>50</td>
<td>6</td>
</tr>
<tr>
<td>PGATS102</td>
<td>Aviation Management &amp; Tourism</td>
<td>50</td>
<td>6</td>
</tr>
<tr>
<td>PGATS103</td>
<td>Soft Skills &amp; Personality Enhancement</td>
<td>50</td>
<td>6</td>
</tr>
<tr>
<td>PGATS104</td>
<td>Fundamentals of Computer</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGATS105</td>
<td>Management Concept and Organizational Behaviour</td>
<td>50</td>
<td>6</td>
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<tr>
<td>PGATS106</td>
<td>Viva-voce</td>
<td>50</td>
<td>3</td>
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<td><strong>Total:</strong></td>
<td></td>
<td><strong>300</strong></td>
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### SEMESTER –II:

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

Introduction to World Geography. Economic and physical geography. IATA and geography.
Planning 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.

SECTION-D

Air Transportation: Regulators and Associations: International Civil Aviation Organization
(ICOA), 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
4. Introduction to Air Transport Economics by Bijan Vasigh, Thomas Tacker, and
   Ken Fleming, Ashgate Publications.
Time Allowed: 3 Hours

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.
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.

Recommended Readings:
1. Basham AJL, The Wonder that was India, Rupa & Company, Delhi 1978.
   New Delhi, 2000.
5. Reports of World Tourism Organization.
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.

SECTION-D

Time Management: Definition, Importance and Techniques.
Preparing for Interviews and General Discussions: Writing Resume and Facing Interview.
Practicals:
Testing Telecommunication Skills
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


SECTION-B


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:
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


SECTION-B


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


Recommended Books:
1. Essentials of Management-Harold Koontz and Heinz Weihrich (KW)
2. Management-Stoner, Freeman and Gilbert (SFG)
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
PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-II)

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

SECTION-B

SECTION-C
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.
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

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

Recommended Readings:
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


SECTION-C


SECTION-D


Recommended Readings:

PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-II)

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

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
Practicals:
Related to Air travel & Marketing Promotion
Visits to Airlines, Hotels, Travel Agencies, Advertising Agencies. Safety, Security Checks & First Aid Hospitality

Recommended Reading:

PG DIPLOMA IN AIR TRAVEL SERVICES (SEMESTER-II)

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


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:

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.)