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BAV 121

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Management and its Applications

Writer : Mrs. Parul Chaubey

Unit 1 : Introduction to Management & its Functions	1
Unit 2 : Nature of Management	9
Unit 3 : Management And Administration	17
Unit 4 : Theories of Management	27
Unit 5 : Planning	38
Unit 6 : Organizing	50
Unit 7 : Staffing	72
Unit 8 : Directing	81
Unit 9 : Co-ordination	87
Unit 10 : Controlling	94



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BAV 123

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Basics of Tourism

Writer : Mr. Ashish Tirkey

Unit 1 : Leisure, Recreation and Tourism	1
Unit 2 : Types Of Tourists	17
Unit 3 : Classification of Tourism	34
Unit 4 : Motivation for Travel	52
Unit 5 : Tourism World and Tourist Flow	69
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Unit 8 : Components of Tourism	118
Unit 9 : Eco Tourism	135
Unit 10 : Medical and Health Tourism	155



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**Aviation, Hospitality and Travel &
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Business Communication

Writer : Mrs. Parul Chaubey

Unit 1 : Introduction to Communication	1
Unit 2 : Communication Principles, Theories and Models	9
Unit 3 : Process of Communication	26
Unit 4 : Forms of Communication	36
Unit 5 : Verbal Skills	48
Unit 6 : Business Correspondence	62
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**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Tourism Product and Services

Writer : Mr. Ashish Tirkey

Unit 1 : Tourism Destination Management	1
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Unit 3 : Tourism and Travelling in India	35
Unit 4 : Coastal Tourism, Beaches and Hill Stations in India	52
Unit 5 : Indian Wildlife	69
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BAV 125

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Geography of Tourism

Writer : Mr. Ashish Tirkey

Unit 1 : Delhi	1
Unit 2 : Mumbai	16
Unit 3 : Chennai	40
Unit 4 : Hyderabad	58
Unit 5 : Ahmedabad	72
Unit 6 : Chandigarh	88
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BAV 221

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Introduction to Business Management

Writer : Mrs. Parul Chaubey

Unit 1 : Business and its Environment	1
Unit 2 : Corporate Social Responsibility	8
Unit 3 : Business Ethics	19
Unit 4 : Privatization and Globalization	31
Unit 5 : Organisation Management	39
Unit 6 : Authority, Power and Politics	50
Unit 7 : Conflict Management	64
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**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Human Resource Management

Writer : Mrs. Parul Chaubey

Unit 1 : Human Resource Management	1
Unit 2 : Job Analysis	10
Unit 3 : Job Evaluation	17
Unit 4 : Human Resource Planning	22
Unit 5 : Recruitment, Selection and Placement	30
Unit 6 : Training and Development	37
Unit 7 : Performance Appraisal	49
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Unit 9 : Health, Safety and Employee Relation	67
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BAV 224

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Travel Agencies and Tour Operations

Writer : Prof. Ashish Tirkey

Unit 1 : Travel Trade	1
Unit 2 : Operations of Travel Agents	16
Unit 3 : Transport Network	28
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Unit 5 : Linkage in Travel Trade and Changing Scenario	65
Unit 6 : Tour Formulation and Diversification of Tour Operations	79
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BAV 224

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Dimensions of International Tourism

Writer : Prof. Ashish Tirkey

Unit 1 : Impacts of Tourism on a Destination	1
Unit 2 : Need of Sustainable Tourism	18
Unit 3 : Advantages of Sustainable Tourism	31
Unit 4 : Community Based Tourism	40
Unit 5 : Green Tourism	49
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BAV 223

**Aviation, Hospitality and Travel &
Tourism Management (P89/P90)**

Travel and Tourism Management

Writer : Prof.Ashish Tirkey,Nagpur

Unit 1 : Tourism Planning	1
Unit 2 : Automation in Tourism	14
Unit 3 : Important Tourist Services	33
Unit 4 : Types of Tourism and its varieties	59
Unit 5 : Tourism Organization	75
Unit 6 : Rural Tourism	88
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BAV 315

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Front Office Operations & Hotel Accounting

Writer : Ashish Tirkey

Unit 1 : Introduction to Front Office	1
Unit 2 : Front Office Department	11
Unit 3 : Reservation	22
Unit 4 : Registration	33
Unit 5 : Front Office Communication	41
Unit 6 : Guest Cycle	51
Unit 7 : Guest Accounting	60
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BAV 311

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Customer Care and Interpersonal Skills

Writer : Prof. Sunaina Shrivastava

Unit 1 : A Customer	1
Unit 2 : Customer Retention	13
Unit 3 : Customer Orientation	26
Unit 4 : Types of Customers	38
Unit 5 : Interpersonal Skills	56
Unit 6 : Body Language and its Importance	69
Unit 7 : Customer Service Skills	83
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BAV 312

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Sales, Marketing & Personal Relations in Service Industry

Writer : Prof. Parul Chaubey

Unit 1 : Introduction to Marketing & Marketing Management	1
Unit 2 : Marketing Planning and Control	14
Unit 3 : Marketing Mix	24
Unit 4 : Customer Behaviour & Market Information System	35
Unit 5 : Sales Management	59
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BAV 313

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Hospitality Industry

Writer : Sunaina Shrivastava

Unit 1 : Introduction to Hospitality Industry	1
Unit 2 : Organizational Structure and Departments of Hotel	8
Unit 3 : Rating of Hotels	17
Unit 4 : Classification of hotels	27
Unit 5 : Distribution Channel	36
Unit 6 : Career in Hotel Industry	42
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BAV 314

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Hotel Housekeeping

Writer : Sunaina Shrivastava

Unit 1 : Hotel Housekeeping	1
Unit 2 : Departments and Duties of Hotel Housekeeping	14
Unit 3 : Housekeeping Cleaning Agents and Equipments	23
Unit 4 : Cleaning Guest Room	34
Unit 5 : Hotel Bed Making	42
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BAV 413

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Resort Management

Writer : Prof. Ashish Tirkey

Unit 1 : Resort Defination and Classification	1
Unit 2 : Types of Resorts	10
Unit 3 : Resort Tourism	21
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BAV 412

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Fares and Reservations in Airline

Writer : Prof. Sunaina Shrivastava

Unit 1 : Ticketing	1
Unit 2 : Automation in Airlines and Travel Business	9
Unit 3 : Itinerary Planning and Pricing of Air Ticket	17
Unit 4 : Terms used in Airline	28
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BAV 411

**Aviation, Hospitality and Travel &
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Entrepreneurship Development

Writer : Prof. Parul Chaubey

Unit 1 : Concept of Entrepreneurship	1
Unit 2 : Innovation & Entrepreneurship	7
Unit 3 : Entrepreneur	14
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BAV 415

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Customer Relationship Management

Writer : Prof. Sunaina Shrivastava

Unit 1 : Customer Relationship Management (CRM) Meaning, Need and Steps in CRM	1
Unit 2 : Customer Relationship Management in Developing Tourism	10
Unit 3 : Customer Acquisition and Retention	18
Unit 4 : Measurement of Customer Satisfaction	26
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BAV 414

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Food and Beverage Operations

Writer : Prof. Ashish Tirkey

Unit 1 : Introduction to Food	1
Unit 2 : Restaurant and its Classification	7
Unit 3 : Equipment's Used in Restaurant	17
Unit 4 : Preparation for Service	35
Unit 5 : Service Techniques	43
Unit 6 : Waiter	53
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EVS 204

Environmental Studies

Environmental Studies

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BAV 513

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Aviation Technology

Writer : Sunaina Shrivastava

Unit 1 : Understanding the Airport	1
Unit 2 : Airport Definition, Function, Customers and Partners	7
Unit 3 : Need of Standardization at Airport	16
Unit 4 : Airline operations at Airport Terminal	23
Unit 5 : Landside of Airport	35
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BAV 511

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Research Methodology and Management Decision

Writer : Prof. Parul Chaubey

Unit 1 : Introduction to Research Methodology	1
Unit 2 : Types of Business Research and the Research Process	12
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Unit 4 : Research Design	42
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BAV 512

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Personality Development

Writer : Sunaina Shrivastava

Unit 1 : Positive Thinking	1
Unit 2 : Motivation	14
Unit 3 : Self Esteem	21
Unit 4 : Developing Effective Communication Skills	33
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BAV 514

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Airline Management

Writer : Sunaina Shrivastava

Unit 1 : Basics of Aviation	1
Unit 2 : Airline Schedule Generation	13
Unit 3 : Airport Safety Concept	22
Unit 4 : Airside Driving and Foreign Object Debris (FOD) Prevention	31
Unit 5 : Airside Precautionary Measure at Diverse Situations	39
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BAV 515

**Aviation, Hospitality and Travel &
Tourism Management (P90)**

Conference and Event Management

Writer : Prof. Ashish Tirkey

Unit 1 : Introduction to Event Management	1
Unit 2 : The Dynamics of Event Management	11
Unit 3 : Event Marketing	29
Unit 4 : Event Proposal and Logistics in Event Management	40
Unit 5 : Financing in Event Management	53
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