



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed to be University under section 3 of UGC Act 1956)  
ACCREDITED WITH 'A' GRADE BY NAAC

03/09/2019

Chennai

From  
Shree Balaji K,  
Assistant Professor,  
Department of Management Studies,  
Bharath Institute of Higher Education and Research,  
Chennai

To  
Head of the Department  
Department of Management Studies  
Bharath Institute of Higher Education and Research,  
Chennai


**Sub: Permission to conduct value- added course: Courses on Travel & Tourism  
Management - reg.,**

Respected Sir,

With reference to subject mentioned above, I would like to conduct the valued added course titled: **Courses on Travel & Tourism Management** on 03/10/2019. I am requesting your good office to kindly accept my proposal and grant me permission to commence the program.

Warm Regards,

  
Mr. Shree Balaji K

  
Head of the Department



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04/09/2019  
Chennai

From  
Dr S Praveen Kumar,  
Professor & Head,  
Department of Management Studies,  
Bharath Institute of Higher Education and Research,  
Chennai

To  
The Dean Engineering  
Bharath Institute of Higher Education and Research,  
Chennai

**Sub: Permission to conduct value- added course: Courses on Travel & Tourism Management- reg.,**

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Courses on Travel & Tourism Management** on 03/10/2019. We kindly solicit your kind permission to commence the program.

Warm Regards,

  
Dr S Praveen Kumar



DEAN- Engineering

**DEAN (Engineering)**  
Bharath Institute of Science & Technology  
BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH  
(Declared as Deemed to be University, U/S 3 of UGC Act. 1956)  
Selaiyur, Chennai-600 073.



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## School of Management Studies & Commerce

### Circular

04/09/2019

**Sub: Organising Value-added Course: Courses on Travel & Tourism Management - reg.,**

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, Bharath Institute of Higher Education & Research is organising "Value added course: Courses on Travel & Tourism Management". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 30<sup>th</sup> September 2019; application received after the mentioned date shall not be entertained under any circumstances.

  
Head of the Department

Encl: A copy of Syllabus & Registration form

**Bharath Institute of Higher Education & Research**

**School of Management studies and Commerce**

**Value Added Course: Courses on Travel & Tourism Management Course Duration:30**

S.No	Date	Topic	Time	Hour
1	03-10-2019	Defining Tourist & Tourism viz: inbound, outbound	4.00-5.00 Pm	1
2	04-10-2019	domestic, maintenance of tourism products	4.00-5.00 Pm	1
3	05-10-2019	Alternative tourism, Mass tourism	4.00-5.00 Pm	1
4	07-10-2019	Special Interest Tourism, Introduction, meaning and definition, types of itineraries	4.00-6.00 Pm	2
5	08-10-2019	how to develop an effective itinerary	4.00-5.00 Pm	1
6	09-10-2019	functions of tour managers and planning tools for an itinerary	4.00-5.00 Pm	1
7	10-10-2019	Concept, Origin and development of Tour Packaging	4.00-5.00 Pm	1
8	11-10-2019	Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation	4.00-6.00 Pm	2
9	12-10-2019	Tour Designing Process, Significance of Package Tour	4.00-5.00 Pm	1
10	14-10-2019	Tour Brochure, Marketing Concept	4.00-5.00 Pm	1
11	15-10-2019	unique features of Travel Marketing, Significance of Travel Agency Marketing	4.00-5.00 Pm	1
12	16-10-2019	Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours	4.00-6.00 Pm	2
13	17-10-2019	Need and Significance of Travel Trade Association	4.00-5.00 Pm	1
14	18-10-2019	Role and Contribution of ASTA	4.00-5.00 Pm	1
15	19-10-2019	PATA, TAAI	4.00-5.00 Pm	1
16	21-10-2019	Introduction of HRD meaning, Concept and Significance, HRD systems	4.00-6.00 Pm	2
17	22-10-2019	models and Practices in Travel Industry	4.00-5.00 Pm	1
18	23-10-2019	Tourism Manpower Strategies	4.00-5.00 Pm	1
19	24-10-2019		4.00-5.00 Pm	1
20	25-10-2019	HRD problems and issues in Travel Industry	4.00-6.00 Pm	2
21	26-10-2019	Meetings, Incentives	4.00-5.00 Pm	1
22	28-10-2019	Conferences and Exhibitions – Definition	4.00-5.00 Pm	1
23	29-10-2019	Visa – Requirements – Types of visas	4.00-5.00 Pm	1
24	30-10-2019	Currency regulations – Custom formalities Different types of taxes.	4.00-6.00 Pm	2

**Bharath Institute of Higher Education & Research****School of Management Studies & Commerce****Participant List- 2019****Value Added Course: Courses on Travel & Tourism Management**

<b>S.No</b>	<b>Register Number</b>	<b>Student Name</b>	<b>Remarks</b>
1	<b>P19BA030</b>	MARIEFETHIL M	
2	<b>P19BA029</b>	SIEON H	
3	<b>P19BA028</b>	YAMINI SAGAYAM J	
4	<b>P19BA027</b>	MADHANA GOPAL L	
5	<b>P19BA026</b>	ABISHEK K	
6	<b>P19BA025</b>	SHANMUGA PRIYA P	
7	<b>P19BA091</b>	PREMALATHA S	
8	<b>P19BA092</b>	TAMILSELVAN	
9	<b>P19BA093</b>	MINTU KUMARI	
10	<b>P19BA094</b>	GEETHA.N	
11	<b>P19BA095</b>	HEAMANTH KUMAR SHAH	
12	<b>P19BA071</b>	SUNDARAM P S	
13	<b>P19BA072</b>	STEJO MARSHALL M	
14	<b>P19BA073</b>	VIGNESH E	
15	<b>P19BA075</b>	DHAARANI D	
16	<b>P19BA076</b>	RASHI CHHETRY	
17	<b>P19BA011</b>	RABIN RAJ R	
18	<b>P19BA012</b>	VINITHA B	
19	<b>P19BA013</b>	SELWYN SIMMONS	
20	<b>P19BA014</b>	ANTONY DEVASAGAYAM R	
21	<b>P19BA015</b>	PRATHAP B	
22	<b>P19BA061</b>	MOHANAPRIYA N	
23	<b>P19BA062</b>	ANUPRIYA K	
24	<b>P19BA063</b>	SURYA PRAKASH V G	
25	<b>P19BA064</b>	RAKESH G	
26	<b>P19BA065</b>	RUBUL BORA	
27	<b>P19BA031</b>	AMIRTHA M	
28	<b>P19BA032</b>	SHALINY MONICA	
29	<b>P19BA033</b>	VENKATESH C	
30	<b>P19BA034</b>	MOHANARAJ R D	

Value-added course titled: **Courses on Travel & Tourism Management** on 03/10/2019





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## **SCHOOL OF COMMERCE & MANAGEMENT STUDIES**

### **Certificate of participation**

This is to certify that

**VINITHA B**

has participated in the Value- added Course: **Courses on  
Travel & Tourism Management** organized by the **Department  
of Management Studies, BIHER, Chennai- 73,**

on 03 October 2019.

**Course Co-Ordinator**  
**Mr. Shree Balaji K**

**Head of the Department**  
**Management Studies**  
**Dr S Praveen Kumar**

## Course Feedback form

Date: 3/10/2019

Course Title: Travel and Tourism management.

Name: Premalatha.R.

RegNo: P19BA091

Department: MBA.

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you					✓
2.	The course contents met with your expectations					✓
3.	The lecture sequence was well planned				✓	
4.	The lectures were clear and easy to understand					✓
5.	The teaching aids were effective			✓		
6.	The instructors encourage interaction and were helpful					✓
7.	The level of the course				✓	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

  
Signature

\*\*\* Thank you \*\*\*



## Course Feedback form

Date: 10/3/2019

Course Title: Travel and Tourism management.

Name: Prathap. B

RegNo: P19BA015

Department: MBA.

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you	✓				
2.	The course contents met with your expectations	✓				
3.	The lecture sequence was well planned		✓			
4.	The lectures were clear and easy to understand				✓	
5.	The teaching aids were effective			✓		
6.	The instructors encourage interaction and were helpful					✓
7.	The level of the course			✓		
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:			✓		

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

  
Signature

\*\*\* Thank you \*\*\*