

Bachelor in Tourism Management (BTM) – Course Structure-2014-15

SEMESTER – I

Paper No.	Paper title	Marks	
		Internal	External
*BTM 101	English (Compulsory)	20	80
*BTM 102	Hindi (compulsory)	20	80
BTM 103	Business Environment for Tourism	20	80
BTM 104	Introduction to Tourism	20	80
BTM 105	Tourism Product of India (Natural)	20	80
BTM 106	Tourism Product of India (Cultural)	20	80
TOTAL MARKS		600	

SEMESTER – II

Paper No.	Paper title	Marks	
		Internal	External
*BTM 201	English (Compulsory)	20	80
*BTM 202	Hindi (compulsory)	20	80
BTM 203	Geography of Tourism	20	80
BTM 204	Transport Management	20	80
BTM 205	Tourism Documentation	20	80
BTM 206	Haryana Tourism	20	80
TOTAL MARKS		600	

FIELD TRIP

SEMESTER – III

Paper No.	Paper title	Marks	
		Internal	External
*BTM 301	English (Compulsory)	20	80
BTM 302	Tourism in India	20	80
BTM 303	Hotel Business	20	80
BTM 304	HRM in Tourism	20	80
BTM 305	Computer Applications in Tourism	20+30	50
BTM 306	Communication Skills & Personality Development	20+30	50
FIELD – TRIP REPORT & VIVA-VOCE		100	
TOTAL MARKS		700	

*BTM-English and Hindi in all semester is same as B.A. General (English & Hindi Compulsory)

SEMESTER – IV

Paper No.	Paper title	Marks	
		Internal	External
*BTM 401	English	20	80
BTM 402	Pilgrimage Tourism	20	80
BTM 403	Principles of Management	20	80
BTM 404	Tourism Marketing	20	80
BTM 405	An Introduction to Travel Agency & Tour Operation Business in India	20	80
BTM 406	Communicative English	20	80
TOTAL MARKS		600	

ON – THE- JOB – TRAINING**SEMESTER – V**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 501	English	20	80
BTM 502	Impacts of Tourism	20	80
BTM 503	Accounting for Tourism	20	80
BTM 504	Sustainable Tourism	20	80
BTM 505	Entrepreneurship in Tourism	20	80
BTM 506	International Tourism	20	80
On – the – job training Report & Viva – Voce		100	
TOTAL MARKS		700	

SEMESTER – VI

Paper No.	Paper title	Marks	
		Internal	External
*BTM 601	English	20	80
BTM 602	Tourism Administration in India	20	80
BTM 603	Economics of Tourism	20	80
BTM 604	Adventure Tourism	20	80
BTM 605	Tourist Guiding	20	80
BTM 606	Salesmanship in Tourism	20	80
TOTAL MARKS		600	

B.A. Part-I English
Semester-I
Session 2014-15

Text Prescribed – *Literature and Language I*

Edited by: Loveleen Mohan
Randeep Rana
Jaibir Singh Hooda

Publishers : Orient Blackswan

Workload: 8 periods of 45 minutes per week for Text; 2 periods of 45 minutes per week for composition for a group of 20 students per group

Scheme of Examination

Total 100 marks
Theory : 80
Int. Assessment : 20
Time : 3 hrs

Instructions to the Paper Setter and the Students:

Note: All questions are compulsory. Marks have been indicated after each question.

Q 1. This question will be based on phonetic transcription given in the chapters in the text book. The students shall transcribe eight words out of the given twelve.

(08)

Q 2. This question will be short answer type based on the chapters in the text book. The students shall answer any four out of the given six short questions(in about 30 words each).

(08)

Q 3. This question will be designed to assess the understanding of the text by the students. The students shall answer any five out of the given eight questions based on the chapters (in about 75-100 words each).

(20)

Q.4. This question will be based on a comprehension passage from the text followed by four questions.

(04)

Q 5. This question will be based on vocabulary from the exercises following the chapters. The students shall attempt questions on vocabulary as directed. (e.g. framing sentences of their own or giving various forms of the given words, synonyms, antonyms, one word substitutes). The students shall answer any eight out of the given twelve words.

(08)

Q 6 This question will be based on grammar from the text book. It will consist of two parts:

a) This part will be based on the use of tenses. The students shall attempt 12 out of 15 questions.

(12)

b) This part will be based on parts of the speech. The students shall attempt 12 out of 15 questions.

(12)

Note: Questions will be based on the exercises but not from the exercises as such.

Q 7. The students shall write one paragraph (in about 200 words) on any one of the four topics given.

(08)

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Ie; % 3 ?k.Vs

BTM&102

dly vrd&100

fyf[kr ijh{k % 80 vrd

vfrfjd eW; kdu % 20 vrd

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- fglhh I kfgR; dk vkfndky
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- iB;Øe ea fu/Wjr dfo dchj I jnkl] ry/hnkl] ehjk ckb] fcgkj] ?kukum] jI [kku

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iB;Øe ea fu/Wjr dfo;ka ij muds I kfgR; d ijfp;] vuhkfrxr os'k'V; rFk vfHk0; fDrxr I kSBo ij gh izu iNs tk; xA dfo;ka dh fo'k'V jpuRed idfr ij izu ugha iNs tk; xA

[k.M &[k 5 fglhh I kfgR; dk vkfndky

iB;Øe ea fu/Wjr vkykpuRed izu

- 1- fglhh I kfgR; kfrgkl yqku dh ijEijk
- 2- vkfndky dk ukedj.k
- 3- vkfndky dh ijfLFkr; k
- 4- vkfndkyhu I kfgR; dh I kxkU; idfUk; k
- 5- jkekdk0; ijEijk % I kfr ijfp;
- 6-

[k.M&x% dK; 'M=k ij vK/Mjr fo'k;

- 1- dK; ds rRo
- 2- ju % Lo: i vLj vA
- 3- jI ds Hkn
- 4- vyoLj & vuqI] 'yS[K] ;ed] miek] : id] fo'k; kSDr] vU; kSDr] Ie; kSDrA
- 5- Nm&nsgk] plS kb] I kjBk] cjoS dqMfy; kj d.kk] dfoUk] ?kuk{kjhA
- 6- 'kCn'kfDr; k % vfe?k] y{k.kk] 0; a:ukA
- 7- dK; &xqk & id kn] ek/lqL vLj JkStA

[k.M&?k% oLrfu"B izu

funS k&

- 1- [k.M c) ea fu/MZjr ikB; &iLrd ea ls 0; k[; k ds fy, plj vorj.k iNs tk, aA ftuea ls ijh{kffkz ka dks fdUgh nks dh miL a 0; k[; k djuh gskA iR; d 0; k[; k 6 vad ds gskA ijk izu 12 vad dk gskA
- 2- [k.M c) ea fu/MZjr vkykpkRed izuka ea ls nks izu iNs tk, aS ftuea ls ijh{kffkz ka dks ,d izu dk mUkj nsik gskA ;g izu 8 vad dk gskA
- 3- [k.M c) us fu/MZjr ikB; &iLrd ,oa vkykpkRed izuka ea ls N% y?krjh izu iNs tk, aA ftuea ls ijh{kffkz ka dks yxHkx 150 'kCnka ea fdUgh plj izuka dk mUkj nsik gskA
- 4- [k.M c) ea fu/MZjr vkykpkRed izuka ea ls plj izu iNs tk, aS ftuea ls ijh{kffkz ka dks nks izuka dk mUkj nsik gskA iR; d izu 8&8 vad dk gskA bl idkj ;g vad izu 16 vad dk gskA
- 5- [k.M c) ea fu/MZjr izuka ea ls plj y?krjh izu iNs tk, aA ftuea ls ijh{kffkz ka yxHkx 150 'kCnka ea fdUgh nks izuka dk mUkj nsik gskA iR; d izu ds fy, ikp vad fu/MZjr gA ijk izu 10 vad dk gskA
- 6- [k.M c) ea fu/MZjr ikB; Øe ea ls plj y?krjh izu iNs tk, aS ftuea ls ijh{kffkz ka dks fdUgh nks izuka dk mUkj nsik gskA iR; d mi&izu 5 vad dk rFk ijk izu 10 vad dk gskA
- 7- [k.M c) ea ijs ikB; Øe ea ls 8 oLrfu"B izu iNs tk, aA iR; d izu 1 vad dk rFk ijk izu 8 vad dk gskA

Business Environment for Tourism

BTM -103:

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

Objectives: The primary objectives of this course are to acquaint the students emerging global trends in tourism business environment.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions and Seminars.

Course Contents

Unit-I

Tourism Business Environment- Nature, components and determinants. Assessing business environment risk- country risk and political risk.

Unit-II

Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.

Unit-III

Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business, Competition Act and its impact on Indian tourism business.

Unit –IV

Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India.

Suggested reading:

1. Daniel, John D and Radebanh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007
2. Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010.
3. AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008

INTRODUCTION TO TOURISM

BTM-104

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objectives:

The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advanced knowledge pertaining to tourism.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions and Seminars.

UNIT – I

Meaning and Nature of Tourism

Concept and terminology in Tourism –

- Tourism; Tourist; Tourism Market;
- Tourism Resources; Tourism Product; Destination;
- Recreation; Pleasure and relaxation

UNIT – II

Types and Characteristics of Tourism

Motivations in Tourism - Push and Pull factors

UNIT – III

Transportation: Types and their significance for tourism

Accommodation: Types and their significance for tourism

Travel Agencies & Tour Operators: Types and their significance for tourism

UNIT – IV

Tangible and intangible services in tourism sector

Tangible and Intangible services in Hotel sector

Tourism Chain: Vertical and Horizontal Integration

TOURISM PRODUCTS OF INDIA (NATURAL)

BTM-105

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objectives:

Tourism begins with the motivation to visit attractions at destinations. The attractions may be natural or manmade (cultural). The natural attraction such as mountains, hills, forests with wild animals, coastal areas and islands are attracting all. India is seventh largest country with rich diversity of natural tourist resources. It is very necessary for the students of tourism to know about these tourist products. This course will help the students to give an insight about the rich natural tourist products of India.

Unit-I

India: General introduction, physiographic units. The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

Unit-II

The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

Unit-III

The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

Unit-IV

The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

REFERENCES:

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.

- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

TOURISM PRODUCT OF INDIA (CULTURAL)

BTM – 106

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objective:

Since there exist a strong relationship between tourism and culture and more so in case of India, it becomes essential for the student of tourism to have first-hand information of Indian culture and to understand its significance for tourism. The paper gives a basic understanding of the concept of culture and that too in the Indian context.

Mode of Paper Setting: The examiner shall set ten questions selecting two questions from each unit. The student shall be required to attempt five questions in all selecting one question from each unit.

Unit – I

Introduction to Culture

- Culture: Concept and its essential Features
- Indian Culture: Fundamentals of Indian Culture; Indian culture through the ages
- Culture and tourism relationship with special reference to India

Unit – II

Indian Architecture – I

- Buddhist Architecture: Ajanta, Ellora and Sanchi
- Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallapuram and Brihadisvara temple at Thanjavur

Unit – III

Indian Architecture – II

- Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar
- Modern Architecture: Gate Way of India, parliament house, New Delhi. Bahai's Lotus temple in Delhi

Unit – IV

Classical Dances and Music of India. Major Fairs and festivals of India and their significance for tourism

Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

REFERENCES:

- Gupta, S.P.et.al 2002, Cultural Toursim in India, D.K. Printworld, New Delhi
- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi
- Basham, A.L. 1985 (reprint) The Wonder That was India Rupa& Co., Delhi
- Sivaramamurti, C.2002 (reprint) Indian Painting, National Book Trust, Delhi
- Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi
- Pande, G.C. 1990 (2nd ed.) Foundations of Indian Culture, 2 vols. MotiLalBanarasi Das Publishers, Delhi
- Radhakrishnan, S. 1999 (Oxford India Paperbacks), Indian Philosophy, 2 vols. Oxford university press, New Delhi
- Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi
- Deshpande, Satish 2003, Contemporary India : A Sociological View, Penguin Books, Delhi
- Raju, P.T. 1985 Structural Depths of Indian Thought. South Asian Publishers, New Delhi
- Malik, S.C. Understanding Indian Civilization. Indian Institute of Advanced Study, Shimla
- Yogendra Singh, 1997. Social Stratification and Change in India. Manohar New Delhi. The observation made in the Human Development Report provides lose linkage regarding establishment of relationship between economic development and cultural growth.
- Banerji, S.C. 1993. Society in Ancient India, D.K. Printword (P) Ltd., New Delhi AbidHussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- Dube, Dina Nath, 1993, Bharat KeDurg, Publication Division, Ministry of Information & Broad Casting, Govt. of India, New Delhi
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi
- Thomas, P. 1990, Chruches in India, Publication Division, May IPB, GOI, New Delhi
- Desai, Ziyud- din, 1986, Indo-Islamic Architecture, Publication Division, GOI
- Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.

SEMESTER II

B.T.M- 201

ENGLISH (COMPULSARY)

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Section A

Text Prescribed:

The Pointed Vision: An Anthology of Short Stories by UshaBande and KrishanGopal.

Section B

Text Prescribed:

Ideas Aglow edited by Dinesh Kumar and V.B.Abrol with the following deletions:

- i. 'It's Question Time' by JayantV.Narlikar
- ii. 'An Interview with Christian Barnard' by N.Ram
- iii. 'Inhumanisation of War' by Huck Gutman.

Section C

Grammar and Composition

Note: The question paper will carry a maximum of 80 marks.

The paper will have ten questions as per details given below

- Q.1. Explanation with reference to the context (with internal choice). The students will be required to attempt *one* passage from the prescribed book of essays. (8 marks)
- Q.2. One comprehension question (with internal choice) based on a passage from the prescribed book of short stories. (8 marks)
- Q.3. Short-answer type questions on the prescribed books of short stories and essays.
Four short-answer type questions will be set on the prescribed short-stories and *four* short -answer type questions will be set on the prescribed essays.
The students will be required to attempt any *five* out of the given *eight* questions. (10 marks)

Q.4. This question will be an essay-type question (with internal choice) based on the two prescribed text books. (10marks)

Q.5. Paragraph

The students will be required to write a paragraph on any *one* of the *four* given topics.
(8marks)

Q.6 Letter/Application (6 marks)

Q.7. Translation (from Hindi to English) of a passage consisting of 12 to 15 sentences.

(Non-Hindi speaking/foreign students will attempt a question of comprehension based on an unseen passage in lieu of this question) (6 marks)

Q. 8 Translation (from English to Hindi) of a passage consisting of 12 to 15 sentences.

(Non-Hindi speaking/foreign students will attempt a question on précis of a paragraph of 200 to 250 words in lieu of this question. (6 marks)

Q.9. Idioms and Phrases (*four* to be attempted out of the given *eight*) (6 marks)

Q.10. Common Errors (*Twelve* sentences to be corrected out of the given *fifteen*). (12 marks)

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BTM&202

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- 1- ^npLokfeuh* ukVd dk ifrik|
- 2- ^npLokfeuh* ukVd dh ik=k&;kstuk
- 3- ^npLokfeuh* ukVd dh {kfeus rk
- 4- id kn dh ukV;dyk

[k.M&[k % fglhh I kfgR; dk HkDrdky

iB;Øe ea fu/Mjr vkyhpulRed izu

- 1- HkDrdky dh ifjLFkfr; k;
- 2- I r dk0; dh idfuk; k;
- 3- I q i dk0; dh idfuk; k;
- 4- jke dk0; dh idfuk; k;
- 5- d".k dk0; dh idfuk; k;
- 6- HkDrdky % Lo.kz q

[k.M&x% 0;ogkfjd fglhh

iB;Øe ea fu/Mjr fo"t;

- 1- Hkk"kk dh ifjHkk"kk
- 2- Hkk"kk ds fofo/k : i % ckyh] ekudHkk"kk] jktHkk"kk] jk"VHkk"kk] uk/oeHkk"kk] ekrHkk"kk
- 3- ekud&Hkk"kk dh iez[k idfUk; k;
- 4- fglUnh o.kèkyk % Loj , oa 0; ãu
- 5- fglUnh mrZuh % l eL; k vlg] l ek/kku
- 6- egkojs , oa ykcdkDr; k;

[k.M&?% oLrfu"B izu

funZk%

- 1- [k.M c) ea fu/wZjr ikB; &iqrd ea ls 0; k[; k ds fy, pkj vorj.k iNs tk, aZ ftuea ls ijh{kkfFkZ ka dks fdUgh nks dh lidax 0; k[; k djuh gskxA iR; d 0; k[; k 6 vad dh gskxA ijk izu 12 vad dk gskxA
- 2- [k.M c) ea fu/wZjr vkykpuRed izu ea ls nks izu iNs tk, aZ ftuea ls ijh{kkfFkZ ka dks , d izu dk mUkj nsik gskxA ; g izu 8 vad dk gskxA
- 3- [k.M c) ea fu/wZjr ikB; &iqrd , oa vkykpuRed izuka ea ls N% y?krjh izu iNs tk, aZ ftuea ls ijh{kkfFkZ ka dks yxHkx 150 'kCnka ea fdUgh pkj izuka dk mUkj nsik gskxA iR; d izu ds fy, pkj vad fu/wZjr gA ijk izu 16 vad dk gskxA
- 4- [k.M c) ea fu/wZjr vkykpuRed izuka ea ls pkj izu iNs tk, aZ ftuea ls ijh{kkfFkZ ka dks nks izuka dk mUkj nsik gskxA iR; d izu 8&8 vad dk gskxA bl idkj ; g izu 16 vad dk gskxA
- 5- [k.M c) ea fu/wZjr izuka ea ls pkj y?krjh izu iNs tk, aZ ftuea ls ijh{kkfFkZ ka yxHkx 150 'kCnka ea fdUgh nks izuka dk mUkj nsik gskxA iR; d izu ds fy, ikp vad fu/wZjr gA ijk izu 10 vad dk gskxA
- 6- [k.M c) ea fu/wZjr ikB; Øe ea ls pkj y?krjh izu iNs tk, aZ ftuea ls ijh{kkfFkZ ka dks fdUgh nks izuka dk mUkj nsik gskxA iR; d mi&izu ds fy, 5 vad fu/wZjr gA ijk 10 vad dk gskxA
- 7- [k.M c) us ijs ikB; Øe ea ls 8 oLrfu"B izu iNs tk, aA iR; d izu 1 vad dk rFkk ijk izu 8 vad dk gskxA

GEOGRAPHY OF TOURISM

BTM-203

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objectives:

Geography of Tourism studies the phenomena of tourism over the global space with 'spatial' attention on the place of origin, place of destination & routes through which the travel & tourism takes place. It provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world. This course has been simplified with very few case studies & broad information about the continents, so that in next semesters the BTM students can know more specific countries & destinations.

Unit-I

Brief introduction of continents & oceans. Map reading. Greenwich Mean Time. International Date Line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

Unit-II

Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.

Unit-III

Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Spain

Unit-IV

Other countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia

REFERENCES:

- Badawi, Cherine: Footprint Egypt, Footprint Travel Guides, 2004.
- Bickersteth, Jane & Eliot, Joshua: Singapore handbook: the travel guide, Footprint Travel Guides, 2001.
- Blore, Shawn; Davidson, Hilary; Karr, Paul; Livesey, Herbert Bailey & McRae, Bill: Frommer's

Canada, John Wiley and Sons, 2004.

- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Campbell , Jeff ; Chilcoat, Loretta; Derby, Susan ; Greenfield, Beth; Heller, Carolyn B. ; Martin, Sam ; Miller, Debra ; Morris, Bob; Peevers , Andrea Schultze ; Wolff, Kurt & Zimmerman, Karla : USA , Lonely Planet, 2004 .
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Taylor, Chris; Rowthorn, Chris; Ashburne, John; Benson, Sara & Florence, Mason: Japan, Lonely Planet, University of California, 2000.
- Mente, Boye De: Passport's Japan Almanac, Passport Books, University of Michigan, 1987.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- Ellis, Royston: Sri Lanka: The Bradt Travel Guide, Bradt Travel Guides, 2005.
- Plunkett, Richard; Ellemor, Brigitte & Campbell, Verity: Sri Lanka, Lonely Planet, 2003.
- Else, David: England, Lonely Planet, 2007.
- Europe on a Shoestring, Lonely Planet, 2003.
- Prosser, Robert: France, Evans Brothers, 2005.
- Williams, Nicola; Berry, Oliver; Fallon, Steve & Nevez, Catherine Le: France, Lonely Planet, 2007.
- Simonis, Damien; Johnstone, Sarah & Williams, Nicola: Switzerland, Lonely Planet, 2006.
- Steves, Rick: Rick Steves' Switzerland, Avalon Travel Publishing, 2006.
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- Firestone, Matthew D.; O'Neill, Zora; Sattin, Anthony & Wlodarski, Rafael: Egypt, Lonely Planet, 2008.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Smitz, Paul; Bain, Carolyn; Bao, Sandra & Farfor, Susannah: Australia, Lonely Planet, 2005.

TRANSPORT MANAGEMENT

BTM-204

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objective: Transport is most important element of travel & tourism business. One cannot think of tourism industry without any mode of transportation. There are several modes of transportation which are relevant in different conditions. The course focuses on different modes of transport and their role in tourism.

Mode of paper setting:

The number of questions to be set will be ten in a manner that there are two questions from each unit. The students shall be required to attempt five questions in all, selecting one question from each unit.

Teaching Practices: Class room lectures, Assignments, Cases, Discussions and Seminars.

Course Contents

Unit-I

Transportation as important element of tourism industry. History of different modes of transportation. The physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India.

Unit-II

Airlines & Tourism, History of Airlines in India. IATA, DGCA: Organizational structures and functions. Air India and Private Airlines. Role of airlines in tourism promotion.

Water transport- Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism.

Unit-III

Surface transport & Tourism: Importance of surface transportation. Coaches, Car rental system in India. Roads system in India: National and State Highways, Role of surface transport in tourism.

Unit-IV

Railway & tourism- History & present status of Indian railway, Special trains for tourists. Different packages & facilities given by Railway. Problems of Indian Railway. Role of Railway in tourism.

References

- Aggarwal Surinder: 'Travel Agency Management', Communication India, New Delhi

- Hannel Christine, Robert Harshman&Graham Draper- 'Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
- Hurst, Elist, 'Transporation Geography' McGraw Hill, New York
- Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
- OAG, Airlines time table
- OAG, Cruise lines time table
- Indian Railway Time table
- Other references as in BTM 104, 203 and 302

TOURISM DOCUMENTATION

BTM-205

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course Objectives

Tourism industry is growing at very fast pace. In India the outbound tourism and inbound tourism are also growing. International tourism involves several types of formalities. The students of tourism should know about such formalities, which are needed in the form of several documents. In this course the students will learn about required documents in foreign travels.

Teaching Practice

Class room teaching, assignment writing, case discussion, glossary of terms students should be familiar with the glossary pertaining to above mentioned topics.

Mode of Paper-Setting

There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Internal Evaluation

The performance of the students will be evaluated on the basis of class participation, class test, regularity and assignment writing carries 20% of the credit.

Unit- I

General history of passport, visa and other formalities in different parts of world and India. Documents needed for foreign travels. Immigration formalities at airport for outbound and inbound tourists.

Unit- II

Passport; Definition. How to get the passport form. The essential documents, photographs and fee for passport. Types of passports. Alternatives of passport.

Unit-III

Visa- Meaning. Types of Visa issued by India. How to obtain Visa. Necessary documents to get Visa, Visa on Arrival, Online Visa Registration, ETA, Schengen Visa, U.S. Visa, U.K. Visa

Unit-IV

Other formalities; Travel and baggage insurance, Disembarkation card, Baggage rules, Currency regulation. Foreign regional registration office. Health regulations; Yellow fever, Malaria, H.I.V. certificates,

References;

-Tourist information by Department of tourism, Government of India

-Visa formalities of different countries. (See websites of countries)

HARYANA TOURISM

BTM-206

External 80
Internal 20
Duration 3 Hours
Time: 3 Hours

Course Objectives:

The course aims at providing a comprehensive overview on Haryana Tourism: elucidating State' tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines exiting tourism planning and policy, framework and reviews the performance of Haryana in the context of both domestic and international.

Mode of paper setting:

There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Unit – I

Geographical and historical background of Haryana and their importance for tourism
Religious & cultural tourism potential in Haryana including dance, music, fair & festivals

UNIT – II

Tourist Resources of Haryana:

- Monuments of touristic significance and museums
- Religious & pilgrimage centres of Haryana
- Music, dance, fairs & festivals in Haryana

UNIT – III

Tourism Infrastructure in Haryana

- Transportation and accommodation sector in Haryana
- Recreational and entertainment facilities at the tourism complexes/resorts in Haryana
- Tourism organization in Haryana
- Haryana Tourism Policy - 2008

UNIT – IV

Tourism Trends in Haryana

Major types of tourism in Haryana

Major tourist destinations of Haryana

SEMESTER III
B.T.M - 301
ENGLISH (COMPULSORY)

Scheme of Examination

Max. Marks	100
End Semester Exam	80
Internal Assessment	20
Time	3 Hours

1. *Sounds in Stillness An Anthology of Poems*.ed.by S.S. Sangwan . Delhi: OUP,
2. Selected episodes from the *Mahabharata* by C.Raja Gopalachari, Mumbai 7 :Bharatiya Vidya Bhavan .

The episode "Ganapati, the Scribe" and first 24 Chapters from "Devarata" to "The Wager "are prescribed for study.

3. Grammar, Pronunciation/Transcription
From A *Text book of Grammar* by Inderjit Kumar and Sanjay Kumar,
Kurukshetra : K U K.

Instructions to the Paper-Setter and Students:

- Q1 Explanation with reference to the context : Candidates will be required to attempt *two* extracts *one* each from the book of poems i.e. *Sounds in Stillness Mahabharata*. The passages will have internal choice. 6 x2=12 marks
- Q2 Short-answer type questions
Four short-answer type questions will be set on the prescribed poems and *four* short-answer type questions will be set on the *Mahabharata*. Students will be required to attempt *five* questions out of given *eight* questions selecting at least *two* from each text (i.e. *Sounds in Stillness* and the *Mahabharata*)
5x4=20 marks
- Q3 *One* essay type question (with internal choice) will be set on the prescribed book of poems. 10 marks
- Q4 *One* essay type question (with internal choice) will be set on the *Mahabharata*.
10 marks

- Q5 *Fifteen* words / phrases from the book of poems and the *Mahabharata*. Students will be required to use any *twelve* in sentences of their own 12x1=12 marks
- Q6 Questions on Grammar on the prescribed items (use of Tenses in communicative situations, subject-verb concord, active and passive voice, narration, common errors, word power, vocabulary, idioms and phrases) and transcription based on prescribed text-book of Grammar but not necessarily the same as those given in the text book. The candidate will be required to attempt *sixteen* items out of given twenty. 16 marks

TOURISM IN INDIA

BTM – 302

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course Objectives

India is one of the emerging economic powers of India. In tourism too India is one of the choicest destinations of the world. India has a great variety of natural and cultural tourist attractions, that's why it is said that India is for all reasons and all seasons. In this course few important and popular tourist destinations are mentioned, so that the students can know about main tourist attractions of given places.

Mode of paper setting:

There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I

Trends in inbound and outbound tourism in India

Trends in domestic tourism in India

Major types of tourism in India mainly cultural, pilgrimage, Wildlife and MICE tourism

UNIT – II

Tourism Policy and Planning in India: A historical view

Tourism in the current Five-Year Plan

National Tourism Policy – 2002

UNIT – III

Administration of Tourism in India:

- Role of Ministry of Tourism, Government of India
- Role of State Tourism Corporations
- Role of India Tourism Development Corporation (ITDC)

UNIT – IV

Tourism Infrastructure in India

- Transportation sector : Airlines and Railways

- Accommodation sector: Major hotel groups & Chains; Challenges before Indian Hotel Industry
- Tourism Marketing in India mainly the 'Incredible India' Marketing Campaign

REFERENCES

Amitabh Kant Branding India: An Incredible Story; 2009, Harper Collins (India), Delhi

HOTEL BUSINESS

BTM-303

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

OBJECTIVES: - Main objective of this paper is to introduce accommodation sector to the students of Tourism. Being a major component of tourism accommodation sector has expanded a lot in itself. This paper will touch upon various aspects of accommodation, hotel and hospitality sector.

PAPER SETTING: There will be five questions in all and candidates will have to attempt all the six questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions and Seminars.

COURSE CONTENTS

Unit-I

Introduction – Tourism and Hotel, their relationship, Tourism Accommodation sector, Types of Tourist Accommodation: Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector.

Unit-II

Growth and development of Hotel Industry. Growth of hotel industry in India. Major personalities associated with hotel growth in India and their contribution. Study of major hotel chains in India.

Unit-III

Hotel Accommodation and its various activities. Organisation structure and role of various departments of hotels : Front Office, Housekeeping, Food & Beverage (Service & Production), Engineering & Maintenance, Security, Human Resource, Sales & Marketing, Purchase, Stores and Accounts.

Unit-IV

Ownership and forms of hotel ownership. Sole – Proprietorship, Partnership. Joint stock companies. Referral Organizations, hotel chain, Lease Agreements, Management contracts, Franchise Organizations. Role of government in developing hotel Industry. Recent developments and challenges in hotel industry. Future of hotel industry in India.

References:-

1. Negi, Jagmohan: Hotels for Tourism Development (2nd Edition); Metropolitan, New Delhi, 2000.
2. Gee, Chuck Y.: International Hotel Management. Educational Institute, America, 1998
3. Kaul, R.N.: Dynamics of Tourism: a trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt.Ltd. New Delhi,2001.
4. Mohinder , Chand , Managing Hospitality Operations , Anmol publications , New Delhi, 2009.
5. Anand M.M. – Tourism and Hotel Industry in India: Sterling Publishers, New Delhi
6. Madlik, S. – Hotel Business, Heinemann, London
7. Brymer, Robert A. –Introduction of Hotel and Restaurant Management: HUB Publication, Co., Iowa, 1984
8. John R. Walker : Introduction to Hospitality
9. Tiwari, J. R. : Hotel Front Office: Operation and Management, Oxford University Press

HRM IN TOURISM

BTM -304

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

Objectives: The primary objectives of this course are to acquaint the students emerging global trends in tourism business environment.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions and Seminars.

COURSE CONTENTS

Unit-I

Introduction of Human Resource:

Human Resource- Concept, meaning and definition; Importance of HR in tourism industry; Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector.

Unit-II

Human Resources planning:

Human Resource planning- meaning, process, factors and need for HRs planning;

Job analysis- meaning, types, proposes and uses; job description of major positions in a travel agency and tour operation.

Unit-III

Acquisition of Human Resources

Recruitment -meaning, process, methods of Recruitment in tourism industry;
Selection procedure-essentials and steps in selection process; Interview- meaning, and types.

Employee promotion, transfer and separation- meaning, purpose, and types

Unit-IV

Maintenance of Human Resources:

Employee Training and development- need, importance, and methods of in tourism industry.

Performance appraisal- need & importance and techniques.

References:

1. Aswathappa, K,(2008) Human resource Management, The McGraw-hill publications, New Delhi.
2. Ian Beardwell and Ien Holden, (2000) Human Resource Management, Macmillan.
3. Robbins. (2000), the Management of Human resources, Prentic-hall,new Delhi.
4. Indian journal of industrial relations.
5. Employee Relation-International Journal (special issue on people management in India and sub- continents), 2007.
6. Subramanian,K.N. (2000)Wages in India, Tata McGraw –Hill Publication New Delhi.
7. C.bMamoria (1999), Management of Human Resources, Himalaya publication, New Delhi.
8. Mohinder C. (2006) Travel Agency Management-An Introductory Text, 2006 2nd revised edition.Anmol Publication Pvt. Ltd., New Delhi,
9. Tripathi, P.C.(2006), Human Resources Management, Vikas Publications, Delhi.
10. Hoque, K. (2000b), '*Human Resource management in Hotel Industry: Strategy, Innovations and Performance*', London: Routledge.
11. Woods, R.H. (1992). *Managing Hospitality Human Resources*, Michigan: Educational Institute of the American Hotel and Motel Association.
12. Boella, M.J (1992), *Human Resource Management in the Hospitality Industry*, 5th ed, Stanley Thornes Publishers, Avon.
13. Lee-Ross, D (1999), HRM in Tourism and Hospitality: International Perspectives on Small to Medium-sized Enterprises, Cassell Publications, London,

COMPUTER APPLICATIONS IN TOURISM

BTM – 305

Maximum Marks: 100

Internal: 20+30

External (Theory): 50

Time: 3 Hours

OBJECTIVE: Computer skills are essential in every modern framework of studies including tourism due to the need to manage fast multiplying information and data. The course requires consistent efforts on the part of the students to practice methods and mechanism of computing and analysis. The course focuses on the basic software(s) and new terms and technologies while providing an insight in Computing and related concepts.

PAPER SETTING: There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions, Seminars and Practical.

COURSE CONTENTS:

UNIT- I

COMPUTER FUNDAMENTALS and OFFICE OPERATIONS

Components and Units of a computer system, Characteristics, Features and Uses of computers, data entry devices, data output devices and storage devices.

Introduction to Windows

Basics of MS Office and Uses in Travel Agency

UNIT-II

ICT AND TOURISM

Introduction to Information and communication Technologies (ICT), Web Portal and Websites
Definition, Meaning, Role and Importance of ICT in Tourism sector, Future of ICT in Tourism Industry.

UNIT-III

E-COMMERCE

E-Commerce Meaning, Definition, Features, Functions of E-Commerce, Limitations of E-Commerce, Introduction to E-Tourism, Meaning and Definition, Case study of online Travel Agencies Selling E-Tourism: Yatra.com and Makemytrip.com.

UNIT-IV

AUTOMATION AND RESERVATION

Introduction to Internet; Its uses and applications of Internet in Tourism and Searching on internet using various search engines. Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the Travel trade.

References:

1. V. Ragaraman, Fundamental of computers, PHI, New Delhi
2. P.K. Sinha, Fundamentals of Computers
3. D.Buhalis, E-Tourism: Information Technology for strategic Tourism Management, Pearson Education Ltd, Essex, UK
4. C.S.V Murthy, E-Commerce Concepts, Models and Strategies, Himalaya Publications
5. Mathew Rergnolds, E-Commerce, Worx Publications
6. K. Bajaj and D. Nagm, E-Commerce: The Cutting Edge of the Business, Tata McGraw Hill
7. S. Bansundra, Computers Today
8. V. Raja Raman, Introduction to Computer Science
9. Leon Alexis and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd, New Delhi
10. Leon Alexis and Mathews Leon, Internet for everyone, Vikas Publishing House Pvt. Ltd, New Delhi
11. V.P. Jaggi and S. Jain, Computers for Everyone, Academic India Publishers, New Delhi
12. S. Saxena, MS Office 2000 for everyone, Vikas Publishing House Pvt. Ltd, New Delhi
13. S. Shajahan and R. Priyadharshini, Management Information Systems, New Age International Publishers, New Delhi
14. S.C. Bhatnagar and K.V. Ramani, Computers and Information Management: A premier for Practicing Managers, PHI, New Delhi
15. Curtin, Foley, Sen, Morin: Information Technology- The Breaking Wave
16. Jerome Kanter: Managing with Information
17. Internet Sites and other Theory taught during lectures

COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

BTM 306

Maximum Marks: 100

Internal: 20+30

External (Theory): 50

Time: 3 Hours

Course Objectives

The course introduces learners to the basic communication skills and personality traits requisite in tourism and hospitality industry jobs. The theoretical inputs are designed to be used with practical exercises in the class rooms and daily behavioral corrections.

Mode of paper setting:

The examiner shall set nine questions. Question no. 1 comprising of 7 short questions of 2 marks each will be compulsory. The remaining 4 questions are to be attempted from 4 units selecting 1 question from each unit. Each question shall be of 14 marks.

Teaching Practices

Lectures, Assignments, Cases, Discussions, Presentations

Course contents

Unit I

Understanding Communication- Concept, Process and Barriers to Communication. Qualities of Effective Communication. Ways of making communication effective and overcoming barriers.

Types of Communication-Verbal & Non-verbal communication – its importance, types & use in business communication; Upward, Downward, Internal and External.

Unit II

Written – various principles of effective writing; Letter - Types, Format and features of a good letter; Email writing, Curriculum Vitae & covering letter; General Guidelines for Preparing Personal Profile.

Oral communication - Group Discussions -Effective Conduct in Group Discussions, Group Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group Discussion, Clarity of Thoughts and Expression; Interviews-Purpose, Types & Preparation; Public

Speaking- Need,, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker

Unit III

Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis-Myers-Briggs Type Indicator (MBTI) Assessment.

UNIT IV

Personality(Grooming and Social Skills)-Grooming and Personal Hygiene, Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Playing for Interpersonal Relations, Importance of Role Playing, Process of Role Playing.

BIBLIOGRAPHY

Asher Mark (1999). *Body Language*, Carlton Books Limited.

Barker Alan (2007). *Improve Your Communication Skills*, Kogan Page, New Delhi.

Chaturvedi, P. C. and Chaturvedi, M.(2005). *Business Communication*, Pearson Education.

Colman. J. C. (1988). *Abnormal Psychology & Modern Life*, Scott Foresman& Company.

Covey Stephen R. (1990). *The Seven Habits of Highly Effective People*, NY: Fireside/ Simon & Schuster.

George. B. & Chatterjee S. (2008). *Food & Beverage Service & Management*, Jaico Publishing House, Mumbai, India.

Fry Ron (2003). *Your First Resume*, Pearson Education.

Fuller J. and Currie. A. J. (2002). *The Waiter*, Sterling Book House. Mumbai, India.

Marden Orison Swett (2003). *The Power of Personality*, Kessinger Publishing.

Michael A. (2007). *Best Impression in Hospitality*, Delmar. Thomson Learning.

Morris Desmond(2002). *People Watching*, Vintage.

Pease Allan(2000). *Body Language*, Sudha Publications.

Sharma Vinay Mohan(2000). *Body Language*, Pustak Mahal.

Thorpe Edger and Thorpe Showick (2004). *Winning at Interviews*, Pearson Education.

Taylor Shirley (2008). *Communication for Business*, Pearson Education.

Websites: www.myersbriggs.org

SEMESTER IV

B.T.M.-401

ENGLISH (COMPULSORY)

Max. Marks	100
End Semester Exam	80
Internal Assessment	20
Time	3 Hours

1. *Snapshots: An Anthology of One-Act Plays*. ed. S.K. Sharma.
New Delhi: OUP
2. The Mahabharata chapter 25 to 49 i.e. "Draupadi's Grief" to "Arjuna's Charioteer."
3. Précis, Translation, Comprehension, email and Resume writing
From *A Text book of Grammar* by Inderjit Kumar and Sanjay Kumar,
Kurukshetra : K U K.

Instructions to the Paper-Setter and Students:

- Q1 Explanation with reference to the context. Candidates will be required to attempt *two* assuages (with internal choice) from the prescribed book of one act plays *i.e. Snapshots*.
4x2=8 marks
- Q2 Short answer type questions will be set on the prescribed book of one act plays.
Students will be required to attempt any *four* out of the given *six* questions.
4x3=12 marks
- Q.3 Short answer type questions will be set on the *Mahabharata* will be required to attempt any *four* out of the given *six* questions.
3x4 = 12 marks
- Q4 *Two* essay type questions (a) and (b) (with internal choice) will be set on the prescribed book of one act plays and *The Mahabharata*. Part (a) and (b) will be set respectively on each prescribed book.
2x5= 10 marks

Q5 The break up of Question No.5 is as under:-

a) Précis : 8 marks

A passage of about 350 words will be given.

b) Translation : 7 marks

Translation from English to Hindi of a passage consisting of 9 to 10 sentences on a general topic. (In lieu of translation, foreign students will be required to write a paragraph of about 150 words on any *one* of the *three* given topics)

c) Comprehension:

Comprehension passage of about 300 words followed by six questions at the end. 8 marks

d) Drafting email : 7 marks

expressing views about any current topic

e) Resume writing : 8 marks

The examiner will give specific details to the students about the purpose and the kind of the resume.

Suggested Reading:

Communication Skills in English by S.D. Sharma

Essentials of Communication by D.G. Saxena, Kuntal Tamang

PILGRIMAGE TOURISM

BTM – 402

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Mode of paper setting:

The examiner shall set nine questions. Question no. 1 comprising of 7 short questions of 2 marks each will be compulsory. The remaining 4 questions are to be attempted from 4 units selecting 1 question from each unit. Each question shall be of 14 marks.

UNIT – I

Major religions in India:

- Hinduism: Salient features
- Buddhism & Jainism : Main Teachings and Philosophy
- Islam and Sikhism: Basic features

UNIT – II

Major pilgrimage centres of India – I:

- Hinduism: Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka
- Varanasi, Mathura-Vrindavan, Haridwar, Vaishno Devi, Allahabad, Kurukshetra & Tirupati

UNIT – III

Major pilgrimage Centres of India – II:

- Buddhism and Jainism: Bodh Gaya, Sarnath, Mount Abu, Palitana
- Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar

UNIT – IV

Trends and Patterns in pilgrimage tourism in India

Strategies to promote pilgrimage tourism in India

Problems and prospects of pilgrimage tourism in India

BTM-403

Principles of Management-

Max Marks (internal) 20

Max Marks (External) 80

Objectives: To prepare the budding managers in tourism and to provide the students basic knowledge of management and managerial skills.

Approach: Lecture, group discussion, presentation, case studies etc.

Evaluation: As per the KUK norms for this course/ other papers.

Mode of Paper setting: same as that of the other papers of this course.

Unit 1

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

Unit 2

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, ration, process of decision making, limitations.

Unit 3

Organizing- meaning process of organizing, levels of organizing, span of management, forms -line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

Unit 4

Motivation and theories of motivation, Leadership traits and styles, Communication process and barriers, Controlling process, need, feedback and feed forward control.

Books:

1. Weisbier, Helmut; N4tiL V-eannlce& Harold Koontz: Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
2. Ghuman, Karminder& K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw -Hill, New Delhi.
3. Kase , F. L. and Rasonu, J.E. 1985, Organization and Management -A System and Contingency Approach, McGraw Hill Book Company, New York'
4. Becker, P.E, The Practices of Management, London, 1955.
5. May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
6. Singh. A.N., The Skills of Management, GoverEarnborough, 1980.
7. Ricks. S., Management of Organization. Macmillan publication. Honkong, 1981.
8. Y.A., Management, of Organization. McGraw Hill. 1958.
9. Crompton. Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scoft, Poresman, Cleneve'
- 10.K.-c., .lae, 1982. l'"lanagementl, Prentice i{aii. }'Jerv Deihi.

TOURISM MARKETING

BTM-404

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course Objectives

The course familiarizes students with the basic concepts of tourism marketing. The objective is to enable students to develop an understanding of application of these concepts. The themes covered are approaches towards marketing and marketing mix.

Mode of paper setting:

There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Teaching Practices

Lectures, Assignments, Cases, Discussions, Presentations

Course Contents

Unit I

Introduction to Tourism Marketing- Tourism Marketing: Nature, Process and Growth. Services and their Marketing, Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles. Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism

Unit II

Challenges of Tourism Marketing- Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership. Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism

Unit III

Tourism Marketing Environment- Concept of Marketing Mix, Developing Marketing Mix, Tourism Markets, Types of Tourism Markets, Tourist Behavior, Tourist Buying Process, Factors Influencing Tourists' Buying Process, Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product, Destination as a Product, Managing Products, New Product Development, Product Life Cycle

Unit IV

Tourism Pricing and Promotion- Concept, Importance and Process of Pricing, Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation. Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema

References

- Burkart, A.J., Medlik, S.(1981). *Tourism, Past, Present and Future*, Heinemann, London.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). *Tourism Principles and Practice*, Pitman Publishing London.
- Christopher Lovelock and JochenWirtz.(2004), *Services Marketing-People, Technology, Strategy*, Pearson Education, India.
- Holloway, J.C., Plant, R.V. (1988). *Marketing for Tourism*, Pitman, London.
- Kotler, Philip, Bowen John, Makens James (2004). *Marketing for Hospitality and Tourism*, Pearson Education, India.
- Kotler Philip (1995). *Marketing Management-Analysis ,Planning, Implementation and Control*, Prentice Hall of India.
- Kotler Philip (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and sons, USA.
- Kotler Philip and Armstrong Gary (1991). *Principles of Marketing*, Prentice Hall of India.
- Majaro, Simon (1995). *The Essence of Marketing*, Prentice Hall of India.
- Middleton, V.T.C.(1988). *Marketing in Travel and Tourism*, Heinemann, Oxford.
- Schiffman G. Leon, KanukLazer Leslie (1992). *Consumer Behaviour*, Prentice Hall of India.
- Witt F Stephen, MoutinhoLuiz (1989). *Tourism Marketing and Management Handbook*, Prentice Hall International UK.
- Zeithaml, V.A. &Bitner, M.J.(1996).*Services Marketing: Integrating Customer Focus Across theFirm*,US:McCraw-Hill Higher Education.
- Zeithaml A. Valarie, Bitner Jo Mary (1996). *Services Marketing*, The Tata Mcgraw Hill Companies, Inc.

AN INTRODUCTION TO TRAVEL AGENCY & TOUR OPERATIONS BUSINESS IN INDIA

BTM-405

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

OBJECTIVES: The study includes the functions, Regulations for Recognition of Travel Agents, Tour Operators and Excursion Agents. The Role of Sectors like Airline, different Railways Transports is also covered. The learner will also be familiarized with the contribution of important Association in these sectors.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions and Seminars.

COURSE CONTENTS

Unit-I

Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years.

Unit-II

Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.

Unit-III

Travel Agency Organization Structure – Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.

Unit-IV

Tour Packaging – Concept, meaning, types. Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business.

References

1. Foster, D., the Business of Travel Agency, Pitman, 1990.
3. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
4. Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
5. Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
6. IATA, IATO, TAAI manual./
7. Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

Communicative English

BTM 406

Note: The Examiners will set eight questions, taking two from each unit. The students are required to attempt five questions in all selecting at least one from each unit. All questions will carry equal marks.

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

UNIT -I

English Language

Growth and Development of English in India

Main features of British, American and Indian English

Introduction to Formal and Informal English

UNIT -II

Vocabulary and Grammar

Word meanings and their usage, Usage of Dictionary and Thesaurus

One word substitutes, Synonyms& Antonyms

Common errors in spellings and sentences

Subject-Verb agreement, Idioms& phrases

Active Voice and Passive Voice, Tag Questions

UNIT -III

English in Tourism Sector

Need of English language in promoting Tourism

List of terms and vocabulary commonly used in field of tourism

Role and Importance of English language for tourist guides

UNIT -IV

Composition

Resume Writing

Letter writing (Formal and Informal Letters)

Paragraph Writing

Dialogue Writing

Essentials of different types of conversation (telephonic, e-mail, public speech, group discussion)

REFERENCES:

1. Communicative English, Jimmy Sharma, Arihant Publishers, New Delhi
2. English for Occupational Purposes: One Language, Kim. D. London: Continuum. 2008.
3. Strengthen Your English, Bhaskaran and Horsburgh, Oxford University Press
4. Murphy's English Grammar with CD, Murphy, Cambridge University Press
6. Everyday Dialogues in English by Robert J. Dixon, Prentice-Hall of India Ltd., 2006.

SEMESTER – V

B.T.M.- 501

English

Theory: 80

Internal Assessment: 20

Time: 3 hours

Prescribed Books:

1. *The Eternal Muse* edited by Brajesh Sawhney and Neena Malhotra
2. *The Spectrum of Life: A Selection of Modern Essays* edited by M.K. Bhatnagar
3. *A Text Book of English Grammar and Composition* edited by S.C. Sharma, Shiv Narain, Gulab Singh and Pankaj Sharma

Instructions to the Paper-Setter and Students:

Q. 1 : This question will have *one* stanza (with internal choice) for explanation with reference to the context from *The Eternal Muse*. 8 marks

Q.2 : There will be *six* short answer type questions based on the first two text books. Students will be required to attempt *four* questions (in about 100 words each) choosing *two* from each text.

4x3= 12 marks

Q.3 : *One* essay type question (with internal choice) on the book of poems, requiring first hand understanding of the poems. 10 marks

Q.4 : *One* essay type question (with internal choice) from *The Spectrum of Life : A Selection of Modern Essays*, requiring first hand understanding of the text. 10 marks

Q.5 : A paragraph of about 300 words will be given. The candidates will be required to attempt a précis and give it a suitable title. 15 marks

Q.6: This question will consist of *one* letter/ application (Personal/Business Correspondence). Students will be required to attempt either of the given *two*. 10 marks

Q.7 (a) Common errors (10 sentences to be corrected out of the given *fifteen* sentences) 10 marks

(b) Clauses (students will be required to attempt *five* out of *seven*) 5 marks

IMPACTS OF TOURISM

BTM – 502

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course objectives:

The development has its own impacts and so in case of tourism. The students shall be given exposure of the patterns of development in tourism mainly in reference to the developed and developing countries. The study of the positive as well as the negative impacts of tourism becomes essential to understand the benefits and loss of tourism development.

APPROACHES

Lectures, Group Discussion, Presentation, Case studies.

MODE OF PAPER SETTING

There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

UNIT – I

Patterns of tourism development in the developed and the developing countries – a comparative analysis in terms of volume of tourist arrivals and earnings from tourism

Tourism Development in the regions – Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism

Characteristics of mass tourism

UNIT – II

Economic significance of tourism

Direct, Indirect and Induced Economic Impacts of tourism

Negative Economic Impacts of Tourism

Economic Impact Analysis

UNIT – III

Socio-cultural dimensions of tourism

Positive Social & cultural Impacts of Tourism
Negative Social & Cultural Impacts of Tourism
Social Change and growth of tourism

UNIT – IV

Environmental significance of tourism
Major Impact Areas – Natural Resources, Pollution and Physical Impacts
Tourism development in relation to global warming, Climate Change, natural resource exploitation & Biodiversity loss
Environmental Impact Assessment

REFERENCES

- Bartelmuş, P. (1994). *Environment, Growth and Development: The Concepts and Strategies of Sustainability*. London, Routledge.
- Burns, P. and Holden, A. (1995). *Tourism: A New Perspective*. London, Prentice Hall.
- Butler, R. W. (1991). Tourism, environment and sustainable development. *Environmental Conservation*, **18**, 201–9.
- Cater, E. (1994). Introduction. In *Ecotourism: A Sustainable Option?* (E. Cater and G. Lowman, eds). London, John Wiley and Sons.
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). *Tourism: Principles and Practice*. London, Longman.
- Davison, R. (1996). The impacts of tourism. In *Tourism Destinations* (R. Davison and Maitland, eds), pp. 18–45. London, Hodder and Stoughton
- Peter Mason, 2009, *Tourism Impacts, Planning and Management*, Butterworth Publication, NEW YORK

ACCOUNTING FOR TOURISM

BTM-503

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

COURSE OBJECTIVES: - The enormous changes during the past ten years in 'Tourism Industry" and the technology of information accessing have dramatically affected the environment accounting. Tourism Management, to service in this labile business environment, needs reliable, timely, complete and understandable accounting formation. This course equips the students with counting techniques, Methods and tools for preparation, understanding, analysis and interpretation of financial statements hotel companies.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

TEACHING PRACTICES: Class room lectures, Assignments, Cases, Discussions.

COURSE CONTENTS

Unit-I

Introduction to accounting:

Nature; Definition; accounting cycle uses; functions and types of accounting. Accounting principles conventions and concepts.

Unit-II

Double entry system of accounting

Cardinal rules of debit and credit; preparation of journals and other subsidiary books; preparation of ledger accounts and trail balance.

Unit-III

Final accounts: need and importance in tourism business, Preparation of Business Income Statement and Balance sheet.

Unit-IV

Interpretation of Business Income Statement and Balance Sheet of Travel Agencies with the help of ratio Analysis.

REFERENCES

1. Financial Management – Iqbal Mathur
2. Financial accounting – R.L.Gupta
3. Basic Accounting – Meig&Meig
4. Leslie Chadwick, 1995 : The Essance of Financial Accounting, Prentice Hall of India Pvt.Ltd.,ND
5. Donald F.Sutton, 1986 : Financial Management in Hotel and Catering, Heinemann, London
6. G. Boni and F.F. Shartes, 1988 : Hotel Organisation Management and Accountancy, Sir ISAAR. Pitman, London
7. Horwarth and Toth, 1979 : Hotel Accounting, Ronald Press, New York
8. Horwarth Earnest, 1986 : Hotel Accounting, Ronald Press, New York
9. Horwarth, E.B.andToth, 1986 : Hotel Accounting, Ronald Press, New York
10. Robert and Anthony, 1995: Management Accounting, Prentice Hall of India Pvt.Ltd., New Delhi
11. L.S.Porwal, 1993 : Accounting Theory, An Introduction, Tata McGraw-Hill Publishing Co., Pvt Ltd., New Delhi
12. R.D.Boardman, 1980 : Hotel and Catering Costing and Budgets, Heinemann, London.

BTM-504
Sustainable Tourism

Max Marks (internal) 20
Max Marks (External) 80

Objectives: To prepare the budding tourism professionals by providing basic knowledge about sustainable tourism related skills.

Approach: Lecture, group discussion, presentation, case studies etc.

Evaluation: As per the KUK norms for this course/ other papers. Mode of Paper setting: same as that of the other papers of this course.

Unit 1

Sustainable Tourism- meaning, definition, scope, sustainable development components, major issues in understanding sustainable development, principles of sustainable tourism management, aspects of ethics and social responsibility Key Stake holders.

Unit 2

Key issues of sustainable tourism development such as Ecotourism, carrying Capacity, de-marketing, fair pricing, transportation, education, role of industry, Role of public and private sector, community involvement and local control and linkages therein.

Unit 3

Three dimensions of Sustainable tourism i.e. environment, economic life, social aspects. Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope of the concept of socio-cultural environment and impacts of tourism on socio cultural issues.

Unit 4

.Key actor in sustainable tourism- role of public sector, government bodies, local authorities, tourism industry, voluntary organizations host community, media, and tourists.

Books:

1. Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
4. http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf.
5. <http://www.unep.fr/shared/publications/pdf/IDTx0592xpA-TourismpolicyEfv.pAf>.
6. http://www.nwhf.no/files/File/culture_fulltext.pdf
7. http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf
8. http://unctad.org/en/Docs/ditctncd20065_en.pdf
9. http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf
10. <http://www.visitcalifornia.com/media/uploads/files/edito>
ricTTC%ZosustainableTo20Tourism%20Handbook.pdf

BTM-505
Entrepreneurship in Tourism

Max Marks (internal) 20
Max Marks (External) 80

Objectives: To prepare the budding entrepreneurs in tourism and to provide the students basic Knowledge of entrepreneurship and entrepreneurial skills.

Approach: Lecture, group discussion, presentation, case studies etc.

Evaluation: As per the KUK norms for this course/ other papers

Mode of Paper setting: same as that of the other papers of this course.

Unit 1

Concept of Entrepreneur and entrepreneurship- its evolution, characteristics, role of entrepreneurship on economic development, Entrepreneurship in India- Factors and Institutional framework. Theories of entrepreneurship

Unit 2

Relationship between small and large business, problems of small scale industries in Indian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries and entrepreneurship.

Unit 3

Forms of ownership- structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment.

Unit 4

Issues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in India.

Books:

Rajeev Roy- Entrepreneurship: 2nd Edition - Oxford University press

Madhurima Lall & Shikha Sahai- Entrepreneurship- EB Excel Books

David H Holt- Entrepreneurship: New Venture Creation- Prentice Hall of India pvt Ltd

Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi

Robert D Hisrich : Entrepreneurship- Mc Graw Hill Companies

Kanishika Bedi- Management & Entrepreneurship- Oxford University press.

Vasant Desai-The Dynamics of Entrepreneurial Development and Management-Himalaya publishing House

INTERNATIONAL TOURISM

BTM – 506

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objectives:

The paper provides a comprehensive view of the tourism trends and patterns at the international level. The trends are to be studied through volume of tourists' arrivals in different regions and their contribution in tourism earnings. The knowledge of the forces and factors responsible for tourism growth is other area of discussion in the paper. Since tourism growth is not uniform in all the regions, the issues like tourism gap or disparities form another key area of knowledge for the students. The paper is primarily based on the statistics available at various websites.

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

UNIT – I

Tourism trends at international level: Tourist arrivals and tourism receipts

Factors affecting growth of international tourism

UNIT – II

Regional distribution of International tourism – I:

- Europe: Inbound tourism with special reference to France, Spain, United Kingdom and Italy and their major destinations i.e. Paris, Madrid, London and Rome
- Americas: Inbound tourism with special reference to USA, Canada and Mexico and their major destinations i.e. New York, Washington DC, Niagara Falls, Toronto and Mexico City

UNIT – III

Regional distribution of international tourism – II:

- Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi
- East-Asia & Pacific: Inbound tourism with special reference to Australia, China, Japan and Thailand and their main destinations i.e. Sydney, Beijing, Tokyo and Bangkok

UNIT – IV

Role of International organization like UNWTO, PATA, IATA in the development of tourism

Challenges before international tourism

SEMESTER VI

B.T.M.- 601

English Compulsory

Scheme of Examination:

Max. Marks : 100

Theory : 80

Internal Assessment : 20

Time : 3 hours

Prescribed Books.

1. *Macbeth* by William Shakespeare
2. *A Text Book of English Grammar and Composition* edited by S.C.Sharma, Shiv Narain, GulabSingh and Pankaj Sharma.

Instructions to the Paper-Setter and Students:

Q.1 : This question will have *one* extract (with internal choice) for explanation with reference to the context from *Macbeth*. 8 marks

Q.2 : *Six* short answer type questions will be set on *Macbeth*. Students will be required to attempt any *four* (in about 150 words each) out of the given *six* questions. 4x5=20 marks

Q. 3: *One* essay type question (with internal choice) on the play requiring first hand understanding of the text, theme, character and plot. 10 marks

Q.4: The students will be required to attempt *one* essay out of the given *four* topics in about 400 words. The topics may be descriptive, reflective or of general nature. 15marks

Q.5: Translation from Hindi to English of a passage consisting of 12 to 15 sentences on a general topic (In lieu of translation, foreign students will be required to write a paragraph of about 250 words on any *one* of the *three* given topics). 10 marks

Q.6: (a) One word substitution (students will be required to attempt *five* out of *seven*)

5 marks

(b) English in Situations: Students will be required to develop *one* dialogue-based paragraph consisting of about 20 exchanges (with internal choice) on the situations given below: 12 marks

- i) Facing an interview for a job
- ii) Making enquiries
- iii) At a railway platform
- iv) Helping the victims of road accident
- v) Greetings
- vi) At a wedding party
- vii) Opening a bank account
- viii) Inside the examination hall
- ix) Calling the fire brigade
- x) Trying to save a drowning child
- xi) At the time of admission
- xii) Consulting a doctor
- xiii) Dealing with a broker
- xiv) Escorting the chief guest
- xv) At the police station

Suggested Reading:

English in Situations by R.O. Neill (O.U.P.)

Success with English: The Penguin Course Book I by Geoffrey Bronghton (Penguin Books).

What To Say When Ed. Viola Huggins (BBC London)

Fifty Ways to Improve Your Presentation Skills in English by Bob Dignen (Orient Black Swan)

TOURISM ADMINISTRATION IN INDIA

BTM- 602

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

PAPER SETTING: Paper setter should set 9 questions. The examinee should be required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 7 short answers each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 14 marks each.

Unit – I

Role of Government in tourism Regulation and Management

Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions

Unit – II

State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to:

Haryana Tourism Corporation

Rajasthan Tourism Development Corporation

Kerala Tourism Development Corporation

Goa Tourism Development Corporation

Unit – III

India Tourism Development Corporation (ITDC): organization, role and functions: Divisions of ITDC

Hospitality Development and Promotion Board (HDPB): Role and Functions

Role of Tourism Finance Corporation of India in tourism growth

Unit – IV

Tourism Planning in India: Growth and Performance

National Tourism Policy – 2002: Objectives and main features

Problems and challenges of Tourism Administration in India

ECONOMICS OF TOURISM

BTM-603

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Objectives: Tourism is now recognized as an economic activity of global significance. This complex and multi-faceted industry plays an important role in the economics of many developed and less developed countries. The main aim of this course is to give the macroeconomic picture of tourism's role within national economies using the fundamental concepts learned in introductory economics course.

Paper setting: There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Teaching practices: Class Room lectures, Assignment. Cases, Discussions and Seminars

Unit-I

Introduction to Tourism Economics:

Concepts of economics and their relevance to tourism, Tourism development and national economy-contribution to GDP, Globalization, Liberalization, Privatization and their impacts on Tourism, FDI in Tourism-Trends and Implications

Unit-II

Economics of Tourism Demand:

Nature of demand, Factor influencing tourism demand, economic determinants of Tourism demand, price and income elasticity of tourism demand, trends in tourism demand.

Unit-III

Economics of Tourism supply:

Market Structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply trends

Unit-IV

Economic impacts of Tourism:

Employment and income creation, Tourism Multiplier, Balance of payment, Foreign exchange.

Visible and invisible trade, Cost concept, types of costs, Tourism Taxation

REFERENCES:

- Vanhove, N. (2005), *The Economics of Tourism Destinations*, Oxford: Elsevier Butterworth-Heinemann.
- Bull. A. (1995), *The Economics of Travel and Tourism*, Australia: Longman.
- Ahuja. H.L.,(2006) *Business Economics*, S. Chand & Co. New Delhi.
- T.R.Jain,(2008) *Business Economics*, V.K. Publication, New Delhi.
- Nellis and Parker,(2005), *The essence of Business Economics*, Prentice Hall, New Delhi.

Adventure tourism

BTM 604

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course Objective; Adventure tourism is a new but popular type of tourism in India. It is very popular among the youth. India has immense potential for most diverse type of adventure activities. Adventure tourisms are basically nature based activities. India has a large variety of geomorphologic and climatic conditions, so India can be a heaven for those tourists who want risk, excitement and thrill. For BTM students Adventure tourism provides a large scope of employment opportunity.

This course helps in understanding the resources potential for adventure tourism in India, existing popular destinations and activities.

Unit –I

Definition, nature and scope of Adventure tourism. Geographical diversities and opportunities for adventure tourism in India.

Unit –II

Land based Adventure activities; Mountaineering, trekking in Himalayan states. Necessary equipment, techniques and problems.

Unit-III

Water based activities- water resources of India; river- lakes and sea water. Rafting, kayaking boating, SCUBA diving and coastal activities.

Unit- IV

Air based activities, hang gliding, ballooning and sky diving. Places, organizations and equipments associated with above activities.

References

1. Ahmad Aizaz : **General Geography of India, NCERT, New Delhi**
2. Goh Cheong long : **An Economic Atlas of India, Oxford University**
3. **National Atlas of India, Govt. of India Publication, Calcutta**
4. **Atlas of World Oxford**

- 5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)**
- 6. Manorama Year Book**
7. Indian Year book, Publication Division, Govt. of India, New Delhi
8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
9. Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989)
10. Bose, S.C. Geography of the Himalayas, National Book trust, India (New Delhi, 1976)
11. Chand Gian and ManoharPuri 'Trekking' International publisher India (new Delhi,1989)
12. Gamma, Karl 'The Handbook of Skiing Pelham Books (London, 1985)
13. Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., (New Delhi, 1980)
14. Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968
15. Rowe, Ray 'White in Water Kayaking', Salamander Books (London, 1987)
- 16. Saharia, V.B. "Wildlife in India' Natraj Publisher (Dehradun, 1982)**

TOURIST GUIDING

BTM-605

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course objective; Tourist escort or guide is one of the essential linkages between tourists and the destination. He is the image maker of the destination/ country. A good escort or guide can make a permanent imprint on the visitors about the place. The students of BTM should know the personality, functions and basic qualifications of a tourist guide and escort so that they can contribute to tourism industry as a tourist escort or a guide if they like. It is a very challenging and interesting job where he meets and interacts with new persons from different parts of the world every day.

Unit-I

Basic requirement of an escort or a guide;

I-Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working.

li-Etiquette- how to welcome a visitor, the traditional style of welcoming in north India.

lii- Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc.

Unit-II

Communication Skills;

i-Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers.

Audio- visual aids.

ii- Body language

Unit- III

Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways.

Bus and cars arrangement at hotels, airports and railway stations. Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels.

Unit- IV

Role and responsibility; Escort/ guide is the first and last contact with destination. Image maker, His responsibilities. Ethics, helpful attitude. Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc.

References; See the references of paper 105, 106, 203, 204,205,402, 403, 405,

Salesmanship in Tourism

BTM-606

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

Course Objective The main objective of this course is to acquaint students with the nature of Salesmanship and its application in tourism Industry.

PAPER SETTING: There will be five questions in all and candidates will have to attempt all the five questions. First question will be of 14 marks and shall contain 7 short answer type questions. These questions shall be spread over the whole syllabus. Remaining four questions shall be of 14 marks each and will be set unit wise, where internal option among 2 questions will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Teaching practices: Class Room lectures, Assignment. Cases, Discussions and Seminars

Unit- I

Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance, Personal Selling process; Theories of selling. Sales Management challenges in tourism.

Unit – II

Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force.

Unit- III

Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation, Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota.

Unit -IV

Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Ethical Issues in Sales Management. Role of IT in Sales Management.

Suggested Readings:

1. Spiro, Stanton & Rich (2003), Management of a Sales Force 11th edition. Tata McGraw-Hill:
2. Still, Cundiff & Govoni (2007), Sales Management, 5th edition, Sage publications New Delhi.
3. Tapan k. Panda, Sunil Sahadev (2008), Sales and Distribution Management, Oxford University Press, New Delhi.
4. Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi.
5. S.A.Chunawala (2008), Sales and Distribution Management, Himalaya Publishing House, New Delhi.
6. Gupta, S. L. (2005), Sales and Distribution Management, Excel Books, 1st Edition, New Delhi.
7. David Jobber, Geoff Lancaster (2003), Selling and Sales Management, Pearson Education India, New Delhi.

COURSE STRUCTURE
&
SCHEME OF EXAMINATION
ACCORDING TO SEMESTER SYSTEM
OF
BACHELOR IN TOURISM MANAGEMENT
(BTM)
W.E.F. 2014-15