

## **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
<b>TOTAL MARKS</b>		<b>600</b>	

### **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
<b>TOTAL MARKS</b>		<b>600</b>	

### **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
<b>FIELD – TRIP REPORT &amp; VIVA-VOCE</b>		<b>100</b>	
<b>TOTAL MARKS</b>		<b>700</b>	

\*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
<b>TOTAL MARKS</b>		<b>600</b>	

**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	
<b>TOTAL MARKS</b>		<b>700</b>	

**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
<b>TOTAL MARKS</b>		<b>600</b>	

# BTM-101

## English (Compulsory)

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

### Section A:

#### Poetry

##### Text Prescribed:

*Chronicles of Time* edited by Asha Kadyan, with the following deletions.

(i) "Leisure" by W.H. Davies

(ii) "The Flute Player of Brindaban" by Sarojini Naidu

(iii) "The Soldier" by Rupert Brooke

#### Section B

#### Grammar

##### Text Prescribed:

*A Remedial English Grammar for Foreign Students* by F.T. Wood, with the following deletions:

1. Tag Questions
2. Transformation
3. Confusion of Adjectives and Adverbs
4. Adverbial use of no, not and none
5. The Prop-Word one
6. Redundant Pronouns and Prepositions
7. The use of correlatives
8. Errors in the use of individual words: please and thank you, Dates and Times, Greetings and Salutations.

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

The paper will have seven questions as per details given below

Q. 1. Explanation with reference to the context. The students will be required to attempt *one* passage (with internal choice) from the book of poems. (8 marks)

Q.2 *One* comprehension question (with internal choice) based on a stanza from the book of poems. (8 marks)

Q.3. Short-answer type questions on the book of poems (*four questions* to be attempted out of the given *Seven*). (8 marks)

Q.4. One essay type question (with internal choice) will be set on the book of poems. (8 marks)

Q.5. Students will be required to attempt *twenty* out of *thirty* items, based on the examples/exercises given in the prescribed book of grammar. (30 marks)

Q.6. Vocabulary (from the prescribed book of poems).

To use *ten* words out of given *fifteen* in sentences of their own. (10 marks)

Q.7. Literary Terms: Metaphor, Sonnet, Personification, Simile, Conceit, Ballad, Alliteration, Allusion, Ode, Satire, Oxymoron, Epigram, Lyric, Dramatic, Monologue, Myth. (Attempt any *four* out of the given *six* in about 50-70 words each). (8 marks)

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- 3- vkfndky dh ifjLFkfr; k;
- 4- vkfndkyhu I kfgR; dh I kxk0; iøfuk; k;
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- 1- [k.M c) eafu/kZjr ikB; &iqr d ea l s 0; k[; k dsfy, pkj vorj.k iNs tk, xA ftuea l s ijh{kfkfkZ ka dks fdUgh nks dh mid x 0; k[; k djuh gksxA iR; sd 0; k[; k 6 vad ds gksxA ijk izu 12 vad dk gksxA
- 2- [k.M c) eafu/kZjr vkykpkRed izuka ea l s nks izu iNs tk, xA ftuea l s ijh{kfkfkZ ka dks , d izu dk mUkj nsuk gksxA ; g izu 8 vad dk gksxA
- 3- [k.M c) us fu/kZjr ikB; &iqr d , oa vkykpkRed izuka ea l s N% y?krjh izu iNs tk, xA ftuea l s ijh{kfkfkZ ka dks yxHkx 150 'kCnka eafdlUgh pkj izuka dk mUkj nsuk gksxA
- 4- [k.M c) eafu/kZjr vkykpkRed izuka ea l s pkj izu iNs tk, xA ftuea l s ijh{kfkfkZ ka dks nks izuka dk mUkj nsuk gksxA iR; sd izu 8&8 vad dk gksxA bl idkj ; g vad izu 16 vad dk gksxA
- 5- [k.M c) eafu/kZjr izuka ea l s pkj y?krjh izu iNs tk, xA ftuea l s ijh{kfkfkZ ka yxHkx 150 'kCnka eafdlUgh nks izuka dk mUkj nsuk gksxA iR; sd izu dsfy, ikp vad fu/kZjr gA ijk izu 10 vad dk gksxA
- 6- [k.M c) eafu/kZjr ikB; Øe ea l s pkj y?krjh izu iNs tk, xA ftuea l s ijh{kfkfkZ ka dks fdUgh nks izuka dk mUkj nsuk gksxA iR; sd mi&izu 5 vad dk rFkk ijk izu 10 vad dk gksxA
- 7- [k.M c) eafu/kZjr ikB; Øe ea l s 8 oLrfu"B izu iNs tk, xA iR; sd izu 1 vad dk rFkk ijk izu 8 vad dk gksxA

# 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 Radebangh, 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 (2<sup>nd</sup> 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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**iB; Øe eafu/Mjr vlykpuRed izu**

- 1- ^nLokfeukr\* ukVd dk ifrik |
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- 3- ^nLokfeukr\* ukVd dh {kfeus rk
- 4- i d kn dh ukV; dyk

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**iB; Øe eafu/Mjr vlykpuRed izu**

- 1- HkDrdky dh ifj fLFkr; k;
- 2- I r dko; dh i d fUk; k;
- 3- I q i dko; dh i d fUk; k;
- 4- jke dko; dh i d fUk; k;
- 5- d".k dko; dh i d fUk; k;
- 6- HkDrdky %Lo.kz q

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- 1- Hkk"kk dh ifj Hkk"kk
- 2- Hkk"kk ds fofo/k : i %clayh] ekudHkk"kk] jkt Hkk"kk] jk"V/Hkk"kk] uk/oeHkk"kk] ekrHkk"kk
- 3- ekud&Hkk"kk dh i d fUk; k;
- 4- fglh o.kEkyk %Loj , oa0; at u
- 5- fglh mrZuh % I eL; k vks I ek/kku
- 6- egkojs , oaykdKDr; k;

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

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- 1- [k.M c) ea fu/w&Zjr ikB; &i&rd ea ls 0;k[;k ds fy, pkj vorj.k iNs tk, a& ftuea ls ijh{k&F&Z ka dks fdllgh nks dh lid& 0;k[;k djuh g&skA iR; &d 0;k[;k 6 v&d dh g&skA ijk izu 12 v&d dk g&skA
- 2- [k.M c) ea fu/w&Zjr vky&p&Red izu ea ls nks izu iNs tk, a& ftuea ls ijh{k&F&Z ka dks ,d izu dk m&lkj ns&k g&skA ;g izu 8 v&d dk g&skA
- 3- [k.M c) ea fu/w&Zjr ikB; &i&rd ,oa vky&p&Red izuka ea ls N% y?&rjh izu iNs tk, a& ftuea ls ijh{k&F&Z ka dks yx&lx 150 'k&nka ea fdllgh pkj izuka dk m&lkj ns&k g&skA iR; &d izu ds fy, pkj v&d fu/w&Zjr g&A ijk izu 16 v&d dk g&skA
- 4- [k.M c) ea fu/w&Zjr vky&p&Red izuka ea ls pkj izu iNs tk, a& ftuea ls ijh{k&F&Z ka dks nks izuka dk m&lkj ns&k g&skA iR; &d izu 8&8 v&d dk g&skA bl id&lj ;g izu 16 v&d dk g&skA
- 5- [k.M c) ea fu/w&Zjr izuka ea ls pkj y?&rjh izu iNs tk, a& ftuea ls ijh{k&F&Z ka yx&lx 150 'k&nka ea fdllgh nks izuka dk m&lkj ns&k g&skA iR; &d izu ds fy, ik&p v&d fu/w&Zjr g&A ijk izu 10 v&d dk g&skA
- 6- [k.M c) ea fu/w&Zjr ikB; &e ea ls pkj y?&rjh izu iNs tk, a& ftuea ls ijh{k&F&Z ka dks fdllgh nks izuka dk m&lkj ns&k g&skA iR; &d mi&izu ds fy, 5 v&d fu/w&Zjr g&A ijk 10 v&d dk g&skA
- 7- [k.M c) us ijs ikB; &e ea ls 8 o&Rfu"B izu iNs tk, a& iR; &d izu 1 v&d dk r&lk ijk izu 8 v&d dk g&skA



# **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:**

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- Europe on a Shoestring, Lonely Planet, 2003.
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# 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**

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- 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 (2<sup>nd</sup> 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](http://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. Weibull, H. and N. V. and 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, Gover Earnborough, 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. 'Management, Prentice {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](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](http://www.nwhf.no/files/File/culture_fulltext.pdf)
7. [http://www.rainforest-alliance.org/tourism/documents/tourism\\_practices\\_guide.pdf](http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf)
8. [http://unctad.org/en/Docs/ditctncd20065\\_en.pdf](http://unctad.org/en/Docs/ditctncd20065_en.pdf)
9. [http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg\\_final\\_report\\_en.pdf](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: 2<sup>nd</sup> 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.