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

#### SEMESTER - I

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*BTM 101</td>
<td>English (Compulsory)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>*BTM 102</td>
<td>Hindi (compulsory)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 103</td>
<td>Business Environment for Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 104</td>
<td>Introduction to Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 105</td>
<td>Tourism Product of India (Natural)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 106</td>
<td>Tourism Product of India (Cultural)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>600</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### SEMESTER - II

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*BTM 201</td>
<td>English (Compulsory)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>*BTM 202</td>
<td>Hindi (compulsory)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 203</td>
<td>Geography of Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 204</td>
<td>Transport Management</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 205</td>
<td>Tourism Documentation</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 206</td>
<td>Haryana Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>600</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### FIELD TRIP

**SEMESTER - III**

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*BTM 301</td>
<td>English (Compulsory)</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 302</td>
<td>Tourism in India</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 303</td>
<td>Hotel Business</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 304</td>
<td>HRM in Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 305</td>
<td>Computer Applications in Tourism</td>
<td>20+30</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>BTM 306</td>
<td>Communication Skills &amp; Personality Development</td>
<td>20+30</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td><strong>FIELD - TRIP REPORT &amp; VIVA-VOCE</strong></td>
<td></td>
<td><strong>100</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>700</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BTM 401</td>
<td>English</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 402</td>
<td>Pilgrimage Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 403</td>
<td>Principles of Management</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 404</td>
<td>Tourism Marketing</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 405</td>
<td>An Introduction to Travel Agency &amp; Tour Operation Business in India</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 406</td>
<td>Communicative English</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>600</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ON – THE- JOB - TRAINING

## SEMESTER – V

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BTM 501</td>
<td>English</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 502</td>
<td>Impacts of Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 503</td>
<td>Accounting for Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 504</td>
<td>Sustainable Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 505</td>
<td>Entrepreneurship in Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 506</td>
<td>International Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>On – the - job training Report &amp; Viva – Voce</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>700</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## SEMESTER – VI

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper title</th>
<th>Marks</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BTM 601</td>
<td>English</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 602</td>
<td>Tourism Administration in India</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 603</td>
<td>Economics of Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 604</td>
<td>Adventure Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 605</td>
<td>Tourist Guiding</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>BTM 606</td>
<td>Salesmanship in Tourism</td>
<td>20</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MARKS</strong></td>
<td></td>
<td><strong>600</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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)

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)
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

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:
INTRODUCTION TO TOURISM

BTM-104

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

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
- 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
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 Mamallpuram and Brihadisvara temple at Thanjavur

Unit – III
Indian Architecture – II

● Medieval Architecture: Taj Mahal, 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 Tourism in India, D.K. Printworld, New Delhi
- 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
- Raju, P.T. 1985 Structural Depths of Indian Thought. South Asian Publishers, New 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
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 textbooks. (10 marks)

Q.5. Paragraph
The students will be required to write a paragraph on any one of the four given topics. (8 marks)

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)
1. [km c] eafur iri-sq rd ealsOlj; k dfy, pj voy.kiNstka; ltuAlsjiHfzldksfdllh nsdhiiza Olj; k djhu gksA iBd Olj; k 6 vel dh gksA ijkizu 12 vel dh gksA
2. [km c] eafur vlylpked izu ealsNksizu inNstka; ltuAlsjiHfzldks, d izu dk ndj rs gksA; g izu 8 vel dh gksA
3. [km c] eafur iri-sq rd, oavlylpked izu ealsNksizy?ywhizu inNstka; ltuAlsjiHfzldks
dxyhkJ 15 "kla eaflfgh pj izu, dkh ndj nk gksA iBd izu dsf, pj jk gals jk izu 16 vel dh gksA
4. [km c] eafur vlylpked izu eals pjk izu inNstka; ltuAlsjiHfzldks nsizuk d dkh
    nk gksA iBd izu 888 vel dh gksA iBd izj; g izu 16 vel dh gksA
5. [km c] eafur izuealspjk y?ywhizu inNstka; ltuAlsjiHfzldksxyhkJ 15 "kla eaflfgh ns
    izuka ndj nk gksA iBd izu dsf, jk jk gals jk izu 10 vel dh gksA
6. [km c] eafur iri-sq ealspjk y?ywhizu inNstka; ltuAlsjiHfzldksfdllh nsizuk d
    ndj nk gksA iBd mizj izu dsf, 5 vel dh gals jk izu 10 vel dh gksA
7. [km c] usijasiB; eals 8 olxijB izu inNstka; iBd izu 1 vel dh kirk ijkizu 8 vel dh
    gksA
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

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:
- Blore, Shawn; Davidson, Hilary; Karr, Paul; Livesey, Herbert Bailey & McRae, Bill: Frommer's
- 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.
- Taylor, Chris; Rowthorn, Chris; Ashburne, John; Benson, Sara & Florence, Mason: Japan, Lonely Planet, University of California, 2000.
- Williams, Nicola; Berry, Oliver; Fallon, Steve & Nevez, Catherine Le: France, Lonely Planet, 2007.
- Simonis, Damien; Johnstone, Sarah & Williams, Nicola: Switzerland, Lonely Planet, 2006.
- Lonely Planet Staff: USA and Canada on a Shoestring 2, Lonely Planet, 1900.
- Fitzpatrick, Mary; Blond, Becca; Pitcher, Gemma; Richmond, Simon; & Warren, Matt: South Africa, Lesotho & Swaziland, Lonely Planet, 2004.
- Smitz, Paul; Bain, Carolyn; Bao, Sandra & Farfor, Susannah: Australia, Lonely Planet, 2005.
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

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 & Grahan Draper - 'Travel & Tourism: A World Regional Geography', John Wiley & Sons, New York
- Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
- OAG, Airlines time table
- OAG, Cruise lines time table
- Indian Railway Time table
- Other references as in BTM 104, 203 and 302
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

Unit-I V

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

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

<table>
<thead>
<tr>
<th></th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>End Semester Exam</td>
<td>80</td>
</tr>
<tr>
<td>Internal Assessment</td>
<td>20</td>
</tr>
<tr>
<td>Time</td>
<td>3 Hours</td>
</tr>
</tbody>
</table>

2. Selected episodes from the Mahabharata by C. Raja Gopalachari, Mumbai 7 Bharatiya Vidya Bhavan.
The episode "Ganapthi, 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  

$12 \times 1 = 12$ 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

Course Objectives

India is one of the emerging economic powers of India. In tourism too India is one of few 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
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


Unit-III


Unit-IV


References:

8. John R. Walker: Introduction to Hospitality
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:

4. Indian journal of industrial relations.
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


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
7. S. Bansundra, Computers Today
8. V. Raja Raman, Introduction to Computer Science
11. V.P. Jaggi and S. Jain, Computers for Everyone, Academic India Publishers, 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**


Websites: www.myersbriggs.org
**SEMESTER IV**

**B.T.M.-401**

**ENGLISH (COMPULSORY)**

Max. Marks 100

<table>
<thead>
<tr>
<th>End Semester Exam</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Assessment</td>
<td>20</td>
</tr>
<tr>
<td>Time</td>
<td>3 Hours</td>
</tr>
</tbody>
</table>

   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

Q3 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 Dwarka
- 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:
2. Ghuman, Karminder& K. Aswathappa: Management: Concept, Practice & Case, Tata
3. Kase , F. L. and Rasonu, J.E. 1985, Organization and Management -A System and
Practices of Management, Scoft, Poresman, Cleneve'
TOURISM MARKETING

BTM-404

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

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

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
Kotler Philip (2003). Marketing Insights from A to Z: 80 concepts every manager needs to know. John Wiley and sons, USA.
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
2. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
5. IATA, IATO, TAAI manual./
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:
3. Strengthen Your English, Bhaskaran and Horsburgh, Oxford University Press
4. Murphy's English Grammar with CD, Murphy, Cambridge University Press
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

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.

$\text{4x3 = 12 marks}$

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

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 lose 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
Peter Mason, 2009, Tourism Impacts, Planning and Management, Butterworth Publication, NEW YORK
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
3. Basic Accounting – Meig&Meig
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, demarketing, 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
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”d 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
Kanishka Bedi- Management & Entrepreneurship p-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

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. 15 marks

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.)


*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
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:
Adventure tourism

BTM 604

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 tourism 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

6. Manorama Year Book

7. Indian Year book, Publication Division, Govt. of India, New Delhi


11. Chand Gian and ManoharPuri 'Trekking' International publisher India ( new Delhi,1989)


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.

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

III- 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, 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

Suggested Readings:
4. Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi.