

SCHEME OF EXAMINATION
BACHELOR OF TOURISM MANAGEMENT (BTM)
THREE YEAR PROGRAMME (SEMESTER SYSTEM)

2011

First Year

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

First Semester

Paper	Nomenclature	External	Internal	Total Marks
DEBTM -101	Principles of Tourism Management	70	30	100
DEBTM -102	Foundation Course in Management	70	30	100
DEBTM -103	Tourist Guide and Tour Operations	70	30	100
DEBTM -104	Tourism Economics	70	30	100
DEBTM -105	Application of Computers	70	30	100
DEBTM -106	Workshop on Personality Development	100		100

Second Semester

Paper	Nomenclature	External	Internal	Total Marks
DEBTM -201	Cultural Heritage of India	70	30	100
DEBTM -202	Business Communications Skills	70	30	100
DEBTM -203	Tourism Product in India I (Natural)	70	30	100
DEBTM -204	Tourism Product in India II (Cultural)	0	100	100
DEBTM -205	Religious Tourism in India	70	30	100
DEBTM -206	Field Trip Report $\frac{\text{Evaluation}}{\text{Viva - Voce}}$	$\frac{50}{50}$		100
DEBTM -207	Environment Studies		100	100

Important Note:

- * The Environmental studies is a qualifying paper for all UG Courses. Students are required to qualify the same, otherwise final result will not be declared and degree will not be awarded. Paper setting, conduct of examination and its evaluation will be done at the study centre itself.

BACHELOR OF TOURISM MANAGEMENT (BTM)**First Semester****PRINCIPLES OF TOURISM MANAGEMENT****PAPER CODE: DEBTM-101****External: 70****Internal: 30***Note:*

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

Unit-1

Concept of Tourism and Industrial Background: Tourism: The Basic Concept, Tourism through Ages, Tourism in the Twentieth Century, General Tourism Trends, Types of Tourists, Tourism, Recreation and Leisure, their Inter-relationships.

Unit-2

Psychological Dimensions and Motivation of Travel: Introduction to Tourism in India, Definition of Motivation, Travel Motivators, Tourism as a Service Industry.

Unit-3

Tourism: Types, Forms, Products and Attractions: Tourism Activity, Inter-regional and Intra-regional Tourism, Inbound and Outbound Tourism, Forms of Tourism, Nature, Characteristics of Tourism Industry, Elements and Characteristics of Tourism Products, Tourism Product System, Tourism Product Life Cycle, Potential Areas for Innovation in Tourism.

Unit-4

Tourism and Transportation: Tourism and Transportation, Air Transportation, Land Transportation, Rail Transportation, Water Transportation, Management of Transport System in India, The Choice of a Mode of Transport.

Unit-5

Tourism: Planning Policies, Organization and Marketing: Need for Tourism Planning, Steps in the Planning Process, Organization of Tourism, Tourism Information Offices, Tourism Policy of India: An Exploratory Study, Tourism Marketing, Tourism Promotion.

FOUNDATION COURSE IN MANAGEMENT**PAPER CODE: DEBTM-102****External : 70****Internal : 30***Note:*

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UUNIT 1

Definition, Functions, Process and Importance of Management Managerial Roles, Managerial Skills and Activities.

UNIT 2

Differences between Management and Administration Importance of Values and Ethics in Management.

UNIT 3

Evolution of Management Thought, Various Approaches to Management, Functions of Management.

UNIT 4

Nature and Purpose of Planning, Objectives, Types and Significance of Planning, Steps in Planning, Decision-Making.

UNIT 5

Nature and Purpose of Organizing, Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralisation, Effective Organizing, Organizational Structures, Formal and Informal Organizations.

UNIT 6

Nature and Purpose of Staffing, Manpower Planning, Recruitment and Selection, Training and Development, Performance Appraisal.

UNIT 7

Directing: Effective Directing, Supervision, Motivation, Theories of Motivation, Job Satisfaction.

UNIT 8

Leadership: Concepts, Theories and Styles, Communication Process: Channels and Barriers, Effective Communication.

UNIT 9

Controlling: Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems.

UNIT 10

Coordination: Concepts, Importance, Principles and Techniques of Coordination Concepts of Managerial Effectiveness.

TOURIST GUIDE AND TOUR OPERATIONS

PAPER CODE: DEBTM-103

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive

examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit 1

Tour Operators and Tour Operations: The Tourist Guide, Duties and Responsibilities of a Tourist Guide, Categories of Tourist Guide, Tour Managers, Types of Tour Operators, Tour Wholesalers, Designing a Tour, Tour Operation, Input and Output of Tour Operation, Reservation System, Centralized Reservation System (CRS).

Unit 2

Tour Packages and Itinerary Planning: Package Tours, Categories of Package Tours, Types of Tour, Group Inclusive Tour, Free Individual Travelers, Package or Inclusive Tours, Travel Agency Resources, Computer Reservation System, Printed/Published References, Essentials of Itinerary Planning, International Time Calculator, Timetables, Constructing a Connection, An Official Airline Guide.

Unit 3

Tour Planning and Pre-tour Preparation: Tour Planning; New Destination, Package Pricing Strategies, Elements of Pricing, Factors Affecting Pricing, Pre-Tour Preparations, Tour Operational Techniques.

Unit 4

Reservation of Tourist Accommodation: Accommodation Sector, Hotels Industry in India, HAI, FHRAI, Hotel Meal Plans and Rates, Room Categories, Bedding Types, Room Locations, Hotel Reservation.

Unit 5

Tourist Transport: Tourist in India, Role of Transport in Tourism, Road Travel and Tourism, Rail Travel and Tourism, Sea Travel and Tourism, Air Travel and Tourism, Travel Documents.

TOURISM ECONOMICS

PAPER CODE: DEBTM-104

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-1

Introduction to Economics: Introduction to Micro Economics, Micro Economics, Ceteris Paribus, Concept and Types of Equilibrium, Positive and Normative Economics, Relation between Economics and Managerial Economics, Functions, Equations, Identities, Graphs, Lines and Slopes, Limits and Derivatives, Shifts of and Movement Along Curves, Time Series and Scatter Diagrams.

Unit-2

Demand Analysis: Introduction Objectives, Consumer Theory, Derivation of Demand Curve, Market Demand, Price Elasticity of Demand, Elasticity of Demand and Total Revenue, Income Elasticity of Demand, Cross-Price Elasticity of Demand, Demand Forecasting, Time-series Analysis, Review of Key Terms.

Unit-3

Supply and Cost Analysis: Objectives, Price Elasticity of Supply, Supply and Costs, Short-run Costs, The Short-run Supply Curve Under Perfect Competition, Long-run Costs, Internal Economies of Scale, External Economies of Scale, Review of Key Terms.

Unit-4

Market Structure: Meaning, Classification of Markets, Perfect Competition, Monopoly, Duopoly, Oligopoly, Monopolistic Competition.

Unit-5

The Hotel Industry and Economic Development: Role of Economics in the Hotel Industry, Historical Background, The Lodging Industry, Hoteling in India, Significance of the Hotel Industry, Tourism, Forms of Tourism, Objectives of Tourism, Significance of Tourism, Growth of Tourism, Foreign Exchange Earnings between 1991–2001, The Types of Hotels, Constraints of Tourism, Tourism Policy, Economic Development, Meaning and Measurement of Economic Growth, The Causes of Economic Growth, Economic Growth in Developing Countries.

APPLICATION OF COMPUTERS**PAPER CODE: DEBTM-105****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Computer Fundamental: Introduction, Evolution of Computer, Block Diagram of Computer, Functions of each Part, Organization of Computer, Characteristics of Computer, Various Fields of Computer, Classification of Computer, Introduction to Input and Output Devices, Monitor and its Types, Printer and Its, Types, Memory, Language, Data Representation

Operating System: Introduction of Operating System, Function of Operating System, Types of Operating Systems, Booting Procedure, Basic System configuration, Important Terms, MS-Dos

Microsoft Windows: Introduction, Unit Objectives, Overview of Different Versions of Windows, Basic Elements of Windows, Anatomy of an Application Window, Customising Windows, Working with Windows, Exploring Control Panel, Managing files and Folders, Overview of Windows Explorer, Windows Accessories

Computer Application in Business: Meaning and Classification of Market, Capabilities of Computer, Application of Information System (IS), Frontline Information and Database, Websites and Other Utility Softwares, Utility Softwares

Communication and Networking: Networking Concepts, Communication Media, Networking Devices, Internet Services Provider, Digital Device in Mobile, Use of e-Mail, Browsers and browsing a Websites, Browsing of Websites, Searching Required Information on Internet using Search Engines.

WORKSHOP ON PERSONALITY DEVELOPMENT**PAPER CODE: DEBTM-106****External: 100****(a) Personality Enrichment**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good Conversation, Art of Intelligent Listening

(b) Stress Management

Meaning, purpose, techniques

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

(e) Group Discussion

Team behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

(g) Basic concept of Recruitment and Selection

Intent and purpose, selection procedure, types of interviews

(h) Preparing for interviews

Self planning, writing winning resume, knowledge of company profiles, academics and professional knowledge review, update on current affairs and possible questions

(i) Facing an interview panel

Time – keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self – introduction, panel addressing, mental frame – work during interviews

(j) Presentation

Presentation skills, seminar skills role – plays

(k) Electronic Communication Techniques: E mail, Fax,

Travel & Hospitality Etiquettes: **Bus , Train, Flight, Hotel Manners**

Semester-II**CULTURAL HERITAGE OF INDIA****PAPER CODE: DEBTM-201**

External: 70

Internal: 30

Note:

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 2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.
- 1. Cultural and Heritage Tourism:** Cultural Tourism: Introduction, Cultural and Tourism-Relationship, Culture and Heritage. Tourism, Heritage Tourism: Introduction, Heritage: Concept, Heritage Product, Heritage Tourism, Heritage: Indian Context, Cultural Tourism in India, Indian Music, Indian Dance, Art and Crafts, Indian Architecture, Temple Architecture, Mughal Architecture, Indo-European Architecture, Monuments of India, Festive Heritage, Famous Festivals of India, Cultural Heritage Fair of India, Famous Fairs in India, Cuisines in India, Costumes in India. Languages in India, Tribes in India, Enacting Art, Performing Culture of India, Music of India, Dances of India, Creative Heritage,

Discovered Heritage and Religious Heritage, Architecture in India, Excavations in India, Forts in India, Monuments in India, Museums in India, Religious Heritage, Pilgrimage in India, Temples in India, Gurdwaras in India, Mosques in India, Churches in India.

2. **Heritage Tourism in India and Tourism Aspects:** Art and Craft tours of India, Festival Tourism in India, Monuments of India, Pilgrimage Tourism in India, Museum Tours of India, Railway Tourism in India, Hotels and Resorts in India, Yoga Tours of India.
3. **Monuments and Museums:** Monuments during the Ancient Period, Stupas, Major Styles Shapes, Plans, Languages of Temples, Moghul Architecture, Christian and Sikh Architecture, Public Buildings, World Heritage Sites of India, Role of Archeological, Survey of India, Museums-History of Indian Museums, Types of Museums.
4. **Living Culture and Performing Arts:** Living Culture, Paintings, Miniatures, Folk Art and Painting, Madhubani, Warli Painting, Indian Tribal Paintings, Rajastani Phad Paintings, Glass Paintings, Thangka Paintings, Batik Painting, Handi Crafts of India, String Puppets, Dolls of India, Textiles, Paithani, Patola, Phulkari, Chikankari, Kin Khwab, Jamawar, Kantha, Bandhej, Jamdani, Fold Dances of India, Classical Dances, Music, Indian Musical Instruments, Spiritual Arts and Performing Arts.
5. **Cultural Tourism in India — Its Promotion and Publicity:** Cultural Heritage of India, History of Religion, National Parks and Sanctuaries, Adventure Sports and Special Interest Tours, Place on Wheels, Heritage Hotels, Tourism Publicity and Promotion and Marketing of Tourism Cultural Tourism.

BUSINESS COMMUNICATION SKILLS

PAPER CODE: DEBTM-202

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
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Unit 1

Essentials of Grammar: Parts of Speech, Some Important Aspects, Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Conjunction, Use of Articles

Unit 2

Vocabulary Extension: Introduction, Synonyms and Antonyms, Idioms and Phrases

Unit 3

Paragraph Writing and Comprehension: Paragraph Writing, Paragraph Development by Examples, Paragraph Development by Comparison, Paragraph Development by Contrast, Paragraph Development by Definition, Paragraph Development by Classification, Paragraph Development by Space and Time, Paragraph Development by Process Description, Paragraph Development by Cause and Effect, Paragraph Development by Generalization, Comprehension

Unit 4

Mechanics of Writing: Stages of Writing, Preparing Notes, How to Compose Business Messages; Style and Tone, Dictionary and Thesaurus. Usage, Punctuation, Deleting Redundancies/Using Simple Words

Unit 5

Business Correspondence: Essentials of Effective Letter Writing, Language of Business Writing, Appearance of Business Letter, Printed Stationary, Parts of Letter, Styles of Layout, Planning the Letter, Composing the Letter, Types of Letters.

TOURISM PRODUCT OF INDIA I (NATURAL)**PAPER CODE: DEBTM-203****External: 70****Internal: 30***Note:*

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

Unit-II

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-III

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-IV

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

TOURISM PRODUCT OF INDIA II (CULTURAL)**PAPER CODE: DEBTM-204****External: 70****Internal: 30***Note:*

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

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
- Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar

Unit III: Dances and Music of India

- Classical Dances of India
- Classical Music of India

Unit IV: 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

RELIGIOUS TOURISM IN INDIA**PAPER CODE: DEBTM-205****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT I: Major Religions in India – I

- Hinduism (Vedic, Bhagvatism and Shaivism streams): basic features; Growth over the Years
- Buddhism and Jainism: Their teachings and Philosophy

UNIT II: Major Religions in India – II

- Islam and Christianity in India: Basic Features and geographical Extent
- Sikhism: Basic Features

UNIT III: Major Religious Destinations of India – I

- Hinduism: Four Dhams i.e. Badrinath, Rameshwaram, Puri and Dwarka; Varanasi, Mathura - Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati
- Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana
- Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar,

UNIT IV: Religious Tourism: An Overview

- Religious Tourism: Concept, Definition and Significance
- Trends and Pattern in Religious tourism in India
- Problems and Prospects of Religious Tourism in India

FIELD TRIP REPORT
PAPER CODE: DEBTM-206

Evaluation of Field Trip Report: 50
Viva-Voce of Field Trip Report: 50

The examination shall be conducted by the Board of Examiners AS PER PROVISIONS IN THE ORDINANCE.

**ENVIRONMENTAL STUDIES (COMMON WITH ALL
GRADUATE COURSE)**

PAPER CODE: DEBTM-207

Internal: 100