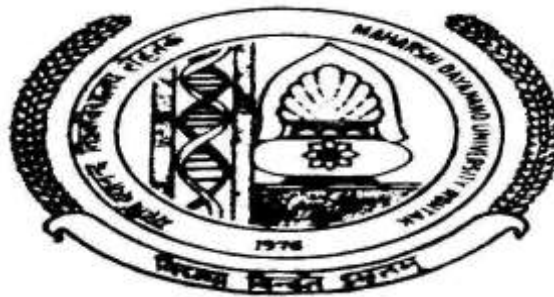


**SCHEME OF EXAMINATION  
&  
SYLLABI**

**Of**

**BACHELOR OF TRAVEL & TOURISM MANAGEMENT**

**(BTM 2015 ONWARDS)**



**INSTITUTE OF HOTEL & TOURISM MANAGEMENT  
MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**Program specific outcomes-**

- PSO1 The specific objective of the MTTM program aims to develop leaders for tourism industry and academia who have an understating about tourism products and services along with mastery in tourism front line operations.
- PSO2 The learners shall have knowledge about tourism resources and products.
- PSO3 The learners will also learn management skills to package, market and sell tourism products and services in a balanced and sustainable way with an understanding of diverse global perspectives and respect to the local culture.
- PSO4 It will further open avenues for research and academics.
- PSO5 The interesting facet of the program includes study option under choice based credit system.

**BTTM 4 Years Syllabus****Bachelor of Tourism & Travel Management**

<b>BTTM –1<sup>st</sup> Semester</b>					
<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 101	Basics of Tourism	20	80	--	100
15 BTTM 102	Tourism Products of India -1 (Natural)	20	80	--	100
15 BTTM 103	Adventure Tourism -1 (Air Based)	20	80	--	100
15 BTTM 104	Geography of Tourism	20	80	--	100
15 BTTM 105	Application of Computers	20	80	50	150
15 BTTM 106	Personality Development	--	--	100	100

<b>BTTM –2<sup>nd</sup> Semester</b>					
<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 201	Travel Agency & Tour Operation	20	80	--	100
15 BTTM 202	Tourism Products of India II (Religious)	20	80	--	100
15 BTTM 203	Tourism Organisations	20	80	--	100
15 BTTM 204	Field Trip	50	50		100
15 BTTM 205	Foundation Course in Management	20	80	--	100
15 BTTM 206	Business Communication	20	80	50	150
15 BTTM 207	Environmental Science	Qualifying Paper as per UGC Guidelines			
15 BTTM 208	Disaster Management	20	80	--	100

<b>BTTM –3<sup>rd</sup> Semester</b>					

<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 301	Tourism Products of India III(Cultural)	20	80	--	100
15 BTTM 302	Transport Management	20	80	--	100
15 BTTM 303	Eco Tourism	20	80	--	100
15 BTTM 304	Tourism Management Information System	20	80	--	100
15 BTTM 305	Airlines Ticketing	20	80	--	100
15 BTTM 306	Hotel & Resort Management	20	80	--	100

#### BTTM –4<sup>th</sup> Semester

<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 401	Emerging Trends in Tourism	20	80	--	100
15 BTTM 402	Tourism Products of India IV(Medical)	20	80	--	100
15 BTTM 403	Adventure Tourism II (Water Based)	20	80	--	100
15 BTTM 404	International Tourism	20	80	--	100
15 BTTM 405	Foreign Language I	20	80	50	150
15 BTTM 406	Accounting for Hospitality & Tourism	20	80	--	100

#### BTTM –5<sup>th</sup> Semester

<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 501	Adventure Tourism III(Land Based)	20	80	--	100
15 BTTM 502	Travel Documentation	20	80	--	100
15 BTTM 503	Field Trip - II	50	50	--	100
15 BTTM 504	Foreign Language- II	20	80	50	150
15 BTTM 505	Marketing for Hospitality & Tourism	20	80	--	100
15 BTTM 506	Human Resource Management	20	80	--	100

#### BTTM –6<sup>th</sup> Semester

##### Internship

<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15BTTM601	Training Report	100	100	--	200
15BTTM602	Project Report	100	100	--	200

<b>BTTM –7<sup>th</sup> Semester</b>					
<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15 BTTM 701	Event Management	20	80	--	100
15 BTTM 702	Tourism Economics	20	80	--	100
15 BTTM 703	Research Methodology	20	80	--	100
15 BTTM 704	Retail Management	20	80	--	100
15 BTTM 705	Environmental Practices in Hospitality & Tourism	20	80	--	100
15 BTTM 706	Safety & Security Management	20	80	--	100

<b>BTTM –8<sup>th</sup> Semester</b>					
<b>On the Job Training</b>					
<b>Paper Code</b>	<b>Name</b>	<b>Int</b>	<b>Ext</b>	<b>Pract</b>	<b>Total</b>
15BTTM801	Training Report	100	100	--	200
15BTTM802	Project Report	100	100	--	200

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BACHELOR OF TOURISM & TRAVEL MANAGEMENT, MAHARSHI DAYANAND  
UNIVERSITY ROHTAK

[office.ihtm@mdurohtak.ac.in](mailto:office.ihtm@mdurohtak.ac.in)

Guidelines for Paper Setting/ Exams

**OBJECTIVE:** The course familiarizes the students with the Hospitality/Tourism Business & Management. The course is blend of theory and practical to develop a professional attitude & skills for trade in students. Being professional in nature the course aims to inculcate professional values & ethics with focus on hospitality/tourism management & operations.

**APPROACHES:** Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games & Field Tours

**REQUIREMENTS:** Regular attendance and active participation during the course of the semester; Books & Literature Surveys, Long Essays and Assignments; Seminars Presentations etc.

**EVALUATION:** The performance of the students will be evaluated on the basis of class participation, house tests; regularity & assignments, carrying 20% credit and the rest through term end examinations. (Three Hours Duration)

**MODE OF PAPER SETTING:** There will be eight questions in all and candidates will have to attempt six questions. First question will be compulsory and of 20 Marks and shall contain 10 short answer type questions. These questions shall be spread over the whole syllabus. Rest seven questions shall be 12 marks each and will be set unit wise or in such a way that covers whole syllabus, where option of attempting any five among these 7 questions will be given. These questions shall judge both theoretical & applied knowledge of students. Case studies may also be given in the questions.

Sample Question Paper Format The medium of instruction and examinations shall be English Only.

However, for Bachelor of Tourism & Travel Management Programmeme it can be English/ Hindi.

BTTM

Max Marks – 80

Time Allowed: 3 Hours

Note: Attempt any six questions, Question No -1 is compulsory

- |  |                 |
|--|-----------------|
| 1. Short answer type questions (Compulsory)            | (2*10=20 Marks) |
| 2. Question 2  | (12 - Marks)    |
| 3. Question 3  | (12 - Marks)    |
| 4. Question 4 Subjective/ case study/ numerical/ other | (12 - Marks)    |
| 5. Question 5  | (12 - Marks)    |
| 6. Question 6  | (12 - Marks)    |
| 7. Question 7  | (12 - Marks)    |
| 8. Question 8  | (12 - Marks)    |

**BTTM- 1<sup>ST</sup> Semester**  
**15 BTTM 101 Basics of Tourism**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Describe the history and structure of international travel and hospitality industry
- CO2 Appraise the positive and negative impacts of tourism destination development
- CO3 Analyze arrange of tourist needs and motivations to travel
- CO4 Discuss the development and distribution of tourism products

**Unit I**

Meaning, definition, characteristics and types of Tourism, components of Tourism, tourism as an industry.

**Unit II**

History of Tourism through ages, linkages of tourism with other subjects like History, sociology, geography, management and economics, Economic impacts of tourism

**Unit III**

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

**Unit IV**

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

**Suggested Readings:**

- Anand, M.M., Tourism and hotel Industry ii1 India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi

- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

### **15 BTTM 102 Tourism Products of India -1 (Natural)**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the knowledge and skills to identify tourism products of India.
- CO2 To acquire the skills to assess develop and manage tourism products.
- CO3 To identify and manage emerging tourist destinations.
- CO4 To conceptualize a tour itinerary based on variety of theme

#### **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.

### **Suggested Readings**

- 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

### **15 BTM 103 Adventure Tourism– 1 (Air Based)**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

- CO1 The students gain the knowledge about Definition, Scope and Nature of Air Based adventure tourism; popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)
- CO2 The students gain the knowledge about Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee Jumping. Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered; issues and considerations. Air Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
- CO3 The students gain the knowledge about Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
- CO4 The students will gain knowledge about Air Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

## **Unit 1**

Definition, Scope and Nature of Air Based adventure tourism; popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

## **Unit II**

Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee Jumping. Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered; issues and considerations.

Air Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

## **Unit III**

Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

## **Unit IV**

Air Based adventure tourism-products and infrastructure.Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management.Career Adventurers, Job opportunities.

## **Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther & Others.Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

## 15BTTM 104 – Geography of Tourism

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Course Outcomes:

- CO1 Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
- CO2 To understand the importance and scope of geography in tourism.
- CO3 Get awareness about the Political and Physical features of World Geography
- CO4 Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

### Unit I:

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

### Unit II:

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

### Unit III:

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

### Unit IV:

Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

### Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- Mc Donals and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006

**BTTM 105 Applications of Computers**

External Marks: 80  
Internal Marks: 20  
External Practical: 50  
Time: 3 Hrs

**Course Outcomes:**

- CO1 Students will be able to understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system,
- CO2 Students will be able to explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system,
- CO3 Explain the functions of a computer, identify and discuss the functional units of a computer system,
- CO4 Identify the various input and output units and explain their purposes, understand the role of CPU and its components.

**Unit I**

**Introduction to Computers:** Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

**Unit II**

**Introduction to Computer Hardware's:** Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer,

**Unit III**

**Introduction to Computers Software's:** Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word. MS-Excel and MS-Power Point;

**Unit IV**

**Introduction to Internet:** Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

**Practical:**

To supplement above theoretical inputs.

**Suggested Reading:**

- Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
- June Jamrich Parsons, Computer Concepts 7<sup>th</sup> Edition, Thomson Course, Bombay.
- Comer 4e, Computer networks and Internet, Pearson Education
- White, Date Communications & Compute4r Network, Thomson Course, Bombay.

**15 BTTM 106 Personality Development**

External Practical: 100

Time: 3 hrs

**Course Outcomes:**

After completion of this module, the learner shall able to:

- CO1 Develop his/her personality for Hospitality & Tourism
- CO2 Learn Polishing manners to behave appropriately in social and professional circles
- CO3 Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette.
- CO4 Developing and maintaining communication skills & interpersonal skills
- CO5 Use techniques effectively on Telephone, Presentation and Electronic Communication.

**(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) Etiquettes & Manners**

Social & Business Dinning Etiquettes, Social Travel Etiquettes-Bus, Car and flight

**(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) Presentation**

Presentation skills, seminars skills role – plays

**(h) Electronic Communication Techniques: E mail, Fax,**

**Suggestion Readings:**

- Personal management and Human Resources, by C.S.Venkata Ratanam and B.K. Srivastave, Published by Tata Mc Graw Hill Publishing Ltd, New Delhi.
- Human Behavior at Work, By: Keith Davis, Published By: Tata Mc Graw Hill Pub. Ltd, New Delhi
- Im OK, You are OK, by: Thomas A. Harris, Published By: Pan Books, London and Sydney
- Pleasure of your Company, by: Ranjana Salgaocar, Published By: Pyramid Published Goa
- How to get the job you want, by: Arun Agarwal, Published By: Vision Books, New Delhi
- Get That Job, Rohit Anand & Sanjeev Bikhchandani, Harper Collins
- How to succeed at interviews, by: Sudhir Andrews, Published By: Tata Mc Graw Hill Pub. New Delhi.
- Interview for all competitive exams, G.K. Puri, Published by: I.I.M, Near Masjid Road, New Delhi.
- Introduction to Hospitality Industry – Bagri & Dahiya, Aman Publications New Delhi
- Interview in a nutshell, S.K. Sachdeva, Published by: Competition Review Pvt. Ltd. N

**BTTM –2nd Semester**  
**I 15 BTTM 201 Travel Agency & Tour Operation**

External Marks: 80

Internal Marks: 20

Time: 3Hrs

**Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
- CO2 To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
- CO3 To develop the competencies to start their own business in the fields of travel and tourism.
- CO4 To apply the knowledge pertaining to role of various associations in promoting travel and tourism business.

**Unit I**

Travel Agency- History, growth, definition, types and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business, Process for approval of travel agency in India

**Unit II**

Travel Agents- Definition, types, rights and duties of travel agent, Functions: understanding the function of travel agency, travel Information and counselling of the tourist, itinerary preparation, travel Retailing and operations, preparation of tour packages, source of Income-commission, service charges and mark up on tours

**Unit III**

Tour Operators- Types of tour operators, rules for recognition of tour Operators, role of tour operators, Functions- market research and tour Package formulation, assembling, processing and disseminating Information on destinations. Liaison with principles, preparation of Itineraries, tour operations and post tour management. Practical Exercise and basic requirements in setting up a travel agency and tour Operation unit

**Unit IV**

Tour Package Management- Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour Package strategy, Inbound and Out Bound Tourism- Definition, Operations, Handling booking techniques and procedures, maintenance of different registers, planning package tours, Itinerary Planning and Their costing and communicating with clients and principles.

### **Suggested Readings:**

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Events,
- Plymouth.Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.

### **15 BTTM 202 – Tourism Product of India (Religious)**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

- CO1 Students will be able to gain the knowledge of various types of relations between religion and tourism.
- CO2 Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
- CO3 Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion –tourism nexus.
- CO4 Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

### **Unit-I**

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

### **Unit-II**

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic  
features. Buddhism and Jainism: Their teachings and Philosophy

### **Unit III**

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical  
Extent. Sikhism: Basic Features



## **Unit-IV**

Major Religious Destinations of India: 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.

### **Suggested Readings:**

- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi

### **Tourism Organizations 15 BTTM 203**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the Knowledge of the role and functions of State, national and International Organizations in Tourism Growth.
- CO2 To obtain information regarding role of United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC) in efficiently managing the tourism activities.
- CO3 Get awareness about the activities of Pacific Asia Travel Association (PATA) and International Air Transport Association (IATA) and their importance in tourism growth.
- CO4 Acquire the knowledge how Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of India (FHRAI) help in travel trade and hospitality business in India.

### **Unit – I**

Tourism Organizations and their significance in tourism growth Role and Functions of State, national and International tourism organizations Major functions of tourism organizations

### **Unit – II**

United Nations World Tourism Organization (UNWTO): History, Objectives, Structure and programmes of UNWTO; World Travel & Tourism Council (WTTC): History; Programmes and functions like tourism research and tourism initiatives, members

### **Unit – III**

Pacific Asia Travel Association (PATA): History, Chapters, Members and Events International Air Transport Association (IATA): History, membership, Areas of Activity, Events, Working Groups & Committees

### **Unit – IV**

Travel Agents Association of India (TAAI): History, Charter, Indian Association of Tour Operators (IATO): Agenda, Committees, Programmes, members Federation of Hotel & Restaurant Associations of India (FHRAI): History, Events, membership, publications

### **Suggested URLs**

- <http://unwto.org>
- <http://www.wttc.org>
- <http://www.iata.org>
- <http://www.pata.org>
- <http://www.travelagentsofindia.com>
- <http://www.iato.in>
- <http://www.tourism.gov.in>
- <http://www.incredibleindia.com>
- <http://www.haryanatourism.gov.in>
- <http://www.rtdc.in>

## **15 BTTM 204- Field Trip Report**

Evaluation of Field Trip Report:50

Viva Voce of Field Trip Report: 50

### **Course Outcomes:**

- CO1 After tour, students will be equipped with practical knowledge of tourist resources of the state.
- CO2 The students will be familiar with existing infrastructure and amenities for tourism development
- CO3 The students will be able to examine future prospects of tourism promotion.
- CO4 They will understand and prepare “Field Study Tour Report” for evaluation

A field trip shall be conducted to cover few Tourism Destinations of Haryana/ Delhi. This is to supplement the Course for Tourism. After completion of field trip the students shall submit a field trip report. for about 50 - 75 page

The Field Trip Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (i nstead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Report may be typed in 1.5 line spacing. But the References/Bibliography should b e typed in single space.
- d) The paper should be A -4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

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

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

After the completion of the course students will be able to:

- CO1 Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
- CO2 Apply the knowledge pertaining to planning, decision making process and forecasting.
- CO3 Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
- CO4 Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

### **Unit 1**

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

### **Unit 2**

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

### **Unit 3**

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

### **Unit 4**

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

### **Suggested Readings:**

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata Mc Graw – Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O’donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pct Ltd
- Management Tasks – Peter F Drucker Management Prcess – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata Mc Graw Hill Publishing Co. Ltd

### **15 BTTM 206 Business Communications**

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

#### **Course Outcomes:**

At the end of the course the students will be able to

- CO1 Apply the knowledge regarding different types and forms of communication used in tourism industry and how to overcome the barriers in communication.
- CO2 To understand and implement information regarding how to make business reports, formal letters, business representations and the effective use of jargons.
- CO3 To draft speech, presentations, creative writing, self introduction and extempore.
- CO4 To write and submit RTI application, understand the powers and functions of RTI and the various appeals and penalties in it.

#### **Unit-1**

**Communication – Types & Process:** Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication, Listening, Barriers to Communication

#### **Unit-II**

**Written Communication:** Business report, business representation, formal letter  
Drafting effective letter, formats, style of writing, Use of jargons

### **Unit-III**

**Speeches:** Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore, Introducing yourself

### **Unit-IV**

**Right To Information Act:** Introduction, Right to Information and obligations of Public Authorities, Central and State Information commissions- powers and functions, Writing an RTI Application, Submitting and R T I Application, Appeal and penalties

### **Practicals:**

**To Supplement Above With emphasis prospective of CV and telephonic Interviews.**

**Remedial Grammar:** Agreement of verb and subject; Nouns: singular or plural? Some special cases; The partitive use of *of* ; Tenses: Simple and progressive (continuous) forms of the present tense, simple and progressive forms of the past tense, the progressive form of the perfect and tense with since; the courtesy works *please and thank you*; Dates and The Time.

**Listening On the Job:** Definition, importance and types of listening, Listening barriers, Guidelines for effective listening **Effective Speaking:** Addressing a group, Essential qualities of a good speaker, Audience analysis, Defining the purpose of a speech, organizing the ideas and delivering the speech: Practice delivering the speech.

Suggested Topics: Like 1. Promotion of awareness among high school students towards career in hospitality Industry 2 Effective Communication for successful career etc

Introduction to Group Discussion Techniques with Debate and Extempore, Employment Interview,

**Dialogue Writing** focusing situations in hospitality sector. Hotel/ Tourism Terminology Practical aspects like:

1. Practicing role- play
2. Organize group discussion on: how to succeed in an interview
3. Organize debate competition.

### **Suggested Reading:**

- Bhaskar, W.W.S., AND Prabhu, NS., “English Through Reading”, Publisher: Mc Millan, 1978
- Business Correspondence and Report Writing” –Sharma, R.C. and Mohan K. Publisher:Tata Mc Graw Hill 1994
- Communications in Tourism & Hospitality – Lynn Van Der Wagen, Publisher: Business Communication – K.K. Sinha
- Essentials of Business communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata Mc Graw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing”, Sharma, RC. And Mohan, K., Tata Mc Graw Hill, 1994 “Model Business Letters”, Gartside, L., Pitam, 1992
- Communications in Tourism & Hospitality, Lynn Van Oer Wagen, Hospitality Press

## **15 BTM 207 – Environmental Science**

**(Common with all Under Graduate Program names as per UGC guidelines)**

### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Critical Thinking: demonstrate critical thinking skills in relation to environmental affairs
- CO2 Communication: demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
- CO3 Interdisciplinary Synthesis: demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns.
- CO4 Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
- CO5 Sustainability: demonstrate an integrative approach to environmental issues with a focus on sustainability

### **Unit-I**

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-

utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

## **Unit-II**

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

## **Unit-III**

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

## **Unit-IV**

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

## **SUGGESTED READINGS:**

- Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
- Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
- Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi



## 15 BTTM 208 Disaster Management

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Course Outcomes:

- CO1 Students will be able develop an understanding of the key concepts, definitions a key perspectives of All
- CO2 Hazards Emergency Management Understand the Emergency/Disaster Management Cycle.
- CO3 Have a basic understanding for the history of Emergency Management
- CO4 Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery. Students will be able to develop a basic understanding for the role of public and private partnerships

### Unit I

Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc. ), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

### Unit II

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

### Unit III

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

### Unit IV

Disaster Risk Management in India Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

### Suggested Reading list:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Cuny, F. 1983. Development and Disasters, Oxford University Press.

### **BTTM- 3<sup>RD</sup> Semester** **15 BTTM 301- Tourism Product of India III (Cultural)**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the knowledge and skills to identify cultural tourism products of India.
- CO2 Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
- CO3 Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
- CO4 They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

#### **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,

### **Suggested Readings**

- Tourism Statistics at a Glance, 2009. Ministry of Tourism Government of India (PDF).
- [http://incredibleindia.org/Tourism\\_Stastics2008.pdf](http://incredibleindia.org/Tourism_Stastics2008.pdf). Retrieved 2010-01-19. Annual Report 2009-2010, Ministry of Tourism, Government of India
- Hospitality Begins at Home in the Family Palace "Tourism in India has little to cheer". 2007.
- <http://www.rediff.com/money/2007/apr/05tour.html>"Tourism set to boom in India: Deloitte". Livemint.com. 2009-03-2.
- <http://www.livemint.com/2009/03/25233316/Tourism-set-to-boom-in-India.html?h=B>. Retrieved 2010-01-19

## **15 BTTM 302 Transport Management**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 To understand the importance of transportation in Tourism.
- CO2 To understand the relationship between transport and tourism.
- CO3 To review the various transportation modes and the factors influencing the development and choice determination.
- CO4 To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

### **Unit-I**

History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

## **Unit-II**

Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.

## **Unit-III**

Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport ..

## **Unit-IV**

Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

### **Suggested Readings:**

- Jaggmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text  
Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- [www.indianrailways.gov.in](http://www.indianrailways.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- [www.dorth.gov.in](http://www.dorth.gov.in)
- [www.morth.nic.in](http://www.morth.nic.in)

## **15 BTTM 303- Eco Tourism**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the Knowledge about ecotourism concept, principles and significance.
- CO2 To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
- CO3 Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
- CO4 Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

### **Unit I**

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

### **Unit II**

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

### **Unit III**

National Tourism Policy: Guidelines for ecotourism development for government,for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

### **Unit IV**

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

- **Suggested Readings:**

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies,
- John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

## **15 BTTM 304- Tourism Management Information System**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### **Course Outcomes**

- CO1 Students will be capable of communicating and networking effectively within their organizations;

- CO2 Students will have an understanding of application of computers and information technology to tourism business contexts;
- CO3 Impart skills to apply information technology effectively in specific tourism business circumstances;
- CO4 Students will learn to protect their information in complex interconnected technological environment; students will have ability to develop efficient and effective working with computer reservation system.

### **Unit I**

Data Information and knowledge, generation of information- modes and forms, conceptual foundation of information system, role of computers in Management, Introduction to computers, P.C. and their uses. Computer networks.

### **Unit II**

An MIS Perspective. Management of Information resources and control system, Information needs and its economics

### **Unit III**

Computer, Management functions and decision making, system analysis and design over view, Information Technology and tourism

### **Unit IV**

Computer Networking – CRS- Meaning and Functions, CRS for Rail Transport, Hotel Booking, Airlines and different packages used- Abacus, Amadeus, Galileo and Sabre.

### **Suggested Readings:**

- Kenneth, Laudon and Jane Laudon (2005). MIS: Managing the Digital Firm. Pearson - Education.
- James, A.O'Brien (2005). Introduction to Information Systems. Tata McGraw Hill.
- Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for - Management: - Making Connections for Strategic Advantage.
- John Wiley and Sons. - Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw

## 15 BTTM 305 - Airlines Ticketing

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
- CO2 To acquire the skills of e-ticketing and fare calculation.
- CO3 To enhance the competencies of the students in travel documentation and formalities
- CO4 To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

### Unit I

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

### Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

### Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check ( BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

### Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

### Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDHPublishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle

- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

## **15 BTTM 306 Hotel & Resort Management**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of Principles and concepts of Hotel Industry and classification of Hotels and to enlighten them License, Permits and regulatory condition and guidelines for hotel Unit.
- CO2 To acquire the skill to professionally fit into Front Office Techniques- Front office lay out and front office activities in hotels.
- CO3 To develop the knowledge about Banquet Function, Convention Halls, Meeting room- Arrangement for General and business meetings, organizations and procedure for Arrangement of conferences, exhibitions, and outdoor catering and knowledge pertaining to role of various associations in promoting travel and tourism business.
- CO4 Students are able to understand about resort planning and development, trends and Factors in development of Resort and basic element of a resort complex.

### **Unit I**

Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, Permits and regulatory condition and guidelines for hotel

### **Unit II**

Front Office Techniques- Front office lay out and activities, guest Activities in hotel reservation, role of reception-Forecasting room Availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel

### **Unit III**

Banquet Function, Convention Halls, Meeting room- Arrangement for General and business meetings, organizations and procedure for Arrangement of conferences, exhibitions, and



outdoor catering. National and International Hotel Associations and their operation, incentives and subsidies extended to Hotel in tourist areas

#### **Unit IV**

Resort Management- Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development, trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex- Loading facilities, land escaping, Dining and Drinking facilities, Family Oriented services, shops and entertainment services

#### **Suggested Readings:**

- Boardman R.D. Hotel, catering costing, and Budgets, 1975, Heinement, London.
- Bursteen Harnery, Management of Hotels and Motels 1980 Marcil Dekher Inc
- Negi Jagmohan – Tourism and Hoteliering 1982 Gitanjali Publishing House, New Delhi.
- Negi Jagmohan, Principles of Grading and Classification of Hotels.
- Resorts and Restaurents. 1992 NIR Publications, New Delhi
- Brymer Robert A. Introduction to Hotel Restaurant Management Hunt Pub. Co. Lawa

### **BTTM- 4<sup>TH</sup> Semester 15 BTTM 401 Emerging Trends in Tourism**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

#### **Course Outcomes:**

After the complication of the course the students will be able to:

- CO1 Gain the knowledge of emerging trends of tourism in India.
- CO2 To obtain information regarding the rural tourism and its association with various other form of tourism.
- CO3 Get awareness about the concept of MICE as well as its process of organizing.
- CO4 Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

#### **Unit I**

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

## **Unit II**

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

## **Unit III**

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

## **Unit IV**

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

### **Suggested Readings:**

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York,2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, NewYork, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

### **15 BTTM 402 - Tourism Products of India IV (Medical)**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### **Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the knowledge and skills to identify Regulatory laws, Ethical issues for Medical Tourism, Travel formalities.
- CO2 Students will be able to gain and apply the knowledge of Indian health care therapy and medicine - drug treatments ayurveda, yoga, naturopathy, homoeopathy and spa.
- CO3 Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.

CO4 They will be able to explore major destinations, medical tourism in multi-specialty hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems in India.

### **Unit 1**

Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation.

### **Unit II**

Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism

### **Unit III**

Indian health care therapy and medicine - drug treatments ayurveda, yoga, naturopathy, homoeopathy and spa

### **Unit IV**

Medical Tourism in India, Major Destinations, Medical Tourism in Multi-Specialty Hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems in India

### **Suggested Readings**

- Chatak G.R.: Medical Tourism(Codes and Guidelines), Neha Publishers & Distributors, 2010.
- Kulkarni Sonali: Medical Tourism in India, Neha Publishers & Distributors, 2008.
- Connell John : Medical Tourism, CABI; First edition (May 3, 2011)
- Todd Maria K. : Medical Tourism Facilitator's Handbook, Productivity Press; 1 edition (12 January 2012)
- Renée-Marie Stephano, Esquire : Medical Tourism "An International Healthcare Guide For Insurers, Employers and Governments".
- C. Michael Hall : Medical Tourism (The Ethics, Regulation, and Marketing of Health Mobility), Routledge, 21-Aug-2012.

## 15 BTTM 403 - Adventure Tourism -II (Water Based)

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### Course Outcomes:

- CO1 The students gain the knowledge about Definition, Scope and Nature of Water Based adventure tourism; popular tourist destinations for Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)
- CO2 The students gain the knowledge about Basic minimum standards for water based adventure tourism related activities like river running, rapids etc. Knowledge of Tools and equipments used in water based adventure tourism, Water Based Adventure Tourism in India-Facilities offered; issues and considerations. Water Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
- CO3 The students gain the knowledge about Water Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
- CO4 The students will gain knowledge about Water Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

### Unit 1

Definition, Scope and Nature of Water Based adventure tourism; popular tourist destinations for Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)

### Unit 2

Basic minimum standards for water based adventure tourism related activities like river running, rapids etc. Knowledge of Tools and equipments used in water based adventure tourism, Water Based Adventure Tourism in India-Facilities offered; issues and considerations.

Water Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

### **Unit 3**

Water Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

### **Unit 4**

Water Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

### **Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther & Others.Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

## **15 BTTM 404 - International Tourism**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### **Course Outcomes:**

After the completion of course the students will be able to.

- CO1 Gain the knowledge about the basic terminology and types of International Tourism
- CO2 To understand about various characteristics and movements of tourists.
- CO3 To gain the knowledge about Inbound, Outbound and Domestic Tourism of India.
- CO4 To gain the information about some of the tourist destinations of India as well as abroad.

### **Unit I**

Meaning, definition, types of international tourism based on variables direction of movement, types , motivations, purchasing power of Tourists and importance of typology for industry

### **Unit II**

Characteristics of International Tourism Destinations and tourists: Allocentric, Midcentric and Psycho centric, Factors affecting global and Regional tourist movements, demand forecasting and its significance.

### **Unit III**

India out bound Tourism, characteristics and patterns of India's major International markets, domestic tourism in India, patterns and Characteristics of major tourist generating states.

#### **Unit IV**

Case study of China, Thailand, Switzerland, France, USA and Japan. Case studies of Rajasthan, Himachal Pradesh, erla. and Orissa

#### **Suggested Readings:**

1. Chand Mohinder, Kamra K.K : Basics of Tourism
2. Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of India
3. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania
4. Various Tourism Board Websites such as.
  - a. <http://www.yoursingapore.com>
  - b. <http://www.tourism.gov.my/>
  - c. <http://www.tourismthailand.org/>
  - d. <http://www.tourismchina.org/>
  - e. <http://www.discoverhongkong.com/login.html>
  - f. <http://www.tourism.australia.com/en-au/>
  - g. <http://www.tourismnewzealand.com/>
  - h. <http://www.southafrica.net/sat/content/en/in/home>
  - i. <http://www.tourism.go.ke/>
  - j. <http://www.dubaitourism.ae/>

### **15 BTTM 405 Foreign Language - I (French)**

External Marks: 80

Internal Marks: 20

External Practical: 50

Time : 3 Hrs

#### **Course Outcomes:**

At the end of the course the students will be able to:

- |     |   |
|-----|---|
| CO1 | To exchange greetings in French fluently  |
| CO2 | To communicate effectively the grammatical correct basic sentences and also introduce themselves in French. |
| CO3 | To use numbers in French in day to day situations telling time, phone numbers etc.                          |
| CO4 | To frame negative and interrogative sentences and develop a data bank of French words                       |

#### Unit-I

Vocabulary & written expression: Les accents, les salutations.

Grammar : Les pronoms sujets, les verbes être et avoir, les jours de la semaine.

Oral / Situation: to be given by concerned teacher.

#### Unit-II

Vocabulary & written expression : Se présenter, les nombres cardinaux, Les mois de l'année.

Grammar : Les verbes du premier groupe, l'article indéfini.

Oral / Situation: Présentez-vous.

#### Unit-III

Vocabulary & written expression: Présenter quelqu' un, L'expression de temps.

Grammar: Les verbes du deuxième groupe, l'article défini, Pluriel des noms

Oral / Situation: Présentez votre ami(e), votre famille.

#### Unit-IV

Vocabulary & written expression: Demander l'identité d'un objet ou personne, les verbes aller et venir.

Grammar: Négation, L'interrogation << Qu'est- ce que c'est?>> ; <<Qui est-ce?>>; Féminin et pluriel des adjectifs.

Oral / Situation: Décrivez votre personnalité et votre ville.

Simple translation and Comprehension based on simple text.

(Practical)

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition
- Larousse compact Dictionary: French-English/ English-French
- Conjugaison - Le Robert & Nathan
- Larousse French Grammar
- Grammaire Collection "Le Nouvel Entraînez vous" level debutant
- Parlez à l'hotel by A. Talukdar
- A Votre Service 1

## 15 BTTM 406 Accounting for Hospitality & Tourism

External Marks:80

Internal Marks: 20

Time : 3 Hrs

### Course Outcomes:

After the completion of course the students will be able to.

- CO1 Gain the knowledge about the basic terminology of accounting
- CO2 To understand about various books of accounts such as primary and secondary books
- CO3 To develop the skills of preparing and understanding final accounts and final report.
- CO4 To apply the Information Communication Technologies in Accounting

### Unit I

Accounting Theory: Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

### Unit II

Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.

### Unit III

Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

### Unit IV

Depreciation Reserves and Provisions – Meaning, basic Methods, Computer Application-Preparation of Records and Financial Statements

### Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani Hotel Accounting Earnest B. Horwath & Luis Toth Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D' Cunha Publisher: Dicky,s Enterprize, Kandivali, Mumbai



- Hospitality Accounting – Publisher: Prentice Hall Upper Saddle River New Jersey Accounting for Management, S K Bhattacharya, Vikas Publishing House Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four 1981 International Textbook Company Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kapoor Double – Entry Book-Keeping, R.C. Chawla & C. Juneja

### **BTTM –5<sup>th</sup> Semester**

#### **15 BTTM 501 - Adventure Tourism - III (Land Based)**

External Marks: 80

Internal Marks: 20

Time:3 Hrs

#### **Course Outcomes:**

- CO1 The students gain the knowledge about Definition, Scope and Nature of Land Based adventure tourism; popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).
- CO2 The students gain the knowledge about Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and considerations. - Land Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
- CO3 The students gain the knowledge about Land Based Adventure tourism impacts- social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
- CO4 The students will gain knowledge about Land Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunity.

#### **Unit-1**

Definition, Scope and Nature of Land Based adventure tourism; popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.)

## **Unit 2**

Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and considerations. - Land Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

## **Unit 3**

Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

## **Unit 4**

Land Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

### **Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther & Others.Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

### **15 BTTM 502- Travel Documentation**

External Marks: 80

Internal Marks: 20

Time: 3Hrs

#### **Course Outcomes:**

- CO1 The students gain the knowledge about Passport, requirements, checklists, types, changes, procedure ,atkal scheme And fees, passport act and penalties under section 12 (1)B
- CO2 The students gain the knowledge about Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency

- CO3 The students gain the knowledge about Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, , Refused or Pending Visas, Destination Departure Records.
- CO4 The students will gain knowledge about Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

### **Unit I**

#### **Passport**

Passport, requirements, checklists, types, changes, procedure ,atkal scheme And fees, passport act and penalties under section 12 (1)B

### **Unit II**

**Rules and regulations about eligibility, quantum an documentation Required for** Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency

### **Unit III**

#### **Visas**

Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination Departure Records.

### **Unit IV**

#### **Destinations**

Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

### **Suggested Readings**

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

## **15 BTTM 503- Field Trip II**

### **Course Outcomes:**

At the end of the course the students will be able to:

- CO1 To provide situations to communicate in French fluently
- CO2 To write effectively describing various situations using descriptive verbs, adjectives and vocabulary.

- CO3 To make formal, informal and personal invitations for various situations.  
CO4 To frame negative and interrogative sentences and develop a data bank of French words.

Evaluation of Field Trip Report:50

Viva Voce of Field Trip Report:50

A field trip shall be conducted to cover few Tourism Destinations of India. This is to supplement the Course for Tourism. After completion of field trip the students shall submit a field trip report of 100 - 120 pages. The Field Trip Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space. The paper should be A-4 size.
- d) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

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

### **15 BTM 504- Foreign Language French II**

External Marks: 80

Internal Marks: 20

Practical: 50

#### **Course Outcomes:**

At the end of the course the students will be able to:

- CO1 To provide situations to communicate in French fluently  
CO2 To write effectively describing various situations using descriptive verbs, adjectives and vocabulary.  
CO3 To make formal, informal and personal invitations for various situations.  
CO4 To frame negative and interrogative sentences and develop a data bank of french words

### **Unit-I**

**Vocabulary & written expression:** Les Nationalité, les professions.

**Grammar:** Les Prépositions avec les pays, Les verbes du première et deuxième groupe

**Oral / Situation:** Décrire un lieu

### **Unit-II**

**Vocabulary & written expression:** Apprenez à prendre un message. Comprenez les Dialogues et complétez les fiches.

**Grammar :** Les verbes: être, avoir, aller, venir, partir, prendre, savoir, vouloir, pouvoir; le passé récent et futur proche

**Oral / Situation:** Conversation téléphonique

### **Unit-III**

**Vocabulary & written expression:** inviter quelqu'un, accepter ou refuser une invitation

**Grammar:** L'adjectif démonstratif, L'adjectif possessif

**Oral / Situation:** Des invitations

### **Unit-IV**

**Vocabulary & written expression:** Expressions d'interrogation

**Grammar:** Négation, L'interrogation.

**Oral / Situation:** Rendez-vous Simple translation and Comprehension based on simple text.

### **Suggested Readings:**

- Larousse compact Dictionary: French-English/ English-French
- Conjugaison - Le Robert & Nathan
- Larousse French Grammar
- Grammaire Collection "Le Nouvel Entraînez vous" level
- Debutant
- Parlez à l'hôtel by A. Talukdar
- A Votre Service 1
- French for Hotel and Tourism Industry by S.Bhattacharya
- Jumelage 1 by Manjiri Khandekar and Roopa Luktuke

## **15 BTTM 505 – Marketing for Hospitality and Tourism**

External Marks:80

Internal Marks: 20

Time: 3 Hrs

## **Course Outcomes:**

After the completion of the course students will be able to:

- CO1 To understand what service marketing is and how the present marketing management philosophy evolved.
- CO2 Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
- CO3 Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
- CO4 Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

## **Unit I**

### **Introduction to Marketing**

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

## **Unit II**

### **Marketing Environment, Consumer Markets and Consumer Buyer Behavior**

Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

## **Unit III**

### **Distribution Channels, Product Pricing and Services Strategy**

Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

## **Unit IV**

### **Public Relations, Sales Promotions and Integrated Marketing Communication**

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

## **Suggested Readings:**

- Services Marketing – Ravishankar
- Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: Mc Graw Hill

- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.Verma,Professional Manager’s Library, Global Business Pres
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelius, TMH, New Delhi

### **15 BTTM 506 – Human Resource Management**

External Marks:80

Internal Marks: 20

Time: 3 Hrs

#### **Course Outcomes:**

After the completion of the course students will be able to:

- CO1 Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
- CO2 Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
- CO3 Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
- CO4 To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

#### **Unit I**

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

#### **Unit II**

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

### **Unit III**

Training and its methods; Executive development and its techniques Career management; transfer and promotion

### **Unit IV**

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

### **Suggested Readings:**

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri

### **BTTM- 6<sup>TH</sup> Semester**

#### **INTERNSHIP/ INDUSTRIAL EXPOSURE - I**

**Training Report - 100 Marks; Viva Voce based on Training Report 100 Marks**

**Training Report - 100 marks, Viva Voce based on Project Report 100 Marks**

**Total 400 Marks**

#### **15 BTTM601- Training Report**

**Training Report - 100 Marks; Viva Voce based on Training Report 100 Marks**

### **Course Outcomes**

- CO1 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality & tourism industry.
- CO2 Students will understand the roles and functions of various employees working at different levels of a tourism unit.
- CO3 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures in hospitality industry.
- CO4 Students will be able to prepare various tour packages such as packages for domestic destinations, international destinations and packages for Inbound tourists.

#### **15 BTTM 602 PROJECT REPORT**

**Training Report - 100 marks, Viva Voce based on Project Report 100 Marks**



### **Course Outcomes:**

After doing the project the student shall be able to learn

- CO1 To develop Critical thinking on the various issues and challenges related to hospitality & tourism
- CO2 To develop the future of every activities related to tourism
- CO3 They shall be able to improve their writing skills, managerial skills etc.
- CO4 They shall be able to practically apply the academic knowledge of research methodology

### **Duration of internship/ industrial exposure: 20 weeks**

**Leave Formalities:** 1 weekly off and festivals and national holidays given by the unit. 10 days medical leave supported by a medical certificate Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 6 days = 120 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The training in VI semester *can be with operational training in reputed Tourism Organisations/ Firms/ Hospitality/ Service Units, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the programme coordinator/ convenor/ H.O.D for Industrial exposure in both semesters*

### **Academic Credits for training shall be based on following**

Log books and attendance, Approvals, Report and presentation, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10

minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.



**BTTM- 7<sup>TH</sup> Semester**  
**15 BTTM 701 – Event Management**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**Course Outcomes:**

After the completion of the course the students will be able to:

- CO1 Gain the knowledge of events and its types and their implications.
- CO2 To acquire the skills to professionally fit into the event planner business and how to develop professionally.
- CO3 To develop the competencies to start their own business in the field of event organizers and to understand the process of event marketing and promotions.
- CO4 Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

**Unit I**

Events- Nature, Definition and scope, Characteristics of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

**Unit II**

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

**Unit III**

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

**Unit IV**

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

**Suggested Readings:**

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.

- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

## **15 BTTM 702 – Tourism Economics**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Course Outcomes:**

- CO1 Student will be able to understand the basic concept of economics and their significance for tourism.
- CO2 To understand the concept, determinants and measurements of tourism demand.
- CO3 Get awareness about the supply of tourism and pricing strategies as well as to help them acquire necessary skills in the application of economics tools in managerial decision making.
- CO4 Students will be able to acquire the knowledge about economic impacts of Tourism and to measure tourism multiplier.

### **Unit I**

Concept of Economics and their relevance to tourism, visible and Invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

### **Unit II**

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

### **Unit III**

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

### **Unit IV**

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

### **Suggested Readings:**

- John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
- Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
- M.T.Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997
- Peterson, H.C. & W.C.Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
- Dholakia RH & Oza.A.L., 'Micro Economics for Mgt. students', Oxford Uni.Press, New Delhi
- Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
- Dwivedi DN, 'Managerial Economics', Vikas, New Delhi

### 15 BTTM 703 Research Methodology

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

#### Course Outcomes:

As a result of undertaking this course, a student should be better able to:

- CO1 Design a research project encapsulating the conceptual and practical aspects of research
- CO2 Refine research design to meet the objectives and purpose of the project
- CO3 Develop research instruments appropriate to research design
- CO4 Write up a formal research report

#### Unit-I

**Introduction to research methodology:** Meaning, definition, characteristics and types of research, Methodology of research, formulation of research problem  
**Research Design:** Meaning, characteristics of research design, steps in research design.

#### Unit II

**Sampling Design and Data Collection:** Meaning of sampling, aims in selection of a sample, Types of sample design. Data collection –Meaning, types of data, methods of collecting primary data-observation, interview and questionnaire, Sources of secondary data.

#### Unit III

**Processing and Analysis of data:** Editing, Coding, Classification and tabulation, Graphical presentation of Data-Bar-chart, pie-chart and curves Interpretation of Data meaning, methods of data analysis

#### **Unit IV**

**Report Writing:** Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report, challenges of a good writing

#### **Suggested Readings**

- *Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners*, Sage Publication, 2014.
- Kothari C.R. : *Research Methodology*, New Age International, 2011.
- Shajahan S. : *Research Methods for Management*, 2004.
- Mustafa A. : *Research Methodology*, 2010.
- Thanulingom N : *Research Methodology*, Himalaya Publishing
- C. Rajendar Kumar : *Research Methodology* , APH Publishing
- Gupta Hitesh and Gupta S. L. : *Research Methodology*, International Book House, 2011.

### **15 BTTM-704 Retail Management**

External Marks: 80

Internal Marks: 20

Time: 3 hours

#### **Course Outcomes:**

At the end of the course students will be able to:

- CO1 Apply the knowledge gained regarding the concept, functions and scope of retail management in Hospitality Industry and also the challenges retail management face in the Hospitality Industry.
- CO2 Use the different retail models and theories and also implement the skills required in airport retailing and service retailing.
- CO3 Apply the knowledge in industry regarding different consumer behaviors, buying decision making and also the importance of market research and CRM in retail.
- CO4 Appraise the concept of retail HRM, the financial aspects of retail and the use of supply chain management in retail sector.

#### **Unit I**

Retailing- Concept, functions of a retailer, Relationship between retail and Marketing, Retail as a career. Retail in India- Evolution, changes in the retail sector, Challenges to retail development in India.

### **Unit II**

Retail Models and Theories of Retail Development- Theories of retail development, concept of life cycle in retails, Business models in retails, Airport Retailing, Services retailing.

### **Unit III**

Understanding the Retail Consumer and Servicing - Need for Studying Consumer Behaviour, The Customer Decision-Making process , Market Research- A Tool for Understanding Retail Markets & Consumers, Concept of Customer Service, Importance of Service in Retail, C R M in Retail.

### **Unit IV**

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

### **Suggested Readings**

- Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi
- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management ;Oxford University Press; New Delhi
- Berman, Barry & Evans, Joel R.;Retail Management – A Strategic approach; Pearson Education/Prentice Hall of India; New Delhi
- Levy, Michael & Weitz , Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
- Newman, Andrew J & Cullen, Peter; Retailing -- Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
- Dunne, Patrick m.; Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; New Delhi
- Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi



## **15 BTTM 705 Environmental Practices in Hospitality & Tourism Industry**

Max. Marks: 100

External Marks: 80

Internal Marks: 20

### **Course Outcomes:**

- CO1 Students will be able to identify a number of global environmental problems and explain the principles, theories and application of environmental management in the hospitality industry.
- CO2 Students will be able to analyze and evaluate the reasons why environmental management is increasingly important in the hospitality industry. Students will critically assess and evaluate different environmental programmes in EMS.
- CO3 Students will also be able to recognize and analyze the operational constraints and legal obligations surrounding environmental performance in the hospitality industry.
- CO4 Students will be able to interpret environmental theory and critically apply it to a case study project. Students will be able to communicate and react proactively to the stakeholders in the tourism industry in the areas of environmental management.

### **Unit I**

Understanding Environment, Impacts - Meaning and Types, Global Impacts Economic Impacts: National and, Local, Carrying Capacity,

### **Unit II**

Social Impact of Tourism Cultural Impact, Artisans and Craft production

### **Unit III**

Environmental Impacts- Wild life, Islands and Beaches, Hills and Mountains

### **Unit IV**

Political Impacts- Ethics and Legislation, Sustainable Development- EIA Analysis

### **Suggested Readings:**

- Chandra. R., Recent Trends in World Tourism, Akanksha Publishing House,
- Dharmarajan.S. and R. Seth, Tourism in India-Trends and Issues, HarAnand Publications Pvt. Ltd. New Delhi, First edition.
- Gupta. S., World Tourism in New Millennium, ABD Publishers, Jaipur
- Kamra, K.K and M.Chand, Basics of Tourism-Theory, Operation and Practice, Kanishka Publishers, New Delhi. First Edition. 2006.
- Maken. D. Strategies and Planning in Tourism and Industry, Adhyayan Publishers and Distributors, Delhi, First edition.
- Puri M. and G.Chand, Tourism Management, Pragun Publications, New Delhi. First Edition. 2006.

- Sharma. R.B., World Tourism in 21st Century, Alfa Publications, New Delhi, First edition.
- Chandra.R., Recent Trends in World Tourism, Akanksha Publishing House.

### **15 BTTM 706: Safety and Security Management**

Max. Marks: 100

External Marks: 80

Internal Marks: 20

#### **Course Outcomes:**

- CO1 The students gain the knowledge about Hotel Security: concept, importance, Type, Organization structure, Application of security in Hotels, scope and trends.
- CO2 The students gain the knowledge about First Aid, The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart attack, sprain, and shock. Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity
- CO3 The students gain the knowledge about Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act
- CO4 The students will gain knowledge about Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies

#### **Unit I**

Hotel Security: concept, importance, Type, Organization structure, Application of security in Hotels, scope and trends.

#### **Unit II**

First Aid, The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart-attack, sprain, and shock. Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity.

#### **Unit III**

Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act

#### **Unit IV**

Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies

#### **Suggested Reading:**

- Darrell Clifton; Hospitality Security: Managing Security in Today's Hotel, Lodging, Entertainment, And Tourism Environment; CRC Press, Taylor & Francis Group.
- Yoel Mansfield & Abrahann Pizam; Tourism, Security, Security and safety from theory to practice: Elsevier Publication.
- Colin Michael Hall, Dallen J. Timothy, David Timothy Duval: Safety and Security in Tourism: Relationships, Management and Marketing: Haworth Hospitality Press,2003
- David M. Stipanuk & Raymond C. Ellis, Jr.; Security and loss Prevention Management; American Hotel & Lodging Association Institutes.
- David k. Hayes & Jack D. Ninemeier; Foundation of Lodging Management; Pearson Publicatio

### **BTTM- 8<sup>TH</sup> Semester ON THE JOB TRAINING**

Training Report - 200 Marks  
Project Report - 200 marks  
Total 400 Marks

#### **15 BTTM 801 Industrial Training**

**Training Report - 200 Marks;**

**100 Marks for Training Report Evaluation**

**100 Marks for Viva Voce Based on Training Report (Jointly by Internal & External)**

#### **Course Outcomes:**

- CO1 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality & tourism industry.

- CO2 Students will understand the roles and functions of various employees working at different levels of a tourism unit.
- CO3 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures in hospitality industry.
- CO4 Students will be able to prepare various tour packages such as packages for domestic destinations, international destinations and packages for Inbound tourists.

**Duration of Exposure: 20 weeks**

**Leave Formalities:** 1 weekly off and festivals and national holidays given by the hotel. 10 days medical leave supported by a medical certificate Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 6 days = 120 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The on the job training in VIII semester *can be with operational training in reputed Travel & Tourism Firms, Fast Food Operations, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the programmeme coordinator/ convenor/ H.O.D for Industrial exposure in all semesters*

**Training Schedule:**

**VIII Semester** *the exposure shall be in one or More Departments based of choice of functional specialization of a candidate & A Project need to be completed at the place of exposure after prior approval from faculty coordinator/ HOD*

**Academic Credits for training shall be based on following**

Log books and attendance, Approvals, Report and presentation, Project, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on the department of their choice in VIII Semester, on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (*Refer to What to Observe Sheets for more details.*)

*Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:*

1. Logbook;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report on the department of his/her choice.
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.
8. Project Report

### **15 BTM 802 PROJECT REPORT**

**Project Report - 200 marks,**

**100 Marks for Project Report Evaluation**

**100 Marks for Viva Voce Based on Project Report (Jointly by Internal & External)**

### **Course Outcomes:**

After doing the project the student shall be able to learn

- CO1 To develop Critical thinking on the various issues and challenges related to hospitality & tourism
- CO2 To develop the future of every activities related to tourism
- CO3 They shall be able to improve their writing skills, managerial skills etc.
- CO4 They shall be able to practically apply the academic knowledge of research methodology

### **Project Report**

Project Report:- As you know the diverse nature of tourism & hospitality industry & its long-term implications on the economy, society, culture & environment. It is mandatory to do some project work so as to sharpen your research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

Students are required to prepare a project report on a topic of their choice approved from Faculty from Institute/ Training Manager/Head of that Department (F.O/ F&Bs/ F.P/ A.Op) Computer Typed {Times New Roman} compiled & Hard bound copy (Two print Copies) and One soft copy in C.D.

#### The Project report should include:-

- The First page should include Name of The Hotel, Project undertaken, your roll Number & Name.
- Certificate by Candidate of genuine work.
- Acknowledgement.
- Certificate of approval.
- Introduction to the topic.
- Problem Definition – Need of the study
- Problem Definition
- Research objective
- List of Information
- Research Methodology - Research design
  - Source of data
  - Instrumentation of data collection
  - Sampling Design
- Analysis, Findings & Interpretation.
- Suggestions & Recommendations.
- Conclusion or Silent Findings

- Limitation
- Bibliography
- Annexure

Selecting A Topic:-

Selecting a topic is the first issue. About the only thing you will be sure of should be that do you want to write on a subject that directly relates to Hotels or is associated with tourism. A lot of thinking & creativity is required at planning stage.

The purpose of project for you is to-

- Learn about various hospitality issues.
- Learn how to evaluate the potential.
- Improve organizing & managerial skills.

Sample themes of Research are:-

Accommodation Management-

- “Technology in Hotel Accommodation Services:- A case study of Hotel- ABC.”

Various topics can be selected suggested themes are-

- Surveying of Guest Behavior
- Surveying of Environment Conservation
- Surveying of Negative impacts of System
- Segmentation of Guest staying in unit.
- Profiling of Tourists/ Guests
- Comparative analysis of Tariff Strategies.
- Linkages amongst various constituents of Hospitality industry
- HRD- Policies of Unit/ Chain
- Cost Control in Housekeeping/ Kitchen
- Safety & Security Issues- Case studies

The above mentioned are simply few suggested topics. You are free to select a topic of your choice with due consultation with the faculty member & from Operational Head of that area of the Unit you are undergoing you training.

The Training/ Project Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (i nstead of single side printing)

- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.
- d) The paper should be A -4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.