

ORDINANCE AND COURSE CURRICULUM FOR
BTM (BACHELOR OF TOURISM MANAGEMENT)
THREE YEAR PROGRAMME
2011 Onwards



INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY – ROHTAK
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ORDINANCE

THREE YEAR BACHELOR OF HOTEL MANAGEMENT/ TOURISM MANAGEMENT

1. 3-Year Bachelor of HOTEL MANAGEMENT (BHM)
2. 3-Year Bachelor of TOURISM MANAGEMENT (BTM)

A. ADMISSION AND ELIGIBILITY

1. The duration of the Bachelor of Hotel Management (BHM)/ Bachelor of Tourism Management (BTM) shall be three academic years. Each year shall be divided into two semesters. Thus, the BHM/BTM Programme shall comprise of six semesters spread over three years. On the completion of all the six semesters, the students will be awarded the Bachelor's Degree in Hotel Management (BHM)/ Bachelors degree in Tourism Management (BTM). **A candidate can complete all the six semesters within a maximum period of 6 years from the date of admission to the first semester of the programme.**

2. Admission to the first semester of the Programme shall be open to candidates who have passed

Senior Secondary Examination i.e. 10+2 with at least 45% marks (pass marks in case of SC/ST candidates) in aggregate from Board of School Education Haryana, Bhiwani or any other examination recognized by M.D University Rohtak as equivalent thereto.

3. The first to sixth semester examination shall be open to a regular student who:
 - a) bears a good moral character;
 - b) has been on the rolls of the Institute for the concerned semester;
 - c) has at least 75% attendance in the class during the concerned semester;
 - d) The candidate may be promoted to the next semester class automatically unless detained from examination on any genuine grounds.

B. EXAMINATION

4. Every candidate shall be examined in the subject(s) as laid down in the Scheme of Examinations/Syllabus prescribed by the Academic Council from time to time.

5. The external examiner(s) will set the question papers as per the criteria laid down in the Scheme of Examinations for the programme.
6. **The medium of instruction and examinations shall be English ONLY.**
7. The last date of receipt of admission forms and fees shall be fixed by the Vice-Chancellor.
8. The amount of examination fee to be paid by a candidate for each semester shall be as per the decision of the University from time to time.
9. The Examinations for the odd semesters shall ordinarily be held in the month of December/January and for the even semesters in the month of May/June or on such dates as may be fixed by the Vice-Chancellor.

All Supplementary examinations will be held for re-appear/failed candidates along with regular semester examinations.

10. The Director/Principal of the Institute/College shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of Examinations, as per the schedule of examinations of the University.
11.
 - a) As soon as possible, after the termination of the examinations, the Controller of Examinations shall publish a list of candidates who have passed the Semester Examinations.
 - b) Each successful candidate shall receive a copy of the Detailed Marks Card on having passed the Semester Examinations.
12. The list of successful candidates after the sixth semester examinations shall be arranged in three divisions on the basis of aggregate marks obtained in the first to sixth semester examinations (for the award of BHM/BTM Degree) taken together and the division obtained by the candidate will be stated in his degree as under:
 - (a) Those who obtain 40% marks but less than 50% marks – THIRD DIVISION
 - (b) Those who obtain 50% marks but less than 60% marks – SECOND DIVISION
 - (c) Those who obtain 60% or more marks – FIRST DIVISION;
 - (d) Those who pass all the semesters examination (1st to 6th semester) at the first attempt obtaining 75% or more marks in the aggregate shall be declared to have passed with – DISTINCTION.

C. EVALUATION

13 a) The Director/Principal of the concerned Institute/College shall forward the Internal Assessment marks of the students, as per the scheme of examinations, wherever specified, to the Controller of Examinations as per the following criteria:

i) Seminar presentation, class participation and Attendance marks	10
ii) Case analysis and presentation marks	05
iii) Surprise test(s)	05 marks

b) The Director/Principal of the Institute/College will preserve the records on the basis of which the, Internal Assessment awards etc. have been prepared for inspection, if needed by the University up to one month from the date of declaration of the semester examinations results. This record, including the attendance, will be disposed off after one month.

14 a) The internal assessment/training report/project report awards of a candidate who fails in any semester/paper(s) shall be carried forward to the next examinations.

b) Candidate(s) who has not obtained pass marks in the Internal Assessment in any paper(s) etc. will be provided an opportunity to appear before the Committee of Examiners, to be constituted by the Director/Principal of the Institute/College, to re-assess performance of the candidate, corresponding to schedule given for supplementary examinations in Clause 9 and the Internal Assessment/Practical/Viva-voce given by the Committee shall be final.

c) A candidate who fails to obtain pass marks in training report shall be accorded opportunity to undergo training again and the same shall be assessed by an External Examiner.

d) A candidate who fails to obtain pass marks in viva-voce shall have to re-appear before the board of examiners as laid down in Clause 17, as per schedule specified for supplementary examinations in clause 9.

15. (a) Every student of BHM/BTM shall be required to undergo a practical **training in an industrial** organization approved by the Institute for **Twenty weeks as prescribed in the syllabus**. The candidates shall be required to undergo training in the various areas of the organization concerned. The organization may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate during the training period shall be submitted in the typed form two copies of a **training report**. The last date for the receipt of training report in

the office of the Controller of Examinations shall be one month after the date of completion of training.

(b) The evaluation of the Training Report shall be done by the external examine(s).

16. 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.
17. (a) The comprehensive viva-voce shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendation of the Chairman, UG Board of Studies of the University, consisting of the following members:
- i) One Internal Faculty, nominated by the Director/Principal of the concerned Institute/College;
 - ii) One External Examiners from the academic field; and
 - iii) One Executive from reputed organizations.
- (Two members shall form the quorum.)
- (b) The marks obtained by the candidate in the viva-voce shall be taken into account when he appears in any future examiner under re-appear clause.
18. The practical exam(s) of the courses (wherever specified) shall be conducted by the following Board of Examiners, consisting of two members:
- a) One internal faculty member(to be appointed by the Director of the concerned Institute); and
 - b) One external examiner (to be appointed by the Vice-Chancellor on the recommendations of the UG Board of Studies in Management.
19. The minimum percentage of marks to pass the examination in each semester shall be:
- a) 40% in each written papers and internal assessment/computer practical/workshop;
 - b) 40% in Training Report and Viva-Voce/Comprehensive Viva-voce, separately;

- c) 40% in the total of each semester examination.

D. OTHER PROVISIONS

20. There will be no improvement facilities available to BHM/BTM students. However, grace marks will be allowed as per University Rules.
21. A candidate admitted as a regular student in BHM/BTM Programme would be eligible for transfer of his candidature to IHTM/ any affiliated institution/college of M D University running the above programme subject to availability of seats. However the migration can take place only in the beginning of II Year. No migration shall be applicable to candidates in first year and Final Year.
22. Lateral entry to II year of BHM/BTM Programme shall be applicable for candidates who have completed One Year diploma in F&B Service/ Housekeeping/ Food Production/ Front office or any other One Year Diploma offered in Hotel & Tourism Mgmt by MDU. In case of candidates from other recognized University/ Board/ Institutions the provision of lateral entry to II year shall be applicable only if the candidate has completed one year diploma programme in Hotel/ Tourism Management or related field after 10+2; and seventy percent syllabus should match with First year of BHM/BTM programme being offered by MDU.
23. Any dispute arising on account of implementation of this ordinance shall be referred to a committee of three members to be appointed by the vice chancellor and its decision shall be final and binding on all. The procedure and rules for this Programme, implementation shall be a binding on the college/ institutes, which will be framed and approved by the University from time to time.
24. Nothing in this Ordinance shall deem to debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.
25. Any other provision not contained in the above shall be governed by the rules and regulations framed by the University from time to time.

Course Structure
BACHELOR OF TOURISM MANAGEMENT -- YEAR -1; SEMESTER – I

Paper Code	Name of Paper	External Marks	Internal Marks/	Practical/Viva Voce Exam	Total	Duration of Exam
11 BTM 101	Basics of Tourism	80	20		100	3 Hours
11 BTM 102	Tourism Products of India -1 (Natural)	80	20		100	3 Hours
11 BTM 103	Tourism Products of India –II (Cultural)	80	20		100	3 Hours
11 BTM 104	Geography of Tourism	80	20		100	3 Hours
11 BTM 105	Application of Computers	80	20	50	150	3 Hours
11 BTM 106	Personality Development			100	100	3 Hours
		400	100	150	650	

BACHELOR OF TOURISM MANAGEMENT -- YEAR -1; SEMESTER – II

Paper Code	Name of Paper	External Marks	Internal Marks/Report Eval.	Practical/Viva Voce Exam	Total	Duration of Exam
11 BTM 201	Tour Guiding and Escorting Skills	80	20		100	3 Hours
11 BTM 202	Tourism Organizations	80	20		100	3 Hours
11 BTM 203	Tourism Economics	80	20		100	3 Hours
11 BTM 204	Field Trip Report		50	50	100	3 Hours
11 BTM 205	Foundation course in Management	80	20		100	3 Hours
11 BTM 206	Business Communication	80	20	50	150	3 Hours
	Env Sc		QUALIFYING EXAM			3 Hours
		400	150	100	650	

BACHELOR OF TOURISM MANAGEMENT -- YEAR -2; SEMESTER – III

Paper Code	Name of Paper	External Marks	Internal Marks/Report Eval.	Practical /Viva Voce Exam	Total	Duration of Exam
11 BTM 301	Religious Tourism in India	80	20		100	3 Hours
11 BTM 302	Tourism Management Information System	80	20		100	3 Hours
11 BTM 303	International Tourism	80	20		100	3 Hours
11 BTM 304	Eco Tourism	80	20		100	3 Hours
11 BTM 305	Hotel and Resort Management	80	20		100	3 Hours
		400	100		500	

BACHELOR OF TOURISM MANAGEMENT -- YEAR -1; SEMESTER – IV

Paper Code	Name of Paper	External Marks	Internal Marks/Report Eval.	Practical/ Viva Voce Exam	Total	Duration of Exam
11 BTM 401	Travel Agency and Tour Operations	80	20		100	3 Hours
11 BTM 402	Tour Package Management	80	20		100	3 Hours
11 BTM 403	Emerging Trends in Tourism	80	20		100	3 Hours
11 BTM 404	Consumer Behavior in Tourism	80	20		100	3 Hours
11 BTM 405	Foreign Language – French - I	80	20	50	150	3 Hours
11 BTM 406	Accounting for Hospitality & Tourism	80	20		100	3 Hours
		480	120	50	650	

BACHELOR OF TOURISM MANAGEMENT -- YEAR -3; SEMESTER – V

Paper Code	Name of Paper	External Marks	Internal Marks/Report Eval.	Practical/Viva Voce Exam	Total	Duration of Exam
11 BTM 501	Impacts of Tourism	80	20		100	3 Hours
11 BTM 502	Travel Documentation	80	20		100	3 Hours
11 BTM 503	Airfare and Ticketing	80	20		100	3 Hours
11 BTM 504	Foreign Language – French - II	80	20	50	150	3 Hours
11 BTM 505	Marketing for Hospitality & Tourism	80	20		100	3 Hours
11 BTM 506	Human Resource Management	80	20		100	3 Hrs
		480	120	50	650	

Note: The 20 weeks industry training shall be arranged in the different sectors of the industry as per the requirement of the course. The work done by the candidate during the training period shall be submitted in the form of training report and will be evaluated in the manner as specified in the ordinance

BACHELOR OF TOURISM MANAGEMENT -- YEAR -3; SEMESTER – VI
Semester Devoted to Industrial Exposure (20 Weeks)

Module No	Subject	Training Report		Viva Voce		Total
11 BTM 601	Training Report & Viva Voce	100				100
	Training in any of the Tourism / Hospitality Operational Areas			100		100
	Presentation on IE & Log Book				100	100
Total						300

11 BTM 101 – Basics of Tourism

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

Course Contents:

Semester – I

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, traveler, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

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

11 BTM 102 – Tourism Product of India -1 (Natural)

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

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
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing

11 BTM 103 – Tourism Product of India -II (Cultural)

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

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

- 1) Tourism Statistics at a Glance, 2009. Ministry of Tourism Government of India (PDF).
- 2) http://incredibleindia.org/Tourism_Stastics2008.pdf. Retrieved 2010-01-19. Annual Report 2009-2010, Ministry of Tourism, Government of India
- 3) Hospitality Begins at Home in the Family Palace "Tourism in India has little to cheer". 2007. <http://www.rediff.com/money/2007/apr/05tour.htm>
- 4) "Tourism set to boom in India: Deloitte". Livemint.com. 2009-03-25. <http://www.livemint.com/2009/03/25233316/Tourism-set-to-boom-in-India.html?h=B>. Retrieved 2010-01-19.

11 BTM 104 – Geography of Tourism

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

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 Donalds 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
- 10. Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

11 BTM 105 – Application of Computers

External Marks: 80

Internal Marks: 20

Time : 3 Hrs

- 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 II** **Introduction to Computer 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.

Suggested Readings:

- Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
- Comer 4e, Computer networks and Internet, Pearson Education
- White, Data Communications & Computer Network, Thomson Learning, Bombay.

11 BTM 106 – Personality Development

External Practical: 100
Time : 3 Hrs

(a) Personality Enrichment

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

(b) Stress Management

Meaning, purpose, techniques

(c) Personality Development Strategies

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

(d) Interpersonal Skills

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

(e) Group Discussion

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

(f) Telephone conversation

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

(g) Basic concept of Recruitment and Selection

Intent and purpose, selection procedure, types of interviews

(h) Preparing for interviews

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

(i) Facing an interview panel

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

(j) Presentation

Presentation skills, seminar skills role – plays

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

(l) Travel & Hospitality Etiquettes: Bus , Train, Flight, Hotel Manners

Suggested Readings:

- Personal management and Human Resources, by C.S. Venkata Ratanam and B.K. Srivastava, Published by Tata McGraw Hill Publishing Ltd. New Delhi
- Human Behaviour at Work, By : Keith Davis, Published By : Tata McGraw Hill Pub. Ltd. N. Delhi
- Im OK, You re OK, by : Thomas A. Harris, Publsihed By : Pan Books, London and Sydney
- Pleasure of your Company, by : Ranjana Salgaocar, Published By : Pyramid Publishers, Goa
- How to get the job you want, by : Arun Agarwal, Published By : Vision Books, New Delhi
- Get That Job, Rohit Anand & Sanjeev Bikhachandani, Harper Collins
- How to succeed at interviews, by : Sudhir Andrews, Published By : Tata McGraw Hill Pub. N. 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. New Delhi

Semester-II

11 BTM 201- Tour Guiding and Escorting Skills

External Marks: 80

Internal Marks: 20

Unit I

The tour Guide- Meaning and classification, qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business

Unit II

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Dennis L Foster – Introduction to Travel Agency Management
- Pat Yale – Business of Tour Operations
- Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
- Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
- Betsy Fay - Essentials of Tour Management –Prentice Hall
- Mark Mancini: Conducting tours – Delmar Thomson, New York
- Pond KL, Professional Guide: Dynamics of Tour Guiding

11 BTM 202- Tourism Organizations

External Marks: 80

Internal Marks: 20

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

References

<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>

11 BTM 203- Tourism Economics

- Unit I:** Concept of Economics and their relevance to tourism, visible and invisible trade, opportunity cost, prime and supplementary costs, tourism and economics 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:

- Jhon 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, 2004
- Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
- Dwivedi DN, 'Managerial Economics', Vikas, New Delhi, 2001
- Maddala, 'Microeconomics', TMH, New Delhi, 2004

11 BTM 204- Field Trip Report

Evaluation of Field Trip Report : 50
V.V. of Field Trip Report : 50

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

11 BTM 205- Foundation Course in Management

External Marks: 80

- 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, Behavioral, 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 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 McGraw-Hill Publishing Co. Ltd.
- Essentials of Management - Chatterji
- Essentials of Management - Koontz & O'donnel
- Fundamentals of Management - J. S. Chandran Principles of management - P. N, Reddy
- Management - Stoner & Freeman
- Management and Organisation - M. Louis Allen Management Theory and Practice - Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
- Management Tasks - Peter F Drucker Management Process - 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.
- Management: A global perspective, Weihrich, Heinz and Koontz, Harold, New Delhi: Tata McGraw-Hill Publication Company, 1993.
- Personnel Management & Industrial Relations - Verma & Agarwal
- Satya Raju/Management – Text & Cases, Prentice Hall Of India

11 BTM 206- BUSINESS COMMUNICATION

External Marks: 80

Internal Marks: 20

UNIT-I 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. Handling meetings: Types of meetings, Structuring a meeting: agenda and minutes, Conducting a meeting.

UNIT-III SPEECHES

Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore

UNIT – IV GROUP PRESENTATION

Realizing the difference between a team and a group. Audience orientation, group projects. Planning a presentation - Mind Mapping, Theme, Subject, Handling question and feed back.

Practical's:

Remedial Grammar: Agreement of verb and subject; Nouns: singular or plural? Some special cases; The partitive use 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 words *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 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: MacMillan, 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: Hospitality Press
- 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 McGraw Hill, 1994 "Model Business Letters", Gartside, L., Pitman, 1992
- Communications in Tourism & Hospitality, Lynn Van Oer Wagen, Hospitality Press

**ENVIRONMENTAL SCIENCE (COMMON WITH ALL GRADUATE AS PER
UGC GUIDELINES)**

Semester-III

11 BTM 301- Religious Tourism in India

External Marks: 80
Internal Marks: 20

UNIT – I:

Major Religions in India – I

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

UNIT – II:

Major Religions in India – II

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

UNIT – III:

Major Religious Destinations of India – I

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

UNIT – IV:

Religious Tourism: An Overview

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

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

11 BTM 302- Tourism Management Information System

External Marks: 80

Internal Marks: 20

- 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 overview, 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.
- References Books:
- 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

11 BTM 303 – International Tourism

External Marks: 80
Internal Marks: 20

- 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 Psychocentric, 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:

- Chand Mohinder, Kamra K.K : Basics of Tourism
- Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of India
- 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
- 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/>
 - k. <http://www.embratur.gov.br/site/br/home/index.php>
 - l. <http://www.italiantourism.com/>
 - m. <http://www.germany-tourism.de/>

11 BTM 304- Eco Tourism

External Marks: 80
Internal Marks: 20

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:

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

11 BTM 305- Hotel & Resort Management

External Marks: 80

Internal Marks: 20

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 and exhibitions and outdoor catering. National and International Hotel Association 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 and catering costing and Budgets, 1975, Heinement, London.
- Bone G. De. Hotel Organization and Management Accounting Sir Isao Pitman
- 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. Tourism
- Resorts and Restaurents. 1992 NIR Publications, New Delhi
- Brymer Robert A. Introduction to Hotel Restaurant Management Hunt Pub. Co. Lawa 1984
- Pandor Sailendra: Hotel Project Feasibility Evolution 1986, Service, Wien.
- Rutherford G. Denny. Hotel Management and Operations 1990 Von Nostrand Reinhold.

Semester-IV

11 BTM 401- Travel Agency & Tour Operation

External Marks: 80

Internal Marks: 20

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 counseling 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 Evans, Plymouth.
- Syrratt 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.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Frenmount P., How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York. 1994.
- Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990.

11 BTM 402- Tour Packaging Management

External Marks: 80

Internal Marks: 20

Unit I: Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and

tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business

- Unit II:** Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market), itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist
- Unit III:** Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies
- Unit IV:** Tourist activities based on Mountains, Deserts, Forest and Wildlife, white water, marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals. Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, American Express, Thomas Cook, SOTC, Quoni, the STDC of Rajasthan, Kerala, H.P. and Uttarakhand, IRCTC and its Tour Packages

Suggested Readings:

- Marketing of Travel & Tourism by Middletom.
- International Encyclopaedia of Tourism Management by P.C. Sinha.
- Dynamics of Tourism by R.N. Kaul.
- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- Syrratt 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.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Frenmount P., How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York. 1994.
- Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990.

11 BTM 403- Emerging Trends in Tourism

External Marks: 80
Internal Marks: 20

- 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, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi . 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

11 BTM 404- Consumer Behavior in Tourism

External Marks: 80

Internal Marks: 20

Unit I: Characteristics affecting Consumer Behavior: Cultural factors, social factors, personal factors, psychological factors, models of consumer

behavior- Black Box model, high commitment and low commitment consumer behavior

Unit II: Examination of tourist forms and types and their characteristics: Activities, Interests and opinions of tourist market segments and their buying decision behavior, Buyer decision process- Need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior.

Unit III: The Buyer decision process for new products: Stages in the adoption process, individual differences in innovativeness, influence of product characteristics on rate of adoption.

Unit IV: Specific Consideration of Host and Guest: Interaction and their impact on Physical, social and cultural environments, cross cultural impacts Consideration of the implications for tourism management, communication and Promotion

Suggested Readings:

- Robins – Organisational Behaviour Pearson
- Luthans - Organisational Behaviour - TMH
- Rao & Narayan – Organisational Theory & Behaviour - Konark
- Udai Pareek – Understanding Organisational Behaviour, Oxford
- P.G. Aquinas, Organisation Behaviour, Excel Books.
- Kinicki & Kreither – Organisational Behaviour, TMH.
- Uma Sekharan – Organisational Behaviour cases – TMH
- Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

11 BTM 405- Foreign Language French-1

External Marks: 80

Internal Marks: 20

External Practical: 50

Time : 3 Hrs

Unit-1 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-2 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-3 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-4 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 basd on simple text.

(Practical)

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

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'hotel by A. Talukdar
- A Votre Service 1

- French for Hotel and Torism Industry by S.Bhattacharya

11 BTM 406- Accounting for Hospitality & Tourism

External Marks: 80

Internal Marks: 20

Unit-1 Accounting Theory: Business Transaction and Basic Terminology, Need To Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles - Concepts and Conventions.

- Unit-2** Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books - Cash, Sales & Purchase books, Bank Reconciliation statement.
- Unit-3** Financial Statements: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,
- Unit-4** Depreciation Reserves and Provisions - Meaning, basic Methods, Computer Applications - 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 Publishers, B 1/1292, Rajinder Nagar, Ludhiana
- 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: Prentia Hall Upper Sadde, River NewJersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in the 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, Rc. Chawla & C. Juneja
- Introduction to Accountancy, T.S. Grewal

Semester-V

11 BTM 501- Impact of Tourism

External Marks: 80
Internal Marks: 20

- Unit I** Meaning and Types, Global Impacts
Economic Impacts: National and, Local, Carrying Capacity, Artisans and craft production

- Unit II Social Impact of Tourism
Cultural Impact
- 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,
- Dharmarajan.S and R. Seth, Tourism in India-Trends and Issues, Har Anand Publications Pvt. Ltd. New Delhi, First edition.
- Gupta. S., World Tourism in New Millennium, ABD Publishers, Jaipur, First
- 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

11 BTM 502- Travel Documentation

External Marks: 80
Internal Marks: 20

Unit I

Passport

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

Unit I

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

Unit I

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 I

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

11 BTM 503- Airfare & Ticketing

External Marks: 80

Internal Marks: 20

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, FMA, 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 UDH Publishers & 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

11 BTM 504- Foreign Language French II

External Marks: 80

Internal Marks: 20

Practical: 50

Unit-1

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-2

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-3

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

Grammar: L'adjectif démonstratif, L'adjectif possessif

Oral / Situation: Des invitations

Unit-4

Vocabulary & written expression: Expressions d'interrogation

Grammar: Négation, L'interrogation.

Oral / Situation: Rendez-vous

Simple translation and Comprehension based on simple text.

Reference

Books:

French

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

HOTEL FRENCH (Practical)

EVALUATION IN PRACTICAL EXAMINATION:

The practical exam includes:

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

11 BTM 505- Marketing for Hospitality & Tourism

External Marks: 80

Internal Marks: 20

- 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 Behavior, Buying Decision Behavior, The Buyer Decision Process.
- Unit II **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, and 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 – Ravi Shankar
- Services Marketing- Zeital Valerire- A and Mary Jo Baiter Publisher: Mcgraw Hill Company
- 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 Press
- 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
- Marketing: Concepts and Cases- Etzel, Michael J, TMH, New Delhi

11 BTM 506- Human Resource Management

External Marks: 80

Internal Marks: 20

- Unit 1:** Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM
- Unit 2:** 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 3:** Training and its methods; Executive development and its techniques
Career management; transfer and promotion
- Unit 4:** 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
- Principles and Techniques of Personnel Management Human Resource Management- Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism- S.C. Bagri

Semester VI

On the job training report (20 Weeks)

Module No	Subject	Training Report		Viva Voce		Total
11 BTM 601	Training Report & Viva Voce	100				100
	Training in any of the Tourism / Hospitality Operational Areas			100		100
	Presentation on IE & Log Book				100	100

Ordinance & Course Curriculum – BTM; Batch 2011 Onwards

Total						300

The examination shall be conducted by the Board of Examiners as per provisions in the Ordinance