

**BACHELOR  
OF  
TOURISM MANAGEMENT**

**( 1- 6 SEMESTER)**

**2020-23**

\*Yellow mark symbolises added portion

All papers are of 50 marks –

40 – external exam

10- internal exam

# Bachelors of Tourism Management – 1

## Module 101

### Tourism concepts & Impacts

#### Unit-1

Tourism – concepts, significance, forms of tourism, Types of tourism (Heritage tourism, wellness tourism, spiritual tourism, rural&agri tourism, sustainable tourism), Ethics for tourism.

Tourists, travellers, excursionists, visitor. Types of Tourists. Concept of leisure & inter-relationship with tourism. Tourism System & Environment.

#### Unit-2

Evolution & Development of Global Tourism (Roman empire, early travel, trade routes, annual holidays, travellers accounts, grand tour, dark age, renaissance, Modern travel agency)

History of Indian Tourism, Manila declaration

#### Unit-3

Introduction to tourism demand, Motivations and determinants of Tourism demand, Methods of forecasting demand, Concept of travel Propensity.

Patterns & characteristics of tourism supply, hindering factors affecting supply chain.

#### Unit-4

Impact of Tourism at the destination (Economic, Cultural, Environmental, social)

Strategies for limiting the sins of tourism.

#### Unit-5

UNWTO, PATA, WTTC, Ministry of Tourism, IATO&innovations in tourism. SWOT analysis of Indian Tourism.

**Reference books :**

- **Pran Nath Seth (1998). Successful Tourism Management, Sterling Publication Pvt. Ltd., Delhi.**
- **Shashi Prabha Sharma (2004). Tourism Education, Kanishka Publishers, New Delhi.**
- **Maria D. Souza (2003) Tourism Development and Management, Mangal Deep Publication, Jaipur.**
- **Robert Mill, The Tourism System: An Introductory Text, Hall International, London, 1992.**
- **Wahab, Tourism Management, Tourism International Press, London, 1986.**



Module – 102

Travel agency & Tour operations

Unit- 1

Brief History and development of travel trade in India and abroad, Significance of Travel (domestic and international ), Nature and forms of Travel, its components and elements.

Unit-2

Travel Agents: definition, types, and functions of travel agency, Governments rules of getting approval by Ministry of Tourism, Government of India and IATA

Unit-3

Tour Operators: types, rules for recognition, role, and functions of Tour operator.

Unit-4

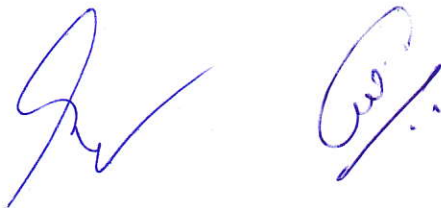
How to set up a Travel Agency and Tour Operation business, International conventions- Warsaw 1924, Chicago 1944, Brussels 1961, 1966 &1970, Athens 1974, Helsinki 1976, ITB Berlin.

Unit-5

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, and currency.

Reference books :

- ❖ Chand, Mohinder (2009). Travel Agency Management- An Introductory Text, 2/e. New Delhi: Anmol Publications Pvt. Ltd
- ❖ Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- ❖ Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth
- ❖ Dennis L.&Foseter (2001), Glencoe An Introduction To Travel & Tourism, McGraw-Hill International.
- ❖ Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi



**Module – 103**

**Management concepts**

**Unit-1**

Management – concept, nature, principles, levels of management, functions.

**Unit-2**

Evolution of Management theory, ethics and social responsibilities

**Unit-3**

Planning- definition, nature, steps in planning, Importance of planning. Types of plans, Decision – making process- definition & steps.

**Unit-4**

Organising – Definition, nature, principles, Organization structure in a Tourism / Travel organization, Organisational theories- neo classical & classical .Staffing – definition, importance.

**Unit-5**

Directing and control- concept and scope of direction, concept of control, techniques of controlling , concept and types of leadership.

**Reference books:**

- ❖ J.Mitra&N.Somani, Principles of Management& Business Communication
- ❖ Kaul, Principle & Practice of Management
- ❖ L.M Prasad, Principle & Practice of Management
- ❖ Tim Hannagan, Management concepts and practices
- ❖ S.Sachdeva, Principle & Practice of Management



**Module – 104**

**Tourism Products of India**

**Unit-1**

Definitions, concept & classifications Of Tourism Product

**Unit-2**

**Tangible heritage-** Gardens, museums, famous temples( The Konark Sun Temple, Brihadeeswara Temple, Kailasa Temple, Ellora Somnath Temple, Kedarnath Temple, Lord Jagannath Temple). Historical buildings – forts & palaces – types with examples.

**Architecture style -** Taj Mahal, Gwalior fort, Red fort (Delhi), Amber fort, Chittorgarh fort, Ajanta cave paintings, Sun temple.

**Unit-3**

**Intangible Heritage—** Indian cuisines, Fairs & festivals, classical dances, 16 Sankar's (rituals), Handicrafts & craft melas.

**Unit-4**

**Geographical based tourism products :** beaches ( east coast & west coasts), desserts , hill stations, islands, wildlife.

**Unit-5**

Hinduism, Buddhist, Jain, Islam, Sikhism, Tribes of India.

Cultural heritage of India, Spirit of Indian Culture, Gwalior as a tourism product

\*History is eliminated as whole history is covered in 4<sup>th</sup> semester

**Reference books**

- ❖ Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- ❖ S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi
- ❖ Cravern, R.C. : A concise history of Indian Art, Vikas Publishing House, New Delhi, 1979 .
- ❖ Robinet Jacob, Sindhy Joseph And Anoop Philip, Indian Tourism Products, Abhijeet Publications
- ❖ Manoj Dixit (2002), TOURISM PRODUCTS, New Royal Book Co. Lucknow
- ❖ Sarina Singh (2008), LONELY PLANET INDIA

**Module – 105**

**Business communication**

**Unit-1**

**Business Communication – Meaning, types, barriers and mechanism.**

**Unit-2**

**The Importance of Listening in the Workplace –Introduction, Barriers to Listening, Strategies for Effective Listening. Oral Communication Skills - Public Speaking (overcoming hesitation and fear of facing public), Designing and Delivering Presentations and Group Discussions, interviews, group discussion.**

**Unit-3**

**Professional use of telephone,how to prepare CV, business Letters, feedback and counselling skills.**

**Unit-4**

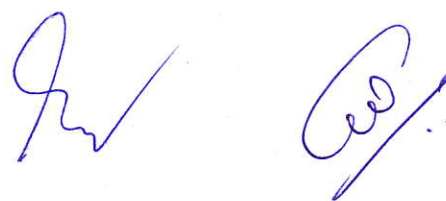
**Customer care and mannerism, handling complaints, handling queries, resolving conflict.Communication and customer revisit, legal aspects of business communication.**

**Unit-5**

**Basic personality traits- dress, address, gestures and manners, self-evaluation and development, identification of strengths and weakness, confidence building techniques.**

**Reference books:**

- ❖ Raj Kumar, basic business communication (2010), Excel books
- ❖ K. K. Sinha, business communication (2000)
- ❖ P.D. Chaturvedi – Busines Communication (Pearson Education, 3st Edition 2006)
- ❖ Rajendra Pal - Business Communication (Sultanchand& Sons Publication).



**MODULE NO.:106**  
**BASIC ACCOUNTING**

**Unit-1**

**Introduction- Book-Keeping and Accounting, Meaning of Accounting, Nature of Accounting, Accounting Concepts and Principles, Accounting Standards.**

**Unit-2**

**Basic Accounting, Records and Books of Accounts, Double Entry System, Rules for Debit and Credit.**

**Unit-3**

**Journal, Ledger, Trial Balance, Cash Book, Depreciation Accounting.**

**Unit-4**


**Final Accounts with Adjustments, Cost Accounting, concepts and terminology, objective, Cost sheet/Tender.**

**Unit -5**

**Process Costing, Marginal costing and break even Analysis, Profit volume Analysis.**

**Reference books:**

- ❖ **SM Shukla ,Financial Accounting**
- ❖ **Khan & Jain, Cost Accountancy**
- ❖ **Jain &Narang, Cost Accountancy**
- ❖ **SN Maheshwari, Financial Accounts**
- ❖ **TS Ganewal , Basic Accounting**





# Bachelors of Tourism Management – 2

## Module - 201

### Policy & Planning for Tourism Development

#### Unit-1

Tourism Planning – concept, objectives, approaches, steps&levels. Tourism stakeholders.

#### Unit-2

Policy – Need & concept

Tourism Policy- 1982 & 2002 Tourism policy, 1992 National action plan.

#### Unit-3

Elements of Tourism destination, Tourism Destination Cycle, Planning for Tourism destination development, Process For destination Development.

#### Unit-4


Strategic sustainable development – Concept, need , guiding principles and model for sustainable development.

#### Unit-5

Factors influencing Tourism Policy, issues in implementation of policy , linking Planning & community development, Youth & sports planning.

#### Reference books

- ❖ Warheb, S.E. Tourism Management, Tourism International Press, London.
- ❖ David Weaver, Tourism Management, Wiley Publication.
- ❖ Negi, Dr.Jagmohan :,Tourism Development & Resource Conservation
- ❖ Burkart A.J &Medlik,Tourism – Past , Present & Future



**Module – 202**

**Business Environment**

**Unit-1**

**Business environment – nature, components and determinants. Assessing business environment risk. Techniques of environmental scanning and monitoring. Business cycle**

**Unit-2**

**Government policies- Industrial policy, fiscal policy, monetary policy, EXIM policy, FDI policy, price policy, economic reforms, policy of liberalization and globalization.**

**Unit-3**

**MRTTP act, FEMA, Licensing policy, direct and indirect taxes.**

**Unit-4**


**Foreign exchange, convertibility of rupee basics, Forex Market structure, importance of international business environment related to industry, WTO( world trade organisation)**

**Unit-5**

**Social responsibility and business ethics, 5 year plans and tourism in India**

**Reference books:**

- ❖ Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi.
- ❖ Baxi ,C.V. and Prasad, Ajit , Corporate Social Responsibility, Excel Books
- ❖ Sachdeva, Business Environment



## Module – 203

### Transport in Travel & Tourism

#### Unit-1

Evolution of transport system, importance of transportation, Patterns of demand for tourist transportation. Evolution of civil aviation in India.

#### Unit-2

Functions of ICAO, DGCA, IATA, AAI.

#### Unit-3

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance, Fitness certificate. Contract carriage, state carriage, all India permit, maxi cab, motor car, etc.

#### Unit-4

Rail transport system –evolution, tourists trains (The Deccan Odyssey, Maharajas Express, The Golden Chariot, Royal Rajasthan on Wheels. Palace on Wheels, toy trains), Railway initiatives to promote tourism & facilities offered like rail Yatrinivas, tourist police and railway touristguides (Kiosks and ORIS), IRCTC, meals on train schemes etc.

Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rai

#### Unit-5

Water transport system –evolution, cruise ships, Major water-based leisure practices and their future in India

#### Reference books :

- ❖ Stephen Page, Transport for Tourism
- ❖ Ministry of Tourist/Railways/Civil Aviation : Annual Report
- ❖ Ram Acharya, Civil Aviation & Tourist Administration in India
- ❖ R.N. Kaul, Dynamics of Tourism



**Module – 204**  
**Business Economics**

**Unit-1**

Introduction to Economics; Nature, Scope & application of Management Economics,

**Unit-2**

Consumer analysis, law of Diminishing Marginal Utility, Law of substitution & consumer surplus

**Unit-3**

Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand, Demand forecasting – meaning, techniques. Law of Supply, Supply Elasticity.

**Unit-4**

Economics of Production Analysis: return to scale, law of returns and production, profit analysis- meaning, theories & break-even point.

**Unit-5**

Price determination under – perfect, imperfect, monopoly & oligopoly.

**Reference Books:**

- ❖ Vanita Agarawal-Managerial Economics-Pearson
- ❖ M.L. Jhingan & J.K. Stephan - Managerial Economics (Vrinda Publications 2nd Edition)
- ❖ Singh- Managerial Economics (Wiley Dreamtech)
- ❖ Dutt, Sundaram, Indian Economics



**Module – 205****Geography For Tourism****Unit-1**

Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography.

**Unit-2**

Latitude, longitude, International date line, how to read maps, time zones, time differences, GMT variations, concept of elapsed and flying time

**Unit-3**

Impact of weather and climate on Tourist destinations. Geographical Determinants: Diversities and disparities

**Unit-4**

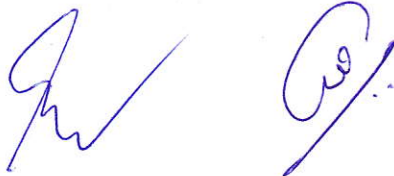
India, the Subcontinent – Major Physical Divisions - the Rivers of India – Mountains - Hills and Valleys – Deserts – Beaches.

**Unit-5**

Study on Rajasthan, Kerala, Madhya Pradesh and Orissa, Uttarakhand, Jammu ,Kashmir, Himachal Pradesh.

**Reference books:**

- ❖ Dubey & Negi: Economic Geography, Delhi, 1982
- ❖ Major Das: India – A Tourist Paradise
- ❖ Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- ❖ Sinha, P.C. Tourism Geography, Anmol Publication



**Module – 206**

**English**

**Unit-1**

Communication- Meaning, objectives, importance, forms, process, principles. Barriers & techniques of effective communication.

**Unit-2**

Business letters – types, Inquiries, Circulars, Quotations, orders, Acknowledgements, Executions, complaints, claims & adjustments, collection letter, Banking correspondence, agency correspondence.

Application letter, bio-data, Interview letters, letter of reference, Letter of Appointments, confirmation, Promotion, Retrenchment, Resignations.

Report- writing – Types of Reports, components of formal reports, Business reports, reports by individual, report by committee, Meetings- Notice- Agenda, Resolution & minutes.

**Unit-3**

Oral communication: Listening & speaking, meeting, speeches & techniques of electing responses, probing questions, Recording and closing, observation methods, group discussions & interview.

Non verbal Expressions: Body languages, gestures, postures, Facial expressions, dress codes.

(students are required to identify topics of interest and make oral presentation in the class. The course instructor shall evaluate the performance and give necessary feedback)

**Unit-4**

Effective group discussion, essentials- role -playing, team building, Integrated communication.

**Unit-5**

Application of electronic media& communication, telecommunication, teleconferencing, FAX, EMAIL.

**Reference books :**

- ❖ Robert MaArcher, Basic Business Communication
- ❖ Pradhan & Thakur, Business Communication
- ❖ Clark, Business English & Communication
- ❖ Murhy, Effective Business Communication
- ❖ K. K. Sinha, business communication (2000)

# Bachelors of Tourism Management – 3

## Module – 301 Tourism Marketing

### Unit-1

Tourism Marketing – core concept, importance, process. marketing environment - Micro & Macro Marketing Environment

### Unit-2

Marketing- mix, Market identification & selection, Market segmentation- concept, bases, types and importance. Consumer buying behaviour

### Unit-3

Product decision and formulation, lifecycle, branding and packaging.

### Unit- 4

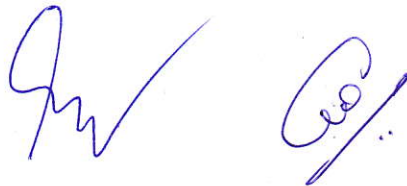
Pricing Policies and promotional mix

### Unit- 5

Distribution channel, steps in marketing a destination

Reference books :

- ❖ Philip Kotler, Marketing Management
- ❖ Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
- ❖ Chaudhary Manjula (2010), Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.
- ❖ Rajan Saxena (2009): Marketing Management, Tata McGraw Hill



Module – 302

Legal Environment Of Tourism Business

Unit-1

Indian contract Act, 1972- Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, , Breach, Damages for breach of a contract, Quasicontracts

Contract of Indemnity & Guarantee, Contract of Agency

Unit-2

Partnership act 1932 - Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms

Sale of goods act 1930 - Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

Unit-3

Companies Act 1956,-Nature and types of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, , Directors: Their powers and duties, Meetings, Winding up.

Unit-4

Negotiable Act 1881- Nature & Types, Negotiation & Assignments, Types of Negotiation instrument, cheques, letter of credit, Travellers letter of credit, commercial letter of credit.

Unit-5

Consumer protection Act and tourism, FEMA, Environment protection act 1986.

Reference books :

- ❖ Gulshan S.S. - Business Law Including Company Law (Excel Books)
- ❖ Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
- ❖ N.D Kapoor & Raini Abbi-General Laws & Procedures (Sultan Chand & Sons)



**Module – 303**

**Mathematics & Statistics for Management**

**Unit-1**

**Functions:** Meaning of functions, to find(x) if x is known, functions used in business and economics, demand function, supply function, cost function, revenue function, profit function.

**Unit-2**

**Limits & derivatives:** Meaning of limit, meaning of derivatives, working rule of derivatives, application of derivatives to business & economics- Marginal cost, marginal revenue, maximisation & minimisation.

**Unit-3**

**Determinants:** Meaning of determinants, Evaluation of second & third order determinants, Cramer's rule.

**Matrices:** Meaning of matrix, order of matrix, addition, subtraction & multiplication of matrices, unit matrices, transpose matrix. Equality of Matrix, adjoint of Matrix, inverse of matrix, scalar multiplication of a matrix, application of matrices in business.

**Unit-4**

**Central tendency** – concept of mean, mode & median, numerical on mean, measure of dispersion range, mean deviation, Quartile Deviation, standard deviation & variance.

**Correlation:** concept, types, Karl Pearson correlation, coefficient and its interpretation.

**Regression:** regression, least square method, linear & non-linear regression, explained and unexplained variations.

**Unit-5**

**Probability** – importance & calculations of probability, addition theorem.

**Index number** : meaning & uses of Index number.

**Note:** calculators are allowed. Examples based on trigonometry should be avoided.

**Reference books:**

- ❖ S.C Gupta, Fundamentals in Statistics
- ❖ Dr. S. Sachdeva, Business Statistics



- ❖ Richard I . Levin & David S. Rubin, Statistics for Management.
- ❖ Dr. S. Sachdeva, Business Mathematics & Statistics.

**Module – 304**

**Guides & Escorts**

**Unit-1**

Tour guiding- concept, principles & importance

Tour guide- how to become tour guide, educational qualifications, types, roles & responsibilities of a tour guide, code of conduct.

Tour escort- concept, difference between guide and escort.

**Unit-2**

Communication in tour guiding – roadblock in communication, tour commentary, how to deal with awkward questions, understanding of cultural diversity.

**Unit-3**

Guiding at national park, guiding at museum, guiding at religious place, safari guiding, guiding physically challenged and tourists with special needs, Guiding in rural area.

**Unit-4**

Interpretation – concept, principles. Nature interpretation, heritage interpretation. how to develop good interpretation skills.

**Unit-5**

Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents.

Sustainability and guiding.

**Reference books :**

- ❖ Marc Mancini (2012), Conducting Tours: A Practical Guide
- ❖ Jagmohan Negi(2004), Tourist Guide and Tour Operation: Planning and Organising, Kanishka Publishers.
- ❖ ChiranjibKumar(2016),Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism.
- ❖ Nick Manning( 2014), How to Be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides,

**Module – 305**  
**Entrepreneurship Development**

**Unit-1**

Concept of entrepreneur and entrepreneurship, Theories & models of Entrepreneurship, Factors affecting Entrepreneurship, the entrepreneurial decision process, challenges of an entrepreneur & risk involved.

**Unit -2**

Concept, Need, importance & challenges of social entrepreneurship rural entrepreneurship & Green entrepreneur.

**Unit-3**

Functions of Entrepreneur: Idea Generation, idea evaluation, Feasibility Analysis, Product/Market Fit, checking the legal requirements (licences & permits), Hire a team, set a ethical culture, entrepreneur motivation & performance evaluation.

**Unit-4**

Financial Assistance, Institutional Assistance and support. Challenges of family-based entrepreneurship.

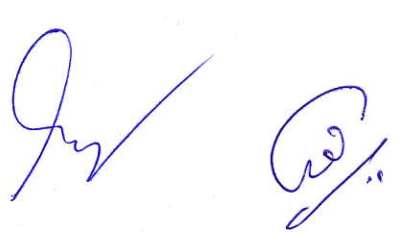
Preparing a business plan, organising and controlling of small-scale industry. Understanding Trade Practices

**Unit-5**

Strategies for a successful entrepreneurship, innovation & entrepreneurship. entrepreneurship & tourism.

**Reference books:**

- ❖ Sangeeta Sharma, Entrepreneurship development, PHI learning.
- ❖ S.S Khanka, Entrepreneurial Development
- ❖ S. Anil Kumar, Entrepreneurial Development
- ❖ Ramachandran, Entrepreneurial Development



**Module – 306****Foreign Language (French)****Unit-1**

Translation of simple sentence from French into English.

**Unit-2**

Questions based on grammar of unit 1 & unit-2 of prescribed book.

**Unit-3**

Questions on the lesson of unit-1 of the prescribed book.

**Unit-4**

Questions on the lesson of unit-2 of the prescribed book.

**Unit-5**

Simple dialogue writing on given topic.

**Reference books:**

- ❖ Initial ( part-1)- unit1 and unit-2 – Sylvie Poisson-Quinton, Marina Sala.
- ❖ Bonne route
- ❖ Sans frontier – part 1



# Bachelors of Tourism Management – 4

## Module – 401

### Human Resource development & planning in Tourism

#### Unit-1

Introduction of HRD - meaning, Concept and Significance, HRD systems, models and Practices in Travel Industry, HRD problems and issues in Travel Industry

Human resource planning- concept, process, importance, forecasting, Determining human resource requirements.

#### Unit-2

Tourism and labour markets – concept, types, understanding how labour market works in tourism?

#### Unit-3

Recruitment and selection—Job analysis---process of job analysis - job specification-- methods of job analysis, job evaluation, The systematic approach to selection: theselection procedure.

Placement, Induction, Tourism Manpower Strategies, Training and Development, : Purpose, Methods and issues of training and management development programmes,

#### Unit-4

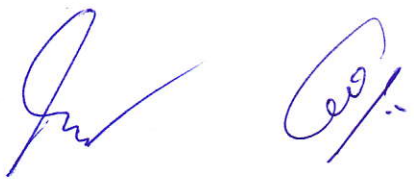
Understanding diversity in workplace, Influence of culture&Managing cultural diversity in tourism industry, work -life balance , Performance management and appraisal, reward strategies in tourism industry. The applications of Information Communication Technology (ICT) in HRM, and the ways to transform work duties in hospitality

#### Unit-5

Grievance Handling - Causes of Grievances, . Methods of understanding employee grievances, Grievance Redressal Machinery, Human resource management & employee turn over, Industrial Relations: importance and approaches of Industrial Relations, innovations through human resource practices.

**Reference books:**

- ❖ **Dennis Nickson (2013), Human resource Management for Hospitality and tourism Industry, Elsevier**
- ❖ **Darren Lee-Ross, Josephine Pryce (2010), Human Resources and Tourism: Skills, Culture and Industry.**
- ❖ **Tom Baum (2006), Human Resource Management for tourism and Hospitality.**
- ❖ **Bramham, Practical Manpower Planning.**

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**Module – 402**  
**Organisational Behaviour**

**Unit-1**

Organisational behaviour –meaning, Nature, scope ,models and importance.

**Unit-2**

Influence of socio-cultural factors on organisation, management of change, organisational development.

**Unit-3**

Perceptions, attitudes, values, personality, learning- meaning, process & theories.

**Unit-4**

Motivation theories- need theory, goal theory, expectancy theory, Vrooms theory, McGregor’s theory X and Y Theory

**Unit-5**

Transactional analysis of management, group dynamics, management of conflict.

**Reference books:**

- ❖ Chandan J S(1994), Organizational Behaviour
- ❖ Paul E. Smith & Wendy Yellowley, Organizational Behaviour
- ❖ Cary Cooper, Lynn Holdsworth, and Sheena Johnson, Organisational Behaviour For Dummies

**Module – 403**  
**Computer Application In Tourism Industry**

**Unit-1**

Computer basics, simple model, classification of computers & generations.

**Unit-2**

Data representation, Binary number system, Binary addition & subtraction, Hexadecimal, octal.

**Unit-3**

Ms- office Packages: Documentation packages & electronic Spreadsheet Package, Database Package.

**Unit-4**

Introduction to Internet. Definition of networks, concepts of web page, website and web searching (browsing), Benefits, Application, Working, Hardware and software requirements, Worldwide web, web Browser, URL, Search Engines, Emails

**Unit-5**

**CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes.**

**- Provisions under IT Act 2000, cyber related Provisions under IPC**

**Reference books :**

- ❖ V. Rajaraman(1985), Fundamentals of Computers
- ❖ Reema Thareja (2014), Fundamentals of Computers
- ❖ Talat Fatima (2017), Cyber Law in India

**Module – 404**

**Foreign Language (French)**

**Unit-1**

Translation of simple sentence from English into French.

**Unit-2**

Questions based on grammar of unit 3& unit-4 of prescribed book.

**Unit-3**

Questions on the lesson of unit-3 of the prescribed book.

**Unit-4**

Questions on the lesson of unit-4 of the prescribed book.

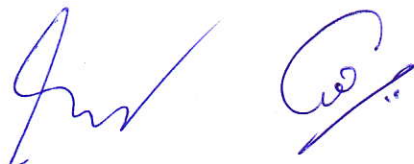
**Unit-5**

Essay writing ( small paragraph)

- Mon Ami(e)
- Mon cours de fransais
- Ma ville
- Mon pays
- Un site touristique.

**Reference books:**

- ❖ Initial ( part-1)- unit1 and unit-2 – Sylvie Poisson-Quinton, Marina Sala.
- ❖ Bonne route
- ❖ Sans frontier – part 1





**Module – 405**

**Sales & Advertising Management in Tourism**

**Unit-1**

Sales Management – characteristics, importance, objectives, Principles & functions.

Selling – concept & theories, Techniques.

**Unit-2**

Multitude responsibility, formulation of sales policies. Ethics in sales.

**Unit-3**

Designing size of sales force, Managing & motivating & supervising the sales force.

**Unit-4**

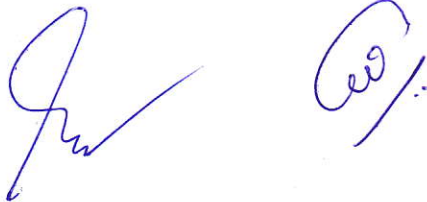
Sales forecasting- concept, techniques, buying motives & buying theories, sales budget

**Unit-5**

Promotion mix– concept, components & importance.

Reference:

- ❖ Mukesh Trehan, Ranju Trehan (2014), Advertising and Sales Management, VK Global Publication
- ❖ Chris Noonan (2010), Sales Management
- ❖ Robert D. Hirsch, Ralph Jackson, Selling and Sales Management



**Module – 406**

**Geography & History**

**Unit-1**

Study of mountains and their flora & fauna

**Unit-2**

Major rivers (Ganga, Brahmaputra, Narmada, Godavari, Tapi, Indus, Mahandai, Godavari) and their role in tourism development.

**Unit-3**

Geography of coastal region and their significance in Indian Tourism

**Unit-4**

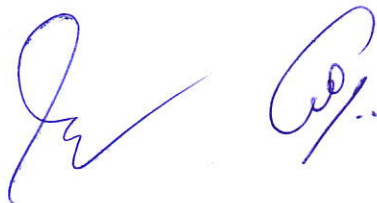
Brief history upto 1200 A.D with reference to tourism

**Unit-5**

Brief history from 1200 -1947 with reference to tourism

**Reference Books:**

- ❖ Nelson V., An Introduction to the Geography of Tourism, Rowman & Littlefield Publishers, 2013.
- ❖ Ramesh, M., International Tourism: Countries And Their Attractions, ABD Publication, New Delhi, 2013
- ❖ R.L Singh, Regional Geography of India
- ❖ Mamoria, Geography of India



# Bachelors of Tourism Management – 5

## Module – 501 Air transport Management

### Unit-1

Air transport – evolution, History of civil aviation in India, IATA airlines code, Chicago convention, open sky policy. Future prospects of Air transportation. Freedoms of air.

### Unit-2

Role & Functions of IATA, Air port Authority of India, DCGA, ICAO.

### Unit-3

Air ticketing – concept, procedure, airline reservation system

Air India - Organisational structure, Working process, networks.

Immigration procedures and procedures at airport

### Unit-4

Air traffic Control- process & function of Air traffic control

Introduction to air fare - Introduction to fare construction – Mileage principles -- Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).

### Unit-5

Management of Domestic & international airports- Airport Layout, airport service for passenger, Passengers requiring special handling- passengers with medical problems, Expectant women, Unaccompanied minors, infants –VIPS/CIPS. Safety & security management.

Types of Baggage- Checked and unchecked baggage, Excess baggage charge, weight & piece concept.

### Reference books :

- ❖ Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi
- ❖ OAG Guide published by IAIA
- ❖ Jagmohan Negi, AIR TRAVEL TICKETING AND FARE CONSTRUCTION, Kaniska, New Delhi, 2005
- ❖ Doganis R., AIRPORT BUSINESS, Routledge Publishing, London, 2002
- ❖ IATA Ticketing Hand Book.

**Module – 502****International Tourism Management & frontier Formalities****Unit-1**

**Definition, nature & scope of Domestic & International tourism. Factors affecting global tourism.**

**International organisations- UNWTO, WTTC, GATTS, UFTAA**

**National organisations- ITDC, FHRAI, TAAI, IATO, DOT**

**Unit-2**

**frontier formalities: passports and visas(conditions, eligibility, supported documents, restrictions limitation), customs formalities and allowances, health regulations, currency regulations.**

**Unit-3**

**India as medical tourism destination, India as wellness tourism destination, India as culinary destination. India as rural destination. Volunteer tourism, Spiritual tourism in India, silk route tourism.**

**Unit-4**

**Patterns & characteristics of India's outbound tourism, strategies for attracting inbound tourism. Patterns of India's international market.**

**Role of Government in promotion of international tourism.**

**Unit-5**

**Major attractions of – France, Nepal, Italy, Bhutan, Sri Lanka, Maldives, Switzerland, Singapore & Dubai**

**Delhi to London—World's longest bus voyage**

**Reference books :**

- ❖ Bhatia A.K, International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
- ❖ Sunetha, Roday ET. Al, Tourism Operations and Management, Oxford Univ. Press, New Delhi
- ❖ Prannathseth, Successful Tourism Management
- ❖ Stone Lioyed and Leslie W.Rue, Human Resource and Personnel Management, Rochard D. Irwin
- ❖ Sunetha, Roday ET. Al, Tourism Operations and Management, Oxford Univ. Press, New Delhi.

**Module – 503**

**Computer application in Tourism Industry**

**Unit-1**

MIS Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System (MSS), Transaction Processing System (TPS), Process Control System (PCS), Enterprise Collaboration System (ECS), Management Information System(MIS), Decision Support System(DSS).

**Unit-2**

Development of MIS – Information requirement, System Development Life Cycle. , Investigation Phase, Prototyping, implementation of MIS, testing.

**Unit-3**

CRS & GDS – concept ,how do they work , types - Amadeus ,Galileo, Travelport Sabre

Difference between CRS & GDS

**Unit-4**

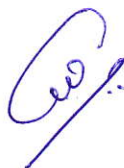
E- commerce – concept. types, promotion of services, use of e-commerce in CRM ,CEM and data mining , information required for effective CRM

**Unit-5**

Information technology- use in tourism business, hotel industry and research process.

**References:**

- ❖ Laudon, K.C & Laudon, Jane P.management Information System
- ❖ . Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
- ❖ AdamantiosKoumpis,Management Information Systems for Enterprise Applications: Business Issues, Research and Solutions.



**Module – 504**  
**Indian society and culture**

**Unit-1**

Cultural heritage, structure of Indian society – varnashrama, vyavastha, development of caste system in India.

**Unit-2**

**Art and Architecture –** Indus valleyt art, Mauryan art, Sunga art, Satvahana, Mathura & Gandhara school of art, Gupta art, Chandelle art, Pallava art, Chola art and Rashtrakuta art.

**Unit-3**

Chief Indian communities and religious faiths- Hinduism, Buddhism, Jainism, Islam, Sikhism, Christianity.

**Unit-4**

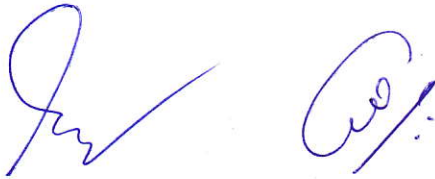
Paintings- Ajanta, Mughal, Rajput  
Indian classical dances & history of Indian music.

**Unit-5**

Indian rituals and ceremonies, unity in diversity, main characteristics of Indian culture.

**Reference books :**

- ❖ Harle, J. C. - "The Art and Architecture of Indian Sub Continent".
- ❖ S. Huntington, - "The Art of Ancient India".
- ❖ Manoj Dixit, CharuSheela , Tourism Products, New Royal Books
- ❖ Singh, A. – "Cultural Tourism in India"



**Module – 505**  
**Environment & Tourism**

**Unit-1**

**Environment- Ecosystem, biomes, and biosphere, Environment degradation, , tourism as a tool for conservation, ecological impact of tourism.**

**Unit-2**

**Tourism and Environment- ecotourism, sustainable tourism, responsible tourism, Agri-tourism & Rural tourism.**

**Unit-3**

**Ecotourism – Background, concept, definition, typology of ecotourism, significance of ecotourism, TIES**

**Unit-4**

**Community-based tourism and environment- need for community-based tourism, community interaction and nature, local participation and benefits, socio-cultural impacts of ecotourism.**

**Unit-5**

**Ecotourism resources in India: National park, Wildlife sanctuaries, biosphere reserves, Sun Sand and sea, wet lands, coral reefs, desert.**

**Trends and eco-tourism innovations**

**Reference books :**

- ❖ *Ralf Buckley, Environmental Impacts of Ecotourism, CABI Pub*
- ❖ *Ralf Buckley, Case Studies in Ecotourism, CABI Pub*
- ❖ *Stephen Wearing, John Neil, Ecotourism: Impacts, Potentials and Possibilities? Butterworth-Heinemann*
- ❖ *Jag Mohan Negi, Tourism development of resource conservation*
- ❖ *Katrina Brandon, Ecotourism and Conservation: A Review of Key Issues, World Bank, Environment Department, Global Environment Division*
- ❖ *Buckley, Eco- tourism- Principles and practices*



**Module – 506**  
**Madhya Pradesh Tourism**

**Unit-1**

**Madhya Pradesh – its geography, geology, climate, flora & fauna, River, Mountains**

**Unit-2**

**Brief history of Madhya Pradesh – Ancient, Medieval & Modern with spl. Reference to tourism.**

**Unit-3**

**Architecture of – Khajuraho, Bhimbetka & Sanchi (UNESCO sites), Gwalior as heritage destination.**

**Heritage, Pilgrimage, sanctuaries, National Park & Fairs & Festivals, Adventure destinations, Cuisines of Madhya Pradesh,**

**Art & Handicrafts of Madhya Pradesh – Mandanaart, Bagh prints, chanderi silk, Maheshwari saree, Dhurrie work.**

**Unit-4**

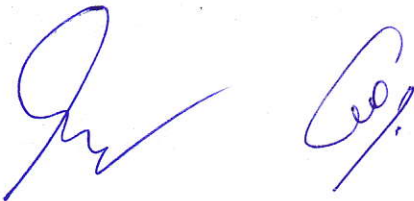
**Tribal culture – Gond, Bhils, Shahrja, Baiga Tribe**

**Unit-5**

**Transport, Accommodations, Other facilities & amenities in M.P, Tourists circuits of Madhya Pradesh. Madhya Pradesh as Film destination.**

**Reference books :**

- ❖ D.K Bhattacharya , Ancient Geography of M.P
- ❖ Promila Thakur, M.P EkBhugolikAdhyan
- ❖ Gazettes of all districts of Madhya Pradesh





# Bachelors of Tourism Management – 6

## Module - 601

### Meetings, Incentives, conference & Events

#### Unit-1

MICE- Components, evolution & significance.

#### Unit-2

Meetings- types, planning & organizing. Meeting planner/ convention manager- attributes & types.

Incentive tours- concept & significance.

#### Unit-3

Trade shows- concept, types, benefits, Participant- decision making

Conferences/ convention – concept, facilities needed, ICPB

#### Unit-4

Event Management – Concept , location selection, sponsorship, crowd Management, security check, Catering, Logistics, Performance measurement

#### Unit-5

Sustainability & M.I.C.E – Green events, Models for sustainable events, Innovations in M.I.C.E

#### Reference books:

- ❖ George Fenich, Meetings, Expositions, Events and Conventions, Pearson, 2004
- ❖ Tony Rogers, Conferences and Conventions: A Global Industry, Routledge
- ❖ Anthony Hyde and Rob Davidson, Winning Meetings and Events for Your Venue, Goodfellow Publishers
- ❖ Jones Meegan, Sustainable Event Management: A Practical Guide, earthscan



**Module - 602**  
**AIR CARGO**

**Unit – 1**

Introduction to air cargo: its growth & development, Air cargo industry regulations: ICAO, NAA, IATA, FIATA, DGCA.

**Unit – 2**

Geography for aviation: 3 letters IATA recognized city / airport codes, 2 letter airline IATA codes and Currency codes for different countries, IATA Traffic conference areas, & subareas, Time difference calculation of transport time.

**Unit – 3**

Aircraft characteristics and loading limitations: Aircraft structure, Air cargo agents – role, responsibilities & liabilities, Custom procedures for Import & Export, OAG air cargo guide, SLI, Airway Bill: introduction, types, completion & significance.

**Unit – 4**

The Air Cargo Tariff (TACT), Rounding off regulation for weight, dimensions and currency, Rates & Charges: General rules of cargo rates and charges, General Cargo Rates (GCR), Specific Commodity Rate (SCR), Commodity Classification Rate (CCR), Valuation charge, Disbursement Fee, Charges Collect Fee

**Unit – 5**

Acceptance & Handling of General goods, shipping bill & its types, acceptance, & handling of special load cargo, Dangerous goods: classification, marking, labeling, and documentation, Live Animal: marking, labeling, and documentation.

**References :**

- The Air Cargo Tariff (TACT)
- IATA Live Animals Regulations Manuals
- IATA Special Mail Manual
- Michael Allen Sales, Air Cargo Management: Air Freight and the Global Supply Chain



**Module - 603**  
**Tour Package and Itinerary costing**

**Unit-1**

**Tour package –concept, typology, components and significance, designing& limitations**

**Unit-2**

**Itinerary – concept, typology, factors considered while making an itinerary.**

**Unit-3**

**Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing. - Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc., Pricing Strategies and Distribution Mechanism, factors affecting tour cost.**

**Unit-4**

**Steps in Tour Package designing – Destination Survey, property survey, seasonal considerations, confidential arrangements, payment procedure, ground handling,**

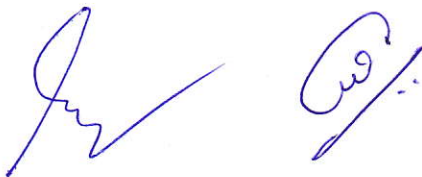
**Unit-5**

**Case study of –**

- **Golden Triangle Tour**
  - **Dessert triangle**
  - **Buddhist circuit**
  - **Himachal circuit**
- **Backwaters circuit**
- **Europe package**
- **Dubai package**

**References:**

- ❖ **A. K. Bhatia(2007), The Business of Tourism: Concepts and Strategies**
- ❖ **D.L Foster, Sales & Marketing**
- ❖ **Negi, Travel & Tourism**
- ❖ **Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,**



**Module - 604**

**Destination Studies**

**Unit-1**

Concept of attraction, Tourism destination – concept, Role, typology & patterns of Tourists destination. Destination as a product element of tourist's destination

**Unit-2**

DMO's- Concept, types & Role of in destination development

DMC- concept & functions

**Unit-3**

Destination Life Cycle, Destination Attractiveness & competitiveness.

**Unit-4**

New Product Development, Internal destination development, feasibility study

**Unit-5**

Destination Image & branding, Monitoring & Evaluating Destinations

Reference books:

- ❖ Alastair Morrison, Marketing and Managing Tourism Destinations.
- ❖ Andreas Papatheodorou, Managing Tourism Destinations
- ❖ Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman
- ❖ Jennifer Raga, Managing Tourism Destinations

**Module - 605**

**Adventure tourism**

**Unit-1**

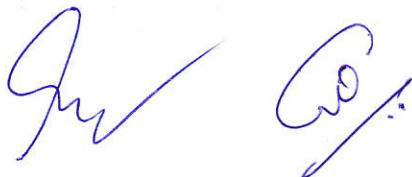
Adventure tourism: concept, components, typology, Motivations & precautions

**Unit-2**

Land based adventure sports -All Terrain Vehicle, Bungee Jumping, Rock climbing, Trekking, Skiing,

Water based adventure sports :White water rafting, Water-skiing, Snorkeling, Scuba Diving, Kayaking & Canoeing.

Air- borne activities - Flying Fox, Parasailing, Skydiving, Hot Air Ballooning, Para Motoring



### Unit-3

**Food Plan: Menu and nutrition considerations; hygiene, trail food preparation and hygienic sanitation**

### Unit-4

**Adventure tourism destinations –**

- Himachal Pradesh
- Kerala
- Ladakh
- Uttarakhand
- Goa
- Andaman & nicobar island
- Rajasthan

### Unit-5

**Guidelines. Efforts and framework for development of adventure sports in india. Future prospects of Adventure sports.**

**Legal Liability and Risk Management: Legal liability concepts; owner liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.**

### Reference books:

- ❖ Ian S. Jenkins, Adventure Tourism and Outdoor Activities Management
- ❖ Satyendra Malik. Adventure Tourism.
- ❖ Negi, J. 2001, Adventure Tourism and Sports – Part- I & II, New Delhi : Kanishka Publisers.
- ❖ Buckley, Ralf, CAB International 2006, Adventure Tourisms

**Module - 606**

**Project & Viva – voice**

**It will be conducted on the basis of theory papers and tour report.**

**Note :**

**Educational tour is compulsory**

**After 2<sup>nd</sup> semester training is compulsory**