

**MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

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**BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

**Total Contact Hours = 19**

**Total Marks = 500**

**Total Credits = 19**

SEMESTER 1 <sup>st</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BTA01</b>	Basics of Tourism	4	0	0	40	60	100	<b>4</b>
<b>BTA02</b>	Tourism Products and Services Part-1	4	0	0	40	60	100	<b>4</b>
<b>BTA03</b>	Basics of Management	3	0	0	40	60	100	<b>3</b>
<b>BTA04</b>	Geography of Tourism-1	4	0	0	40	60	100	<b>4</b>
<b>BTA05</b>	Customer Care & Interpersonal Skills	4	0	0	40	60	100	<b>4</b>
<b>Total</b>		<b>19</b>	<b>0</b>	<b>0</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>19</b>

**Total Contact Hours = 20**

**Total Marks = 500**

**Total Credits = 20**

SEMESTER 2 <sup>nd</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BTA06</b>	Tourism Products and Services Part-2	4	0	0	40	60	100	4
<b>BTA07</b>	Tourism Industry Profile	4	0	0	40	60	100	4
<b>BTA08</b>	Tourism Management	4	0	0	40	60	100	4
<b>BTA09</b>	Geography of Tourism-2	4	0	0	40	60	100	4
<b>BTA10</b>	Human Resource Management	4	0	0	40	60	100	4
<b>Total</b>		<b>20</b>	<b>0</b>	<b>0</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>

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**Total Contact Hours = 26**

**Total Marks = 700**

**Total Credits = 25**

SEMESTER 3 <sup>rd</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BTA11	Dimensions of International Tourism	4	0	0	40	60	100	4
BTA12	Geography of Tourism-3	4	0	0	40	60	100	4
BTA13	Sales, Marketing and PR in Service Industry	4	0	0	40	60	100	4
BTA14	Business Communication	4	0	0	40	60	100	4
BTA15	Basics of Computer-1 Lab.	0	0	2	60	40	100	1
BTA16	Front Office Operations- Reservations and Registrations	4	0	0	40	60	100	4
BTA17	English-1	4	0	0	40	60	100	4
<b>Total</b>		<b>24</b>	<b>0</b>	<b>2</b>	<b>300</b>	<b>400</b>	<b>700</b>	<b>25</b>

**Total Contact Hours = 26**

**Total Marks = 700**

**Total Credits = 25**

SEMESTER 4 <sup>th</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BTA18	Total Quality Management	4	0	0	40	60	100	4
BTA19	Automation in Tourism Industry, Airlines and Hospitality	4	0	0	40	60	100	4
BTA20	Travel Agency and Tour Operations	4	0	0	40	60	100	4
BTA21	Airlines Management	4	0	0	40	60	100	4
BTA22	Basics of Computers-2 Lab.	0	0	2	60	40	100	1
BTA23	Hospitality Management (Focus- F & B, Housekeeping)	4	0	0	40	60	100	4
BTA24	English-2	4	0	0	40	60	100	4
<b>Total</b>		<b>24</b>	<b>0</b>	<b>2</b>	<b>300</b>	<b>400</b>	<b>700</b>	<b>25</b>

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**Total Contact Hours = 18**

**Total Marks = 500**

**Total Credits = 17**

SEMESTER 5 <sup>th</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BTA25</b>	Tourism Policy in India	4	0	0	40	60	100	<b>4</b>
<b>BTA26</b>	Resort Management	4	0	0	40	60	100	<b>4</b>
<b>BTA27</b>	Destination Marketing & Management	4	0	0	40	60	100	<b>4</b>
<b>BTA28</b>	Research Methodology and Management Decisions	4	0	0	40	60	100	<b>4</b>
<b>BTA29</b>	Conference & Events Management Lab.	0	0	2	60	40	100	<b>1</b>
<b>Total</b>		<b>16</b>	<b>0</b>	<b>2</b>	<b>220</b>	<b>280</b>	<b>500</b>	<b>17</b>

**Total Contact Hours = 30**

**Total Marks = 100**

**Total Credits = 15**

SEMESTER 6 <sup>th</sup>		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
<b>BTA30</b>	Industrial Training & Project	0	0	30	40	60	100	<b>15</b>
<b>Total</b>		<b>0</b>	<b>0</b>	<b>30</b>	<b>40</b>	<b>60</b>	<b>100</b>	<b>15</b>

**Total Credits = 19 + 20 + 25 + 25 + 17 + 15 = 121**

**MRSPTU**

**BASICS OF TOURISM**

**Subject Code: BTA01**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction-** Tourism, The relationship between leisure, recreation and tourism  
Travel Lingo, Classification of tourism in terms of: Destination visited – International tourism and domestic tourism, Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc., Mode of travel arrangement – Inclusive travel and Independent travel.

**UNIT-II**

**Motivation of Travel-** (Given by McIntosh)

Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.

Cultural motivations: pilgrimage tourism, cultural curiosity etc.

Interpersonal Motivation: meeting new people, VFR, etc. Status and Prestige motivation: business motivation.

Travel Motivations Given by Grey-Wander lust and SunLust.

**UNIT-III**

**Global Tourism-** Description of the development of tourism in the Ancient era, Imperial era (Roman travelers, Greek travelers, Indian travelers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.

**Factors that have led to the Growth of Tourism**

Technology and destination development

Changing social patterns

Changing Living standards.

**UNIT-IV**

**Barriers to the Growth of Tourism-** Factors existing at the destination: terrorism, & political and social environment, Factors barring a potential tourist from traveling: time, cost, and social barriers.

**Domestic tourism-** Definition and Significance of Domestic tourism, Difference between the domestic tourist and International tourist,

**Positive and Negative Impacts of Tourism-** Economic Impacts, Socio-culture Impacts, Environmental impacts.

**UNIT-V**

**Carrying Capacity-** Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity, Effect of host population on the carrying capacity.

**Sustainable and Eco-tourism-** Definition of Eco tourism, Benefits and Importance of Eco tourism, Agenda 21, Definition and bodies promoting Sustainable tourism, Principles of Sustainable tourism, Difference between Mass and Green Tourism.

**TOURISM PRODUCT AND SERVICES-1**

**Subject Code: BTA02**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction-** Product, Tangible and Intangible products, Difference between Product and

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service, Tourism Product (5 A's), Accommodation, Accessibility, Attraction, Activities, Amenities.

**UNIT-II**

**Accommodation Sector-** Introduction of Hotel Industry in India, Types of Hotels, Five Star Hotels in India, Leading Hotel chains, Budget Hotels, Heritage Hotels.

**UNIT-III**

**Transportation Sector-** Introduction of transportation Industry in India, Roadways, National and State Highways, Express Highways, Railways, Various Tourist trains: Palace on wheels, Deccan Odyssey, Fairy Queen, Airways: Domestic Airlines operating in India, Waterways, National waterways.

**UNIT-IV**

**Attractions-** Natural Attractions: Mountains, Beaches, Forests, Islands, National parks and Wild Life Sanctuaries, Cultural Attractions: Fairs and Festivals, Paintings, Museums, Historical Monuments, Handicrafts, Cuisines.

**UNIT-V**

**Activities-** Sports - Winter and summer sports – Mountaineering, Trekking, Skiing, Skating, Water Bases sports: White water rafting, River Crossing, Angling, Surfing, Kayaking, Boating, Parasailing, - Aero sports: Hand Gliding, hang gliding, Ballooning, Bungee Jumping.

**BASICS OF MANAGEMENT**

**Subject Code: BTA03**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction to Management:**

Concept, Nature, functions, process, Traits of a successful manager and managerial role. Management and society: Business ethics and social responsibilities.

**UNIT-II**

**Planning:** Nature, purpose, Types and process of planning.

**UNIT-III**

**Organizing:**

Concept of organizing and organization. Line & Staff, Span of control. Delegation  
Decentralization Organization structure.

**UNIT-IV**

**Directing:**

Communication-Process and types of communication, Barriers and principles of effective communication, Motivation- Meaning, Theories – Maslow and Herzberg, Leadership  
Co-ordination: Meaning, definition, Principles of co-ordination, Techniques of effective co-ordination

**UNIT-V**

**Leadership:**

Concept, Qualities of a successful leader: factors influencing performance of leaders. Styles of leadership, Management Grid. Controlling – Process. Methods and techniques.

**GEOGRAPHY OF TOURISM-1**

**Subject Code: BTA04**

**L T P C**  
**4 0 0 4**

**Duration: 45 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

**UNIT-V**

**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.

**RECOMMENDED BOOKS**

1. Ahmad, Aizaz, 'General Geography of India', NCERT, New Delhi.
2. Goh Cheong Long, 'An Economics Atlas of India', Oxford University.
3. 'National Atlas of India', Govt. of India Publication, Calcutta, 1997.
4. 'Atlas of World', Oxford Press, New Delhi.
5. R.L. Singh, 'A Regional Geography', National Geographical Society of India, Varanasi, 1989.
6. 'Manorama Year Book', 2009
7. 'India Year Book 2009', Publication Division. Govt. of India, New Delhi.
8. 'Tourism Planner'.
9. Tour Brochures etc.
10. 'Lonely Planet – India'.
11. Ravi Bhushan Kumar, 'Coastal Tourism & Environment', AOH Publishing Corporation, New Delhi.
12. R.N. Pillai, 'Pilgrimage in India'.
13. M.S. Kohli, 'Mountaineering in India', Vikas Publishing House, New Delhi.

**CUSTOMER CARE & INTERPERSONAL SKILLS**

**Subject Code: BTA05**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

Who is a customer? internal customer, external customer  
Who is a service provider?  
Why are some service providers better than others?

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Who is a satisfied/ dissatisfied customer?

What are the consequences of satisfied/ dissatisfied customers?

**UNIT-II**

What is Quality?

What is customer satisfaction?

What is customer delight?

**UNIT-III**

Key areas of customer care

The product or the service itself

Sales and promotion of the service

After sales support to the customer

Organizational culture

**UNIT-IV**

Customer Feedback, feedback tools

Converting Customer care philosophy into everyday action

Developing customer trust and loyalty - online

Grooming and Etiquette

Telephone Handling Skills

**UNIT-V**

Complaint Management

Transactional Analysis in Customer Care

Customer care in airlines

Customer care in hotels

**Case studies and Role Plays**

**TOURISM PRODUCT OF INDIA**

**Subject Code: BTA06**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Natural Resources:** Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)

Hill Stations: Mussoorie, Srinagar, Shimla, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdweep islands.

**UNIT-II**

**Popular Tourist Resources:** Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri

**Monuments:** Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

**UNIT-III**

**Pilgrimage Destinations: Hindu:** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

**Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

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**Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

**Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

**Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

**Saint:** Kabir, Tulasi, Raidas, Sankaracharya.

## UNIT-IV

**Fairs and Festivals:** Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

## UNIT-V

Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

### RECOMMENDED BOOKS

1. S.P. Gupta, K. Lal, M. Bhattacharya, 'Cultural Tourism in India'. D.K. Print, 2002.
2. M. Dixit and C. Sheela, 'Tourism Products', New Royal Book, 2001.
3. 'Oki Morihiro, Fairs and Festivals', World Friendship Association, Tokyo, 1988.
4. Mitra, Devla, 'Buddhist Architecture', Calcutta.
5. Michell, George, 'Monuments of India', Vol. 1. London.
6. Davies, Philip, 'Monuments of India', Vol. II, London.
7. Brown Percy, 'Indian Architecture (Buddhist and Hindu)', Bombay.
8. Brown Percy, 'Indian Architecture (Islamic period)', Bombay.
9. R.E. Hawkins, 'Encyclopaedia of Indian Natural History'.
10. Vatsayana, Kapila, 'Indian Classical Dance', New Delhi.
11. Swami, Prayaganand, 'History of Indian Music'.
12. Jain, Jyotindra & Arti, Aggrawala, 'National Handicrafts and Handlooms Museum'.
13. H. Mode & S. Chandra, 'Indian Folk Art', Bombay.
14. R.J. Mehta, 'Handicrafts & Industrial Arts of India', New York.
15. Grewal, Bikram, 'Indian Wildlife'.

## TOURISM INDUSTRY PROFILE

**Subject Code: BTA07**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

### UNIT-1

Introduction To Luxury Railways

Luxury Trains in India

1. Royal Rajasthan on Wheels
2. Golden Chariot
3. Deccan Odessy

### UNIT-II

Travel and Tourism Organizations

Chapter 1 - IATA

History, Growth and Development

IATA Goals

IATA Approval Membership

Chapter 2 - UFTAA

Introduction



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Membership  
Functions  
Chapter 3 - FHRAI  
Introduction  
Membership  
Functions

**UNIT-III**

Travel Agency and Tour Operations Business  
Chapter 1 – Kuoni Destination Management, India  
Introduction  
Principle Services Offered  
Chapter 2 – Thomas Cook  
Introduction  
Principle Services Offered

**UNIT-IV**

Accommodation Sector  
Chapter 1 – Oberoi Hotels  
Introduction  
Activities of the Group  
Oberoi/Philae Nile Cruiser  
The Oberoi, New Delhi  
The Oberoi Vanyavilas, Ranthambore

**UNIT-V**

Aviation Industry  
Chapter 1 – Jet Airways  
Introduction  
Products and Services  
Chapter-2 Kingfisher Airlines  
Introduction  
Products and Services

**TOURISM MANAGEMENT**

**Subject Code: BTA08**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction:** Definition of management Concept-Development of management- managerial skills of tourism-management of tourism-components of tourism- accommodation- attractions-accessibility-management of environment.

**UNIT-II**

**Management of Tourism Marketing:** Segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

**UNIT-III**

**Nature and Classification of Tourism:** Basic nature of tourism, Nature of tourism: Leiper's Model, TGR, TR, TDR, Varied benefits of tourism, Indian concept of classification of tours/tourism.

**UNIT-IV**

**Tourism Planning:** Need for tourism planning, Essentials of planning, Eight-point planning process, Aims of tourism planning, Significance of planning.

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**UNIT-V**

**Infrastructure of tourism management:** Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism

**Tourism organizational set up in India:** Structure of department of tourism, NTO & its Functions.

**GEOGRAPHY OF TOURISM-2**

**Subject Code: BTA09**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

Brief introduction of continents & oceans. Map reading. Greenwich mean time. International date line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

**UNIT-II**

**Asia:** General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.

**UNIT-III**

**Europe:** General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Netherlands

**UNIT-IV**

**Americas:** General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba.

**UNIT-V**

**Other Countries:** General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand.

**HUMAN RESOURCE MANAGEMENT**

**Subject Code: BTA10**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction to Human Resource Management:** Definitions, Functions of Personnel Management, Objectives of Personnel Management, Qualities of a Good Personnel Manager.

**UNIT-II**

**Human Resource/Man Power Planning:** Definitions, Need of Manpower Planning, Objectives of Hr Planning, Advantages Disadvantages of Manpower Planning, Process/Steps.

**UNIT-III**

**Recruitment:** Definition, Sources of Recruitment, Internal Sources of Recruitment & (Advantages, Dis-Advantages), External Sources (Advantages, Disadvantages)  
**Selection:** Definition, steps in Selection Process (Application Blank, Initial Interview of the Candidates, Employment Tests, Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction).

**UNIT-IV**

**Training and Development:** Training Definition, Importance of Training, The Training Process, Training Methods (On The Job- Job Instruction Training, Job Rotation, Special Assignments) off the job (Vestibule Training), Lecture Method, Conference. Method, Seminar or Team Discussion, Case Study Method Development- Definition, Need, Methods - On The Job -Off The Job

**Performance Appraisal:** Definition, Objectives, Process, Methods-  
-Past Oriented  
-Future Oriented

**UNIT-V**

**Job Evaluation:** Definition, Objectives, Principles, Methods-Non Analytical, Analytical  
**Employee Remuneration:** Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages.

**DIMENSIONS OF INTERNATIONAL TOURISM**

**Subject Code: BTA11**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

Trends and critical issues of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism.

**UNIT-II**

**The Role of the State in Tourism**

National Tourism Organization  
Department of Tourism, India

ITDC  
DGCA

AAI  
FHRAI

**UNIT-III**

**Travel Retailing**

Travel Agency & Tour Operations  
Functions of a Travel Agency  
Departments of Travel Agency  
Package Tours & its Components  
Client Handling activities in Travel Agency  
Star Cruises: Overview

**UNIT-IV**

**Travel Industry Fairs**

Participation Advantages  
ITB  
WTM  
PATA Travel Mart  
ICCA

**UNIT-V**

**International Tourism Organizations**

Need & Significance for Organizations

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UFTAA  
WATA  
ASTA  
WTO  
PATA & PATA Chapters  
IATA  
ICAO  
IHA

**GEOGRAPHY OF TOURISM-3**

**Subject Code: BTA12**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

Geography of travel and tourism - definitions and concepts  
The tourism system - tourism-generating areas, destination areas, transit zones

**UNIT-II**

The multiple forms tourism - destinations, characteristics, types of tourists, distance travelled, the determinants of demand for tourism - travel propensity and frequency, influence of the economic, demographic, political environment, personal variables, barriers to travel.

**UNIT-III**

Geography of resources for tourism - the nature of tourist resources at different spatial scales, resources and "unique selling propositions"

**UNIT-IV**

The importance of climate - climatic variables affecting tourism, the distribution of world climates (zones, regions) and their significance for tourism

**UNIT-V**

The importance of transport in tourism - spatial interaction between components of the tourist system, transport elements, costs, modes, routes, networks, air and surface transport, Future geography of travel and tourism - some prospects.

**SALES & MARKETING IN TOURISM**

**Subject Code: BTA13**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Marketing-** Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing)

**UNIT-II**

**Analysis and Selection of Market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

**UNIT-III**

**Marketing Mix Elements-** 7 P's of marketing –Product (Levels, Classification, Branding, Packaging, PLC) Place (Distribution channels Definition, why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price

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(Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix – Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence.

**UNIT-IV**

**Sales Management-** Definition, sales person's role, prospect management, buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management.

**UNIT-V**

**Public Relations:** Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and pr, PR tools – media / non-media, PR Campaign, PR in Tourism.

**BUSINESS COMMUNICATIONS**

**Subject Code: BTA14**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Introduction:** Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Importance of Communication in: Negotiation, Conflict Management

**UNIT-II**

**Classification of Communication:** Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, One-way & Two-way, Verbal & Non-verbal, Understanding – proxemics, kinesics.

**UNIT-III**

**Business Correspondence:** Principles of Letter Writing, Types of Business Letters – Sales letters, Requests, Response, letters, Complaint letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing, Cross Cultural Communication., Importance of Dressing / Manners & Etiquettes in Business Communication.

**UNIT-IV**

**Presentation Skills:** What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid  
**NEGOTIATIONS SKILLS** What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies.

**UNIT-V**

**Group Communication:** Meetings –Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release-press conference – media interviews Seminars – workshop – conferences. Business etiquettes.

**BASICS OF COMPUTER-1 LAB.**

**Subject Code: BTA15**

**L T P C**  
**0 0 2 1**

**UNIT-I**

**Basic Computing:** Computer Fundamentals –Theory -Definitions, Elements of a computer system, -Hardware Features and uses, -Components of a computer.

**UNIT-II**

**Windows Operations:** Creating folders/shortcuts/renaming files/deleting files, exploring windows, quick menu

**UNIT-III**

**Office Work:** The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, PowerPoint, Access and Outlook Express).

**UNIT-IV**

**Internet:** E-mail and electronic highway, Internet.

**UNIT-V**

**Computer Presentation:** Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

**RECOMMENDED BOOKS**

1. T. Lucey, 'Management Information Systems', D.P. Publications.
2. Clark A, Small Business Computer Systems, Hodder & Stoughton, **1987**.
3. L.K. Parkinson & S.T. Parkinson, 'Using the Micro-computer in Marketing', McGraw Hill, **1987**.
4. B. Braham, 'Computer System in Hotel & Catering Industry', Cassell, **1988**.

**FRONT OFFICE OPERATIONS**

**Subject Code: BTA16**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**UNIT-I**

**Front Office Operations:** Terminology, Front office functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, Emergencies. Front office's interaction with other departments.

**UNIT- II**

**Reservation System and Procedure:** Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk-ins, Reservation Holder, Room Assignment.

**UNIT- III**

**Determining Room Availability and Assignment:** Terminology (room revenue, corporate traveler, no-show, due-out, turn-away, walk-in, group booking, stay-over, full-house management, run of the house, occupancy rate, blocked rooms, yield management, and guaranteed payment)

**UNIT-IV**

**Registration Procedure:** Registration Card / Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.

**UNIT-V**

**Cashier and Billing Procedures:** Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.

**Night Auditor:** Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.

**RECOMMENDED BOOKS**

1. Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin, 'Professional Front Office Management', **2007**. Pearson/Prentice Hall, ISBN 0-13-170069-3.

**MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

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2. Sudhir Andrew, 'Front Office Operations'.

**ENGLISH-1**

**Subject Code: BTA17**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**Grammar**

1. Articles, Parts of Speech, Tenses, Voice
2. Direct and Indirect Narration, Transformation of Sentences, Idioms and
3. Proverbs
4. Common Errors in English
5. Vocabulary
6. Punctuation
7. Story Construction
8. Paragraph Writing

**TOTAL QUALITY MANAGEMENT**

**Subject Code: BTA18**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

Origin of the Quality Movement, Historical Development of the Quality Movement, Concept of Total Quality Management, The Quality Gurus, The Baldrige Quality Award, Total Quality Management, Key Elements of TQM.

**UNIT-II**

The Total Quality Management Tool Kit, Definition of the Seven Statistical Tools, Pareto Diagrams, Cause & Effects Diagram, Histograms, Control Charts, Scatter Diagram, Graphs, Check Sheets

**UNIT-III**

Quality Aspects in a Service Organization, Why Service organizations are different? What matters most to customers? Managing Quality in Service organizations, Quality Control, Just- in-time concept, Deming's Principle.

**UNIT-IV**

Human Resource Development and Quality Management, Role of HRD, Training and development, Changes related to performances and its measurement, Importance of Frontline staff, building a Quality organization, Organizing and implementing- Total Quality Management, Roles in organizational transition to TQM.

**UNIT-V**

Small groups and Employee involvement, Teams for TQM., Quality Circles, Benchmarking, Educating the customers about Quality, ISO Series, Obstacles to TQM

**AUTOMATION IN TOURISM INDUSTRY, AIRLINES & HOSPITALITY**

**Subject Code: BTA19**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Automation in the tourism industry:**

An Introduction

Importance of Information Technology in Tourism

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Automation in the hotel, airlines and travel business

**UNIT-II**

**IATA:**

Importance

Role

History

**UNIT-III**

**Introduction to CRS:**

The need for a CRS system

History of the CRS system

Use of the CRS by Airlines and Travel Agents

Benefits and importance of the CRS system to the Travel trade

Introduction to Amadeus

Basic commands applicable to Amadeus+ Practical

**UNIT-IV**

**Ticketing Process:**

Components of an electronic ticket

Types of tickets: Manual ticket/ Automated Ticket/e-ticket

Ticket coupons

Difference between I ticket and e-ticket

What are Special fare?

Various kinds of special fares

**UNIT-V**

**Billing and Settlement Plan (BSP)**

What is BSP?

Advantages of BSP to travel Agents

Describe various stages of BSP operations

A short introduction to Standard Traffic Documents (STD)

**TRAVEL AGENCY AND TOUR OPERATIONS**

**Subject Code: BTA20**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**UNIT-1**

**ITINERARY PLANNING**

Itinerary and its importance

Types of Itineraries

Factors to keep in mind while designing an Itinerary

Itineraries for Inbound and domestic tourists: Golden triangle, Rajasthan tour, Kerala tour

Popular outbound Itineraries of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour

**UNIT-II**

**PACKAGE TOURS**

Package tour and its components

Practical components of a standard package tour

Designing & Costing of a package tour

**UNIT-III**

**VISAS**

Difference between Passport and Visa

Types of Passport & Visa



**MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

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Preparing Visa cases

Formalities required for Various Visas like: Schengen, Dubai and Far East

**UNIT-IV**

**FOREX**

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

**UNIT-V**

**HOW TO SET UP A TRAVEL AGENCY**

IATA Rules and Regulations.

**CASE STUDY DISCUSSION**

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Thomas Cook

La Passage to India

Travelguru.com

**AIRLINES MANAGEMENT**

**Subject Code: BTA21**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**UNIT-I**

History of Aviation, Types of Aircrafts, Airline Terminology

**UNIT-II**

Cabin Crew, Announcements, Airport Jobs

**UNIT-III**

Airport Codes, Airline Codes, Phonetic Alphabet

**UNIT-IV**

Airport Lounges, How airports work, Baggage Handling, Airport Security

**UNIT-V**

World Organizations (IATA, ICAO, DGCA)

**Case Study Discussions:**

Jet Airways, Kingfisher, Indian Airlines

British Airways, Fly Emirates, Singapore airlines.

**BASICS OF COMPUTERS–II LAB.**

**Subject Code: BTA22**

**L T P C**

**Duration: 45 Hrs.**

**0 0 2 1**

**MS-Word:** Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

**Mail Merge:** creating main document, letter, envelope and data source. Adding and removing fields from data source.

**Power Point (Presentation Software):** Basic concept of presentation software. Standard, formatting, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box.

**MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

**Excel:** Its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

**Internet:** A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. Use of search engines, internet explorer and e-mail messages. Netiquettes. Use of internet in various fields.

**HOSPITALITY MANAGEMENT (F&B, HOUSEKEEPING)**

**Subject Code: BTA23**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**The Food & Beverage Service Industry:** Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non-Commercial), Introduction to Food & Beverage Operations (Types of F & B Outlets).

**UNIT-II**

**Types of Food & Beverage Service** -Table Service –English / Silver, American, French, Russian, Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

**UNIT-III**

**Food & Beverage Service Personnel-** Food & Beverage Service Organization, Structure - Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship.

**UNIT-IV**

**Organizing The Housekeeping Department**

1. Housekeeping Personnel
2. Organizational structure of a large Hotel (Chart)
3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:
  - # Executive Housekeeper
  - # Housekeeping Supervisor
  - # Uniform/ Linen room supervisor
  - # Night Supervisor, Room Attendant etc.

**UNIT-V**

Housekeeping terms, Importance & Functions of Housekeeping  
House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

**ENGLISH-2**

**Subject Code: BTA24**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Precis Writing, Letter writing, Essays.**

**MRSPTU BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND HOSPITALITY) (3 YEARS) SYLLABUS 2016 BATCH**

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**RECOMMENDED BOOKS**

C.M. Sharma, 'Twelve Short Stories', Oxford University Press.

Reading Comprehension

-Listening Skills

-Speaking-Extempo, Art of public speaking, Presentation, Group Discussions

- Inspirational Stories: Great Industry Personalities

**TOURISM POLICY IN INDIA**

**Subject Code: BTA25**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Tourism Planning in India**

Concept, Need, Objective of tourism planning

Five Key Steps in Tourism Planning Process

Three Level Tourism Planning

Product life cycle and their applicability in tourism planning

Urban and rural tourism planning

Eleventh Five Year Plan an Overview

Role of state and local tourism organizations in tourism planning

**UNIT-II**

**Policy Formulation in India**

Concept of Policy,

Formulating tourism policy

India's National Tourism Policy, 1982 and 2002

National Tourism Action Plan, 1992

Role of government, public and private sectors

**UNIT-III**

**Tourism Scenario in India**

Introduction to present scenario of tourism

Brief History of Tourism in India

Recognition of tourism as an Industry by Government

Investment opportunities and government policy for investment in hotel/tourism industry.

Sources of funding.

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

**UNIT-IV**

**International Agreements:(An Introduction)**

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

**UNIT-V**

**CASE-STUDY:**

Rajasthan Tourism Development Corporation Tourism Planning and Policy

Uttaranchal Tourism

Himachal Tourism

J&K Tourism

Kerala,

Madhya Pradesh

**RESORT MANAGEMENT**

**Subject Code: BTA26**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Resort Concept:** Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

**UNIT-II**

**Resort Planning:** Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

**UNIT-III**

**Factors Affecting Rate:** Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**UNIT-IV**

**Resort Management:** Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis,

**UNIT-V**

Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

**DESTINATION MARKETING AND MANAGEMENT**

**Subject Code: BTA27**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Case Studies:** Golden Triangle, Pilgrimage Tourism, Cultural Tourism

**UNIT-II**

Adventure Tourism, Incentive Travel, Health Tourism

**UNIT-III**

Wildlife Tourism, Educational Tourism, Agro-Tourism/Rural Tourism, Beach Tourism, Golf Tourism

**UNIT-IV**

Introduction to Destination marketing, Environment of Destination, Destination marketing plan, Consumer buying Behavior

**UNIT-V**

Destination Product, Destination Pricing, Distribution Channel, Promotion I, Promotion II

**RESEARCH METHODOLOGY AND MANAGEMENT DECISIONS**

**Subject Code: BTA28**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

1. Introduction to Research Methodology
2. Defining the Research Problem
3. Research Design
4. Sampling Design
5. Methods and Techniques of Data Collection

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6. Processing and Analysis of Data
7. Data Presentation and Analysis
8. Report Writing and Presentation
9. Role of Information Technology in Research

**CONFERENCE AND EVENT MANAGEMENT**

**Subject Code: BTA29**

**L T P C**  
**4 0 0 4**

**Duration: 45 Hrs.**

**UNIT-I**

**Event Management:** Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management.

**UNIT-II**

Event Planning, Event Marketing, Event Evaluation.

**UNIT-III**

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

**UNIT-IV**

**Budgeting a Conference Exhibition:** Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

**UNIT-V**

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

**INDUSTRIAL TRAINING & PROJECT**

**Subject Code: BTA30**

**L T P C**  
**0 0 30 15**

Industrial Training & Project with close monitoring by the ITFT.