

**MRSPTU BACHELOR OF TOURISM & TRAVEL MANAGEMENT 2018 BATCH
ONWARDS UPDATED ON 23.5.2018 (4 YEARS)**

Semester 1 st		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-101	Tourism: Concept, Status and Trends	3	1	0	40	60	100	4
BHOM4-102	Geography for Tourism	3	1	0	40	60	100	4
BHOM4-103	Indian Society and Culture	3	1	0	40	60	100	4
BHOM4-104	Computer Operations	3	1	0	40	60	100	4
BHOM4-105	Introduction to Hospitality Industry	3	1	0	40	60	100	4
Departmental Elective-I (Select any one)		3	1	0	40	60	100	4
BHOM4-156	Personality Development							
BHOM4-157	Executive Communication for Tourism Industry							
Total		18	6	0	240	360	600	24

Semester 2 nd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-206	Components of Tourism	3	1	0	40	60	100	4
BHOM4-207	Tourism Products of India: Punjab and Chandigarh Region	3	1	0	40	60	100	4
BHOM4-208	Environmental Science	3	1	0	40	60	100	4
BHOM4-209	Tourism Products of India: Art and Architecture	3	1	0	40	60	100	4
BHOM4-210	Tourism Product of India: Nature Based	3	1	0	40	60	100	4
Departmental Elective-II (Select any one)		3	1	0	40	60	100	4
BHOM4-258	Air Travel Management							
BHOM4-259	Hotel & Resort Management							
Total		18	6	0	240	360	600	28

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Semester 3 rd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-311	Travel Agency and Tour Operations	3	1	0	40	60	100	4
BHOM4-312	Principles of Management	3	1	0	40	60	100	4
BHOM4-313	Essentials of Tour Guiding	3	1	0	40	60	100	4
BHOM4-314	Introduction to Event Management	3	0	0	40	60	100	3
BHOM4-315	Tourism Impacts	3	1	0	40	60	100	4
BHOM4-316	Tourism Product of India: Cultural Heritage	3	1	0	40	60	100	4
Departmental Elective-III (Choose any one subject)		2	1	0	40	60	100	3
BHOM4-360	Special Interest Tourism							
BHOM4-361	Environment and Tourism							
Total		20	6	0	280	420	700	26

Semester 4 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-417	Introduction to Statistics	3	1	0	40	60	100	4
BHOM4-418	Policy and Planning for Tourism Development	3	1	0	40	60	100	4
BHOM4-419	Itinerary Preparation	3	1	0	40	60	100	4
BHOM4-420	Tour Packaging Design	3	1	0	40	60	100	4
BHOM4-421	Basics of Entrepreneurship	3	1	0	40	60	100	4
BHOM4-422	On the Job Training Report and Viva	0	0	4	100	0	100	2
Departmental Elective-IV (Choose any one subject)		2	1	0	40	60	100	3
BHOM4-462	Disaster Management							
BHOM4-463	Tourism Transportation							
Total		17	6	4	340	360	700	25

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Semester 5 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-523	Introduction to Tourism Research	3	1	0	40	60	100	4
BHOM4-524	Tourism Marketing	3	1	0	40	60	100	4
BHOM4-525	Tourism Business Environment	3	1	0	40	60	100	4
BHOM4-526	Human Resource Management	3	1	0	40	60	100	4
BHOM4-527	Event Operations (Practical)	0	0	4	100	0	100	2
Departmental Elective-V (Choose any one subject)		3	0	0	40	60	100	3
BHOM4-564	Retail Management							
BHOM4-565	Business Tourism							
Total		15	4	4	300	300	600	21

Semester 6 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-628	Volunteering and Societal Understanding Programme	0	4	0	100	0	100	4
BHOM4-629	Tourism Business Economics	3	1	0	40	60	100	4
BHOM4-630	Airline Service and In-flight Facilities	3	1	0	40	60	100	4
BHOM4-631	Travel Ticketing & Transportation	3	1	0	40	60	100	4
BHOM4-632	Travel Documentation	3	1	0	40	60	100	4
BHOM4-633	Adventure Tourism	3	1	0	40	60	100	4
Departmental Elective-VI (Choose any one subject)		3	0	0	40	60	100	3
BHOM4-666	Rural and Community based Tourism							
BHOM4-667	Regional Dimensions of International Tourism							
Total		18	9	0	340	360	700	27

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Semester 7 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-734	Accounting for Managers	3	1	0	40	60	100	4
BHOM4-735	Tourism Promotion	3	1	0	40	60	100	4
BHOM4-736	Research Project Report	0	0	0	100	0	100	4
BHOM4-737	Outbound Tour Operations	3	1	0	40	60	100	4
BHOM4-738	Service Marketing	3	1	0	40	60	100	4
BHOM4-739	Safety & Security Management	3	1	0	40	60	100	4
Departmental Elective-VII (Choose any one subject)		3	1	0	40	60	100	4
BHOM4-768	Tourism Product: Europe and America							
BHOM4-769	Tourism Product: Asia, Middle East and Pacific Area							
Total		18	6	0	340	360	700	28

Semester 8 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM4-840	On the job Training Viva Voce	0	0	0	0	100	100	8
BHOM4-841	Internship Report	0	0	0	0	100	100	12
Total		0	0	0	0	200	200	20

Total Credits = 24 + 27 + 28 + 28 + 24 + 28 + 28 + 20 = 207

TOURISM: CONCEPT, STATUS AND TRENDS

Subject Code: BHOM4-101

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES:

This course shall introduce learner to the growth of tourism industry and its development. The course also highlights the role of tourism for economic progress and its significance in global economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It also gives appreciation to tourism from future perspective.

UNIT-I

Historical development of global tourism, Advances in transportation, Concept of Tourism: Definition and meaning of tourist, traveler, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists.

UNIT-II

Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism product, Features of tourism product, Types of tourism product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products. Factors inhibiting growth of tourism.

UNIT-III

Status of Tourism: United Nations World Tourism Organizations (UNWTO)–Tourism highlights of recent years, Latest Tourism Statistics of India, Future tourism scenario (Global and Indian).

UNIT-IV

World Tourism Day: Background Concept, Themes, and Celebrations. Emerging tourism trends – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, Sustainable tourism, Cultural tourism, Volunteer tourism.

Recommended Books

1. A.K. Bhatia, 'International Tourism: Fundamental and Practice', Sterling, Delhi, 2002.
2. E.L. Hudman and D.E. Hawkins, 'Tourism in Contemporary Society: An Introductory Text', New Jersey: Prentice Hall, 1991.
3. K.K. Kamra and M. Chand, 'Basics of Tourism: Theory Operation and Practice', Delhi: Kanishka, 2007.
4. D.E. Lundberg, 'The Tourist Business', New York: Van Nostrand, 1990.
5. R.C. Reinhold Mill and A.M. Morrison, 'The Tourism System', New Jersey: Prentice Hall, 1992
6. McIntosh, Robert, W. Goeldner, R. Charles, 'Tourism: Principles, Practices and Philosophies', John Wiley and Sons Inc. New York, 1990.

GEOGRAPHY FOR TOURISM

Subject Code: BHOM4-102

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES:

Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting various destinations to the clients for their travel etc.

UNIT-I

Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation & Communication.

UNIT-II

Hill Stations, Plains, Island, Deserts and Coastal areas of India.

UNIT-III

Mountain Ranges in India (Himalaya, Aravali, Vindya, Satpura, Karakoram, Eastern and Western Ghats, Purvanchal), Major Passes, Mountain Peaks.

UNIT-IV

River system of India: Indus, Ganges and Peninsular rivers. Major Wetlands and Water Bodies of India. Ramsar sites in India.

Recommended Books

1. B.G. Boniface and Chris Cooper, 'The Geography of travel and Tourism Oxford', Butterworth Heinemann, 2003.
2. C.M. Hall and J. Page Stephen, 'The Geography of Tourism and Recreation. Environment, Place & Space', Routledge, London, 1999.
3. Pearce Douglas, 'Tourism Today: A Geographical Analysis', Longman, New York, 1995.
4. R.L. Singh, 'India- A Regional Geography', National Geographical Society of India, Varanasi, 2005.
5. P.N. Seth, 'Successful Tourism Management', Sterling Publisher: New Delhi, 2005.

INDIAN SOCIETY AND CULTURE

Subject Code: BHOM4-103

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES:

The Indian society and culture is the main tourist product of India. Its thorough knowledge is essential for any tourism professional to showcase this element for the satisfaction of the tourists visiting various parts of India. This course will brief learner about the core understanding of Indian society, culture and various religions in India.

UNIT-I

Culture and its components, Structure of Indian Society, Varnashrama, Caste system in India, Karma and Dharma Philosophy, Rites and Rituals, Main characteristics of Indian culture.

UNIT-II

Major religions of India - Foundations, Major centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism.

UNIT-III

Festivals of India - Background, importance and popular places: Ganapati- *puja*, Diwali, Holi, Dussehara, *Puja*-Navaratra, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas,

UNIT-IV

Popular Fairs of India - Background, importance and popular places: Kullu- Dussehara, Maghi Mela, Hola Mohalla, Pushkar, Kumbh Melas, Kurukshetra- Solar Eclipse.

1. Popular Indian Cuisines
2. Traditional Dresses and Ornaments

3. Dances of India (Classical)

Recommended Books

1. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York, 2008.
2. Christopher Tadgell, 'The History of Architecture in India', Penguin, New Delhi, 1990.
3. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press, 2006.
4. Jagannathan Shankutala, 'Hinduism – An Introduction', Vakils, Feffer and Simon, Mumbai, 2002.
5. Keya John, 'India: A History', Harper Collins, 2001.
6. B.N. Luniya, 'Ancient Indian Culture', Laxmi Narain Educational Publisher, Agra, 2011.
7. Thapar Romila and Percival Spear, 'History of India', Orient Longman, New Delhi, 1990.
8. Sarina Singh et. al., 'India', Lonely Planet Publications, Australia, 2001.

COMPUTER OPERATIONS

Subject Code: BHOM4-104

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES:

The objective of this course is to make students acquaint with the information technology by developing their contemporary skills.

UNIT-I

Computer Fundamentals: Information Concepts and Processing: Definitions, Need, Quality and Value of Information, Data Processing Concepts, Role of IT in Tourism Industry. Elements of a Computer System: Definitions, Characteristics of Computers, Classification of Computers, Limitations.

UNIT-II

Hardware Features and Uses: Components of a Computer, Generations of Computers, Primary and Secondary Storage Concepts, Data Entry Devices, Data Output Devices. Software Concepts: System Software, Application Software, Language Classification, Compilers and Interpreters.

UNIT-III

Operating Systems and Software: Introduction to Windows: GUI /Features, Latest version of Windows, Parts of a Typical Window and their Functions. Basics of MS Office: Internal commands, External commands.

UNIT-IV

Network Topology-Bus, Star, Ring, Network Applications, Types of Network-LAN, MAN, WAN, Network Configuration Hardware-Server, Nodes, Channel-Fibre optic, Twisted, Co-axial, Hubs, Network Interface Card-Arcnet, Ethernet.

Recommended Books

1. R.K. Taxali, 'P.C. Software Made Simple', Tata McGraw Hill, 2010.
2. V. Raganeman, 'Fundamental of Computers', Prentice Hall, 2003.
3. India Raganeman V., 'Analysis & Designing Information System', Prentice Hall India, 2002.

INTRODUCTION TO HOSPITALITY INDUSTRY

Subject Code: BHOM4-105

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES:

The main aim of this course is to make students aware about the trade practices in the hospitality industry. Hospitality is the soul of the tourism industry. Thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.

UNIT-I

Hospitality Industry and Tourism: Components of Hospitality Industry, Brief History, Growth of Hospitality Industry, The concept of trinity (food, drink and accommodation),

UNIT-II

Lodging Perspectives: The evolution of the Lodging Industry, The Dimensions of Lodging, Lodging Facilities, and Lodging Operations. Types of Hotels, Hotel Grading System, Changing profile of Hotel Industry.

UNIT-III

Food and Beverage Perspectives: The Dimensions of Food and Beverage, Food and Beverage Facilities, Food and Beverage Operations. Restaurant Business: Restaurants and types of restaurants, Restaurant Operations.

UNIT-IV

Food service & Catering industry, Issues facing food service, Institutions and institutional food service, cruise and in-flight service operations, changing trends of Hospitality Industry, forces for the growth and change in the hospitality industry.

Recommended Books

1. Powers. Tom and W.B. Clayton, 'Introduction to the Hospitality Industry', John Wiley & Sons, INC, 2009.
2. K. Yogendra Sharma, 'Hotel Management-Educational and Environmental Aspects', Kanishka, Delhi, 2004.

PERSONALITY DEVELOPMENT

Subject Code: BHOM4-156

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES:

The objective of this course is to enable students to:

1. Understand and appreciate the importance of specific personality for the successful career in tourism industry.
2. Know and practice effective personality traits.
3. Know and practice effective tips for personality development.

UNIT-I

Introduction to Personality Development

Definition and Basics of Personality, why does it matter, the developing personality, how do personalities develop? Corporate theories on personality development, three main influences cited: Heredity, Environment and sanitation.

UNIT-II

Working on Personality Changes

Focusing on attitude, staying motivated, increasing confidence, handling other people, building self-esteem and self-confidence, magic laws of success, Good grooming-dress.

UNIT-III

Techniques in Personality Development stage

Analysing strength & weaknesses, increasing vocabulary, Body language in different situations, Improving communication skills, preparation of self-introduction, Table manners, Telephone etiquette.

UNIT-IV

Holistic Personality Development

Introduction to Leadership, Leadership Styles, Team Building, Stress Management, Time Management, Concept of Time Management, Steps towards better time Management, Finer points of conversation, Interview practice.

Recommended Books

1. D.K. Kansal, 'Holistic Personality Development', Sports and Spiritual Science Publication, New Delhi, 2011.
2. P. Peeke, 'The National Body Challenge', Hay House, Inc., USA.
3. G. Robbins, D. Powers and S. Burgers, 'A Wellness Way of Life', McGraw Hill, USA, 2008.
4. G.J. Tortora and S.R. Grabowski, 'Principles of Anatomy & Physiology. John-Wiley & Sons, USA, 2003.
5. Vivekananda, 'Personality Development', Advaita Ashrama Publications, Kolkata, India, 2007.

EXECUTIVE COMMUNICATION FOR TOURISM INDUSTRY

Subject Code: BHOM4-157

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES:

The objective of this course is to enable students to:

1. Introduce and practice various forms of written and oral communication.
2. Handle real life business situations; develop verbal and non-verbal communication skills.
3. Enhance overall personality of students.

UNIT-I

BUSINESS COMMUNICATIONS: Need, Purpose, Nature, Models, Barriers to communication, Overcoming the barriers

UNIT-II

LISTENING ON THE JOB: Definition, Levels and types of listening, listening barriers, Guidelines for effective listening, listening computerization and note taking.

EFFECTIVE SPEAKING: Restaurant and hotel English, Polite and effective enquiries and responses, addressing a group, Essential qualities of a good speaker, Audience analysis, Defining the purpose of a speech, organizing the ideas and delivering the speech.

UNIT-III

NON VERBAL COMMUNICATION: Definition, its importance and its inevitability, Kinesics: Body movements, facial expressions, posture, eye contact etc., Proxemics: The communication use of space, Paralanguage: Vocal behaviour and its impact on verbal communication, Communicative use of artefacts – furniture, plants, colours, architects etc.

UNIT-IV

SPEECH IMPROVEMENT: Pronunciation, stress, accent, Important of speech in hotels, Common phonetic difficulties, Connective drills exercises, Introduction to frequently used foreign sounds.

USING THE TELEPHONE: The nature of telephone activity in the hotel industry, the need for developing telephone skills, Developing telephone skills

Recommended Books

1. W.W.S. Bhaskar and N.S. Prabhu, 'English Through Reading', MacMillan, 1978.
2. R.C. Sharma and K. Mohan, 'Business Correspondence and Report Writing', Tata McGraw Hill, 1994.
3. Lynn Van der Wagen, 'Communications in Tourism & Hospitality', Hospitality Press, 1998.
4. Marey Ellen Guffey, 'Essentials of Business Communication', Thompson Press.
5. Dale Carnegie, 'How to Win Friends and Influence People', Pocket Books, 2010.

COMPONENTS OF TOURISM

Subject Code: BHOM4-206

L T P C

Duration: 45 Hrs.

3 1 0 4

COURSE OBJECTIVES:

This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.

UNIT-I

Approaches to Study Tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.

UNIT-II

Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.

UNIT-III

Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.

UNIT-IV

Accommodations Industry: Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.

Recommended Books

1. R.A. Cook, L.J. Yale and J.J. Marqua, 'Tourism: The business of Travel', Prentice Hall, New Jersey, 2014.
2. S. Medlik, 'Managing Tourism', Butterworth Heinemann, Oxford, 2016.
3. R.C. Mill and A.M. Morrison, 'The Tourism System', Prentice Hall, New Jersey, 1985.
4. J.R. Walker, 'Introduction to Hospitality', Prentice Hall, New Jersey, 2014.
5. P.N. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi, 2006.

TOURISM PRODUCTS OF INDIA: PUNJAB AND CHANDIGARH REGION

Subject Code: BHOM4-207

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES:

The main aim of this course to make student aware about the local region. The knowledge of the local area is very important for the tourism professionals thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.

UNIT-I

Chandigarh as Tourist Destination: History, Geography & Ecology, Demography, Places of interest, Gardens of Chandigarh. Case studies of CITCO and Rock Garden.

UNIT-II

Chandigarh Architecture: Important features of Le Corbusier's Master Plan, Capitol Complex (Assembly, Secretariat, High Court), Museums in Chandigarh, Edict of Chandigarh.

UNIT-III

Features of Punjabi culture: Dresses, Cuisine, Dances, Literature, Language & Sikhism.

UNIT-IV

Popular tourist itineraries of region, Case studies of Anandpur Sahib, Amritsar, Patiala, Dharmshala, Haridwar, Rishikesh, Kurukshetra.

1. Le Corbusier/(Fondation Le Corbusier), Chandigarh—Capitole, Garland Pub., New York : Paris, **1983**.
2. J.S. Grewal, 'Social and Cultural History of the Punjab: Prehistoric, Ancient and Early Medieval', Manohar, New Delhi, 2004.
3. J.C. Aggarwal and S.P. Agrawal, eds.. 'Modern History of Punjab: Relevant Select Documents', **1992**.
4. Mian Goverdhan Singh, C.L. Gupta & Kulbhushan Chandel, ed. 'Himachal Pradesh: History, Culture & Economy'. Minerva Publishers & Distributors, Shimla, 2000.
5. Thapliyal Uma Prasad, 'Uttaranchal: Historical and Cultural Perspectives', B.R. Pub. Corp., 2005.
6. Suresh K. Sharma, 'Haryana: Past and Present', Mittal Publications, New Delhi, 2006.
7. Sarbjit Bahga, Surinder Bahga, Le Corbusier and Pierre Jeanneret: The Indian Architecture, Create Space, ISBN 978-1495906251, **2014**.
8. Kalia, Ravi, 'Chandigarh: The Making of an Indian City', Oxford University Press, New Delhi, 1999.
9. Sarin, Madhu. 'Urban Planning in the Third World: The Chandigarh Experience', Mansell Publishing, London, **1982**.