

# PUNJAB TECHNICAL UNIVERSITY

## Course Reference Guide

### Bachelor in Airlines ,Tourism and Hospitality Management

#### (B.Sc.ATHM)

Course identification	
<b>Department</b>	ATHM
<b>Course identification and Title:</b>	Bachelor in Airlines ,Tourism and Hospitality Management
<b>Career:</b>	Undergraduate
<b>Pre-requisite Courses and Assumed Knowledge and Capabilities:</b>	NIL
<b>Course Description:</b>	<p>As an introductory course, this course will amplify the importance of the global and regional tourism systems to the students from an open system perspective. As a basic introduction to the discipline of tourism this course will introduce the student to the basic principles of tourism as well to the intricacies of the fast growing global travel industry. The course will make the student to focus on the intricate aspects of the three major tourism industry components viz: accommodation, travel and visitor services. This course will indicate how direct and indirect links between these components are mandatory for the very success of a country's tourism industry and in turn the global tourism industry. Students will study the travel motives of the tourists and how global and regional demographic and psychographic tourist market segments determine the quality of destination promotional activities in recent times. This proves to be the Job Oriented Course which will made keeping in mind the present need of the Industry.</p>
<b>Objectives / Learning Outcomes / Capability Development :</b>	<b>Capabilities</b> This course will assist you to develop your ability to :

	<ul style="list-style-type: none"> <li>• Comprehend the general as well as specific knowledge concerning the dynamics of global tourism industry components.</li> <li>• Engage with tourism business activities in a disciplined and ethical manner.</li> <li>• Work collaboratively</li> <li>• Communicate ideas, intentions and outcomes clearly to a variety of audiences.</li> <li>• Contribute to the effective operational management challenges of the various components of global tourism industry.</li> </ul>
	<p><b>Learning outcomes:</b> The course will contribute to your ability to:</p> <ul style="list-style-type: none"> <li>• recognize the factors necessary for the development of global and regional tourism;</li> <li>• identify and analyse what motivates people to travel and how tourist segments develop on the basis of motivation;</li> <li>• describe the characteristics of the various segments of demand for travel;</li> <li>• gain an overall understanding of the inter componential relationships that exist between the three major components of global tourism industry;</li> <li>• identify the social, cultural and environmental impacts that tourism has on a destination;</li> <li>• compare and contrast the direct and indirect or multiplier effects on tourism on countries and regions;</li> </ul>
<p><b>Overview of Learning Activities :</b></p>	<p>A variety of class room and field activities, both individual and in groups will be used to help you achieve the learning outcomes specified above: They may include:</p> <ul style="list-style-type: none"> <li>• Lectures introducing concepts, models and frame works.</li> <li>• Prescribed readings from textbooks and industry bulletins.</li> <li>• Report of tourism data sheets of World Tourism Organisation and other tourism industry bodies.</li> <li>• Guest Lecture by Industry Experts</li> </ul> <ul style="list-style-type: none"> <li>• Develop a sustainable tourism development argument to alleviate regional and global economic backwardness.</li> <li>• Structured face to face seminars to discuss and present effectively for debate the prevailing regional and global tourism management and marketing issues.</li> </ul>

	<ul style="list-style-type: none"> <li>• Participate in group field trips to tourism destinations to comprehend the effects of tourism planning and assess the quality of visitor interpretations.</li> </ul>
<b>Overview of Learning Resources:</b>	There is a prescribed text for this course and this which the students can refer. Apart from the text book, there will be lecture notes and set and library Journal are made available in the college.
<b>Overview of Assessment:</b>	<p><i>May include:</i></p> <ul style="list-style-type: none"> <li>• Class tests</li> <li>• Field trip assessments</li> <li>• Seminar presentations</li> <li>• Final examinations</li> </ul>
<b>Career Oppurtunities :</b>	Travel agency and tour operations ,Ticketing, Airlines Cabin Crew and Ground Staff, Hospitality Industry-Front office Executive, F&B, Housekeeping ,GRE, Resorts and Restaurants
<b>Course Coordinator Details</b>	<b>ITFT COLLEGE CHANDIGARH</b>  <a href="http://www.itftindia.com">www.itftindia.com</a>

**PUNJAB TECHNICAL UNIVERSITY, JALANDHAR**  
**B.SC IN AIRLINES TOURISM AND HOSPITALITY**  
**MANAGEMENT**

# SCHEME OF SYLLABI

## Semester 1

Course No	Subject	Maximum Marks	
		Internal	External
BTA 01	Basics of Tourism	40	60
BTA 02	Tourism Product and Services-I	40	60
BTA 03	Basics of Management	40	60

BTA 04	Geography of Tourism -I	40	
BTA 05	Customer Care and Interpersonal Skills	40	60

## Semester 2

Course No	Subject	Maximum Marks	
		Internal	External
BTA 06	Tourism Product and Services-II	40	60
BTA 07	Tourism Industry Profile	40	60
BTA 08	Tourism Management	40	60
BTA 09	Geography of Tourism -II	40	
BTA 10	Human Resource Management	40	60

## Semester 3

Course No	Subject	Maximum Marks	
		Internal	External
BTA 11	Dimensions of International Tourism	40	60
BTA 12	Geography of Tourism -III	40	60
BTA 13	Sales Marketing & PR in Service Industry	40	60
BTA 14	Business Communication	40	60
BTA 15	Basics of Computer-I (Practical)	60	40
BTA 16	Front Office Operations-Reservations & Registrations	40 (External Practical)	60 (Theory)
BTA 17	English	40	60

## Semester 4

Course No	Subject	Maximum Marks	
		Internal	External
BTA 18	Total Quality Management	40	60
BTA 19	Automation in Tourism Industry, Airlines & Hospitality	40 (External Practical)	60 Theory
BTA 20	Travel Agency & Tour Operations	40	60

BTA 21	Airlines Management	40	
BTA 22	Basics of Computer-II (Practical)	40	60
BTA 23	Hospitality Management (Focus- F& B, Housekeeping)	40 (External Practical)	60 (Theory)
BTA 24	English Language II	40	60

## Semester 5

Course No	Subject	Maximum Marks	
		Internal	External
BTA 25	Tourism Policy in India	40	60
BTA 26	Resort Management	40	60
BTA 27	Destination Marketing & Mgt	40	60
BTA 28	Research Methodology & Mgt.Decisions	40	60
BTA 29	Conference & Events Mgt. (Practical)	60	40

## Semester 6

Course No	Subject	Maximum Marks	
		Internal	External
BTA 30	Industrial Training & Project Practicum	250	250

## *1<sup>st</sup> SEMESTER SUBJECTS*

### **BTA 01- Basics of Tourism**

**MODULE 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.

**MODULE 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

**MODULE 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.

**MODULE 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.

**MODULE 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

## **BTA 02 Tourism Product and Services I**

**MODULE I: Introduction-** Product, Tangible and Intangible products, Difference between Product and service, Tourism Product (5 A's), Accommodation, Accessibility, Attraction, Activities, Amenities.

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

**MODULE 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.

**MODULE 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.

**MODULE 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

## **BTA 03 Basics of Management**

### **MODULE I: Introduction to Management:**

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

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

### **MODULE III: Organising:**

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

### **MODULE 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

### **MODULE V: Leadership :**

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

## **BTA 04 Geography of Tourism-I**

**MODULE 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.

**MODULE 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.

**MODULE 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.

**MODULE IV:** The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

**MODULE 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.

### **REFERENCES :**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.



# **BTA 05 CUSTOMER CARE & INTERPERSONAL SKILLS**

## **MODULE I:**

- Who is a customer? internal customer, external customer
- Who is a service provider?
- Why are some service providers better than others?
- Who is a satisfied/ dissatisfied customer?
- What are the consequences of satisfied/ dissatisfied customers?

## **MODULE II**

- What is Quality?
- What is customer satisfaction?
- What is customer delight?

## **MODULE 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

## **MODULE IV**

- Customer Feedback, feedback tools
- Converting Customer care philosophy into everyday action
- Developing customer trust and loyalty - online
- Grooming and Etiquette
- Telephone Handling Skills

## **MODULE V**

- Complaint Management
- Transactional Analysis in Customer Care
- Customer care in airlines
- Customer care in hotels

## **Case studies and Role Plays**

## **2<sup>ND</sup> SEMESTER SUBJECTS**

### **BTA 06 Tourism Product of India**

**MODULE 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.

**MODULE 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).

**MODULE III: Pilgrimage Destinations: Hindu-** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (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.

**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.

**MODULE 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.

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

#### **References**

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.

- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture ( Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram ( ed ) : Indian Wildlife.

## **BTA 07 Tourism Industry Profile**

### **MODULE-1- Introduction To Luxury Railways**

#### Luxury Trains in India

- Royal Rajasthan on Wheels
- Golden Chariot
- Deccan Odessy

### **MODULE 2 - Travel and Tourism Organizations**

#### Chapter 1 - IATA

History, Growth and Development

IATA Goals

IATA Approval Membership

#### Chapter 2 - UFTAA

Introduction

Membership

Functions

#### Chapter 3 - FHRAI

Introduction

Membership

Functions

### **MODULE 3 - Travel Agency and Tour Operations Business**

Chapter 1 – Kuoni Destination Management, India

Introduction  
Principle Services Offered  
Chapter 2 – Thomas Cook  
Introduction  
Principle Services Offered

**MODULE 4 - Accommodation Sector**

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

**MODULE 5 - Aviation Industry**

Chapter 1 – Jet Airways  
Introduction  
Products and Services

Chapter-2 Kingfisher Airlines

Introduction  
Products and Services

## **BTA 08 Tourism Management**

**MODULE 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.

**MODULE II: Management of tourism marketing-**segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

**MODULE 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.

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

**MODULE V: Infrastructure of tourism management-** Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism  
**Tourism organisational set up in india-** Structure of department of tourism, NTO & its Functions

## **BTA 09 Geography of Tourism-II**

**MODULE 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.

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

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

**MODULE 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.

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

## **BTA 10 Human Resource Management**

**MODULE I: Introduction To Human Resource Management-** Definitions, Functions of Personnel Management, Objectives Of Personnel Management, Qualities of a Good Personnel Manager.

**MODULE II: Human Resource/Man Power Planning-** Definitions, Need Of Manpower Planning, Objectives Of Hr Planning, Advantages Disadvantages Of Manpower Planning, Process/Steps.

**MODULE III: Recruitment-** Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages,Dis-Advantages), External Sources((Advantages,Dis-Advantages)  
**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)

**MODULE 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

**MODULE V : Job Evaluation**- Definition,Objectives,Principles,Methods-Non  
Analytical,Analytical  
**Employee Remuneration**-Definition,Components,Factors Influencing Employee  
Remuneration,Concept Of Wages

## ***3<sup>RD</sup> SEMESTER SUBJECTS***

### **BTA 11 Dimensions of International Tourism**

**MODULE 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.

#### **MODULE II: The Role of the State in Tourism**

National Tourism Organization  
Department of Tourism, India  
ITDC  
DGCA  
AAI  
FHRAI

#### **MODULE 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

#### **MODULE IV: Travel Industry Fairs**

Participation Advantages  
ITB  
WTM  
PATA Travel Mart  
ICCA

#### **MODULE V: International Tourism Organizations**

Need & Significance For Organizations

UFTAA  
WATA  
ASTA  
WTO  
PATA & PATA Chapters  
IATA  
ICAO  
IHA

## **BTA 12 Geography of Tourism -III**

**MODULE I :** Geography of travel and tourism - definitions and concepts

The tourism system - tourism-generating areas, destination areas, transit zones

**MODULE 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.

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

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

**MODULE 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

## **BTA 13 Sales & Marketing in Tourism**

**MODULE 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), Mordern marketing concepts (Green marketing, Mobile marketing, Crosscultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)

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

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

**MODULE 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.

**MODULE 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

## **BTA 14 Business Communications**

**MODULE 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

**MODULE 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.

**MODULE 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.

**MODULE 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.

**MODULE 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.



## **BTA 15 Basics of Computer (Practical)**

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

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

**MODULE 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)

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

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

### **Suggested Readings:**

- Lucey T, Management Information Systems, DP Publications.
- Clark A,Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988

## **BTA 16 Front Office Operations (Theory +Practical ) (60+40)**

**MODULE I: Front office operations-** Terminology, Front office functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, Emergencies.Front office's interaction with other departments.

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

**MODULE 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)

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

**MODULE 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.

### References

- Professional Front Office Management by Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin. 2007. Pearson/Prentice Hall. ISBN 0-13-170069-3
- Front Office Operations by Sudhir Andrew.

## **BTA17- English Language –I**

### Grammar

- -Articles,Parts of Speech,Tenses,Voice
- Direct and Indirect Narration ,Transformation of Sentences ,Idioms and
- Proverbs
- Common Errors in English
- Vocabulary
- Punctuation
- Story Construction
- Paragraph Writing

## **4<sup>TH</sup> SEMESETER SUBJECTS**

### **BTA 18 Total Quality Management**

**Module 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.

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

**Module 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.

**Module 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.

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

### **BTA 19 Automation in Tourism Industry, Airlines & Hospitality (Theory + Practical) (60+40)**

**MODULE I: Automation in the tourism industry –**  
An Introduction  
Importance of Information Technology in Tourism  
Automation in the hotel, airlines and travel business

**MODULE II: IATA :**  
Importance  
Role  
History

**MODULE 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

#### **MODULE 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

#### **MODULE 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)

## **BTA 20 – Travel Agency and Tour Operations**

#### **MODULE 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

#### **MODULE 2: PACKAGE TOURS**

Package tour and its components  
Practical components of a standard package tour  
Designing & Costing of a package tour

#### **MODULE 3: VISAS**

Difference between Passport and Visa  
Types of Passport & Visa  
Preparing Visa cases  
Formalities required for Various Visas like:- Schengen, Dubai and Far East

#### **MODULE 4: FOREX**

Basic overview of FOREX  
Forex Terminology- TCs, Cash currency, BTQ, LERMS

## **MODULE 5: 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

## **BTA 21 Airlines Management**

**Module I-** History of Aviation, Types of Aircrafts, Airline Terminology

**Module II-** Cabin Crew, Announcements, Airport Jobs

**Module III-** Airport Codes, Airline Codes, Phonetic Alphabet

**Module IV-** Airport Lounges, How airports work, Baggage Handling, Airport Security

**Module V-** World Organizations (IATA, ICAO, DGCA)

### **Case Study Discussions:**

Jet Airways, Kingfisher, Indian Airlines

British Airways, Fly Emirates, Singapore airlines

## **BTA22 – Basics of Computers –II (Practical)**

**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.

**Mailmerge** : 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. 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.

## **BTA 23 Hospitality Management ( F&B, Housekeeping) (Theory + Practical) (60+40)**

**MODULE 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**)

**MODULE 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.

**MODULE 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.

### **MODULE IV: ORGANISING 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.

**MODULE 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.

## **BTA-24-ENGLISH LANGUAGE –II**

**Precis Writing**

**Letter writing ,Essays**

**Book: Twelve short stories:**

Edited by: C.M Sharma (OXFORD UNIVERSITY PRESS)

Reading Comprehension

**-Listening Skills**

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

**Discussions**

**- Inspirational Stories : Great Industry Personalities**

## ***5<sup>th</sup> SEMESTER SUBJECTS***

### **BTA 25 Tourism Policy in India**

#### **Module 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 organisations in tourism planning

#### **MODULE 2.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

### **MODULE 3. 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

### **MODULE 4. International Agreements:(An Introduction)**

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

### **MODULE 5. CASE-STUDY:**

Rajasthan Tourism Development Corporation Tourism Planning and Policy

Uttaranchal Tourism

Himachal Tourism

J&K Tourism

Kerala,

Madhya Pradesh

## **BTA 26 Resort Management**

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

**Module 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.

**Module 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.

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

**Module V**- Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.



# **BTA 27 Destination Marketing and Management**

## **Module I :**

Case Studies:

Golden Triangle , Pilgrimage Tourism , Cultural Tourism

## **Module II :**

Adventure Tourism, Incentive Travel ,Health Tourism

## **Module III :**

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

## **Module IV :**

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

## **Module V :**

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

# **BTA28 Research Methodology and Management Decisions**

- Introduction to Research Methodology
- Defining the Research Problem
- Research Design
- Sampling Design
- Methods and Techniques of Data Collection
- Processing and Analysis of Data
- Data Presentation and Analysis
- Report Writing and Presentation
- Role of Information Technology in Research

# **BTA 29 Conference and Event Management**

**Module 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.

**Module II-** Event Planning, Event Marketing, Event Evaluation.

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

**MODULE 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.

**MODULE 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.

## ***6TH SEMESTER SUBJECTS***

**BTA 30** On the Job Industrial Training & Project Practicum with close monitoring by the ITFT