



# Institute of Tourism Studies University of Lucknow BBA (Tourism)

## PROGRAMME OUTCOMES

- ✓ To provide a learning environment to the students so that they can pursue careers in different domains of tourism management.
- ✓ To develop the conceptual framework of tourism in the students and create a knowhow of all the sectors of tourism.
- ✓ To equip students with the required communication and managerial skills.
- ✓ To provide exposure to real life work experiences and hands-on-practice by participation in various trainings/internships.
- ✓ To groom the personality of the students to make them industry ready.
- ✓ To enhance the technical skills among the students, training is provided for CRS & GDS platforms.
- ✓ To sensitize the students so that they can appreciate the heritage and tourism resources of India and the world.
- ✓ To make the students aware of tourism policy initiatives of the governments.





## PROGRAMME SPECIFIC OUTCOMES

- ✓ Gain knowledge about environment and types of organization emphasizing on tourism Sector
- ✓ Entrepreneurial Skills for self as well as society upliftment.
- ✓ Development of leadership skills to work autonomously and in the organized group.
- ✓ Development of qualities as an effective manager, capable of taking decisions and communicating effectively with different types of publics.
- ✓ Strategic Decision Maker to plan and execute the Managerial functions.
- ✓ Personality Development and communication Skills
- ✓ Business Ethics and code of conduct
- ✓ Develop a right understanding regarding various financial institutions and agencies governing aspects of business.
- ✓ Understanding of current global scenario tourism and travel industry





## Syllabus for Bachelor of Business Administration (Tourism)

	Paper Code	Name of Paper	Max Marks	Theory	Internal Assessment	Practical
<b>SEMESTER-I</b>	BTA-101	Principles of Management and Organization Behaviour	100	70	30	
	BTA-102	Science of Tourism	100	70	30	
	BTA-103	Business Communication	100	70	30	
	BTA-104	Destination Mapping (India)	100	70	30	
	BTA-105	Business and Cost Accounting in Tourism	100	70	30	
	<b>Total</b>			<b>500</b>		
<b>SEMESTER-II</b>	BTA-201	Human Resource Management	100	70	30	
	BTA-202	Tourism Products	100	70	30	
	BTA-203	Computer Applications	100	35	30	<b>35</b>
	BTA-204	Destination Mapping (World)	100	70	30	
	BTA-205	Cultural Tourism	100	70	30	
<b>Total</b>			<b>500</b>			
<b>SEMESTER-III</b>	BTA-301	Tourism and Hospitality Marketing	100	70	30	
	BTA-302	Personality Development and Presentation Skills	100	70	30	
	BTA-303	Tourism in Uttar Pradesh	100	70	30	
	BTA-304	Economic, Social and Environmental Impacts	100	70	30	
	BTA-305	Adventure and Eco Tourism	100	70	30	
<b>Total</b>			<b>500</b>			





	Paper Code	Name of Paper	Max Marks	Theory	Internal Assessment	Practical
<b>SEMESTER-IV</b>	BTA-401	Hotel Management	100	70	30	
	BTA-402	Airlines Operations, Ticketing & GDS	100	35	30	35
	BTA-403	Event Management in Tourism	100	70	30	
	BTA-404	Travel Writing and Communicative English	100	70	30	
	BTA-405	Basic Statistics and Research	100	70	30	
<b>Total</b>			<b>500</b>			
<b>SEMESTER-V</b>	BTA-501	Cargo Management	100	70	30	
	BTA-502	Surface Transport Operation	100	70	30	
	BTA-503	Tour Operations and Product Development Management	100	70	30	
	BTA-504	Tourism Trends & Issues (Domestic and International )	100	70	30	
	BTA-505	Project/Study Tour Reports	100	-	-	
<b>Total</b>			<b>500</b>			
<b>SEMESTER-VI</b>	BTA-601	Ethical and Legal Dimension of Tourism and Hospitality	100	70	30	
	BTA-602	Tourism Development and Government Policy	100	70	30	
	BTA-603	Entrepreneurship Development in Tourism	100	70	30	
	BTA-604	Business Environment	100	70	30	
	BTA-605	Comprehensive viva-voce/Training Report	100	-	-	<b>100</b>
<b>Total</b>			<b>500</b>			
<b>Grand Total (Semester I+II+III+IV+V+VI)</b>			<b>3000</b>			

As per university rules and ordinances w.e.f academic session 2018-19 or as revised from time to time by the university





## BTA-101

# PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

### UNIT I

Definition Of Management, Characteristics Of Management, Management Functions, Nature Of Management, Management Vs. Administration, Levels Of Management, Managerial Skills, Role Performed By Managers, Characteristics Of Professional Managers, Principles Of Management, Significance Of Management

### UNIT II

Fayol's General Principles Of Management, Understanding Management As Concept, Process Of Management, Planning, Organisation, The Concept Of, Decision Making, 'Authority' And 'Power', Authority And Accountability, Meaning Of Decentralization, Distinction Between Responsibility And Delegation, Recruitment and Selection

### UNIT III

Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behavior, Limitations of Organizational Behavior

Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning

### UNIT IV

Motivation and behavioural management in organizations-definition and applications , Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness.

Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership

Introducing Organizational Culture, Change and Development .Stress Management in Organizations





**BOOKS RECOMMENDED:-**

Sherlekar & sherlekar	: Modern Business Organisation & Management
Luthaus Fred	: Organizational Behavior.
Hersey and Blanchard	: Management of Organ isationa l Behaviour.
Mamoria. C.B.	: Personnel Management
Koontz. Harold, & O'Donnel	: Essentials of Management
Koontz & Weirich	: Introduction to Management
Dale, Earnest	: Principles of Management
Prasad, L M,	: Principles of Management





## BTA-102 SCIENCE OF TOURISM

### UNIT I

- Definition of tourism
- History of tourism
- Nature and importance of tourism
- Components and typology of tourism

### UNIT II

- Tourism as an industry
- Visitor ,Tourist, Excursionist
- Basic travel motivators
- Concept of Domestic and International tourism.
- Various travel documents Passport, VISA, Health, Economic etc.

### UNIT III

- Significance and Impacts tourism:-
  - Social
  - Cultural
  - Economic
  - Environmental

### UNIT IV

- Selective contemporary trends in tourism
- Growth and development of Tourism in India.
- National and International trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO.

### BOOKS RECCOMENDED:

- |  |                                  |
|--|----------------------------------|
| J.M Mishra and S.K Swain, Oxford           | :Tourism Concepts and Principles |
| L Lomine and J Edmunds, Palgrave Macmillan | :Key Concepts in Tourism         |
| Richard Butler                             | :Tourism Concepts                |





## BTA 103 BUSINESS COMMUNICATIONS

### UNIT- I

- Meaning, nature, importance and objectives of communication in business
- Channels of communication, Ethics in Business Communication
- Barriers to communication, Forms of communication

### UNIT-II

- Guidelines for effective communication
- Technology enabled Business Communication
- Non-Verbal communication: Kinesics or Body language, Para language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements.
- An effective kinesthetic speaker
- Audio-visual Communication

### UNIT-III

#### Verbal or Oral communication:

- Business Presentation
- Interview- Art of interviewing, structuring interview, preparing for interview and tips for interview.
- Group discussion, Telephone handling, SWOT Analysis

### UNIT-IV

#### Written Communication:

- Writing Business Letters
- Planning a letter- the seven C's of Business Letter Writing, components of Business letter.
- Kinds of Business letters, Memoranda, Notices, Circulars and Orders, Agenda and Minutes, Business Reports and Proposals.

#### **BOOKS RECOMMENDED:-**

Meenakshi Raman, Prakash Singh	: Business Communication
K. K. Sinha	: Business Communication
R. K. Madhukar	: Business Communication
T. N. Chhabra	: Business Communication Concepts and Skills
R. T. Chappeler and W. L. Read	: Business Communication
Chrissie Wright (Ed.)	: Handbook of Practical Communication Skills







## BTA- 104 DESTINATION MAPPING (India)

### UNIT -I

#### UNDERSTANDING GEOGRAPHY:

##### Fundamental of Geography

- Definitions of Geography and Tourism Geography
- Major land forms & Physical features
- Impact of Climate on Tourism
- Vegetation and Tourism
- Role of Geography in Tourism

### UNIT -II

#### INDIAN SUB- CONTINENT (PHYSICAL)

- Major physical features
- Indian Climate
- Natural Vegetation

### UNIT- III

#### INDIAN SUB- CONTINENT (POLITICAL)

- Indian States & Union Territories: Their location and important cities
- City and Airport Code of Indian Cities

### UNIT - IV

- Cartography, Map projections
- Understanding and reading maps.
- Drawing maps and marking important places

#### BOOKS RECOMMENDED:

- David Collins :The Travel & Tourism resource Pack, Cambridge Univ. Press.  
KK Gupta & V.C. Tyagi :working With Maps, Surveys Of India, Dehradun  
:A Social & Economic Atlas of India, Oxford Univ. Press, Delhi.  
:General Geography of India, NCERT, New Delhi.





## BTA-105

### BUSINESS & COST ACCOUNTING IN TOURISM

#### UNIT-I

- Need for accounting technology, definition of accounting systems, accounting principles concepts and conventions, double entry systems, bookkeeping and accounting classification of accounts, rules for debit & credit.
- Recording of Transactions: Journal, Ledger, Subsidiary books of accounts, Cash book; Trial Balance.
- Bank Reconciliation Statement and Rectification of Errors.

#### UNIT-II

- Adjustment entries, depreciation, prepaid expenses, outstanding expenses, accrued incomes provision for bad & doubtful debts, provision for division, etc.
- Final accounts: Manufacturing account, Trading accounts; Profit & Loss account, balance sheet.

#### UNIT-III

- Introduction to cost accounting, principles of cost accounting usage.
- Gathering of cost information, cost unit, cost centers.
- Classification of costs- nature and behaviour
- Cost Sheet
- Cost accumulation and cost objectives, direct and indirect costs, prime cost, sources of cost information.

#### UNIT- IV (Cost Accounting):

- Operating Costing
- Budgeting
- Cost systems-Marginal costing and standard costing
- Cost Audit.

#### BOOKS RECOMMENDED:-

Maheswari. S.N. & S.K	:An Introduction to Accountancy
Grewal. T.S	:An Introduction to Accountancy
Maheshwari. S.N & S. K	:Principles & Practices of Accountancy
Bhar Cost Accounting	:Methods & Problems
Sharma. R.K	:Management accounting in hotel Industry in Indian





## BTA-201 HUMAN RESOURCE MANAGEMENT

### UNIT -I

- Human resource management of an enterprise
- Concepts and principles of human resource management
- Manpower of policy and planning at macro and micro levels

### UNIT-II

- Recruitment and selection of personnel
- Job Design
- Job Analysis
- **Job description:** Job specification job evaluation and job standards
- Induction
- Placement
- Training and development function specifically in tourism industry

### UNIT-III

- Performance appraisal
- Promotions, transfers, separations
- Morale, motivation and incentives

### UNIT -IV

- Wage and salary administration
- Grievance redressal procedure
- Laws and rules governing employee benefits and welfare
- Familiarization with manpower recruitment in tourism industry and tourist places

### **BOOKS RECOMMENDED:-**

Mamoria	: Personnel Management
Tripathi	: Personnel Management & Industrial relations.
Bhogliwal	: Personnel Management & Industrial relations
Davar	: Personnel Management & Industrial Relations
Flippo	: Personnel Management
Strauss & Sayles	: Personnel the Human Problem Of Management
Yoder	: Personnel Management & Industry Relations
Monappa	: Sai Personnel Management
Riley	: Human Resource Mgmt in Hospitality & Tourism Industry





## BTA-202 TOURISM PRODUCTS

### UNIT-I

#### *Tourism product:*

Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

### UNIT -II

#### *Architecture*

- Archaeological sites
- Forts & Palaces
- Religious monuments

### UNIT -III

#### *Arts*

- Paintings &
- Sculptures
- Museums
- Art Galleries

### UNIT-IV

#### *Natural tourist resources:-*

- Land forms and landscapes
- Mountains as tourism products
- Deserts as tourism product
- Coastal and island products
- Wildlife Sanctuaries and National Parks in India

### **BOOKS RECOMMENDED:-**

Gupta I.C	: Tourism Products
Brown Percy	: Indian Architecture, vol. 1 & 2
Basham A.I	: The Wonder that was India.
Banetjee B.N	:Hindu Culture, Customs & Ceremonies.
Deva B.C	:Musical Instruments
Punja. Shobhita	:Great Monuments of India-Nepal, Pakistan, India.





## BTA-203 COMPUTER APPLICATION

### UNIT-I

- Computer: History, classification, generations.
- Hardware- Input, Output, Storage Devices
- Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI

### UNIT-II

- Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. **Application Applets** - Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders,

### UNIT -III (MS Word)

- MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.

### UNIT -IV (MS Excel)

- **Creating Worksheet with Excel:** Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.
- **Designing a Worksheet:** Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions, Types of Functions.

### BOOKS RECOMMENDED:-

- |              |  |
|--------------|--|
| K. Rajaraman | : Fundamentals of computers              |
| Leon & Leon  | : Introduction to Information Technology |
| B. Ram       | : Computers Fundamentals                 |
|              | :Microsoft Office, BPB Publications      |





## BTA-204 DESTINATION MAPPING (WORLD)

### UNIT-I

World Geography: Locating continents and major countries, important city and Airport codes, marking these on world map.

### UNIT-II

Physical features of all continents and map marking

### UNIT - III

Detail study of Top 20 countries of world based on tourist arrivals: Climate, sites and amenities in these countries;

### UNIT -IV

Major outbound countries for Indians other than those included above, characteristics of Indian outbound travel, health and visa formalities to be followed by Indians to visit some important outbound countries..

### BOOKS RECOMMENDED:-

- |                       |  |
|-----------------------|--|
| Boniface, Brian Getal | : The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing 1987. |
| Burton Rosemary       | : Travel Geography (Pitman Publishing London)  |
| Devies. D             | : The Art of Managing Tourism (McGraw Hill)  |





## **BTA-205 CULTURAL TOURISM**

### **UNIT I**

Meaning and concept of Culture  
Indian Cultural Heritage,  
Role of ICOMOS, INTACH and NGO's in propagating Indian Culture

### **UNIT II**

Music Classical and folklore,  
Musical instruments  
Different schools of Indian Music  
Dances Classical and Indian folk dances  
Fairs and festivals (religious and promotional)  
Indian culture tradition, customs and handicrafts

### **UNIT III**

Fairs and Religious festivals, pilgrimage, handicrafts, Indian cuisines

### **UNIT IV**

Ethnic tourism  
Cultural events: Promotional Festivals and fairs  
Relevant case studies

### **BOOKS RECOMMENDED:-**

Agarwal, V.S.	: The Heritage of Indian art
Basham A.L.	: A Cultural History of India
Kosambi D.D.	: The Culture and Civilization of Ancient India
Ambrose, kay	: Classical dances and customs of India
Govt. of India	: Indian handicrafts





## BTA-301 TOURISM & HOSPITALITY MARKETING

### UNIT I

- Definition of tourism marketing
- Difference between tourism marketing and marketing of other products
- Marketing mix for tourism
- Marketing research in tourism and its importance

### UNIT II

- Segmentation in the tourism market
- Tourist typologies and their behaviour

### UNIT III

- Tourism product mix and application of product life cycle
- Importance of pricing for tourism product
- Distribution of tourism products and role of travel agency
- Promotion mix for tourism products

### UNIT IV

- Importance of public relation
- Concept of public relations
- Ethics of public relations, professionalism
- Public relation: role of persuasion and motivation
- Use and development of public relation in tourism industry
- Principles of public relation
- Tools and methods of public relation (press & electronic media, production of public relation material)

### BOOKS RECOMMENDED

Longmann	: Public Relation, Leisure And Tourism
Wilcox , Ault, Agee	: Public Relation, Strategies And Tactics
John Marston	: The Nature Of Public Relations
J.M Kaul	: Public Relation In India
T. Colin Colson	: Public Relation In Your Business
Peter Jackson	: Corporate Communication







## BTA-302

# PERSONALITY DEVELOPMENT & PRESENTATION SKILLS

### UNIT – I

#### Understanding Personality

- Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,
- Ways to people Like You
- Make People think in Your Way
- Analyze Worry

### UNIT – II

#### Personality Development Training

#### Interview Skill

Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage

#### Group Discussion

Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do's and Don'ts, Musts and Must Not's for a candidate

#### Management Skills

- Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster.
- Keeping the time log, Analyzing the time log, the urgency / Importance grid, time management skill zone – 1, Zone – 2, Zone – 3, Zone – 4
- Task Typing, Effective decision making, Don't delay do it today, How to overcome Procrastination, Do the worst job first, Break daunting tasks into smaller ones, make a public commitment to do the job, Plan the evening before.





## UNIT – III

### Meeting Skill

- The meeting agenda, the meeting agenda illustrated, Helpful guidelines
- Example meeting minutes, Formal closure of meeting, Action Notes, Plan for efficiency

### Negotiating Skill

- Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation
- The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock

## UNIT – IV

### Presentation Skill

- Preparing the Venue, pay attention to detail, checking the equipment, Optimize the seating arrangements, considered the needs of your audience, Final preparation details
- Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter
- Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance
- Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility

### BOOKS RECOMMENDED:

Bajpai, B.L. : Making Management still more effective

Bajpai, B.L. : Indian Ethos and Modern Management

IGNOU : Study Material





## **BTA-303**

### **TOURISM IN UTTAR PRADESH**

#### **UNIT-I**

History of Uttar Pradesh  
Geographical Perspective of Uttar Pradesh

#### **UNIT-II**

Tourism Circuit in U.P.  
Eco Tourism Destination in UP

#### **UNIT-III**

Tourism initiative in U.P.: Heritage Arc  
Religious Tourism Destination in U.P.

#### **UNIT-IV**

Tourism Policy of Uttar Pradesh  
Tourism Statistics of Uttar Pradesh

#### **RECOMMENDED READINGS**

Sindhu, P., Sehgal S. : Heritage Arch Uttar Pradesh  
Sehgal, S. : Bundelkhand Circuit of Uttar Pradesh  
: Travel Places of Uttar Pradesh, Lonely Planet





## BTA-304 ECONOMIC, SOCIAL & ENVIRONMENTAL IMPACTS

### UNIT –I

Introduction to tourism impacts; Economic, physical & socio-cultural impacts, costs and benefits of tourism.

### UNIT –II

Economic Impacts:

Income, employment, skills development, multiplier effect, effects on balance of payments, benefits from tourism investments.

### UNIT-III

Physical Impacts:

Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion, concept of carrying capacity and sustainable tourism. Case study-Himalayas.

### UNIT -IV

Socio- cultural Impacts: Services support, social impacts and cultural erosion.

Impact assessment methods, managing impacts and developing policies.

### BOOKS RECOMMENDED:

Sinha P.C.	: International Encyclopedia of Tourism Management
Tiwari S.P.	: Essential of Tourism
Negi	: Travel & Tourism
Bhatia	: Tourism Development
Petersen, Craig H.	:Managerial Economics, New Delhi Pearson Education.
Mithani, D.M.	:Managerial Economics, New Delhi, Himalaya Publication
Chopra, O.P.	:Managerial Economics. New Delhi Me Graw Hill
Koutsoyiannis, A.	:Modern Micro Economics. New York, Macmillan
Peter Cullen	:Economics of Hospitality Management





## BTA-305 ADVENTURE & ECO- TOURISM

### UNIT- I (Adventure Tourism)

Concept of adventure tourism, classification of adventure tourism; Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping etc.

### UNIT- II (Adventure Tourism)

Adventure in Water:-

River running-canoeing, kayaking, white water rafting, diving, rowing, surf boating, wind surfing etc. River reading

Adventure in Air:-

Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.

### UNIT- III (Wildlife Tourism)

India's wildlife:-

Introduction, wildlife conservation and management, values of wildlife

Protected areas & protected area network in India: national parks, wildlife sanctuaries & biosphere reserves (meaning & characteristics); Special conservation programmes

### UNIT- IV (Wildlife Tourism)

Selected important national parks & sanctuaries in India: (List given below)

Dachigam national Park, Corbett National Park, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Park, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park, The Sunderbans National Park, Simlipal National Park, Bandipur & Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary.

### BOOKS RECOMMENDED:-

Satyendra Malik : Adventure Tourism

Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India





## **BTA-401 HOTEL MANAGEMENT**

### **UNIT-I**

- Introduction and overview of accommodation industry in India.
- Classification of hotels
- Heritage Hotels
- Departments of hotel
- Hotel categories

### **UNIT- II**

- Types of Rooms
- Types of Plans and types of rates
- Organization of Hotel: small, medium and luxury
- Function of Front Office Department
- Reservation-Types & Procedures

### **UNIT -III**

- Registration: Pre registration activities, receiving guests, selling techniques, Handling of VIP Group, FIT, Foreign FIT guest and maintenance of records.
- Methods of payments
- Checkout & settlement procedure
- Co-ordination with other departments.

### **UNIT- IV**

- Role of House-keeping department, Cleaning-Daily, periodical & renovation.
- Cleaning equipment and agents.
- Supervisor daily routine & supervision
- Linen room – Linen, laundry & exchange procedure.
- Various records to be maintained by House Keeping department.

### **BOOKS RECOMMENDED:-**

Sudhir Andrews	: Hotel Front office Training Manual
Zulfikar Mohammad	: Introduction to Tourism and Hotel Industry
Sudhir Andrews	: Hotel Front Office training Manual
Sudhir Andrews	: Hotel Housekeeping.





**BTA-402**  
**AIRLINES OPERATIONS, TICKETING AND GDS**

**UNIT- I**

*Air transportation industry:*

- Bilateral conventions
- Warsaw convention, Freedom of air
- Carrier codes
- Policies: practice and rules(procedure at airport)

**UNIT- II**

*Baggage allowance*

- Weight concept, Piece concept
- Check and unchecked baggage
- Free baggage allowance o Lost and found baggage

**UNIT- III**

- Reservation, How to take reservation
- Passport and visa (Travel Formalities), Ticket and Fares
- ABC familiarization and travel information manual (TIM) etc.

**UNIT- IV**

*Introduction to fare construction*

- Mileage principle
- Extra mileage allowance(EMA)
- Extra mileage surcharge
- Higher intermediary points(HIP)
- Circle trip minimum
- Back haul check
- Add-ons
- General limitations of indirect travel
- Mixed class journeys
- Special fares
- Domestic and international tickets o Different kinds of ticket

**BOOKS RECOMMENDED:-**

Louis Grialloreto	: Strategic Airlines Management
Gwenda Syrratt	: Manual of Travel; Agency Management ABC World Airway Guide Air Traffic Book-I, World Wide Fares





## BTA-403 EVENT MANAGEMENT IN TOURISM

### UNIT-I

#### Event Industry

Defining event and event Management, Overview, Introduction, brief history, current and future trends of event industry, career profiles & opportunities in event management, linkages between tourism and event industry.

### UNIT-II

#### Event Concept & Planning

Classification of events, developing the event concept, components of event planning, steps of event planning.

### UNIT-III

#### Social Events

Household events celebrations: Birthday parties, dinner/tea parties, weddings, housewarming parties, ceremonies & rituals, Promotional special events: fashion shows, product launch, charity events, fairs & festivals, competitive events.

### UNIT-IV

#### Business Events

Scope of MICE importance, seminars & conferences, trade shows, incentive programmes, appreciation events, exhibitions, workshops

### BOOKS RECOMMENDED:-

Shone, A & Parry, B.

:Successful Event Management, Cengage Learning. 20 5. Watt. D.C. Event Management in Leisure and Tourism. Pearson, UK. 6. Blatt, J.G.

Rhonda J. Montgomery, & Sandra K. Strik.

: Meetings, Conventions & Expositions - An Introduction to the Industry, Publishers- Montgomery, & Sandra K. Strik.

John Wiley and Sons, New York. Hall, M

:Special Events- Best Practices in Modern Event Management







## **BTA-404 TRAVEL WRITING**

### **UNIT I**

History of writing, Importance of writing, writing skills, steps of writing a paragraph/essay. Method for referencing, coating and sighting. Ethics in writing, copyright act 1957

### **UNIT II**

Importance and benefits of travel writing.

Travelogues

Travel Guides

Travel Journals

Tourism brochure construction and design.

### **UNIT III**

Basic of Travel Reporting, Travel articles in newspaper and magazines, writing different types of promotional letters, Photography and videography: use and importance in promoting tourism

### **UNIT IV**

Advertisement posters and handbill construction: role of travel writing in these. Writing for travel portals. Printing procedures and formalities.

### **BOOKS RECOMMENDED:-**

Kodak	: Taking better travel photos
John Freeman	: The Complete book of photography
JeffWignatt	:Kodak Guide to Shooting Great Travel Pictures
John Shaw	: The Art of Adventures photography





## **BTA-405 BASIC STATISTICS & RESEARCH**

### **UNIT - I**

Meaning aim, nature and scope of tourism research.  
Types of research in tourism  
Research needs in different areas of tourism.  
Sources of research in tourism

### **UNIT- II**

Meaning of a research problem.  
Characteristics of a good research problem.  
Errors in selecting a research problem.  
Growth of research in tourism in India.

### **UNIT- III**

Identification of research problem.  
Sources for selecting a research problem.  
Formulations of research questions  
Characteristics of research questions.

### **UNIT- IV**

Types of researches.  
Qualitative research and its types  
Quantitative research and its types.  
Report writing – Format and style of writing the report.

### **BOOKS RECOMMENDED:-**

Pervez N. Ghauri, Gonhaug,	: Research Methods in Business Studies
Shah, V P	: Research Design
Saxena, H C	: Examples in Statistics
Young, P V	: Scientific Social Surveys and Research





## **BTA-501 CARGO MANAGEMENT**

### **UNIT – I**

Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation

### **UNIT – II**

Air Cargo, Cargo Handling, Airway Bill, FIATA, IATA, Cargo Automation,

### **UNIT – III**

Surface Cargo Industry, Road Freight Industry, Rail Freight Industry, India's Rail road System

### **UNIT – IV**

Shipping Cargo Industry, Shipping Cargo and Charter parties, Seaway Bill, Carriage of Goods by Sea, Logistics in Shipping

### **BOOKS RECOMMENDED:-**

Dixit, Manoj & Srivastava Surabhi  
Prem Nath Dhar

: Cargo Management  
: Global Cargo Management - Concept, Typology,  
Law And Policy  
:IATA Cargo Handling Manual (ICHM)





## BTA-502 SURFACE TRANSPORT OPERATIONS

### UNIT – 1

Meaning, importance and overview of surface transport industry  
Major Concerns in World Surface Transport System and Methods to overcome them.  
Impact of Surface Transport.  
History of rail & road transport

### UNIT – II

Important rail and road networks of world.  
Understanding importance of rail & road network in context to tourism

### UNIT – III

#### Indian Railways

Setup, growth and importance of Indian Railways  
Indian railways network & products  
New trends in Indian Railways  
Reservation system and computerized bookings of Indian trains.

### UNIT – IV

#### Road Transport Operations in India

Road transport in India  
Rent-a-car & coach tours in India  
Highway Tourism in India and its importance

### BOOKS RECOMMENDED

Sinha, P. C. : Surface Transport in Travel & Tourism  
Tiwari, S. P. : Tourism Dimensions  
Mill & Morrison : The Tourism System & Introductory Text





## BTA-503

# TOUR OPERATIONS AND PRODUCT DEVELOPMENT MANAGEMENT

### UNIT- I

Definition of tour operators  
Types of tour operators  
Role of tour operators in Tourism industry.  
Rules for recognition of tour operators in India.

### UNIT -II

Types of package tours  
History of packaged holidays.  
New trends in Holidays

### UNIT -III

Documents of tour operations  
Pre tour planning  
Package pricing techniques and tour designing

### UNIT- IV

Ethical & legal issues in tour operations.  
Package Sales & Marketing  
Product development

### **BOOKS RECOMMENDED:-**

Negi, Jagmohan	: Travel Agency and Tour Operation
Shakunthala & Jagannathan	: Plan your own holiday
Dennis L Foster	: An Introduction to Travel & Tourism
U.S.A: The Rough Guide Australia	: The Rough Guide
Roday. S, Biwal. A & Joshi. V. (2009)	:Tourism Operations and Management, Oxford University Press, New Delhi
Chand, M. (2002)	:Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi





## BTA-504 TOURISM TRENDS & ISSUES (DOMESTIC & INTERNATIONAL)

### UNIT-I

New Trends of travel; Leisure Travel, Cruise Industry  
Shopping Tourism, Adventure Tourism

### UNIT-II

New Technology and Tourism development Introduction  
Search & Meta search and Mapping services.  
Social networking  
E- Commerce and Online communication in Tourism

### UNIT-III

Tourism and Environmental issues  
Global Warming  
Climate Change, Ozone Depletion  
Waste Management  
Environmental issues and Indian scenario

### UNIT-IV

Terrorism and travel industry: Various Dimensions  
Health issues and Tourism  
Public- Private Partnership in Tourism

### **BOOKS RECOMMENDED:-**

Bejbarua, M.P. :New Horizon of Tourism  
Roland Conrady, Martin Buck : Trends & Issues in Global Tourism 2010  
A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik, R. Abu : Current Issues in Hospitality & Tourism





## BTA-601

# ETHICAL AND LEGAL DIMENSION OF TOURISM AND HOSPITALITY

### UNIT-I

Basic Concepts of judiciary need of Tourism Laws  
UNWTO Global code of ethics  
GST and its implications on Tourism

### UNIT-II

Licenses and permits for start-ups  
Carriage of goods by Road, Rail, Sea and Air  
Consumer protection Act

### UNIT-III

Wildlife protection Act  
FEMA, copy right act  
Antiquities and Art Treasures Act

### UNIT-IV

Food safety and standard act  
Ancient monument, Archaeological sites and remains act  
Foreigner Act , Passport Act

### **BOOKS RECOMMENDED:-**

Sachindra Shekhar Bishwas: Protecting the Cultural Heritage  
Sinha, P.C : International Encyclopedia of Tourism Management  
Malik S : Ethical & Legal & Regulatory Aspects Tourism Business





## BTA-602

# TOURISM DEVELOPMENT & GOVERNMENT POLICIES

### UNIT -I

Tourism Planning- Introduction, Importance for tourism planning in destination; Consequences of unplanned development - environment, social, cultural; Planning process; Factors influencing planning; Role of accessibility, accommodation; Tourism seasonality-problems and solution

### UNIT -II

Tourism Policy - meaning, objectives, elements and challenges; Role of public, private sector and other stakeholders' in tourism  
Tourism Policy of India; Contemporary Schemes of Ministry of Tourism, Government of India; Alternative tourism -Rural Tourism  
Investment opportunities and FDI in hotel and tourism industry; source of funding (TFCI); other concession extended for tourism projects.

### UNIT- III

Changing trends in tourism and its effects on tourism policy and planning.  
Overseas marketing initiatives by Tourism Department, Govt. of India; Incredible India campaign  
Promotional plans of selective high achieving tourism states in India as case studies.

### UNIT- IV

Tourism Policy of Uttar Pradesh  
Latest Tourism Initiatives in Uttar Pradesh  
Major Mahotsavas and festivals organized by Ministry of Tourism, Uttar Pradesh

### BOOKS RECCOMENDED:

- J.M Mishra and S.K Swain :Tourism Concepts and Principles, Oxford Higher Education  
L Lomine and J Edmunds, Palgrave :Key Concepts in Tourism, Macmillan  
Ministry of Tourism, Govt. of India & U.P. : Latest Reports







## BTA-603

# ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

### UNIT I

Introduction: Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analyzing competition.

### UNIT II

Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.

### UNIT III

Organisation and business: Form of organisation and legal considerations; networking and collaboration; good business practices.

### UNIT IV

Business plan development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning, Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.

### RECOMMENDED READING :

- Srinivasan. R , Strategic Management : The Indian Concept, 2nd Ed., Prentice Hall India, New Delhi
- Thomson. A. A., Stick land & Cambel : Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
- Peter F. Drucker : Innovation & Entrepreneurship, Harper & Row, New York. 4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.





## BTA- 604 BUSINESS ENVIORNMENT

### UNIT- I

Overview of business environment, types of environment-(internal and external),( micro and macro.) Competitive analysis of industry - (Porter's five forces model) Environmental analysis – (SWOT and ETOP) basic philosophies of capitalism and socialism with their variants.

### UNIT- II

Economic roles of government in India, constitutional provisions affecting business. Social responsibility of business, Consumerism, corporate governance.

### UNIT- III

Global liberalization, GATT-(objectives,) WTO-(benefits and drawbacks,) comparison with GATT, MNC-(def, meaning, merits and demerits.) Globalistion-(meaning, dimensions, factors, pros and cons) .Export promotions-(EPZ, SEZ,) , FEMA-(objectives, comparison with FERA) .

### UNIT- IV

Industrial policy of India since 1951, IDRA, Price control-(objectives, mechanism, ) Essential commodities act. Monetary and fiscal policy in India. SEBI-(objectives and functions). Capital market reforms and trading.

### BOOKS RECOMMENDED:

Francis Cherunilam : Business Environment  
Neelamagam :Business Environment  
Sudesh Bedi :Business Environment

