

SYLLABUS
Bachelor of Tourism Administration (BTA)
(Three years degree course)
Credit System-CBCS
(2013-14)

The BTA Degree program is offered through ' *Credit System* '

Total Number of Courses in BTA= 29

Total Credits for BTA Program = 128 Credits (spread over Three Years and 6 Semesters)

Evaluation and Award of Grades

Weightage of marks: The weightage of marks between continuous Internal Assessment and End Semester Examination shall be 40 and 60 respectively.

SEMESTER - I
TOTAL CREDITS=20

Course code	Title of the course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -1-01	BASICS OF TOURISM	40	60	100	4
BTA -1-02	BASICS OF MANAGEMENT	40	60	100	5
BTA -1-03	COMMUNICATION SKILLS	40	60	100	4
BTA -1-04	TOURISM RESOURCES OF NORTH AND EAST INDIA	40	60	100	5
TOTAL				400	18

SEMESTER – II-
TOTAL CREDITS=24

Course code	Title of the Course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -2-05	INTRODUCTION TO STATISTICS	40	60	100	5
BTA -2-06	TOURISM PRODUCTS OF HIMACHAL PRADESH	40	60	100	4
BTA -2-07	TOURISM MARKETING AND PROMOTION	40	60	100	5
BTA-2-08	TRAVEL AGENCY AND TOUR OPERATIONS	40	60	100	5
BTA-2-09	BASICS OF COMPUTER APPLICATIONS	40 (i.e 20- Practical 20- Assessment)	60	100	3 + 1 =4
TOTAL				500	23

Note

- In Course BTA 2-09, practical of 20 marks will be conducted by Internal/External examiner**
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SEMESTER III-
TOTAL CREDITS=22

Course code	Title of the course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -3-10	HOTEL OPERATIONS	40	60	100	5
BTA -3-11	TOURISM RESOURCES OF WEST AND SOUTH INDIA	40	60	100	5
BTA -4-12	ELEMENTARY FINANCIAL MANAGEMENT AND ACCOUNTING	40	60	100	5
BTA -3-13	TOURISM GEOGRAPHY AND MAP WORK	40	60	100	4
BTA -3-14	REPORT OF LDC	----		100	3
TOTAL				500	22

Note: 2. In Course BTA-3-14, students will be required to go for a Leadership Development Camp organized by the Department. Thereafter they will submit a report on the same which will be evaluated by Internal/External Examiner.

SMESTER- IV
TOTAL CREDITS=22

Course code	Title of the course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -4-15	OUTBOUND TOURISM	40	60	100	5
BTA -4-16	TOURISM IMPACTS	40	60	100	4
BTA -4-17	TOURISM AND ENVIRONMENTAL STUDIES	40	60	100	5
BTA -4-18	ITINERARY PREPARATION AND COSTING	40	60	100	5
BTA -4-19	EVENT MANAGEMENT (Min. 3-Max. 15 days) REPORT	---	---	100	3
TOTAL				500	22

Note: 1. In Course BTA 4-19, students will be required to participate in the management of any event assigned by the Department and will be required to submit a report on their experience in the logistics of event management. The report will be evaluated by External/Internal examiner.

SEMESTER- V
TOTAL CREDITS=23

Course code	Title of the course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -5-20	BASICS OF RESEARCH	40	60	100	5
BTA -5-21	GLOBAL TOURISM	40	60	100	5
BTA -5-22	ECONOMICS OF TOURISM	40	60	100	5
BTA -5-23	TICKETING AND TRANSPORTATION	40	60	100	5
BTA -5-24	PROJECT REPORT	---	---	100	3
TOTAL				500	23

Note:

1. In Course BTA 5-24, students will be allotted detailed Project Work. They will be required to carry out research on their topics and will submit a structured project report. The Report will be evaluated by External/Internal Examiner.

2. The students will be required to undertake Two Months On the Job training (Jan-Feb) after their Vth Semester in any Travel Organization

SEMESTER- VI
TOTAL CREDITS=20

Course code	Title of the course	Total Marks			Credits
		Internal assessment	Semester end exam	Total	
BTA -6-25	TRADE RELATED ISSUES AND FRONTIER FORMALITIES	40	60	100	5
BTA -6-26	ORGANIZATION BEHAVIOUR	40	60	100	5
BTA -6-27	GOVERNMENT AND TOURISM	40	60	100	4
BTA -6-28	ON THE JOB TRAINING (two months) REPORT	---	---	100	3

BTA –6-29	VIVA VOCE	--	---	100	3
TOTAL				500	20

Note:

1. For Course BTA 6-28, students will be required to submit their On the Job training report for training undertaken in any travel organization after the completion of the previous (Vth) semester. The detailed work profile, experience and learning will be explained in the report and the report will include a Certificate of training form the organization where the training was undertaken. The Report will be evaluated by External/Internal Examiner.

2. In BTA-6-29, a Comprehensive Final Viva Voce will be conducted for the students to assess their learning of the whole bachelors program. The Viva will be conducted by External / Internal Examiner.

SYLLABUS FOR THE SUBJECTS

Objective: This course is designed for the purpose of introducing modern concept of management to the students and accreditation of teaching-learning process. It will involve lectures, assignments, projects and seminars etc.

FIRST YEAR

BTA FIRST SEMESTER

BTA 1- 01: BASICS OF TOURISM

Module -1:- Historical Development, Transportation Advances, the Concept of Tourism, Definition and Meaning of Tourism, Traveller, Visitor, Excursionist & Transit Visitor, International and Domestic Tourist.

Module -2:- Typologies of Tourists, Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism.

Module -3:- Tourism Product, Feature of Tourism Products, Type of Tourism Products (TOPs, ROPs, BTEs), Difference between Tourism Products and other products.

Module -4:- Tourism Paradigms – Eco Tourism, Green Tourism, Alternate Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism.

Module -5:- Factors inhibiting growth of tourism, travel industry in the 21st century, Global tourism scenario and future.

REFERENCES:

1. Tourism Development Principles & Practices – A.K. Shastri.
2. Basics of Tourism – K.K. Kamra, Mohinder Chand.
3. Dynamics of Modern tourism – Ratandeep Singh.
4. Tourism Dimensions – S.P. Tewari.

BTA 1- 02: BASICS OF MANAGEMENT

Module -1:- Introduction: Concept of Management, Scope, Function and Principles of Management, Evolution of Management Thoughts.

Module -2:- Planning: Process of Planning, Objective, Policy and Procedure, Forecasting and Decision Making.

Module -3:- Organising: Meaning, Importance, Pattern of Organisation, Line and Staff Relationship, Centralisation and Decentralisation

Module -4:- Staffing: Nature and Scope of Staffing, Manpower Planning, Selection and Training, Performance and Appraisal.

Module -5:- Controlling: Concept of Managerial Control, Control Aids, and Responsibilities of Managers.

REFERENCES:

1. Management Principles & Practice by R. Srinivasan and S.A. Chunawalia, Himalya Publishing House, New Delhi
2. Principles & Practice of Management by L.M. Prasad, Sultan Chand & Sons, New Delhi.

BTA 1- 03: COMMUNICATION SKILLS

Module -1:- Meaning of Communication, Process of Communication, Attributes of Sender, Encoding, Message, Noise, Decoding and Receiver affecting Communication Process.

Module -2:- Type of Communication and Forms of Communication. Barriers in communication.

Module -3:- Factors in Effective Communication. Types of communication networks.

Module -4:- Succeeding in Job Interviews Writing a C.V. and Cover Letter, Job Interviews, Over-coming Common Mistakes in Interview, Confidence Building.

Module -5:- Group Discussion, Basic Concepts of Group Discussion, Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics in Group Discussion, What is observed in Group Discussion. Critical Success Factors in Group Discussion, Overcoming Mistakes in Group Discussion.

REFERENCES:

1. Organisation Behaviour – Arnold Fieldman.
2. Hospitality & Catering – Alloser Look & Jones & Newton.

BTA 1- 04: TOURISM RESOURCES OF NORTH AND EAST INDIA

Module -1:- Geography of these Indian States (J&K, HP, PB, HYR, DEL, UK, UP, BHR, SIKKIM, ASSAM, AP, MEGHALAYA, MANIPUR, NAGALAND, TRIPURA, WB, ODISA), Mountain Ranges, Rivers, towns. (Karakoram, Great Himalayan Mountain Range, Indus, Sutlej, Brahmaputra, Ganga, Yamuna rivers, Shimla, Dehradun, Manali, Chandigarh, Allahabad, Kashmir, Leh, Gangtok, Guhawahati, Itanagar, Kohima, Shilong, Kolkata, Bhubaneswar, Patna).

Module -2:- Traditional Dances of these states. (Bhangra, Gidda, Natti, bihu, Thang Ta, Cheraw dance, Odissi, Singhi Chham)

Module -3:- Wildlife in these states. Study of Hemis NP, Dachigam NP, GHNP, Pin Valley NP, Jim Corbet NP, Dhudwa NP, Kaziranga NP, Manas NP, Sundervan NP, Majauli Island etc.

Module -4:- Pilgrimage tourism in these states. Special focus on UK, UP and Bihar. Char Dham Yatra of UK, and Buddhist sites of Bihar and Hindu destinations of UP.

Module -5:- Sustainable tourism Development in these states. Study of mountain and Wildlife tourism in these states. A study of UNESCO World Heritage Sites in these states.

REFERENCES:

1. India, Lonely planet publication.
2. Various travel guides on India
3. Material from Deptt. of Tourism.

SECOND SEMESTER

BTA –2- O5: INTRODUCTION TO STATISTICS

Module -1:- Statistic – Definitions, Importance, Used in Business. Conducting statistical inquiry, Classification & Tabulation, Graphical Presentation, and Frequency.

Module -2:- Measurement of Central Tendency. Measurement of Variation, Skewness.

Module -3:- Correlation Analysis & Regression Analysis.

Module -4:- Theory of Index Numbers- Meaning and Uses, Method of construction, Test of Consistency, Fixed and Chain Base, Whole & Consumer price index.

Module -5:- Time series Analysis – Components, Trades, Least Square Methods, Moving Average & Ration & Trade method.

REFERENCES:

1. Statistical Methods by S.P.Gupta, Sultan Chand & Sons, New Delhi.
2. Quantitative Methods for Management decisions by C.R. Reddy.
3. Statistics by V.K. Kapoor.

BTA –2- O6: TOURISM PRODUCTS OF HIMACHAL PRADESH

Module -1:- Geography of Himachal Pradesh, Climate, People, Language, Population.

Module -2:- Religious & cultural Tourism in Himachal Pradesh. A study of main temple circuit of Himachal Pradesh. Folk Dances, Fairs and Festivals of HP.

Module -3:- Scope of health tourism in Himachal Pradesh. Cuisine of HP, Customs of HP, Marriage customs.

Module -4:- Marketing of Tourism products of HP. Organisational structure and role of HPTDC in promoting tourism in HP.

Module -5:- Wild life of HP, Scope of Adventure tourism in HP, Conservation of Flora and Fauna , mountain manners, Measurement and check of pollution.

REFERENCES:

1. Festivals, fairs & Customs of H.P.- Mian Goverdhan Singh.
2. Explore Himachal – Gian Chand, Monohar Puri.

BTA –2- O7: TOURISM MARKETING AND PROMOTION

Module -1:- Meaning and scope of Marketing and Marketing Communications & Promotional Mix, Communication mix in Tourism and Travel Market, PLC

Module -2:- Advertising Decisions: Meaning and Advertising Process, Role of Advertising in tourism, Advertising Objectives and Budget, copy formulation and Advertising Appeals and execution, Media Alternatives and Media Selection.

Module -3:- Personal Selling- Meaning and its role in Tourism Promotion, Tourists Information Centres & management, Sales Force Decisions.

Module -4:- Public Relation – The concept of Public Relation, Significance, Methods and Techniques of Public Relation, Role of various promotional units.

Module -5:- Sales Promotion- Meaning and scope in tourism industry. Various sales promotion techniques.

REFERENCES:

1. Marketing Management by Dr. S.P. Bansal, Kalyani Publishers, Ludhiana.
2. Marketing Management by Philip Kotler, Prentice Hall of India Ltd., New Delhi.

BTA –3-08: TRAVEL AGENCY AND TOUR OPERATIONS

Module -1:- Travel agency – Meaning and History, development of travel agency business. Popular Travel Agencies of India, Tour Operator. Difference between travel agency and tour operator.

Module -2:- Need of travel Agency for the tourists. Various services provided by travel Agencies, Procedure and minimum requirements to open a travel agency, Govt. approvals.

Module -3:- Customer profile for a travel agency, operating and designing of a tour. Selling of a tour. Liaison with hotels, transporters and airlines, operation for a tour package. Various posts in a travel agency for professionals

Module -4:- File making, voucher making and handling, rate contract, travel document knowledge, booking and confirmations, terms and conditions of payment cancellation, refund and no shows, reservation and billing.

Module -5:- Various Travel related associations and organizations in India, their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE.

REFERENCES:

1. Travel Agency and Tourism Operations and Concepts and Principles – Jagmohan Negi
2. Encyclopaedia of Tourism Management – P.C. Sinha.

BTA –2- 09: BASICS OF COMPUTER APPLICATIONS

Module -1:- History or evolution of computer. Generations of computer. Role of computer education in tourism industry.

Module -2:- Classification of computer. Meaning of computer Hardware and Software. Concept of computer application. Data Representation, Number system, Data type, computer encoding system.

Module -3:- Hardware Concept, Computer Hardware, Central Processing Unit (CPU), Memory (indicator and Register, Prime Storage, Auxiliary Storage, Virtual Storage, Cache storage)

Module -4:- Input Output devices and data storage Media: Peripheral – Input Device Secondary storage Device, Output Device Printer Technology, Desk Top, Non Impact Printer, Data Transmission, LAN, WAN, Modem, Electronic Mail Message System (EMMs), Facsimile Transmission.

Module -5:- Meaning and applications of word processing.**MS-Word** – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

REFERENCES:

1. System analysis and Design – Prery Edward & Mitchell.
2. Information Technology for Travel and Tourism – Inkpen.

SECOND YEAR

BTA THIRD SEMESTER

BTA –3-10: HOTEL OPERATIONS

Module -1:- Introduction of Accommodation Industry, classification of hotels, organization chart of a medium sized Hotel, various departments of a hotel.

Module -2:- Growth and development of hotel industry from the ancient time, pioneer companies in hotel and accommodation sector in India. Case study of Oberoi, Taj Heritage hotels of India.

Module -3:- Role and importance of Front Office (FO), organisation set up of front office, FO staff and their duties, key functions of FO, FO Manager, Functions of FO during on arrival and departure of tourists.

Module -4:- Role of Housekeeping (HK) in hotel operation, organization of HK, Technical aspect of HK, Clearing agents, cleaning equipments, floor surface, fabrics and soft furnishing, safety and security

Module -5:- Introduction of F&B service, type of F&B service, sectors of F&B services, F&B service methods.

REFERENCES:

1. An introduction of F&B services- Magres and Mc Creery
2. Introduction of hospitality- john R. Warker
3. Hotel front office operations- Sudhir Andrews
4. Managing HK operations- MM Kappa

BTA –3- 11: TOURISM RESOURCES OF WEST AND SOUTH INDIA

Module -1:- Geography of states (RAJ, GUJ, MH, CHTS, JHK, AP, KAR, KRL, TN, GOA, MH), rivers, lakes natural landscape.

Module -2:- Religious & cultural Tourism in these states, Dances (Kalbeliya, Bharatnatyam, Kathakali, Panthi, Garba, Jain circuit of Rajasthan and Gujarat)

Module -3:- Study of desert areas of Rajasthan and Gujarat (Desert Triangle, Grate and Little Run of Kucch). Special emphasis on Palace on Wheels, Royal Rajasthan on Wheels, Royal Orient. Deccan odyssey, Golden Chariot.

Module -4:- Beach tourism in Kerala, Goa, AP, Andaman and Nicobar and Lakshadweep.

Module -5:- Case study of UNESCO World Heritage sites which are main tourist's attractions, wildlife in these states. Study of Ranthambhore NP, Kaladeo NP, Gir NP, Bandavgarh NP, Silent Valley NP.

REFERENCES:

1. Tourist resources of India – Ram Acharya
2. Tourist resources of India- Ratandeep Singh
3. Tourist resources of India- Jagmohan Negi

BTA –3-12: ELEMENTARY FINANCIAL MANAGEMENT AND ACCOUNTING

Module -1:- Finance and Financial Management- Meaning, aims, nature, scope, objective and functions of financial management.

Module -2:- Statement of changes in financial position- Fund Flow Analysis, Financial Statement Analysis, Ratio Analysis.

Module -3:- Working Capital Management – Significance, Classification, Theory and planning of Working Capital, Estimate need for working capital, Techniques for forecasting the need of working capital.

Module -4:- Accounting - Meaning, objective, classification, equations, double entry system, concept and conventions.

Module -5:- Preparation of Trail Balance, Preparation of Trail Balance and Balance sheet.

REFERENCES:

1. Financial Management by I.M. Pandey, Vikas Publishing, New Delhi.
2. Financial Management by M.Y. Khan, Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. Management Accounting by R.K. Sharma, and Shashi K. Gupta, Kalyani Publisher, Ludhiana.
4. Booking keeping & Accounting by R.L. Gupta.
5. Introduction to Accounting by T.S. Grewal.

BTA –3-13: TOURISM GEOGRAPHY AND MAP WORK

Module -1: Understanding the World map. Major latitudes, longitudes, water bodies, continents, and countries with respect to tourism. Understanding and calculation of world time differences. Mean Time)

Module – 2: Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.

Module -3: Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

Module -4: Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area Assessment of tourism facilities and services at local level and preparation of a report thereof

Module- 5:- City codes of Major Cities of India and important world airlines codes.

REFERENCES:

1. A history of the world in twelve maps –Jerry Brotton.
2. Atlas of world history –Patrick K. O’Brian.
3. World Atlas –Dorling Kindersley.

BTA –3-14: REPORT OF LDC

The students have to submit the detailed report of Leadership Development Camp attended. It will comprise 100 marks and Viva Voce will be conducted by External/ Internal Examiner.

BTA FOURTH SEMESTER

BTA –4-15: OUTBOUND TOURISM

Module -1:- Meaning of Outbound Tourism. Top places for India as outbound tourism destinations.

Module -2:- Europe, as a leading outbound tourism destination. Case study of UK, France, Switzerland, Italy.

Module -3:- Strategies of Selected highest tourism earning countries. Study of UK, France, Spain.

Module -4:- Geography of European Countries, mountain Ranges, Rivers, Lakes.

Module -5:- City Codes, Airport codes, Map work of European Countries.

REFERENCES:

1. Tourism and India: a critical analysis –Kevin Hannam and Anya Diekmann.

BTA –4-16: TOURISM IMPACTS

Module -1:- Conceptual Framework of tourism Impact, Forms of tourist travel carrying capacity, tourist's development impacts.

Module -2:- The social and cultural impacts of Tourism. Identifying & managing socio- cultural impacts.

Module -3:- Economic Impact of tourism, Foreign exchange earnings, Government Revenue, Employment and income, Regional development.

Module -4:- Environmental impacts of tourism- Type of impacts, Environmental quality factors. Environment planning of tourism attraction, Environmental impact control measure.

Module -5:- Tourism impact assessment & sustainable development, indicator of tourism conditions.

REFERENCES:

1. Tourism Impact Assessment – P.C. Sinha.

BTA –4- 17: TOURISM AND ENVIRONMENTAL STUDIES

Module -1:- Environment, Ecology, Environmental factors (Ecological factors) - Climate, topography, Edaphic and biotic factors. Ecosystem, Kinds of ecosystem, Structure of ecosystem, Characteristics of an eco system, Food Chain – Food Web.

Module -2:- Basic properties of eco-systems and their relevance in the context of tourism - diversity (habitat, species, and community), absorbing capacity - carrying capacity: types, factors affecting – resilience – stability – dynamics - multi- functionality - integrity.

Module -3:- Environment protection, Earth summits – Kyoto Protocol – Climate Change Convention. Conservation in India – Acts related to environment and wildlife protection – CRZ (Coastal Regulation Zone) – Tourism as strategic tool for environmental protection.

Module -4:- Impact of Tourism on environment: Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution. Global warming and Climate Change – Depletion of natural Resources - Environmental Impact Assessment.

Module -5:- Ecotourism – definitions and principles of ecotourism –Local participation - Ecotourism resources in India - Responsible tourism - Alternative tourism - ecological planning considerations in tourism - environmental ethics in tourism - Sustainable development –Sustainable development of tourism.

REFERENCES:

1. Ecology, environment and tourism –L.K. Singh.
2. Ecology and tourism –Narayan Datt.
3. Ecology, recreation and tourism –John M. Edington and M. Ann Edington.

BTA –4-18: ITINERARY PREPRATION AND COSTING

Module -1:- Meaning of Itinerary, Need of itinerary, different type of itineraries, outline itinerary, detailed itinerary, process of itinerary preparation.

Module -2:- Planning for the itinerary. Study of various inbound and outbound itineraries published by SITA, SOTC, C&K, LPTI with their costing.

Module -3:- Domestic itineraries, special interest itineraries, difference between tour itinerary and tour programme with their costing.

Module -4:- Feedback needed to make an itinerary, characteristics of best itinerary, feasibility check of an itinerary.

Module -5:- Useful linkages with hotel, transportation and excursion points, procedure of introducing new itineraries and problem involved in it.

REFERENCES:

1. Travel agency and tour operation concepts and principals- Jagmohan Negi
2. Encyclopaedia of tourism management- PC Sinha
3. Tourism and travel concepts & principals- Jagmohan Negi
4. Regional development, tourism, hotels and travel trade- Jagmohan Negi

BTA –4-19: EVENT MANAGEMENT REPORT

Students have to submit the detailed report of the Event organized. It will comprise 100 marks and viva voce will be conducted by External/ Internal Examiner.

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THIRD YEAR

FIFTH SEMESTER

BTA –5-20: BASICS OF RESEARCH

Module -1:- Introduction to research –Nature, scope, and purposes of tourism research – The art and science of knowing–Ontology, epistemology, theoretical perspectives, methodology, and research methods – Research ethics and values – Historical developments and the current debates in tourism research – Steps in research process – Overview of research design – Specific problems encountered by tourism researchers in India.

Module -2:- Identifying research problems – Management problems and their translation into research problems – Review of literature – Sources of secondary data for tourism – Tourism management information systems – Measurements – Conceptual and operational definitions – Validity and reliability – Qualitative and quantitative means of measurement – Surveys and sampling – Questionnaire design and execution..

Module-3:- Quantitative techniques – Measures of central tendency and dispersion – Time series analysis – Correlation and regression analysis – Normal distribution – Statistical testing of hypotheses – Parametric and non parametric techniques – Multivariate analytical techniques – Quantitative techniques in decision support – PERT-CPM-Introduction to game theory – Use of software in data analysis.

Module -4:- Qualitative techniques – Case study method – Experimentation – Depth interviews – Participant observation – Ethnographic fieldwork – Preparing field notes – Focus group technique – Projective techniques – Content analysis – Historical analysis in qualitative tradition.

Module -5:- Data presentation – Communicating the research findings – Written and oral presentation – Report writing tips – Scientific writing styles – Structure of research proposal – Tips on writing proposals for committees or external funding.

REFERENCES:

1. Brunt, P. 'Market Research in Travel & Tourism', Butterworth Heinemann: UK,1997
2. Clark, M.,Riley, M., Wilkie,E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK,1998
3. Jennings, G. 'Tourism Research', John Wiley & Sons, 2001
4. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students, Wiley: UK1993
5. Ritchie, J.R.B. and Goeldner, C.R.(eds)'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK.1994
6. Statistical Methods. S.P. Gupta, S. Chand and Co.

BTA –5-21: GLOBAL TOURISM

Module -1:- Impact of Geography on tourism. Understanding the World Tourism Regions and tourism concentrations and disparities based on geography.

Module -2:- Global tourism statistics, major generating & receiving countries

Module -3:-Issues in Global tourism. Sustainability, Climate Change, Terrorism.

Module -4:- Emerging Forms of Tourism around the Globe. Alternate Tourism, Eco Tourism, Dark Tourism, Geo Tourism.

Module -5:- Status of Tourism in India.

REFERENCES:

1. Travel & Tourism Management: R.K. Sinha.
2. Successful Tourism Management – Pran Nath.

BTA –5-22: ECONOMICS OF TOURISM

Module -1:- Concept of Demand & supply in tourism: Demand, Supply Holiday Choice. Consumer decision making process, Determinants & indicators of demand. Measurement of demand. Tourism supply, tourism product. Process of product development.

Module -2:- pricing in tourism: Determinants of Price. Types of price in tourism, pricing a new product project feasibility study. Cost benefits analysis. SWOT Analysis, check list.

Module -3:- Impact of tourism: Economic impacts. Social Impacts, Environmental Impacts, Multiplier effects in tourism, Environment impact assessment (EIA)

Module -4:- Public and Private sector in tourism. Government role in tourism. Community and tourism. Need for Public – Private sector co- operation in tourism. Regular role of government in tourism.

Module -5:- Tourism's contribution in the global economy and in Indian Economy. Tourism demand forecasting, sources of finance for tourism, TFCI.

REFERENCES:

1. Holloway. C., 1989, The Business of tourism, London: Pitman.
2. Coper,C; Fletcher, J; Gilbert, D and Wanhill, S, 1993, Tourism Principles and Practices, London: Pitman.
3. Kotler P., Marketing Management, Prentice Hall, New Jercey.
4. Kamra K.K., (2001), Economics of Tourism, New Delhi: Kanishka.

BTA –5-23: TICKETING AND TRANSPORTATION

Module -1:- Introduction to Tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Type of transport, Air, Water and Surface.

Module -2:- Organization of the air transportation industry in the international context. Scheduled and non scheduled airline services. Rail transport network. Britrail, Amtrak, Indrail, Euro Rail, Water transport system in Indian history. Road transport in India, Study of some major Highways of India.

Module -3:- Airline codes and definitions. Aircraft and In- Flight services. Airport facilities and special passenger. Automation. Baggage, international regulations. Travel Guide.

Module -4:- Traffic Manuals, Terms and definitions, currency regulations, round and circle trip fares. Journeys in different class. Special fares, taxes, ticketing instructions, security of accountable document.

Module -5:- Mileage system, lowest combination principle. Around the world fares. Open jaw journeys, special fares, Re Routing, Collection of fares.

REFERENCES:

1. Travel Agency and Tour Operations – Jagmohan Negi
2. Travel Agency Management, An introductory Text, Mahinder Chand.

BTA –5-24: PROJECT REPORT

The students have to submit the detailed project report of the project allotted to the students by the department. It will comprise 100 marks and Viva Voce will be conducted by External/Internal Examiner.

BTA SIXTH SEMESTER

BTA –6-25: TRADE RELATED ISSUES AND FRONTIER FORMALITIES

Module -1:- Tourism as a Trade, Tourism as a foreign exchange earning industry. Demand and supply in tourism, role of government in tourism business.

Module -2:- New areas of tourism business in India. Foreign investment in Indian tourism sector. Latest business collaboration in India. Co ordination between Govt. and Private sector in India. Incentive for development tourism. Tourism action plan 1992. Problems and prospects of fresh entrepreneurs in tourism.

Module -3:- History and growth of Indian travel trade. Sport of government in problem free travelling in India. Business motivation. Availability of trained manpower in tourism. Travel trade organisations in India and there smooth functioning of tourism in India.

Module -4:- Knowledge of travel document. Passport, visa, multiple visas, difference fees for visa to different areas. Travel insurance, health insurance, hygiene and vaccination.

Module -5:- Foreign Exchange policy of India. Amount of foreign exchange valid for an inbound and outbound traveller in and out India. Custom clearance and immigration formalities, weight of luggage in international aircraft valid. Airport taxes, role of western Union Money Exchange.

REFERENCES:

1. Dynamics of modern tourism
2. Tourism guideline published by GOI

BTA –6-26: ORGANIZATION BEHAVIOUR

Module -1:- Meaning of behavioural sciences and organisational behaviour. Definition.

Module -2:- Perception and motivation in Organization. Meaning factors and theories. Process of learning in the study of Organization behaviour:

Module -3:- Meaning, factors influencing learning. Theories of learning. Organizational communication: Meaning, type, forms, network and communication effectiveness.

Module -4:- Leadership: Meaning, type, process, theories.

Module -5:- Meaning and concept of Organization Effectiveness and Organization change.

REFERENCES:

1. Organization Behaviour – Stephen Robbins.
2. Organization Behaviour – Jit Chandan
3. Organization Behaviour – Aswathappa
4. Organization Behaviour – Riochard Pettinger.

BTA –6-27: GOVERNMENT AND TOURISM

Module -1:- Role of National Tourism Administration in developing tourism. Study of UFTAA, WTO. General functions of National Tourism Administration. Role of IATA and PATA.

Module -2:- A study of ENIT, JNTO and BTA. Role of national tourism offices abroad. Sergeant committee and Jha committee.

Module -3:- National Tourism Administration in India. Role and structure of ministry of tourism in India. Role of ITDC.

Module -4:- Allocation of funds for the development of tourism through 5 years plans. International Hotel Association.

Module -5:- National committee on tourism and its Recommendations. Tourism policy of India 1982, 1997.

REFERENCES:

1. Dynamics of Modern tourism- Ratandeep Singh.
2. International Tourism Management: A.K. Bhatia.
3. Tourism Dimensions – S.P. Tewari.
4. Successful Tourism Management – Pran Nath.d
- 5.

BTA –6-28: ON THE JOB TRAINING REPORT

The students have to submit the detailed training report done in any tourism organization for two months (winter). It will comprise 100 marks and Viva Voce will be conducted by External/Internal Examiner.

BTA –6-29: VIVA VOCE

The final viva voce examination on the whole BTA syllabus will comprise 100 marks and Viva Voce will be conducted by External/Internal Examiner.