

Max. Marks: 50
External: 40
Internal :10

**BTM 3 YEARS
SIX SEMESTER PROGRAMME**

1st Year

SEMESTER 1		SEMESTER 2	
CODE	SUBJECT NAME	CODE	SUBJECT NAME
101	Tourism Concepts & Impact	201	Policy & Planning For Tourism Development
102	Travel Agency & Tour Operation	202	Business Environment
103	Management Concepts	203	Transport In Travel & Tourism
104	Tourism Products Of India	204	Business Economics
105	Business Communication	205	Geography for Tourism
106	Basic Accounting	206	English

2ND YEAR

SEMESTER 3		SEMESTER 4	
CODE	SUBJECT NAME	CODE	SUBJECT NAME
301	Tourism Marketing	401	Human Resource Development & Planning in Tourism
302	Legal Environment of Tourism Business	402	Organizational Behavior
303	Mathematics & Statistics for Management	403	Computer Applications in tourism industry-I
304	Guides and Escorts	404	Foreign Language (French)
305	Entrepreneurship Development	405	Sales & Advertising Management in Tourism
306	Foreign Language (French)	406	Geography and History

3rd YEAR

SEMESTER 5		SEMESTER 6	
CODE	SUBJECT NAME	CODE	SUBJECT NAME
501	Air Transport Management	601	Meeting Incentives & Conference Management (MICM)
502	International Tourism Management & Frontier Formalities	602	Air Cargo
503	Computer application in tourism industry-II	603	Tour Package Designing and Itinerary costing
504	Indian Society and culture	604	Destination Studies
505	Environment and Tourism	605	Adventure Tourism
506	Madhya Pradesh Tourism	606	Project & Viva-Voce

MODULE NO.: 101

TOURISM CONCEPTS & IMPACT

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Introduction: concepts, definitions and historical development of tourism, Tourism system & environment.

UNIT - II

Types of tourists: tourist, traveler, excursionists, form of tourism: inbound, outbound, domestic, international, Manila Declaration.

UNIT - III

Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism, Determinants and motivations of tourism demand.

UNIT - IV

Impacts of tourism at the destination.

UNIT - V

Factors affecting the future of tourism business.

Suggested Readings:

- | | |
|-------------------------------------|--------------------|
| 1. Tourism Systems | : Mill & Morisson |
| 2. Successful Tourism Management | : Prannath Seth |
| 3. Tourism Development | : R. Gartner |
| 4. Tourism Planning And Management | : J.K. Sharma |
| 5. Tourism Principles And Practices | : McLontosh , R.W. |

MODULE NO.: 102

TRAVEL AGENCY AND TOUR OPERATIONS

Max. Marks: 50
External: 40
Internal :10

UNIT - I

History and growth of Travel, Definition of Travel Agency, Tour operation Unit, Tourist, Visitor, and Excursionist, Nature and forms of Travel, its components and elements.

UNIT - II

Brief History and development of Travel Trade in India and abroad, significance of Travel (Domestic and International)

UNIT - III

International Conventions: Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976.

UNIT - IV

Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO, Products of a Travel Agent.

UNIT - V

Govt. Rules for getting approval, How to set up travel agency/Tour operation Business, IATA approval for Travel Agents.

Suggested Readings:

- | | |
|--|--------------------------------|
| 1. Travel Agency & Tour Operation | : J.M.S. Negi |
| 2. Professional Travel Agency Management | : Chunk, James, Dexter, Boberg |
| 3. The Business of Travel Agency Operations & Management | : D. L. Foster |

MODULE NO.: 103

MANAGEMENT CONCEPTS

Max.Marks:50
External :40
Internal :10

UNIT - I

Introduction to Management, its' meaning, nature and scope, Functions of management.

UNIT - II

The Evolution of Management Theories, Ethics and Social Responsibility.

UNIT - III

Organisational Design and Structure, Organisational Change – Managing change, conflict.

UNIT - IV

Personnel Management, management selection and recruitment procedure, training and development, performance appraisal.

UNIT - V

Nature of human behavior, personality, values, attitudes, and job satisfaction, perception and learning processes.

Suggested Readings:

1. Principles and Practices of Management, L.M. Prasad, S. Chand Publication
2. Management, Stoner, Freeman and Gilbert
3. Essential Of Management , Harold Koontz and Heinz Wehrich
4. Management Concepts And Pratices, Tim Hannagan

MODULE NO.: 104

TOURISM PRODUCTS OF INDIA

Max. Marks: 50

External: 40

Internal :10

UNIT - I

Definition, Concept and classification of tourism product.

UNIT - II

Different categories of tourism product natural and man made

UNIT - III

Historical buildings, gardens, museums with emphasis on India.

UNIT - IV

Cultural Heritage of India, Understanding of Indian History, Spirit of Indian Culture, The early Vedic Age & later Vedic Age, Caste system of India, Indian Rituals, Fairs and Festivals of India, Indian cuisine with regional variations, classical dances of India, Handicrafts & Craft Melas of India.

UNIT - V

Elementary knowledge of chief Indian communities and religions Hindu, Buddhist, Jain, Muslim, Sikh, Christian, tribes.

Suggested Readings:

1. Tourism Product of India , I.C. Gupta
2. A Cultural History of India , A.L. Basham
3. Indian Architecture , Percy Brown
4. Travellers Indian , H.K. Kaul

MODULE NO.: 105

BUSINESS COMMUNICATION

Max. Marks: 50

External: 40

Internal :10

UNIT - I

Meaning, types, barriers and mechanism of communication.

UNIT - II

Non-verbal communication, organizational setting of business communication, Face to face conversation.

UNIT - III

Professional use of telephone, interviews, group discussion, and presentations.

UNIT - IV

Customer care, appropriate mannerism, handling customers, nature of complaint, handling objections, responding to a complaint & negotiation, resolving conflict.

UNIT - V

Basic personality traits- dress, address, gestures and manners; self evaluation, and development- identification of strength & weaknesses; overcoming hesitation & fear of facing public; corrective & developmental exercises – confidence building, mock interviews, role play.

Suggested Readings:

1. Communication, Tourism & Hospitality - Lynn Vander Wagen, Hospitality Press Pvt. Ltd.
2. Organizational communication- M.D. Jitendra- Rajat Publications
3. International Skills in Travel & Tourism – Jon & Lisa Burton – Longman Group Ltd.
4. Business Communication – Rayon and V. Lesikar, John d. Petit, JR Richard D. Irwin, INC

MODULE NO.: 106

BASIC ACCOUNTING

Max. Marks: 50

External: 40

Internal: 10

UNIT - I

Nature of Accounting, Accounting Concepts Principles and Standards.

UNIT - II

Basic Accounting Records and Books of Accounts, Double Entry System.

UNIT - III

Journal Ledger Trial Balance, Cash Book, Depreciation Accounting.

UNIT - IV

Final Accounts with Adjustments, Cost Accounting objective concepts and terminology, Cost sheet/Tender.

UNIT - V

Process Costing, Marginal costing and break even Analysis, Profit volume Analysis.

Suggested Readings:

1. Khan & Jain : Cost Accountancy
2. Jain & Narang : Cost Accountancy
3. SN Maheshwari : Financial Accounts
4. TS Ganewal : Basic Accounting
5. SM Shukla : Financial Accounting

MODULE NO.: 201

POLICY & PLANNING FOR TOURISM DEVELOPMENT

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Introduction to Tourism planning. Objectives, methods, and steps of tourism planning.

UNIT - II

Importance, role, and responsibilities of various stake holders in the development and growth of tourism.

UNIT - III

Elements of tourist destination and their influence on tourism planning.

UNIT - IV

Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.

UNIT - V

Tourism Policy: need, and principles. Factors influencing tourism policy, Policy formulation in India from retrospect to prospect.

Suggested Readings:

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism : Past, Present,Future , Burkart A.J. & Medlik
3. Tourism Planning , Gunn. Clare A. (New York Taylor)
4. Essays On Tourism Chib, Somnath
5. National Tourism Policy,1982

MODULE NO.: 202

BUSINESS ENVIRONMENT

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Introduction : Concept, Nature, and Significance of Business Environment Changing Business Environment in India.

UNIT - II

Social Cultural and Political Environment : Social Responsibility.

UNIT - III

Industrial Environment : Critical Analysis of Industrial Policy and Industrial Sector Reforms (Recent Industrial Policy, Industrial Development during Five Year Plans Achievements and Failures), Industrial Sickness.

UNIT - IV

Economic Environment :Fiscal and Monetary Policies, Policy of Liberalization and Globalization.

UNIT - V

Natural Environment, Technological and Ecological:- Role of MNC's in India an Economy, Problem of Pollution and its control, Role of Business and Management in Controlling Pollution.

Suggested Readings:

1. Cherunilam Frances, Business Environment – Himalaya Pub. K. Aswathapa
2. Ghosh PK Business and **Govelment** Sultan Chand.
3. Ashwathapa, K, Economic Environment of Business.

MODULE NO.: 203

TRANSPORT IN TRAVEL & TOURISM

Max. Marks: 50
External: 40
Internal :10

UNIT - I

Evaluation of Transport System, Importance of Transport in Tourism, Patterns of demand for Tourism and Transportation.

UNIT - II

Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India.

UNIT - III

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Transport and Insurance Documents, Road Taxies Fitness Certificates.

UNIT - IV

Rail Transport System, Major Railway System of world, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient Facilities offered by Indian Railways like Rail Yatri Niwas.

UNIT - V

Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospectus of Water Transport in India.

Suggested Readings:

1. Travel Industry , Chunk Y. Gee
2. Transport for Torism ,Stephen Page
3. Successful Tourism Management , P.N.Seth
4. Tourism System ,Mill,R.C. And Morrison

MODULE NO.: 204

BUSINESS ECONOMICS

Max. Marks :50
External :40
Internal :10

UNIT - I

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, scope and application of Managerial Economics.

UNIT - II

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & consumer surplus.

UNIT - III

Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.

UNIT - IV

Economics of Production Analysis: Return to scale, Law of Returns and Production function, Concept of Profit and Break – even Analysis.

UNIT - V

Concept of Price determination: Price determination under perfect, imperfect, monopoly oligopoly.

Suggested Readings:

1. Chopra OP, Managerial Economics Tata MC Graw Hills
2. Mehta PL Managerial Economics Sultan Chand New Delhi
3. HS Agarwal Micro Economics
4. Jeoldean, Managerial Economics: Prentice Hal of India.

MODULE NO.: 205

GEOGRAPHY FOR TOURISM

Max. Marks :50
External :40
Internal :10

UNIT - I

Importance of Geography in Tourism. Latitude, Longitude. International Data Line. How to read map – Location of tourist destinations India/world.

UNIT - II

Elements of weather and climate. Itinerary planning by Air. Factors affecting global and regional tourist movements.

UNIT - III

Time Zones, Time differences, GMT variations, concept of Elapsed time and Flying time.

UNIT - IV

Case studies of selected Indian states like Rajasthan, Kerala, Madhya Pradesh and Orissa.

UNIT - V

Case studies of selected Indian State -Tamilnadu,U.P.,Uttaranchal,J&K, and H.P.

Suggested Readings:

1. Geograpy of Tourism,Robinson H. A.
2. The Geography for Travel And Tourism ,Burton , Rosemary
3. Geography of Travel and Tourism , Boniface B. And Cooper C.

MODULE NO.: 206

ENGLISH

Max Marks :50
External :40
Internal :10

UNIT - I

Communication - Meaning, Importance & Objectives - Principles of Communication, Forms of Communication, Process of Communication, Barriers of Effective Communication, Techniques of Effective Communication.

UNIT - II

Written Communication :

A) Business Letters - Types, Inquiries, Circulars, Quotations, Orders, Acknowledgements Executions, Complaints, Claims & Adjustments, Collection Letter, Banking Correspondence, Agency Correspondence.

B) Application Letter, Bio-data, Interview Letters, Letter of Reference, Letter of Appointments Confirmation, Promotion, Retrenchment, Resignations,

C) Report writing - Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings - Notice - Agenda, Resolution & minutes.

The students are required to submit a written of the topics as per the schedule by the Course instructor. The report is evaluated on various dimensions of written Communication and suggestions for improvement will be offered.

UNIT - III

Oral Communication :

A) Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews.

B) Non verbal Expressions: Body Languages, Gestures, postures, Facial Expressions, Dress codes.

The students are required to identify topics of interest and to make oral presentation in the class. The course instructor shall evaluate the student's presentation skill and suggests methods for improvement.

UNIT - IV

Group Communication:

Effective Group Discussion, essentials - role - playing, Team building, Integrated Communication, In-basket exercises.

Group Communication exercise will also be given and evaluated by the Course Instructor.

UNIT - V

Application of Electronics media & Communication, Telecommunication, teleconferencing, FAX, E-mail.

Reference Books:

1. Basic Business Communication : Robert MaArcher.
2. Effective Business Communication : Murhy.
3. Excellence in Business Communication : Thill.
4. Handbook of Business Correspondance by : Frailey.
5. Business English & Communication : Cleark.
6. Business Communication : Pradhan & Thakur.
7. Business Communication : Balsubramanium M.
8. Handbook of case writing : Culliton & James W.

MODULE NO.: 301

TOURISM MARKETING

Max. Marks :50
External :40
Internal :10

UNIT - I

Introduction to marketing, Marketing of Tourism & travel services, Tourism Marketing : special features, Marketing Environment : Global Marketing Environment, Domestic Marketing Environment.

UNIT - II

Market segmentation, Market identification & selection, 8P's of Marketing

UNIT - III

Product decision & Formulation, Life Cycle, Branding & packaging decisions

UNIT - IV

Pricing Policies & practices, Advertising & publicity

UNIT - V

Distribution channels in Travel and Tourism, Marketing destinations.

Suggested Readings:

1. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bower, and James Maken
2. Marketing for Tourism: J. Christopher Holloway & Chris Robinson
3. Tourism marketing and management handbook: Stephen F. Wilt & Luiz mountinho
4. Marketing : J.C. Gandhi
5. Marketing in Traavel & Tourism : Victor T.C. Middleton

MODULE NO.: 302

LEGAL ENVIRONMENT OF TOURISM BUSINESS

Max. Marks :50
External :40
Internal :10

UNIT - I

Indian Contract Act, 1972, Contract of Indemnity and Guarantee, Contract of Agency.

UNIT - II

Partnership Act, 1932, Sale of Goods 1930.

UNIT - III

Companies Act 1956: Nature and Types of Companies, Formation, Memorandum and Article of Association, Prospectus.

UNIT - IV

Negotiable Act 1881: Nature and types Negotiation and Assignment, Types of Negotiable Instrument, Cheques, Letter of Credit, Traveler letter of Credit, Commercial, Letter of Credit.

UNIT - V

Consumer Protection Act and tourism, FEMA.

Suggested Readings:

- Mercantile Law : N.D.Kapoor
- Mercantile Law : M.C.Kuchhal
- Mercantile Law : V.K.Batra & Kalra

MODULE NO.: 303

MATHEMATICS & STATISTICS FOR MANAGEMENT

Max Marks :50
External :40
Internal :10

UNIT - I

Functions: Meaning of functions, to find (x) if x is known, functions used in business and economics, demand functions, supply function, cost function, revenue function, profit function, Newton's divided difference formula for unequal interval to determine the form of a function.

UNIT - II

Limits & Derivatives: Meaning of limits, meaning of Derivatives, Working rules of derivatives, application of derivatives to business & economics - marginal cost, marginal revenue, maximisation & minimisation using second order derivative.

UNIT - III

Determinants: Meaning of determinants, Evaluation of second & third order determinants, Cramers rule.

Matrices - Meaning of matrix, order of matrix, addition of subtraction & multiplication of matrices, unit matrix, transpose of matrix, equality of two matrices, adjoin of matrix, universe of matrix, scaler multiplication of a matrix, application of matrices in business.

UNIT - IV

Meaning of Central Tendency - Concept of Mean, Median & Mode, problems only on Mean, Measure of Dispersion-range, Mean Deviation, Quartile Deviation, Standard Deviation & Variance.

Correlation - Definition of correlation, Types of Correlation Karl Pearson's Correlation, Coefficient & its interpretation (continuous data be omitted).

Regression - Meaning of regression, least square method, linear & non-linear regression, explained & unexplained variations.

UNIT - V

Mathematics of finance-interest calculation, annuity, present value annuity, present value concept in investment. Probability : Meaning and importance of probability calculation of probability, addition theorem.

Note: Use of Calculator is allowed. Examples based on Trigonometry should be avoided.

Reference Books :

1. Business Mathematics with Applications : S.R. Arora & Dinesh Khatter
2. Fundamentals in Statistics : S.C. Gupta
3. Statistics for Management : Richard I. Levin & David S. Rubin
4. Business Mathematics : Q. Zamiruddin & V.K. Khanna, S.K. Bhambri
5. Business Statistics : S.J. Gupta & Indra Gupta.

MODULE NO.: 304

GUIDES AND ESCORTS

Max Marks :50
External :40
Internal :10

UNIT - I

Definition of tour Guide, Education of the Guide, Scope of work, Mannerism, Guiding in Monuments, Guiding in Wild life, Wild life Park, Subsidiary duties of a Guide Responsibility of a Guide, Training of a Guide, Earning of a Tourist Guide, Leadership & Social skill of a Guide.

UNIT - II

Definition of Escort, Qualities of a good Escort, Difference between Guide & Escort, Presentation & Speaking Skill of an Escort & a Guide, Personality of an Escort & a Guide.

UNIT - III

Definition of Interpreter, Role of Interpreter.

UNIT - IV

Tourism, Traveler, Tools of Conducting tours, Traveler with Special needs.

UNIT - V

Tour Guide, Urban Guide, Driver Guide, Business & Industry Guide, Adventure Guide, Tour Manager, How to become Government Approved Guide.

Suggested Readings:

1. Travel Agency & Tour Operator by Dr. J.M.S. Negi
2. The Cultural Tourism of India by Subramaniam
3. Travel Tourism by Dr. J.M.S. Negi
4. The Professional Guide(Dynamic of tour Guiding) by Kathleen Lingle Pond

MODULE NO.: 305

ENTERPRENURSHIP DEVELOPMENT

Max Marks :50
External :40
Internal :10

UNIT - I

Entrepreneurship and Small Scale Enterprises in Tourism. General Introduction of entrepreneur and Entrepreneurship.

UNIT - II

Institutional Interference for Small Scale Industries, Opportunity, Scanning and Identification, Market Assessment, Small Scale Industries in Tourism.

UNIT - III

Ownership structure and organization framework of Small Scale Enterprises in Tourism Industry, Preparation of Business Plan by Small Scale Enterprise.

UNIT - IV

Planning for Small Scale Enterprise, Organizing, and Controlling of Small Scale Enterprise.

UNIT - V

Management Performance, Managing family enterprises in Tourism Industry, Future Prospectus of Small Scale Enterprises in Tourism Industry.

Suggested Readings:

Small Scale Enterprises Management by C.B. Gupta

Principles of Management by Dr. D.C. Sharma.

MODULE NO.: 306
FOREIGN LANGUAGE (French)

Max Marks :50
External :40
Internal :10

UNIT - I

Translation of simple sentences from French into English.

UNIT - II

Questions based on grammar of unit 1 and unit 2 of the prescribed book.

UNIT - III

Questions on the lesson of unit 1 of the prescribed book.

UNIT - IV

Questions on the lesson of unit 2 of the prescribed book.

UNIT - V

Simple dialogue writing on a given topic.

BOOK PRESCRIBED :

1. Initial (Part - I) - Unit 1 and Unit 2 - Sylvie Poisson-Quinton, Marina Sala.

BOOKS RECOMMENDED :

1. Bonne Route
 2. Sans Frontiere - Part I
- Dictionary : Larousse, Cassels, Oxford, Collins.

MODULE NO.: 401

Human Resource Development & Planning In Tourism

Max Marks :50
External :40
Internal :10

UNIT - I

Human Resource Planning - Concept & Importance, Forecasting, Determining Human Resources, Requirements. The Human Resources Processes. UNIT - I

UNIT - II

Tourism and Labour markets – Concept of Labour Markets, Global Labour markets. Tourism work Environment and its determinants.

UNIT - III

Social composition of Employment in the Tourism industry. The image of work & future of work in the Tourism Industry.

UNIT - IV

Managing Cultural diversity in Tourism Industry. A multicultural market place; A multicultural workforce. The contribution of theory to an understanding of cultural diversity. Management in a multicultural environment.

UNIT - V

Human Resource Planning at the Business Unit Level, Human Resource Planning at the Corporate Level, Human Resource Planning at the Community, Regional, National, and Transnational Level.

Suggested Reading

1. Managing Human Resources in the European Tourism and Hospitality Industry A strategic approach.
2. Managing the development and implementation of national Human Resource policies for Tourism-Baum T.
3. Practical Manpower Planning: Bramham J.

MODULE NO.: 402

ORGANISATIONAL BEHAVIOUR

Max Marks :50
External :40
Internal :10

UNIT - I

Introduction to Organizational behavior: its' nature & scope, Significance of O.B. in Business.

UNIT - II

Influence of Socio-cultural factors on organization, management of change.

UNIT - III

Perceptions, attitudes, values, personality, learning : Process of learning, theories.

UNIT - IV

Theories of Motivation, Need theories, Goal Theory, Expectancy theory.

UNIT - V

Transactional analysis of management, group dynamics, management of conflict

Suggested Readings:

1. Essentials of management : Harold Koontz & Heinz Weihrich (KW)
2. Organizational Behaviour : Fred Luthans
3. Organizational Behaviour : Stephen P. Robbins
4. I am OK You are OK : Thomas Harris.

MODULE NO.: 403

COMPUTER APPLICATIONS IN TOURISM INDUSTRY- 1

Max Marks :50
External :40
Internal :10

UNIT - I

Computer basics, algorithm & flowchart, simple model of computer, history & characteristics of computer, classification of computer & computer generation, Computers impact on Society.

UNIT - II

Data representation: Binary number system, Binary addition, & subtraction, Hexadecimal, Octal.

UNIT - III

Input & Output devices: Description of input devices, Description of output devices, CPU (registers, Buses, CU, ALU).

UNIT - IV

Computer storage: - Memory cells, memory units, memory classifications, RAM, ROM, EPROM, EEPROM, CACHE, VIRTUAL MEMORY, Memory storage devices (Floppy Disk, Hard disk, CD).

UNIT - V

Operating System (i.e. DOS), Windows, Introduction to Computer Languages.

Suggested Readings:

1. I.T. by Dr. Deepak Bharioke, Excel Publication
2. Computer Fundamentals by V. Rajaraman
3. Computer Today by S. K. Basandra
4. Computers Today by Donald H. Sanders

MODULE NO.: 404

FOREIGN LANGUAGE (French)

Max Marks :50
External :40
Internal :10

UNIT - I

Translation of simple sentences from English into French.

UNIT - II

Questions based on grammar of unit 3 and unit 4 of the prescribed book.

UNIT - III

Questions on the lesson of unit 3 of the prescribed book.

UNIT - IV

Questions on the lesson of unit 4 of the prescribed book.

UNIT - V

Essay writing (small paragraph) :

- Topics :
- Mon ami(e)
 - Mon cours de français
 - Ma ville
 - Mon pays
 - Un site touristique.

BOOK PRESCRIBED :

1. Initial (Part - I) - Unit 3 and Unit 4 - Sylvie Poisson-Quinton, Marina Sala.

BOOKS RECOMMENDED :

1. Bonne Route
2. Sans Frontiere - Part I
Dictionary : Larousse, Cassels, Oxford, Collins.

MODULE NO.: 405

SALES & ADVERTISING MANAGEMENT IN TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Introduction of sales management

UNIT - II

Multitude responsibility, personal selling objectives, formulation of sales policies

UNIT - III

Designing size of sales force, managing and motivating & supervising the sales force

UNIT - IV

Sales forecasting & analysis

UNIT - V

Tourism Promotion Methods: Advertising & publicity

Suggested Readings:

1. Marketing Management: Nama Kumari & Rama Swami, McMillan
2. Marketing Management: Kotter P. (Prentice Hall)
3. Advertising Management concept & cases: Manendra Mohan

MODULE NO.: 406

GEOGRAPHY AND HISTORY

Max Marks :50
External :40
Internal :10

UNIT - I

Study of Mountains and their flora and fauna.

UNIT - II

Main rivers of India and their role in the development of Indian Tourism.

UNIT - III

Geography of coastal region and their significance in the Indian Tourism.

UNIT - IV

Brief History of India upto 1200 AD with reference to Tourism.

UNIT - V

Brief History of India from 1200 AD to 1947 with reference to Tourism.

Reference Books :

1. Regional Geography of India - R.L. Singh.
2. Geography of India - Mamoria
3. Geology of India - A.K. Day
4. Geology of India - Wadia, D.N.
5. Hand Book of National Parks, Sanctuaries and Biosphere Reserves in India - Negi S.S., Indus Publishing Company, New Delhi.
6. Studies in Tourism Wild Life Parks, Conservation - Singh Tajvir & Kaur J. Metropolitan Pvt. Ltd., New Delhi.
7. Political History of Ancient India - Choudhary, H.C. Ray
8. Bhartiya Sanskriti Ke Char Adhayay - Dinkar Ramdhari
9. Other Relevant Books.

MODULE NO.: 501 **AIR TRANSPORT MANAGEMENT**

Max Marks :50
External :40
Internal :10

UNIT - I

Air Transport, Concept of Air Lines, Domestic and International Airlines in India. General introduction of DGCA and Air Port Authority of India.

UNIT - II

The Role of IATA to Manage the International Air Transport, special function of IATA, General Rules and Regulation of Dangerous Goods Transportation.

UNIT - III

Documents and International Airline Management, Organization structure, Working Process, Network (Indian Air Line, Air India, Air Sahara, Jet Airways).

UNIT - IV

Air Traffic Control: - Management, Process and function, of Air Traffic Control, Air Craft Procedure.

UNIT - V

Management of Domestic and International Air Port, Excess baggage charge, weight and piece concept, Customer handling and Services of Airport.

Suggested Readings:

Travel Agency Management by Surendra Agrawal

Travel Sales and Customer by Roberta S.

The Business of Airports by Kayak Sikdar

MODULE NO.: 502

INTERNATIONAL TOURISM MANAGEMENT & FRONTIER FORMALITIES

Max Marks :50

External :40

Internal :10

UNIT - I

Definition, Nature and scope of Domestic and International Tourism, Types of International and Domestic Tourism.

UNIT - II

Role of Government in promotion of Domestic and International tourism in India.

UNIT - III

Economic determinants of international tourism, Characteristics of Inbound tourism and patterns of India's major international market.

UNIT - IV

Patterns and characteristics of India's outbound tourism, Domestic tourism in India, major tourist generating states like Rajasthan, Madhya Pradesh, Kerala.

UNIT - V

International organizations viz. WTO, WTTC, GATS. National tourism organizations viz DOT, ITDC, FHRAI, TAAI, IATO.

Suggested Readings:

1. International Tourism, Fundamental and practices : A.K.Bhatia
2. Tour and Travel ,concept and Principles : Dr. Jagmohan Negi
3. Successful Tourism Management : Prannath Seth

MODULE NO.: 503

COMPUTER APPLICATIONS IN TOURISM INDUSTRY - 2

Max Marks :50

External :40

Internal :10

UNIT - I

Computer Networking: LAN, MAN, WAN, Networking topologies, communication technology, Introduction to Internet on how it works, Internet security, Examples of Web search engines, Brief study of it's application in tourism industry.

UNIT - II

DATABASE MANAGEMENT SYSTEMS: File, Record, Indexing, Indexing, Sorting, Label, and Queries.

UNIT - III

MS-OFFICE PACKAGES: DOCUMENTATION PACKAGES & ELECTRONIC SPREADSHEET PACKAGE, DATABASE PACKAGE.

UNIT - IV

Computer applications in service sector: introduction, MIS applications in tourism, hotels, travel etc.(Introduction to Information Systems).

UNIT - V

Multimedia – History & it's application in tourism industry, tools, Animation, Morphing & Tweening (Introduction to Macromedia Flash)

Suggested Readings: I.T. by Dr. Deepak Bharioke, Excel Publication,
Computer Fundamentals by V. Rajaraman,
Computer Today by S. K. Basandra

MODULE NO.: 504

INDIAN SOCIETY & CULTURE

Max Marks :50
External :40
Internal :10

UNIT - I

Elementary knowledge of indian history, cultural heritage , structure of indian society-varnashran vyavastha,development of caste system in india.

UNIT - II

Chief indian communities and religious faiths - Hinduism, Buddhism ,Jainism,Christianity,Islam ,Sikhism. Indian art and sculptures-indus valley art,Mauryan,sunga,Satvahana,Mathura and gandhara school of art ,gupta art ,chandella art ,pallava art ,chola and rashtrakuta art.

UNIT - III

Painting- Ajanta , Mughal and Rajput.

UNIT - IV

Indian classical dance and music.

UNIT - V

Indian rituals and ceremonies ,multiplicity of indian culture ,unity in diversity ,main characteristics of indian culture.

Suggested Readings:

Acharya R:-	Tourism and cultural heritage of india.	Brown,Percy:- I Indian paintings
Luniya B.N:-	Ancient indian culture.	Agrawal V.S.:- The heritage of indian art
Craven Roy.C:-	A concise history of indian art.	
Goswami O.:-	Story of indian music :its growth and sythesis.	
Govt. of india:-	Indian handicraft Ed.2	
Bhavani, Enakshi:-	Dance in india ,	Panikkar, K.M:- Studies in indian history.

MODULE NO.: 505
ENVIRONMENT AND TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Eco-tourism- Origin and concept ,growth and development, types of eco tourism, actions taken to safeguard and sustain eco tourism, eco tourism as an attraction.

UNIT - II

Eco tourism resources, Bio-sphere reserve, wildlife sanctuaries, national parks,natural surrounding, sun, sand and sea resources,wet lands,coral reefs.

UNIT - III

Eco tourism market,identification of eco tourism market ,nature and channelisation ,policies and methods adopted for eco tourism marketing ,case study.

UNIT - IV

Eco tourism development guidelines, eco tourism accommodation and construction of eco-lodge, local peoples participation ,job opportunities, eco tourism training programmes.

UNIT - V

Eco tourism organisation , inland eco tourism- Jammu and Kashmir , Himachal Pradesh, Sikkim, Rajasthan, Dessert Safari, Kerala, Island tourism- Goa, Andaman Nicobar, Lakshadweep.

Suggested Readings:

Negi Jagmohan:-	Tourism development of resource conservation.
Negi S.S:--	Hand book of national parks sanctuaries and biosphere reserve in india.
Sinha P.C.:----	Tourism impact assessment .
Singh ,Tajvir & Kaur:---	Studies in tourism -Wildlife parks conservation
Khanna D.P.S:--	Glimpses of indian tribal life.

MODULE NO.: 506
MADHYA PRADESH TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Madhya Pradesh - Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.

UNIT - II

Brief History of Madhya Pradesh - Ancient, Medieval and Modern with special reference to tourism perspective.

UNIT - III

Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.

UNIT - IV

Transport, Accommodation, Other Facilities and Amenities available in M.P.

UNIT - V

Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P.

Suggested Readings :

1. Ancient Geography of M.P. - Bhattacharya D.K.
2. M.P. Ek Bhugolik Adhyan - Thakur Promila
3. Regional Geography of India (Relevant Chapter) - Singh R.L.
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. M.P. Ka Puratatvya Sangrah Granth - Sharma R.K.
7. M.P. Tourism Policy Reports.
8. M.P.T.D.C. Publications.

MODULE NO.: 601

MEETING INCENTIVES & CONFERENCE MANAGEMENT

Max Marks :50

External :40

Internal :10

UNIT - I

Introduction to MICE, components of MICE, evolution of Meetings, Convention and Expositions.

UNIT - II

The nature of conference markets, the demand for conference facilities, role of travel agencies in the management of conferences.

UNIT - III

Meeting planner/Convention manager. organising and planning events. major attributes of meeting planners. types of meeting planners.

UNIT - IV

Advancement of science and technology and conference business. trade shows and exhibitions, principal purposes, types of shows.

UNIT - V

The economic and social significance of conventions. The impact of conventions on local and national communities. emerging dimensions of convention business in india. ICPB.

Suggested Readings:

1. Albert and Zamke (1985) Service America! Warner
2. Coleman, Lee Finkle(1991)Power house conferences ,Educational institute of AH&MA.
- Hoyle ,Dorf and Jones(1995)Managing conventions and group business.Educational institute of AH&MA.

MODULE NO.: 602

AIR CARGO

Max Marks :50

External :40

Internal :10

UNIT - I

Growth and development of air transport industry and freight industry, Relevance and importance of cargo industry, Aviation industry regulations and policies, Warsaw convention roles and functions of DGCA, IATA, and IACO.

UNIT - II

World Geography, 3 letter IATA recognized codes, transportation time calculations, calculation of flight timings.

UNIT - III

OAG Air cargo guide, TACT rates & rules, Air crafty cargo configuration, capacity familiarization, limitations of weight and special loads.

UNIT - IV

Introduction to Air Cargo rating, G.C.R & S.C.R, Packing, Marking, Labeling of General goods consignment, Introduction to dangerous goods regulation – classification, labeling, marking, packaging, handling and documentation of non-radio active dangerous goods consignments.

UNIT - V

Introduction to Valuation charges, Introduction to Airway bill & S.L.I, Rounding off regulations, weight, dimension and currency, Disbursement fee, charge collect, C.C.R, ADD-ON & L.C.P rate structure.

Suggested Readings:

1. The Air cargo Tariff: rates & Rule Book
2. Live Animals Regulations Guide
3. DGR Manual
4. EXIM

MODULE NO.: 603

TOUR PACKAGE DESIGN AND ITINERARY COSTING

Max Marks :50

External :40

Internal :10

UNIT - I

Introduction, Tour Package designing basics, Voucher – Hotel & Airlines and Exchange order, Pax docket, status report, daily sales record.

UNIT - II

Communication-reservation and cancellation, Credit cards, importance, significance and future.

UNIT - III

Concept marketing & selling, Designing a Tour Brochure and Presentation Skills, Planning for a tour package, Components of a tour package, Linkages of tour operation business with principal suppliers and other agencies.

UNIT - IV

Case study of, Agra-Jaipur-Delhi , Gwalior-Ujjain-Indore-Mandu,
Gwalior-Shivpuri-Oorcha,Gwalior-Vidisha-Bhopal
Gwalior-Bhopal-Panchmari,Gwalior-Khajuraho-Chitrakoot-Bandhavgarh Tour Package: Definition-
Tourist, visitor, excursionist, and their differentiation Tourism Components.

UNIT - V

Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling etc. Limitations of a package tour, Factors in tour package designing.

Suggested Readings:

1. Sales & Marketing: D. L. Foster
2. Group Travel Operating Procedure: Susan Websters
3. Travel & tourism, Jagmohan Negi

MODULE NO.: 604

DESTINATION STUDIES

Max Marks :50
External :40
Internal :10

UNIT - I

The Role of Destinations & attraction in Tourism, Destinations as product Elements of tourist Destination.

UNIT - II

Influence of tourist flows and pattern of tourist destination.

UNIT - III

Important of destination life cycle & its application in destination planning.

UNIT - IV

Nature base Destination in India: Hill Resorts, Beach Resorts, Ecotourism Destinations, Wildlife Sanctuaries.

UNIT - V

Important tourist Destinations of North India, South India, Eastern India & Western India.

Suggested Readings:

1. International Tourism : A.K. Bhatia
2. Travel & Tourism : Jagmohan Negi
3. Marketing Tourism Places: Gregory Ashwarth & Brain Goodall
4. Tourist India : Ratandeeep Singh

MODULE NO.: 605

ADVENTURE TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Adventure Tourism – the Concept, the Motivation & the precautions.

UNIT - II

Adventure Tourism in India: Promises & challenges.

UNIT - III

Air borne adventure sports: typology, facilities, and opportunities in India.

UNIT - IV

Water based adventure sports in India: Study of Major destinations. Case study of NIWS, Goa surface based adventure sports in India: present, and future.

UNIT - V

Efforts and Policy framework for development of adventure sports in India. Standard Itineraries for adventure tourism in India.

Suggested Readings:

1. Lonely Planet
2. Adventure tourism and sports – Part I & Part – II, Karishka, New Delhi, 2001.

MODULE NO.: 606

Project & Viva-voce

Max. Marks :50

Viva-voce will be conducted on the basis of all the theory papers of semester VIth and Tour Report.

NOTE :

1. Tourism educational tour during II nd , IV th ,VI th , semester is compulsory.
2. After IInd semester Summer Training is also compulsory.

BACHELOR OF TOURISM MANAGEMENT

(THREE YEARS FULL TIME PROGRAMME)

2009-2012

SCHOOL OF STUDIES IN TOURISM

AND TRAVEL MANAGEMENT,

JIWAJI UNIVERSITY

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