BTA-01 Basics of Tourism
BTA-02 Basics of Management
BTA-03 Communication Skills
BTA-04 Geography of Tourism in Indian Perspective
BTA-05 Indian Tourism Destinations

Educational Trip of any Indian Destination

**SEMESTER SECOND**
BTA-06 Introduction to Statistics
BTA-07 Principles of Marketing
BTA-08 Tourism Product of Himachal
BTA-09 Components of Tourism
BTA-10 Educational Trip Report

10 Days Basic Leadership Development Programme (LDP)

**SEMESTER THIRD**
BTA-11 Basics of Computer Education
BTA-12 Tourism Promotion
BTA-13 HRD in Tourism
BTA-14 Travel Agency Operations
BTA-15 Hotel Operations
BTA-16 Report of LDP

One Month Event Management Training.

**SEMESTER FOURTH**
BTA-17 Electronic Data Processing
BTA-18 Elementary Financial Management & Accounting
BTA-19 Concepts of Tourism Packaging
BTA-20 Tourism Impacts
BTA-21 Global Tourism
BTA-22 Event Management Report

One Month on the job training (Summer) & Allotment of Projects.

**SEMESTER FIFTH**
BTA-23 Foreign Language
BTA-24 Tourism Research SPB
BTA-25 Itinerary Preparation & Costing - CM & SPB
BTA-26 Ticketing & Transportation S.R. & S.K.
BTA-27 Project Report
  2 Months On the Job Training (Winter)
BTA-28 Foreign Language

**SEMESTER SIXTH**
BTA-01: BASIC OF TOURISM

Module-1: Historical Development, Transportation advances, the Concept of Tourism, Definition and meaning of tourist, traveller, visitor, excursionist & transit visitor, International tourist & Domestic Tourist.

Module-2: Typologies of Tourists, Various Travel Motivations, Maslow’s hierarchy of needs model & travel motivations, Plog’s Psychographic classification of tourists & travel motivations.

Module-3: Tourism Product, Features of Tourism Product, Types of Tourism Product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products.

Module-4: Tourism paradigms – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, sustainable tourism, cultural tourism, demand & supply in tourism.

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

REFERENCES:

BTA-02: BASIC OF MANAGEMENT


Module 6: Controlling: Concept of Managerial Control, Control aids, Responsibilities of Managers.

REFERENCES:

BTA-03: COMMUNICATION SKILLS

Module-1: Meaning of Communications, Process of Communication, Attributes of Sender, Encoding, message, Noise, Decoding and Receiver affecting Communication Process.
Module-3: Factors in Effective Communication Types of Communication Networks.
Module-4: Business Communication : Written Formal Communication types used in Business. Ethics in personal face to face and telephonic communication.
Module-5: Kinds of Communication used in the tourism Industry: Person to person verbal and non verbal between hosts & guests, written communication used in Tourism Marketing, Public Relations, Guest Relations use of Vocabulary and Etiquettes in Communication.

REFERENCES:

BTA-04: GEOGRAPHY OF TOURISM WITH INDIAN PERSPECTIVE

Module-1: Geographical realms of India, flora and fauna of India. Different type of tourism in India: Cultural, Adventure, rural and farm tourism.
Module-3: Tourism in National parks and wild life sanctuaries; Role of National parks, wetlands, wild life sanctuaries in tourism, case studies of Corbett National Park, Kaziranga, Manhas, Kaldeoghana N.P., Gir.
REFERENCES:
1. India, Lonely planet publication.
2. Various travel guides on India

BTA – 5 : INDIAN TOURISM DESTINATIONS

Module 1: Definition of tourist destination, tourism product and tour package. The various components of a destination.


Module 3: Importance of pilgrim tourism and popular sites of religious tourism in India. Rameshvaram, Pushkar and its camel fair, Jain circuits, Buddhist circuits, a trekking tour of Kedarnath and Badrinath. Pilgrim centres of Himachal Pradesh.

Module 4: Beach Tourism and backwater tourism, popular beaches of India, beaches of Goa- Calangute, Colava, Miramar, Anjuna and Bagatur. Beaches of Kerala- Charai Beach in Ernakulam, Kovalam in Trivendrum, backwaters of Kerala, a backwater tour from Alleppy to Kumarkom.

Module 5: Wildlife circuits of India, Jim Corbett Park, Sariska, Bandhavgarh, Kaziranga, Bandipur and Madhumalai. Great Himalayan national park of Kullu.

REFERENCES::

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

Field Trip ĭ

SEMESTER II

BTA-06: INTRODUCTION TO STATISTICS

Module-2: Sampling Techniques, Measures of Central Tendency, Measures of Variation, Skewness.

Module-3: Correlation Analysis & Regression Analysis.


Module-6: Basic Concepts of Probability distribution.

REFERENCES:

BTA-07: PRINCIPLES OF MARKETING


Module-4: Pricing decisions.

Module-5: Promotion – Advertising, Personal selling.


REFERENCES:

BTA-08: TOURIST PRODUCT OF HIMACHAL PRADESH

Module-1: Geography of Himachal Pradesh, Climate, people, languages, population, economy, history.

Module-2: Religious & Cultural tourism of H.P. A study of all the main temple circuits of H.P., folk dances, fairs & festivals of H.P.

Module-3: Scope of health tourism, cuisines of H.P. customs of Himachal – Waming ceremony, marriage customs.

Module-4: Marketing of tourism products of H.P.; Organisational Structure & role of H.P.T.D.C. in promoting tourism in H.P.

**BTA-09: COMPONENTS OF TOURISM**


Module-2: Typology of Tourists. Components of the tourism System.


Module-4: Meaning of Accommodation, Types of Accommodation. Transport as a Component of Tourism. Meaning of Travel Agent, Tour Operator, Types of Travel Agencies and Tour Operators.

Module-5: Various types of Tourism Attractions. Linkages between the major component of Tourism Industry.

**REFERENCES:**


**BTA-10 FIELD TRIP REPORT**

**SEMESTER III**

**BTA-11: BASIC OF COMPUTER EDUCATION**


Module-3: Numbering System and Data Representation DOS Commands.

Module-4: MS Office, MS Word & MS Excel.
Module 5: Usage of Computer Technology in various fields. Advantages and disadvantages of Computer Technology.

REFERENCES:
1. Internet and IT ï A. Kumar

BTA-12: TOURISM PROMOTION

Module-1: Meaning & Scope, Marketing Communications & promotional mix, Communication Mix in Tourism & Travel Markets.
Module-3: Personal Selling ï Meaning and its role in tourism Promotion, Tourist Information Centres & their Management, Sales force decisions.
Module-4: Public Relations ï The Concept of Public Relations, Significance, Methods & Techniques of Public relations, Role of various promotional units.
Module-5: Sales promotion ï Meaning & Scope in tourism industry. Various sales promotional techniques.

REFERENCES:
1. Tourism Marketing ï S.M. Jha.

BTA-13: HRD IN TOURISM

Module-4: Employee training & executive development.
Module-5: Performance Appraisal ï Methods & techniques.
Module-6: Motivation ï Financial and Non-financial.
Module-7: Employee Safety and Industrial Health.

REFERENCES:
Module 1: Travel agency- meaning and history, development of travel agency business, popular travel agencies of India, tour operators, difference between tour operators and travel agents.

Module 2: Need of a travel agency for the tourists, various services provided at a travel agency, minimum requirement to open a travel agency, government approvals.

Module 3: Customer profile for a travel agency, organising and designing of a tour, selling of a tour, liaisoning with hotels, transporters and airlines, operation of a tour package. Various posts in a travel agency for various jobs.

Module 4: File making, voucher making and handling, rate contracts, travel document knowledge, booking and confirmations, terms and conditions of payments, cancellations, refunds and no shows, reservations 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 ź Jagmohan Negi
2. Encyclopaedia of Tourism Management ź P.C. Sinha.

BTA -15 : HOTEL OPERATIONS

Module 1: Introduction of hotel industry, classification of hotels, organization chart, various department of a hotel.

Module 2: Growth and development of hotel industry from the ancient times, pioneer companies in hotel and accommodation sector in India, case study of Oberoi Group of Hotels.

Module 3: Role and importance of front office, organisational set up of front office, nature of FO staff and their duties, key functions of FO, Front office manager, general functions of a front office during pre arrival, arrival and departure.

Module 4: Role of Housekeeping in hotel operations, organization of HK, planning and organization in HK department, technical aspects of KH, cleaning agents, cleaning equipment, floor surfaces, fabrics and soft furnishing, safety and security.
Module 5: 
Introduction of F&B service, types of F&B service, sectors of F&B 

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 –16 REPORT OF LDP

SEMESTER IV
BTA-17: ELECTRONIC DATA PROCESSING
Module-1: Concept of Electronic Data Processing, types of Computers, Computer & Architecture, Concept of Hardware & Software. 
Module-4: Computer Based Reservation Systems use of AMEDEUS & MICROS FIDELIO in Tourism Operations. 
Module-5: Making Travel & Tourism Reservations Through the Internet.

REFERENCES:
2. Information Technology for Travel and Tourism į Inkpen.

BTA-18: ELEMENDLARY FINANCIAL MANAGEMENT AND ACCOPUNTING.
Module-2: Statement of Changes in Financial position į Funds flow Analysis. 
Module-3: Financial Statement Analysis į Ratio analysis. 
Module-4: Analysis of Risk and Uncertainty. 
Module-6: Accounting į Meaning, Objective, Classification, Equations, Double entry system, concepts and conventions. 
Module-7: Preparation of Trial Balance, Preparation of Trial Account and Balance Sheet.

REFERENCES:
BTA-19: CONCEPTS OF TOUR PACKAGING (HIMALAYAN CONTEXT)

BTA-20: TOURISM IMPACTS

Module-1: Conceptual Framework of tourism impact, Forms of tourist travel Carrying Capacity, tourist development impacts.
Module-4: Environmental Impacts of Tourism – Types of Impacts, Environmental quality factors, Environment planning of tourist attractions, Environmental impact assessment, Environmental impact control measures.
Module-5: Tourism Impact Assessment & Sustainable development, Indicators of tourism conditions.

REFERENCES:

BTA-21: GLOBAL TOURISM

Module-1: Impact of Geography on Tourism, Rate of Location, Accessibility, Climate and Topography on tourism. World Tourism Statistics, Major generating & Receiving Countries.
Module-2: Tourism in Americas and the Caribbean Islands. Tourism in European countries.
Module-3: Knowledge and location of world countries and capitals in every continent.
- IATA Traffic Conference Areas.
- Tourism in Middle East and Asia.
Module-5: Use of the indefinite articles of negation in sentences (einen/ein/eine oder keinen/kein/keine/keine) - 10 Marks.

Module-6: Make the questions with: wie/wie/lange/wie oft/umwieviel Uhr/wievie1) - 10 Marks.

Internal assessment to be based on attendance & at least one class test. Ï 20 marks

REFERENCES:

Deutsch Interessant 1 by Dr. P.L. Aneja. Chapter 1 to 4 along with Arbeitsheft upto chapter 4.
- Easy German Grammar for the beginners.
- Mein Grammatik und Übungsbuch.

BTA-24: TOURISM RESEARCH
Module-1: *Introduction to Research* – Significance, types and process.

Module-2: *Major Areas of Tourism Research* – Challenges and Status.

Module-3: *Planning of Research* – Planning process, Formulation of problem hypothesis.

Module-4: *Sampling, Methods/Techniques and Errors*.

Module-5: *Data Collection Methods*.

Module-6: *Field work and sample selection*.

Module-7: *Data processing* – Editing, Classification, Coding & Tabulation.

Module-8: *Report writing and presentation*.

**REFERENCES:**


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**BTA-25: ITINERARY PREPARATION AND COSTING**

**Itinerary preparation:**

**Module 1:** Meaning of itinerary, need of itinerary, different types of itineraries, outline itinerary, detailed itinerary, process of itinerary preparing, planning for the itinerary.

**Module 2:** Study of various inbound and outbound itineraries published by SOTC, SITA and Cox & Kings. Domestic itineraries, special interest itineraries, difference between tour itinerary and tour program.

**Module 3:** Feedback needed to make an itinerary, characteristics of best itinerary, feasibility check of an itinerary, useful linkages with hotels, transportation and excursion points, procedure of introducing new itineraries and problems involved in it.

**Module 4:** Costing and its definition in tour operation business, technicalities for a good costing, quotations and approved costs, difference between price and cost for travel packages, packaging of a tour program, cost contracts, cost control, analysis of profit account, no shows management and miscellaneous management.

**Module 5:** Cost sheet, TAC, knowledge of seasonality, special rates, price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool.

**REFERENCES:**

1. Travel agency and tour operation concepts and principals- Jagmohan Negi
Costing:
Module-2: Elements of cost  Material Cost, Labour cost and overhead costs.
Module-3: cost Sheet, job order costing & process costing.

REFERENCES:
2. Cost Account: Planning & Control by Hrngren G.T.

BTA26: TICKETING AND TRANSPORTATION


Module 2: Organization of the air transport industry in the International Context. Scheduled and Non scheduled airline services. Rail transport network, Britrail, Amtrak, Indrail, Euro rail, Place on Wheels, Royal Orient. Water transport system in Indian history. Road transport in India.


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

BTA-27: PROJECT REPORT

SEMESTER VI
Written Paper 80 marks.
Internal Assessment-20 marks.
Time-3 hours.

1. One easy unseen text for comprehension in present tense only 10 marks
2. Five out of eight sentences for translation from German into English (only in present tense). 10 Marks

GRAMMAR:

1. Make the Imperative sentences with “du” and “ihr” 10 Marks
2. Use of the prepositions in sentences (ins,zum,zur,nach). 10 Marks
3. Make the sentence out of words (lie,er,eine Tasse kaffe, trinken). 10 marks
4. Use of the Modalverbs in the sentences from Arbeitsheft. (woollen, konnen, mussen) 10 marks.
5. Use of the articles in Akk. In filling the blanks (den/das/die/die). 10 marks.
6. Use of the separable verbs in sentences. 5 marks.
7. One question about the name of weekdays/name of the months/name of the daytimes/name of the seasons in Germany. 5 marks.

Internal Assessment based on class attendance and at least one class test. 20 marks.

REFERENCES:

1. Deutsch Interessant 1. by Dr. P.L. Aneja. Lessons 5 to 7 only along with Arbeitsheft.
2. Easy German Grammar for the Beginners.

BTA-29: ECONOMICS OF TOURISM

Module-1: Concept of Demand & Supply in Tourism: Demand, Supply Holiday Choice- Consumer's 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, pricing in tourism, types of prices in tourism, pricing a new product project feasibility study, cost benefit analysis SWOT Analysis, check list.


Module-5: tourism’s Contribution in the global economy and in Indian Economy, Tourism demand forecasting, sources of Finance in Tourism, TFCI.

REFERENCES:


BTA – 30 : 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 investments in tourism sector in India, latest business collaborations in India, coordination between government and private sector in India, incentives for development of tourism in tourism action plan 1992, problems and prospects of fresh entrepreneurs in tourism.

Module 3: History and growth of Indian Travel Trade, support of government in problem free travelling in India, business motivation, availability of trained manpower in tourism, travel trade organizations of India and their role in smooth functioning of tourism in India.

Module 4: Knowledge of travel documents, passport, visa, multiple visa, different 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 from India, custom clearances 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-31: ORGANIZATION BEHAVIOUR
Module-1: Meaning of Behavioural Sciences and Organization Behaviour, Definitions.

Module-2: Perception and Motivation in Organisations, Meaning, factors and theories. 
Process of Learning in the Study of organization Behaviour; meaning, factors influencing learning, theories of learning.

Module-3: Organizational Communication: Meaning, types, forms, networks and communication effectiveness.

Module-4: Leadership: Meaning, types, process theories 
Group Behaviour in Organizations.

Module-5: Meaning and Concept of Organization Effectiveness, Organization Change, Organization Development.

REFERENCES:
2. Organization Behaviour Ÿ Jit Chandan
3. Organization Behaviour Ÿ Aswathappa

BTA-32: GOVERNMENT & TOURISM

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

Module-2: A Study of ENIT, JNTO and BTA:
- Role of National Tourism Offices Abroad.
- Sargeant Committee, Jha Committee.

Module-3: National Tourism Administration in India. Role & Structure of Ministry of Tourism and Department of Tourism. Role of ITDC in Tourism Development in India.

Module-4: Allocation for Development of tourism through in 5 year plans and major thrust areas.
-International Hotel Association.

Module-5: National committee on Tourism & its Recommendations.

REFERENCES:
1. Dynamics of Modern tourism- Ratandee Singh.

BTA-33: On the job training

BTA 34: VIVA VOCE