

B.T.A. COURSE CURRICULUM

SEMESTER FIRST

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-29	Tourism Economics – PKG
BTA-30	Trade Related Issues & Frontier Formalities – CM
BTA-31	Organization Behaviour – S.K.
BTA-32	Government & Tourism – S.R. & C.M.
BTA-33	On the Job Training Report
BTA-34	VIVA VOCE

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:

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-02 BASIC OF MANAGEMENT

- Module-1: Introduction : Concept of Management, Scope, Functions and Principles of Management, Evolution of Management Thought.
- Module-2: Planning: Process of Planning, Objectives, Policy & Procedures, Forecasting & Decision Making.
- Module-3: Organising : Meaning, Importance, Patterns of Organisation, Life & Staff relationship, Centralization & decentralisation.
- Module-4: Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training, Performance & Appraisal.
- Module-5: Directing : Nature & scope of directing, Motivation & Leadership, Communication.
- Module-6: Controlling: Concept of Managerial Control, Control aids, Responsibilities of Managers.

REFERECES:

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-03: COMMUNICATION SKILLS

- Module-1: Meaning of Communications, Process of Communication, Attributes of Sender, Encoding, message, Noise, Decoding and Receiver affecting Communication Process.
- Module-2: Types of Communication and Forms of Communication. Barriers in Communication.
- 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:

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

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-2: Tourism in Himalayan region: Himalayan areas as tourist places. Case studies of Shimla, Manali-Kullu, Ladakh, Auli, Religious circuit of Uttranchal, Darjeeling, North-Eastern States.
- 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.
- Module-4: Tourism in Desert: Desert triangle: Jodhpur, Jaisalmer Bikaner, Desert Safaries. Pilgrimage Tourism in India: Pilgrimage circuits of India (Buddhist circuit, four Dhams).
- Module-5: Island Tourism and costal tourism: Various tourism attraction in the coastal area, beach tourism, case study of Goa, Andeman & Nicobar Island, Lakshadweep Island, beaches of Kerala.

REFERENCES:

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

BTA – 5 : INDIAN TOURISM DESTINATIONS

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

Module 2: Popular cultural destinations of India, case studies of Rajasthan, Sikkim, Ladakh, Ujjain, Rishikesh, Madhurai, Ajanta, Allora, Elephenta and Varanasi.

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

Field Trip –

SEMESTER II

BTA-06: INTRODUCTION TO STATISTICS

- Module-1: Statistics – Definitions, Importance, Uses in Business, Conducting Statistical Enquiry, Classification & Tabulation, Graphical Presentations. Frequency Distribution.
- Module-2: Sampling Techniques, Measures of Central Tendency, Measures of Variation, Skewness.
- Module-3: Correlation Analysis & Regression Analysis.
- Module-4: Theory of Index Numbers – Meaning & Uses, Methods of Construction, Test of Consistency, Fixed & Chain Base, Wholesale & Consumer price index.
- Module-5: Time Series Analysis – Components, Trends, Least Square Methods, Moving Average & Ratio-&-Trend Methods.
- Module-6: Basic Concepts of Probability distribution.

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-07: PRINCIPLES OF MARKETING

- Module-1: Introduction: Market & Marketing, Marketing Management, Types of Goods, Evolution of Marketing, Modern Marketing, Nature, Scope & Functions.
- Module-2: Market Segmentation & Buyer Behaviour.

- Module-3: Product Policy & Planning – PLC, New Product Stages, Product Strategies – Branding, Packaging.
- Module-4: Pricing decisions.
- Module-5: Promotion – Advertising, Personal selling.
- Module-6: Distribution Strategies – Wholesaling & Retailing

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-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.
- Module-5: Wild life of H.P., Scope of Adventure tourism in H.p., Conservation of Flora & Fauna Mountain Manners, Measures to Check pollution.

REFERENCES:

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

BTA-09: COMPONENTS OF TOURISM

- Module-1: Meaning, Definition of tourism: Approaches to study Tourism, Product, Institutional, Managerial Geographical, Economic Approach.
Concept of Interdisciplinary approach to study tourism.
Meaning of Tourist, Traveller, Visitor & Excursionist.
- Module-2: Typology of Tourists.
Components of the tourism System.
- Module-3: Tourism Motivation: Categorization of Tourists, according to their motive of travel. S.C. Plog's Psychographic classification of tourist Motivations.

- Meaning of Tourism Product, Tourism Oriented Product, Resident Oriented Product, Retrievable Tourism Product.
- 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:

1. Basics of Tourism: K.K.Kamra, Mohinder Chand.
2. Tourism Dynamics: S.P. Twari.

BTA-10 FIELD TRIP REPORT

SEMESTER III

BTA-11: BASIC OF COMPUTER EDUCATION

- Module-1: History of Evolution of computers. Generations of Computers. Simple Model of a computer.
- Module-2: Meaning of Computer Hardware, Computer software.
Concept of Computer applications Input/output devices.
- 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 – A. Kumar

BTA-12: TOURISM PROMOTION

- Module-1: Meaning & Scope, Marketing Communications & promotional mix, Communication Mix in Tourism & Travel Markets.

- Module-2: Advertising Decisions: Meaning and advertising process, Role of Advertising in Tourism, Advertising Objectives and budgets, Copy formulations and advertising appeals and their execution, media alternatives and media selection.
- Module-3: Personal Selling – Meaning and its role in tourism Promotion, Tourist Information Centres & their Management, Sales force decisions.
- Module-4: Public Relations – The Concept of Public Relations, Significance, Methods & Techniques of Public relations, Role of various promotional units.
- Module-5: Sales promotion – Meaning & Scope in tourism industry. Various sales promotional techniques.

REFERENCES:

1. Tourism Marketing – S.M. Jha.
2. Tourism Marketing – Victor Middleton.
3. Marketing Management – Phillips Kotler.

BTA-13: HRD IN TOURISM

- Module-1: Human Resource Management – Role, Importance and Challenges of HRM, HRM in Tourism Industry in India- Travel Agencies, Hotels.
- Module-2: Organisational Structure of human resource department in Tourism Industry with the help of Case Studies.
- Module-3: Human Resource Development – Human Resource planning, recruitment and selection process.
- Module-4: Employee’s training & executive development.
- Module-5: Performance Appraisal – Methods & techniques.
- Module-6: Motivation – Financial and Non-financial.
- Module-7: Employee Safety and Industrial Health.

REFERENCES:

1. Personal Management by C.B. Memoria, Himalya Publishing House, New Delhi.

BTA -14 : TRAVEL AGENCY OPERATIONS

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, liaising 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 – Jagmohan Negi
2. Encyclopaedia of Tourism Management – 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 service, 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 –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-2: Meaning role and characterises of MIS. IMA Decision Making Concepts.
- Module-3: Windows and MS Office, Use of Internet in the tourism Industry. Concept of CAN, WAN & Computer Net working.
- Module-4: Computer Based Reservation Systems use of AMEDEUS & MICROS FIDELIO in Tourism Operations.
- Module-5: Making Travel & Tourism Reservations Through the Internet.

REFERENCES:

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

BTA-18: ELEMENDLARY FINANCIAL MANAGEMENT AND ACCOPUNTING.

- Module-1: Finance & Financial Management – Meaning, aims, Nature, Scope, Objectives and functions of financial management.
- Module-2: Statement of Changes in Financial position – Funds flow Analysis.
- Module-3: Financial Statement Analysis – Ratio analysis.
- Module-4: Analysis of Risk and Uncertainty.
- Module-5: Working Capital Management – Theory and Planning of Working Capital.
- Module-6: Accounting – Meaning, Objective, Classification, Equations, Double entry system, concepts and conventions.
- Module-7: Preparation of Trial Balance, Preparation of Trial Account 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-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-2: The Social & Cultural Impacts of tourism, Identifying & Managing socio-Cultural Impacts.
- Module-3: Economic Impacts of tourism, Foreign Exchange earnings, Government revenues, Employment & Income, Regional Development.
- 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:

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

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-4: Important City and Country codes Worldwide.
 Understanding of the World Time, Zone Map.
- Module-5: Map work: Location of Important Tourism Destinations an the World Map. Location of World Tourism Attraction. Tourism in Africa, South East Asia and Pacific.

REFERENCES:

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

BTA-22: EVENT MANAGEMENT REPORT

SEMESTER V

BTA-23: FOREIGN LANGUAGE (GERMAN) 5th sem.

Written Paper-80 Marks
 Internal Assessment-20
 Marks Time- 3 hours.

- Module-1: Text for comprehension, one from the text and one from an unseen passage. - 10+10 Marks.
- Module-2: Grammar – Write the verb forms of 3 verbs(Conjugation According to Persons). -10 Marks.
- Module-3: Definite Articles of the Nouns upto Chapter 4. -10 Marks.
- Module-4: Use of the Pronouns in Nominative (er/es/sie/sie) filling the blanks. - 10 Marks.
- Module-5: Use of the indefinite articles of negation in sentences (einen/ein/eine or keinen/kein/keine/keine) - 10 Marks.
- Module-6: Make the questions with: wie/wie/lange/wie oft/umwieviel Uhr/wieviel) - 10 Marks.

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

REFERENCES:

Deutsch Interessant 1 by Dr. P.L. Aneja. Chapter 1 to 4 along with Arbeitshelf 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 Errais.
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:

1. Methodology of Research in Social Sciences by O.P. Krishna Swami.
2. Research methodology in social Sciences by Sadhu Singh, Himalya Publishing, New Delhi.
3. Research methods in Behavioural Sciences by S.M. Mohsin, Orient Longman, Hyderabad.

BTA-25: ITINERARY PREPARATION AND COSTING

Itinerary preparation:

Module 1: Meaning of itinerary, need of itinerary, different types of itineraries, out line 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
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

Costing :

Module-1: Cost Accounting – Meaning, nature and purpose, Distinction between Cost Accounting and Financial Accounting. Cost Concept and cost classification – Direct, indirect, variable and fixed cost.

Module-2: Elements of cost – Material Cost, Labour cost and overhead costs.

Module-3: cost Sheet, job order costing & process costing.

REFERENCES:

1. Costing Accounting: analysis & Control by Gordon Shelling Law.
2. Cost Account: Planning & Control by Hrngrn G.T.

BTA26: TICKETING AND TRANSPORTATION

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

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.

Module 3: Airline Codes and Definitions, Aircraft and In-Flight Services. Airport Facilities and Special Passengers. Automation, Baggage, International Regulations, Travel Guides.

Module 4: Tariff Manuals, Terms and definitions, Currency regulations, Round and Circle Trip Fares. Journeys in different classes. Special fares, taxes, ticketing instructions, Security of accountable documents.

Module 5: Mileage System, lowest combination principle. Around the world fares. Open Jaw Journey, 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-27: PROJECT REPORT

SEMESTER VI

BTA-28: FOREIGN LANGUAGE (GERMAN) for 6th Semester

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 (die,er,eine Tasse kaffe, trinken). - 10 marks 4. Use of the Modalverbs in the sentences from Arbeitsheft. (woollen, können, müssen) - 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.
3. Mein Grammatik and Übungbuch.

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-3: Impacts of Tourism: Economic Impacts, Social Impacts, Environmental Impacts, Multiplier effect in tourism. Environmental Impact Assessment (EIA).
- Module-4: Public & Private sector in tourism, Government role in tourism, community and tourism, Need for Public – Private Sector Co-operation in tourism, regulatory role of Government in tourism.
- Module-5: tourism's Contribution in the global economy and in Indian Economy, Tourism demand forecasting, sources of Finance in Tourism, TFCL.

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 Jersey.
4. Kamra K.K., (2001), Economics of Tourism, New Delhi: Kanishka.

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:

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

BTA-32: GOVERNMENT & TOURIM

- 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.
-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.

BTA-33: On the job training

BTA 34: VIVA VOCE