

Department Profile

The Institute of Vocational Studies (IVS) was established in 1992 at Himachal Pradesh University Shimla. Earlier associated with the Management Studies Department, since 1999 it is an Autonomous Institute.

The IVS has a mission of becoming one of the outstanding academic Institution imparting professional Tourism knowledge and being a major study centre for producing tourism professionals to serve in the Industry with in the country and overseas, through dedicated teaching, training, project work and development of resource base on tourism. Further it aims to make tourism education a technical and employment oriented field of study with the ultimate motive of developing entrepreneurs in the field of Tourism. The Institute moulds Tourism professionals suited for working in all sectors of the Tourism Industry.

Academics

The IVS offers *Three Programs of study*

1. Five Year Integrated Course in tourism Administration (FYICTA)
2. Master of Tourism Administration (MTA)
3. Bachelor of Hotel Management.

All three programs ensure a student centric active involvement of students in a variety of academic, research and trade related activities. Curriculum is framed after consultation with the academicians, experts from tourism industry, alumni and the students. Curriculum is centred around the need of industry with a view to develop knowledge and analytical skills among the students. Besides classroom learning, students are actively involved in organizing events like workshops, conferences and quiz competitions etc. The Institution aims at holistic development of students in a number of ways: It focuses on multi skill development in its programme by imparting knowledge on tourism products, foreign language, information technology, financial management and accounting, event management, travel agency, hotel operations etc.

The Institute has earned a good reputation within India and abroad for imparting tourism and hospitality education. The *Academic Activities* are carried out by way of class room teaching, research and practical orientation of students. The Institute also provides extension facilities to government and non-governmental organizations to help them conduct short term courses like tourist guide course and tourist police course etc.

Research is an integral component of the Institute at National, Institutional and student level. The Institute also publishes its *Annual Research Journal named: "Tourism Development Journal"* ISSN 09757376. The objective of journal is to have a comprehensive collection of research work in various areas related to tourism

management and development and to disseminate knowledge and information on tourism to researchers, academicians and tourism professionals. Emphasizing an integrated approach in view of tourism being an inter-disciplinary field, the journal focuses on various aspects of tourism like, management, tourism planning, particular forms of tourism (adventure, religious, ethnic, cultural, conventional, wilderness, heritage etc), tourism and environment relationship, sustainable tourism development and tourism policy making.

Faculty

The Permanent Faculty comprises

2 Professors: Professor S.P. Bansal (presently on EOL), Professor Sushma Rewal Chugh
1 Associate Professor: Dr. Chander Mohan
1 Assistant Professor: Dr. Sonia Khan

Besides Guest faculty as academicians and industry professional are invited from time to time and the research scholars of the institute also assist in teaching some courses.

Syllabus:

Syllabus of Five Years Integrated Course (Master)in Tourism Administration

The first part of the Five Year Integrated Course in Tourism Administration will comprise Three years of under-graduate study, after which a Bachelor of Tourism Administration(B.T.A.) will be awarded.

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.

Instructions for paper Setters for Theory Papers:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks.

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**

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	40	60	100	5

	MANAGEMENT AND ACCOUNTING				
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.

SEMESTER- 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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

BTA –2- 07: 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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

BTA –2-08: 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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters: *Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks*

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.

Instructions for paper setters: *Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks.*

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters: *Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks*

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

Instructions for paper setters: *Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks*

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.

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: UK 1993
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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks.

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

Instructions for paper setters: *Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks*

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

Instructions for paper setters:

Set ten (10) questions in all. Two questions from each Module. The students are required to attempt Five questions in all, selecting one question from each module. The paper will be of 60 marks. all questions carry equal marks

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.

MTA Course Curriculum.

The second part of the Five Year Integrated Course in Tourism Administration will comprise Two years of Post-graduate study, after which a Five Years Integrated Course (Master) in Tourism Administration will be awarded.

First Semester:

MTA-I (01) : Principle and Practices of Management

MTA-I (02): Tourism System

MTA-I (03): Tourists Resources of India.

MTA-I (04) : Travel Agency and Tour operations business.

MTA-I (05): Quantitative Techniques.

MTA-I (06): Introduction to Accommodation Industry

MTA-I (07): Foreign Language (French)

MTA-I(08): Seminar Course in Tourism

Note: MTA-I(01-07) will be of 100 marks (Theory-60 marks , Internal Assessment-40 marks). MTA-I(08) will be of 100 marks evaluated by the faculty on regular basis and marks will be sent by the Chairman in consultation with Department Council..

Educational Tour

Second Semester:

MTA-II (09): Financial Management and Accounting.

MTA-II (10): Tourism Marketing.

MTA-II(11): Destination Planning.

MTA-II(12): Electronic Data Processing.

MTA-II(13): Airlines and Cargo Management

MTA-II(14): Ethical, Legal and Regulatory aspects of Tourism.

MTA-II(15): Regional Dimensions of Tourism

MTA-II (16): Foreign Language (French)

MTA-II (17): Educational Trip Report

MTA-II (18): Seminar Course in Tourism

Note: MTA-II(09-11, 13-15)) will be of 100 marks(Theory-60 marks , Internal Assessment- 40 marks). MTA-II(12) will be of 100 marks (Theory-60 marks, Practical-40 marks). Practical of 40 Marks will be conducted by the External Expert. MTA-II (16) will be of 100 marks (Theory-60 marks, Viva-40 marks). Viva of 40 Marks will be conducted by the External Expert. MTA-II (17) will be of 100 marks evaluated by the Tour Incharge.

MTA-II(18) will be of 100 marks evaluated by the faculty on regular basis and marks will be sent by the Chairman.

Third Semester:

MTA-III(19): Research Methodology

MTA-III(20): International Perspectives on Tourism.

MTA-III(21): Organisational Structure and Procedural Aspects

MTA-III (22): Organizational Behaviour and Business Communication

MTA-III(23): Itinerary Preparation and Tour Packaging.

MTA-III(24): Marketing of Tour Packages. MTA-III

(25): Leadership Development Program (LDC)

Note: MTA-III(19-24) will be of 100 marks(Theory-60 marks , Internal Assessment-40 marks). MTA-III(25) will be of 100 marks. Students will go for Leadership Development Camp at least of 10 days comprising Tourism related Adventure Activities. The External Expert will evaluate submitted report.

Assigning of On-the-Job Training and Project Report Survey.

Fourth semester:

MTA-IV(26) On-the-Job Training Report.

MTA-IV(27) Project Report.

MTA-IV(28) Final VIVA VOCE

Note: MTA-IV (26) will be of 100 marks. Students will go 5 months On-the job training after 3rd Semester from Jan to May. In June, Students will give presentation in the class will be of 40 marks; will submit a detailed report of 60 marks evaluated by the external Expert.

MTA-IV (27) will be of 100 marks. Students will select Project work during 3rd Semester, will do the detailed research survey, in June Students will give presentation in the class will be of 40 marks, will submit a detailed report of 60 marks evaluated by the external Expert.

MTA-IV (28) will be of 100 marks. The external expert will conduct the final VIVA-VOCE.

First Semester

MTA-I (01): PRINCIPLES AND PRACTICE OF MANAGEMENT.

Module-1: Introduction: -Concept, nature, Significance and scope of Management, management Process and Co-ordination, Emergence of Management thoughts, Management and Environment.

Module-2: Modern Approaches to management ,MBO and MBE, Planning: Meaning, Nature and Importance, Purpose and Process, Methods of Planning

Decision Making: Need, Types and process, decision –making techniques, Creativity in decision-making.

Module-3: Organising:- Nature and importance of organisation, organisations, Organisation Theories, Organisational Structure and Organisational Culture and Management Ethos, Staffing and Human Resource Development, Authority and Responsibility.

Module-4: -Directing: Directing functions of management.

Communication: Meaning and Importance of Communication.

Motivation:- Theories, Types of Motivation. Leadership:- Definition, Theories and Styles.

Module-5: Controlling: Nature and Process of Control, Important Devices tool of control. Social Responsibility of Business, Management in the future. Management Information System (MIS)-failures and guidelines for improvement in MIS.

REFERENCES:

1. Management Principles and Practice, by R. Srinivasan and S.A. Chhunawalla, Himalaya Publishing House New Delhi.
2. Principles of Management by Terry and Franklin, AITBS Publishers & Distributors, Delhi.
3. Principles and Practice of Management by L.M. Prasad, Sultan Chand and Sons, New Delhi.
4. Harold Koontz and Heinz Weihrich Management.
5. Burton and Thakur; "Management Today –Principles and Practices".

MTA-I (02) TOURISM SYSTEM.

Module-1: Tourism Recreation and Leisure: Definition Meaning and Differentiation. Meaning of Tourist, Traveller, Visitor Transient and Excursionist. Various Travel Motivations. Maslow's hierarchy of needs model & travel motivation. Plog's Psychographic classification of Tourists & travel motivations.

Module-2: Conceptual basis of Tourism Product(TOP RQP STP). Special Elements & difference from other consumer Products. Concept of Resource/ Attraction Product/Destination and Market.

Module-3: Types & forms of Tourism. Concept of Sustainable/Alternate/Mass and new Tourism (Importance). Future Tourism scenario (Projections, Trends Changes.(Forms).

Module-4: TOURISM impacts, concept of carrying capacity.types of Impacts. Physical Socio Cultural Economic , Environmental Impact Assessment. Frame work for assessing Impact of Tourism. Tourism Organizations: UNWTO, PATA, IATA.

Module-5: MAP WORK: Location of important Tourist Destinations in the global context. Approaches to Tourism Development (Systems/Integrated/Community.

References:-

1. Tourism Dimensions- S.P. Tewari.
2. Development of Tourism in India-Lajipathi Rai
3. Tourism Development in India-Chopra
4. Dynamics of Modern Tourism-Ratan Deep Singh.
5. Tourism Management: Bijendra Punia.
6. Dynamics of Modern Tourism-Pushpiner Gill
7. Tourism Dimensions in India-Chopra.
8. Basic of Tourism: Theory, Operation and Practice : K.K Kamra and Mohinder Chand.
9. Tourism Impact Assessment: P.C. Sinha .
10. Tourism Development and Impacts: S.P.Bansal.
11. Tourism Planning: Inskeep.

MTA-I (03) : TOURISTS RESOURCES OF INDIA

Module-1:- Definition and components of Tourism product. Classification of tourism Products. **Cultural Heritage of India:** Religion & Philosophy. Popular Religions Centres of Hindu, Buddhist, Jain, Sikh, Muslim, and Christon Religion. Case Study of religions monuments-Mahabalipuram, Khajuraho, Konark, Varansi, Ajanta, Ellora, Elephenta.

Module-2:- Glimpses of the prominent architectural style flourished over the ages in India.

Museums, Assets & unique features or National Museums. Performing arts of India, Classical dances, folk dances with special touristic appeal. Various Indian Musical Instruments Fairs & Festivals- Social, Religions & Commercial fairs of touristic significance. Organising promotional events like-snake boad race, white water festival, kite festival & winter carnival (Goa) etc.

Module-3:- Handicrafts of India-Important Handicraft objects & centres, craft mela, Souvenir Industry.

Created tourist attractions-Academic Scientific and Industrial.

Module-4:- Flora & Fauna of India as potential tourist resource. National parks, wildlife sanctuaries, case study of Corbett Tiger Reserve, Nanda Devi, Kanha & Gir National parks.

Module-5: - Geography, Physiography : Important Tourism Destinations: Shimla. Kullu-Manali.

Kangra of Himachal State.

Product: Important Fairs and Festivals, Performing Arts, Wildlife Cuisine Tourism performance of Himachal till date.

REFERENCES:

1. Tourists Resource of India- Ram Acharya.
2. Tourists Resources of India- Ratandeeep Singh.
3. Tourists Resources of India-Jagmohan Negi.
4. Himachal Pradesh, The Land. The people by S.S Negi.

MTA – I (04): TRAVEL AGENCY & TOUR OPERATIONS BUSINESS.

Module-1: Travel Agency & Tour Operator-Definition & differentiation origin & developmental history of Travel Agency and Tour Operation system: Type of Travel

Agencies based on the nature and volume of business: Group, Retail, outbound, inbound and independent tour operators: changing dimensions of Travel trade.

Module-2: Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs.

Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.

Module-3: Human Resource Planning: Concept, Significance and the process. Public sector in Travel Trade Business-Case study of ITDC and HPTDC.

Module-4: Significance of Linkages & Coordination in Travel Trade Coordination with Accommodation and Transport sector, shopping enterprises and public sector tourism organisations.

Various concessions, discounts and other incentives offered by hospitality, transportation and other sectors of tourism to travel agents and tour operators.

Module-5: Role and contribution of common interest bodies like ICAO, IATA, UFTAA, WATA, TAAI & IATO in healthy growth of travel agency and tour operations Business.

Future of Travel Agency and tour operations business in Indian Context.

REFERENCES:

1. Travel Agency and Tour operation Concepts and Principles-Jagmohan Negi
2. Encyclopaedia of Tourism Management-P.C. Sinha.
3. Tourism and Travel Concepts and Principles-Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.

MTA – I (05) : QUANTITATIVE TECHNIQUES.

Module-1:- Definition and Importance of Statistics, Use of Statistics in Business, Collection of Data-Preliminary considerations and Techniques, Measure of Central Tendency, Dispersion and Skew ness.

Module – 2:- Correlation Analysis: Nature and Significance, Types of Correlation, methods of Studying Correlation,

Regression Analysis: Nature and Uses of Regression Analysis, Regression Equations (Two Variable only).

Module – 3:- Time series Analysis: Nature and Utility, Components of time series Analysis, Methods of Measuring Trend.

Index Number: Nature and Uses, Methods of Constructing Index Numbers, Problems in the Construction of Index Numbers.

Module – 4:- Probability: Basic Terminology and Definition, some Theorems on Probability – Additional, Multiplication and conditional Bays Theorem, Permutation and Combination.

Module – 5:- Sampling and Test of Significance: Testing of Hypothesis, standard error and sampling Distribution, Sampling of Attributes, sampling of variables (Large samples), Sampling of Variables (small samples).

REFERENCES:

1. Operational Research and Statistical Analysis by P.K. Gupta & Manmohan.
2. Statistic by D.C. Sancheti & V.K. Kapoor.
3. Quantative Method for Management Decision by C.R. Reddy.
4. Business Statistical by S.P. Gupta.
5. Basic mathematics & Statistics by B.M. Aggarwal.
6. Statistics for Management by Rubin & Lebin.

MTA –I- (06) :- INTRODUCTION TO ACCOMODATION INDUSTRY

Module - 1:-Accommodation: Meaning & Scope, Dynamics of Demand Changing trends overtime. Accommodation and Tourism-linkage and inter relationships, types of Accommodation.

HOTELS & HOTELIERING SECTOR OVERTIMES. ORGIN AND DEVELOPMENT OF MOTELS,EMERGENCE OF THE CONCEPT OF RESORT PROPERTIES. TIME SHARING PROPERTIES.

TYPES OF HOTELS, MOTELS AND RESORTS ON THE BASIS OF THEIR SIZE, LOCATION, COMFORT,PRICE AND OWNERSHIP.

Module -2:- Registration & gradation of hotels, concept, requirements and procedure in Indian context.

Functional departments of a hotel: important features of Front office, catering housekeeping, accounts, marketing personnel, maintenance, safety & security.

Module -3: -Range of Services extended by an international hotel-essential and allied.

Organisational infrastructure of hotels, motels and resorts.

Manpower requirements in hotel sector, training facilities available in India.

Module -4 :- Role and input on multinationals in hoteliering sector.

Case Study of ITDC, Hyatt and Oberoi.

Module -5 :- Fiscal and non-fiscal incentives offered to hotel industry in India, ethical and regulatory aspects in a Hotel, international hotel regulations.

Hotel Project planning (feasibility study)- conceptual framework.

References:-

1. Tourism and Travel concepts and Principles by Jagmohan Negi.
2. Dynamics of Tourism by R.N. Kaul.
3. Manuals on hotel operations by Sudhir Andrews.
4. Marketing of Travel & Tourism by Victor Middleton.
5. Regional Development Tourism Hotels & Travel Trade by jagmohan Negi.
6. Tourism Dimensions by S.P Tiwari.
7. Tourism Development in India by Leela Shelly.
8. Principles of Grading, Classification of Restaurants, Resorts & Hotels by Jjagmohan.

MTA – I (07) : FOREIGN LANGUAGE; FRENCH

Module -1 :- Easy exercises from the Grammar Sections of the text books relating to possessive adjectives, pronouns, prepositions, demonstrations adjectives, Articles etc.
.....25 mark

Module -2 :-Conjugation of regular and irregular verbs covered in the book in to present tense only.....10 marks

Module -3:- Changing of gender, giving the opposites, restructuring jumblrd sentences, writing number in words.....15 marks

Module-4:- Translation of Iseen sentences from the text from English to French and French into English.....10 marks

Total marks=60

INTERNAL ASSESSMENT

40 Marks.

Books for Reference:

1. COURs DE LANGUE ET DE CIVILISATION FRANCAISES BOOK I BY G. MAUGER.
2. A Votre Service1. By ChandreshekarHangal. Krishan Le Niman Lesson 1-6 pages 1-68.

MTA – I (07) :- FOREIGN LANGUAGE GERMAN.

1. Text for Comprehension 10 marks
from the book.

2. GRAMER 50 marks

1. Add the right verb forms.
2. Articles and plural form of the noun.
3. Use of indefinite articles in sentences.
4. Use of separable verbs.
5. Use of AKK Articles and Akkusative pronouns in sentences(mich, dich, ihh, sie, Sie, Sie each)
6. Use of modal verbs. Fill in the blanks: (Wollen, müssen, können, dürfen, sollen)
7. Use of Wann, Wenn, Sarum and weil.

Internal assessment based on assignments and class tests. 40 marks.

Prescribed books:

1. Deutschals Fremdsprache I A by Braun Nieder Schnee.
2. Glosser, Chapter 1st to 8th.
3. Easy German. Grammar for the Beginners.

Second Semester

MTA – II (09): FINANCIAL MANAGEMENT AND ACCOUNTING.

Part – I

Module – 1:- Finance: Meaning, Goals and functions of Finance, sources of Finance.

Financial Management: Nature, scope, objectives and functions of Financial Management.

Financial Analysis: Nature and types of Ratio Analysis, Utility and cautions in using Ratio Analysis.

Module – 2:- Long Term Investment Decision: Capital Budgeting- meaning and importance of Capital Budgeting Rationale for Capital Expenditure, Techniques of selecting capital Budgeting proposals

Dividend Policy Decisions: The irrelevance of Dividend, Relevance of Dividend, Determinants of dividend policy.

Module – 3: -Current Assets Management.

Working Capital Management: Concept/Definition, Elements. Assessment of Working Capital requirement, working capital Forecasting Techniques, Theories & approaches of working capital Management.

Cash Management: Nature, Functions of Cash Management, Cash Management, Objectives, Cash surplus Vs. Cash Deficit cash Management Techniques/Processes.

PART – II

Module – 4:- Financial accounting:

Accounting: Meaning, objectives, Limitations, Systems and Classification, Accounting Equations, Double Entry System, Concepts and Conventions of Accounting.

Financial statements: Trading and profit & loss account, preparation of trial balance, preparation of profit & loss account (with adjustments) Balance sheet related concepts- Assets and Liabilities and its preparation.

Module – 5: -Cost Accounting:

Nature & Scope: Meaning of Cost Accounting Financial Accounting and Cost accounting, Management Accounting and cost Accounting Installation of a costing system.

Cost concepts and classification: Concept of lost, cost centre and cost unit, methods of costing, Techniques of costing classification and elements of cost, preparation of cost sheet.

REFERENCES:

1. Financial Management by I.M. Pandey
2. Financial Management by M.K. Khan & P.K. Jain.
3. Advanced Financial Management S.Kr. Paul
4. Financial Management by Personna Chandra.
5. Financial Policy & Decision by Van Horne.
6. Book Keeping & Accountancy by R.L. Gupta.

7. Introduction to Accountancy by T.S. Grewal.
8. Cost Accounting: Analysis & Control by Gordon Shelling Law.
9. Cost Accounting: Planning & control by Horngren G.T.

MTA –II (10) TOURISM MARKETING

Module – 1 :- Concept of Marketing. Approaches to Marketing-Tradition Vis-à-vis Modern. Components of Marketing Mix with special reference to Tourism . Marketing Environment variables-Micro and Macro. Market Segmentation –approaches and strategies consumer behaviour.

Module – 2 :- Marketing problems of Tourism products in developing economy with special reference to India. Concept of Product in Tourism and special issues related to marketing of Tourism products. Social Marketing , Green marketing , E- marketing, Relationship marketing.

Module – 3:- Marketing Research –Importance, nature Objectives and scope, Techniques of marketing Research . Data reliability and values of issues, Marketing information system.

Module – 4 :- Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.

Module – 5 : Communication mix: Component of communication mix: Communication-mix in Tourism & Travel marketing.

Public relations: Significance of PR, Methods and Techniques of PR: Role of various promotional units organization and their specific strategies in promoting international Tourism in India.

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, and measurement of advertising effectiveness.

Personal selling: Meaning and its role in tourism promotion.

References:-

1. Marketing Management: S.P Bansal, Kalyani Publisher
2. Tourism Marketing by S.M. Jha

3. Tourism marketing by Victor Middleton.
4. Marketing Management by Phillip Kotler.
5. Dynamics & Tourism by Rattan Deep Singh.
6. Marketing Research by S.P Bansal

MTA – II (11) : DESTINATION PLANNING.

Module – 1: -Planning: Nature and scope, Tourism Planning: Origin. Concept and Approaches, Levels and Types of Tourism Planning.

Concept of Product life cycle and its applicability in Tourism Planning.

Module – 2 : -Planning Tourist Destinations and Destination Regions: Objectives setting, Background analysis, Detailed research and Analysis, synthesis, goal setting and plan Formulation.

Project Feasibility study – Steps and stages in preparing feasibility reports.

Module – 3:- Emerging Concepts in Tourism and Choice of Appropriate Development Strategy. Conventional Versus Alternative tourism, Mass Vis-à-vis selective Tourism, Planning for and prospects of promotion of Rural, Eco, adventure, Wilderness and Park tourism in India.

Concept of sustainable Tourism Development with special reference to Mountain Tourism.

Concept of Community approach for Tourism Planning and its relevance in Indian Context.

Planning Considerations for special types of attractions theme parks, Archaeological sites, Urban Centres, Conversion facilities planning.

Module- 4: -Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies.

Salient features of the National Action Plan-1992. Indian Tourism Policy-An analysis.

Module – 5:- Organisation responsible for Tourism Planning in India. Case study of Department of Tourism and role of State Tourism departments.

Role of leading International and Regional Tourism Institutions in Tourism Planning and Development, case Study of PATA and WTO.

References:

1. Tourism Planning by Inskeep.

2. A Geography of Travel and Tourism by Boniface Cooper.
3. Sustainable Tourism Development by Middleton & Hawkins.
4. Dynamics of Tourism by Pushpinder S. Gill.(Volume-II)
5. Tourism Dimension by S.P. Tiwari.
6. Encyclopaedia of Tourism Management by P.C. Sinha.

MTA – (II) (12): -Computer Applications in Tourism:-

Module – 1:- Introduction to Computer: Simple model of computer, generation of computers, computer Hardware/software concept, Computer Fundamental : Numbering system and data representation .I/Q Devices, Programming languages, CPU, Applications of computer.

Module – 2 : -File Organisation and Processing: Fields, Records, Files, Type of files, Serial, Sequential, Index Sequential and Random files, File Organisations, Batch Processing, Rascal this processing, Time sharing, Multi Processing, Multi Programming, Client Serves processing.

Module – 3: -Operating system of PCs: M.S. DOS Commands, Window 95/98, languages, GUI concepts and WINDOW S basics, word Processing Using MS- Word, Spreadsheets using MS-Excel.

Module – 4: -Computer Networks: Local Area Network, Wide Area network, Internal, E-Mail, Application of Tourism Software's. Networking concepts: meaning of networking ,Types of Networks, Network Topology, Network Protocols, Planning a network for a organisation.

MODULE-5:- Introduction to Internet: What is Internet? World Wide Web, E-mailing, Browsing the web, Web. Browsers basics searching the web, multimedia, Internet security Usenet FDP, Intranets.

REFERENCES;

1. V.K. Kapoor, Fundamentals of Electronic Data Processing, Sultan Chand & Sons, New Delhi,1998.
2. Asian Computer Course, Asian Publisher, New Delhi,1998.
3. Ron Mansfield, The Compact Guide to Microsoft office, PBP Publications, New Delhi,1994.

MTA – (II) (13): -Airline Ticketing and Cargo Management :-

Module1:- Office Procedures :-Office planning-accounting-budget management –cost control-ticket stock control-foreign exchange and ticket cancellation policies against INR and USD fares, against fare paid in foreign currency-special instructions while issuing a ticket commissions on domestic and international tickets-ticketing instructions –PNR and writing the names with right pronunciations.

Module 2:- Travel geography-time differences-planning itineraries by air with best suitable tickets-procedures to purchase a ticket, back entries and cancellations-fare calculation-routing-ticket booking.

Module 3:- Ticketing through available systems like Amadeus and Galileo-airport services including immigration and custom –baggage handling and charges different class journeys-special fares-round and circle trip fares-open jaw journey –lowest combination principle.

Module 4 :- Introduction of Cargo service:- Travel & Cargo, Historical Growth and Evolution of cargo Industry-Importance, Areas and Sub areas, A Time Zones and calculation of Time, GMT variations, Elapsed/Flying/ground/transportation time.

Module 5 :- Industry Regulations & Indian Skies, Present Policies, practices and Laws pertaining to airlines. Licensing PF carriers, freedoms of Air, Functions of ICAO, IATA, Bermuda & Chicago Convention, Functioning of Indian Carriers, Air Corporation Act and its repeal, Role of DGCA, open sky policy-Basic Cargo Operations and Documentation, Rules for cargo acceptance.

References:-

1. IATA notes.
2. Travel agency and tour operation-concepts and principles by Jagmohan Negi.
3. Amadeus and Galileo systems.
4. Encyclopaedia of Tourism Management-PC Sinha.
5. ABC & OAG Guides, TIM Air Tariff.
6. TACT Rates & Rules Book Customs ACT.

MTA – (II) (14): -Ethical, legal and Regulatory Aspects of Tourism Business in India:-

Module – 1 :- Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

Module – 2 :- Laws relating to accommodation, travel agencies and tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

Module – 3 :- Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

Module – 4 :- Law designed for Adventure Tour operation, special permits for rafting, paragliding helisking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

Module – 5 :- Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension.

REFERENCES;

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

MTA-II (15) :Regional Dimensions of Tourism

Module – 1 :- International scene of Tourism. Top Ranking Countries in Terms of Tourist Arrivals & Receipt. Top Countries Generating Tourists. Reasons for concentration and disparities.

India's performance in global tourism and South Asia, Strategies for improving tourism in the country.

Module – 2 :- Tourism Management Strategy in U.K and China .

(Short Notes): Overview of tourism in selected attractions: Bali (Indonesia)
U.K

Switzerland, Kenya, France, U.A.E and Nepal.

Regional organizations promoting tourism: SARTC, PATA.

Module – 3 :- Geographical Regions of India. Important Tourism Circuits identifiable in the country

Place of tourism in India's 5 year plans – outlay and major thrust in various plans.

Module – 4 :- Sergeant committee, Jha Committee, Tourism policy and National Action Plan (Recommendations)

Structure and Role of Ministry of Tourism, ITDC and STDC's.

Module – 5 :- Understanding the World time Zone Map: Important country codes. Airport codes and city codes.

REFERENCES:

1. Exploration by Landry & Fesmire.
2. International & Encyclopaedia of Tourism Management by P.C. Sinha.
3. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.
4. Tourism Dimensions by S.P. Tiwari.
5. Tourism in 21st Century by J.S. Batra.
6. Himachal Pradesh, The Land, the people by S.S. Negi.

MTA-II (16) : Foreign Language : French

Module- 1: - Exercises from the Grammar section of the books relating to filling in the blanks. Reconstructing sentences using preposition etc.
..... 20 marks

Module -2:- Conjugation of regular & irregular verbs in to present ,past & future tense. Changing the tense
of sentences
10 marks

Module -3:- Simple dialogue to be formulated in French for demanding a service e.g ordering a dish ,
dish reserving a room m arking a complaint etc.
.....25 marks

Module- 4: - Translation of seen sentences from the text from English to French and English to French
into English.15 marks.

	<u>Total Marks</u>
<u>60.</u>	
Internal Assessment marks)	(20
Viva marks)	(20

BOOKS PRESCRIBED:-

1. COURs DE LANGUE DT DE CIVILISATION FRANCAISES BOOK I. Chapter 15 – 25. By G. MAUGER. LESSON 15- 25 PAGE 42-67.
2. A VOTE SERVICE 1. by Chandrsekar, Hangal, Krishnan, Le Ninan. Lesson 7-12 page 69-144.

MTA – II (16) : FOREIGN LANGUAGE : GERMAN

1. Translation from German to English from the prescribed text book. 10 marks
2. Translation of five sentence from English to German. 5 marks
3. Letter writing (write and invitation to a friend apply for a join, describe your city or house to your friend, leave application) 15 marks
4. Grammar:-
 - a) Use of Dativ verbs 5 marks
 - b) Use of Dativ Pronouns 5 marks
 - c) Use of Dativ prepositions 5 marks
 - d) Use of perfect tense 5 marks
 - e) Use of past tense 5 marks
 - f) Adjektiv Beclensions with definite and indefinite articles 5 marks

Internal assessment base on assignments + tests 20 marks

Viva-Voce 20 marks

Prescribed books:

1. Deutch als Fremdeprache IA BY Braun, Nieder Schme (9-16)
2. Glossar.
3. Easy German Grammar for the Beginners.

MTA – II (17):- Field Trip Report

MTA II (18):- Seminar Course in Tourism

Third Semester

MTA –III (19):- Research Methodology

Module – 1:- Introduction: Meaning, objectives and significance of research, types of research, research process. Social science Research: Meaning, scope and objectivity of social science Research, Ethics in social science research.

Tourism Research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

Module – 2:- Research Design: Meaning, need and important features, types of research design, selection and formulation of research problem.

Hypothesis: Nature & role in social sciences.

Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

Module – 3 :- Sampling design: Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, sample size, sampling & non-sampling errors.

Data collection: Sources of data required- Advantages and Drawbacks. methods of collecting primary data, observation method , interviews method, the questionnaire, mail survey, projective techniques.

Module – 4 :- **Data processing:** Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data.

Data analysis:- Statistical analysis, hypothesis testing Chi-square(X²) Test, analysis of variance(ANOVA)

Module – 5 :- -Report writing and presentation: substance of reports, formats of reports, presentation of reports.

Tourism Market Research:- Need for tourism market research, techniques of tourism market research, planning tourism marketing research programme, forecasting tourist demand & trends, case Study.

REFERENCES:

1. Methodology and techniques of social research by Wilkinson & Bhandarkar.
2. Methodology of Research in Social Sciences by O.P. Krishnaswami.
3. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi,1996.
4. S.M. Moshin, Research Methods in Behavioural Sciences, orient Langman, Hyderabad, 1989.

MTA – III (20) INTERNATIONAL PERSPECTIVES ON TOURISM

Module – 1:- Defining tourism in international manner, its origin and process. Tourist traffic analysis in last decade with reference to India, Singapore, Nepal, Mauritius and Thailand. Role of Indian Tourism offices in foreign countries in promoting India.

Module – 2 :- Economic and social changes with the growth of both Inbound and outbound tourism in India. Role of multinationals in various sections of tourism and comparison of services provided by the Indian companies with reference of volume and network in the country.

Module – 3 :- World tourism institutions, trade fairs and proceedings of ITB Berlin 2000. PATA conference details of year 2000. Role of IATA in tourism industry and tourism education. Changes and challenges of international tourism in next millennium.

Module – 4 :- Important foreign destinations for Indian tourists, their costs and detailed itineraries, best potential market for outbound package and selling strategies. Effect of outbound promotion on domestic tourism.

Module – 5 :- Rules and regulations for accepting foreign currency against travel services, receiving payments in form of traveller cheques and various cards and their confirmations. Knowledge of tax structure and banking in travel business.

REFERENCES:

1. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
2. Reports and publications of IATA and PATA.

MTA-III (21):- Organisational Structure and Procedural Aspects:-

Module – 1 :- **Travel Agent:** Definition and role of a Travel Agent in the Tourism Industry.

Organisation structure of a standard Travel Agency with examples of some leading agencies (SITA, COX & KINGS, MERCURY TRAVELS).

Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

Module – 2 :- Reservations: For Air seats, Hotels, Transportation, cruise Tours, Conferences & Conventions, Chartered flights, Entertainment facilities & sightseeing.

Procedural formalities and permits to be obtained for various authorities for the above mentioned services.

Module – 3 : -Documentation & Frontier Formalities: Immigration related functions of Travel Agency, Procuring passport and Visa, Arranging liquor permits, obtaining permission for special/Restricted Areas, Exchange related arrangements, custom clearance, Health & Security checks, Landing permit & Landing certificate.

Module – 4 : -Procedure of setting up an agency. Various fiscal and non-fiscal incentives provided by the government for Travel Agencies.

Norms and procedure to become IATA approved Travel agency of Tour Operator. Advantages of IATA affiliation.

Module – 5 :- Adventure Tourism operations: Various adventure activities and the inherent problems and Technicalities involved in their operation.

(Trekking, Mountaineering, Aero sports, safaris, skiing, water sports.)

Important Organisations and clubs (Both Government and non-government) assisting Travel Agents in conducting adventure activities and the assistance extended by them.

REFERENCES:

1. Tourism Dimensions by S.P. Tiwari.
2. Travel Agency and Tour operation concepts and Principles by Jagmohan Negi.
3. Encyclopaedia of Tourism Management by P.C. Sinha.
4. Tourism and Travel Concepts and Principles by Jagmohan Negi.
5. Regional Development, Tourism Hotels, & Travel Trade by Jagmohan Negi.

MTA III (22) Organizational Behaviour and Business Communication:-

Module -1:- Concept of organizational Behavior , meaning of organization, Disciplines in Organizational Behavior.

Modules of Man, Challenges and Opportunities for organizational Behavior .

Module -2:- Perception- Meaning factors, Theories.

Motivation - - Meaning factors, Theories.

Attitudes, meaning, Factors, Change, Cognitive Dissonance Theory.

Module- 3 :- Learning, meaning, Factors, Influencing, Theories of learning

Leadership: Meaning, Factors, Styles theories, Interaction Process analysis.

Module-4:- Group Dynamics:- Group Formation, Cohesiveness, Team Work, Group Marale, Social Norms

Conflict5, Power and Control, Concept of Total Quality management (TQM)

Organizational Change and Effectiveness

Module -5:- Communication :- Process of Communication , Communication Forms and Types, Communication

Networks, Transactional Analysis.

Business Communication:- Formats in Written Communication: Basic Rules of Good writing cover letter, Business letters Format (Templates), Resumes, Fax, Facsimiles, memorandums, Reports, Telephone Etiquettes.

References :-

1. Organisational Behaviour (O.B) 10th Edition-StephenP.Robbins.
2. O.B by Richard Pettinger
3. O.B by Moorhead and Griffins.
4. O.B by Ashwathappa.
5. O.B- 7th Edition by Fred Luthans.
6. O.B by Steven L.Mc Shane-Mary Ann Von Glinow.
7. Hospitality and Tourism Careers-A Blueprint for success by Carl Riegel, Mellissa Dallas.
8. Accommodation Services: By V. Shannessy, S.Haby, P.Richmond.
9. Sales and marketing for Travel and Tourism by Philip Davidoff and Davis Davidoff.

MTA III (23) :- ITINERARY PREPARATION & TOUR PACKAGING:

Module – 1 :- Definition of Itinerary, various types of itineraries, tools, techniques and procedure involved in itinerary planning, constraints in itinerary preparation.

Module – 2:-Preparation of Itineraries for special interest tours like Buddhism in India, Wildlife tours, Heritage tours cuisine, Yoga, Photography and various adventure tour programmes in Himachal.

Module – 3 :- Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

Module – 4 :- Tour packaging-types, components of standard tour package:

A. The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC.

B. Out bound packages.

Module – 5 :-Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.

REFERENCES;

1. Travel Agency and Tour operation concepts and Principals by Jagmohan Negi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.
3. Tourism and travel Concepts and Principles by Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi

MTA –III (24) : Marketing of Tour Packages

Module – 1 :- Tourism marketing- definition, meaning & scope, marketing mix. Importance of marketing of tour packages in the present competitive scenario, steps in marketing of tour packages.

Module – 2:- Conceptualisation, marketing research for tour packages. Various tools, techniques employed in marketing of tour packages. Area research, negotiations with Principals.

Module – 3 :- Promotional mix, role of various promotional mix (advertising, print media, sales promotion, personnel selling, public relation) in marketing of tour packages with special emphasis on the role & importance of print media in the marketing of tour packages.

Module – 4 :- Distribution Channels: Types of distribution channels, concessions & incentives provided to the distribution channels, Importance of selection of a distribution channel & the role played by distributional channels in marketing of tour packages.

Module – 5 :- Pricing- Various pricing techniques, Importance of pricing, problem of seasonality in tourism & its effect of pricing.

REFERENCES:

1. Marketing of Travel & Tourism by Middletom.
2. International Encyclopaedia of Tourism Management by P.C. Sinha.

3. Dynamics of Tourism by R.N. Kaul.

MTA-III (25): Leadership Development Programme

The objective of this course is to develop the leadership qualities through various field activities, like trekking, camping, mountaineering, adventure sports and popular fairs and festivals either within or outside of the state (In India).

The duration of this programme will be of minimum seven (7) days. After coming back the students will submit their report in the department.

Leadership Development programme report will be of 100 marks.

MTA –IV (26):- Five month Industrial Training and Report.

MTA IV (27):- Project Report

MTA IV (28):- Viva- Voce

Bachelor in Hotel Management

Students of Bachelor in Hotel management Course will undergo the course of Studies of three years duration, which will be run on semester basis. The course curriculum of B.H.M is subject to change. The course will comprise 6 semester viz. Semester I to VI. After successful completion of the course, students will be awarded a degree in Bachelor in Hotel Management of H.P.University.

BHM Course Curriculum

The course will be spread over six semesters

Semester I

BHM-101 : -Front Office Operations

BHM-102 : Housekeeping I

BHM-103 :-Basic Food & Beverage Service

BHM-104 :-Food Microbiology and Nutrition

BHM-105 :- Communication and Soft Skills

BHM-107 :- Practical

Semester II

BHM- 201 :- Hotel House Keeping –II

BHM -202 :- Fundamental of Tourism & Tourism Products-I

BHM-203 :- Food & Beverage Service Operation –I

BHM-204 :- Food & Beverage Production –I

BHM -205:- Hotel Engineering

BHM-206 :- Practical

Semester III

BHM-301 :- Advanced Front office Operation-I

BHM -302 :- Hotel Housekeeping Operation-II

BHM-303 :- Food & Beverage Service Operation-II

BHM -304 :- Food & Beverage Production-II

BHM -305 :- Hospitality French

BHM-306 :- Hospitality Sales & Marketing

BHM -307 :- Practical

Semester IV

Industrial Exposure Training (IET)

Brief Introduction

Duration :- Minimum 20 weeks with coverage of all major and minor departments of a full service hotel.(can be substituted with operational training in reputed Fast Food Operations, Airlines, Resorts and Similar Industry in accordance with course curriculum)

Suggested Training Schedule

F&B Service : 4 week

F&B Production : 4 week

Front Office : 4 week

Housekeeping : 4 week

Other : 4 week (HR, Sales & Marketing, Finance etc.)

Documents to be submitted after successful completion of IET

WTO (What to observe) Sheets
Training Log-Book (to be issued by Learning Centre)
Departmental Appraisal Forms
Training Report in 2 Copies (1 for PTU & 1 for LC)
Training Certificate from the concerned Hotel Authority

Maximum Marks 600 Based on

Completed WTO sheets (100)
Industrial Training Report (150)
Industrial Training Log Book (100)
Industrial Training Project (Report) Presentation (200)
Viva (50)

Semester –V

BHM-501: Front Office management-I
BHM-502:- Advance Accommodation Operation-I
BHM-503:- Advance Food & Beverage Service operation
BHM -504:- Advance Food & Beverage Service production-I
BHM -505:- Principals of management
BHM -506 :- Hotel Accountancy
BHM- 507 :- Practical

Semester VI

BHM -601:- Front Office Management –II
BHM-602:- Advance Accommodation Opeartion-II
BHM-603:- Fod & Beverage Contrioles.
BHM-604:- Advance Food & Beverage Service Production-II
BHM-605:- Hotel law
BHM-606:- Travel Agencies and Tour Operator Operations
BHM -607:- Practical

Admission:

The Institute annually publishes its Hand Book of Information/Admission which contains all information about the Academic programs of the Institute. Entrance tests are conducted every year for admission to all programs.

Admission Schedule (MTA)

Admission process

The admission is based on competitive examination which comprises of application rating, written Test (Objective Type having Multiple Choice questions), Group Discussion and personal Interviews and application rating will be the criteria for admitting the students.

For the MTA course, minimum eligibility requirements are as follows:-

Any first Bachelor's degree of a University, establishment by law in India with at least 50% marks (with 45% marks in Case of Scheduled Caste, Scheduled Tribe Candidates).

Admission Schedule (FYICTA and BHM)

Admission process

The admission is based on competitive examination which comprises of application rating, written Test (Objective Type having Multiple Choice questions), Group Discussion and personal Interviews and application rating will be the criteria for admitting the students.

For the FYICTA and BHM course, minimum eligibility requirements are as follows:-

The students passing 10+2 in any stream from any recognized Institution/Board with at least 50 % marks (45% in case of SC/ST) will be eligible for admission to this course.

News and events

The Institute regularly organizes the following events:

- Leadership development Programs
- Tourism Week Celebrations
- Cleanliness Programs
- Gender sensitization programs
- Host guest relationship programs
- Heritage conservation programs
- Environment awareness programs
- Community rehabilitation program
- Community capacity building for tourism entrepreneurs
- Stakeholder orientation programs

Facilities

The Institute has infrastructure to facilitate academic growth through state-of-the-art technology to facilitate innovative teaching and learning. It has a well-equipped library, a computer lab, its own presentation aids like LCD, overhead projector, slide projector, VCR, and TV, digital camera, laptops etc. Department has well-maintained smart classrooms. All the above-mentioned infrastructure is used by both the faculty and the students in their classroom teaching, research, seminars, conferences etc. The department has a computer lab with access to Internet. The equipment is used for preparation and delivery of presentations.

Placement

The Institute has its own placement under the Placement Officer, Dr. Chander Mohan Parsheera, Associate Professor, Tourism. The placement cell is in continuous collaboration with the key industry organizations in order to ensure On the Job training and 100% placement of its students on completion of their degree. The placement officer who has the long association and wide relation in Indian tourism industry keeps looking for new opportunities for the students of the Institute in different travel organizations. The directors and other top executives are approached frequently both through communicational modes and personal visits so that the demand can be observed and further supplied by best professionals. The Institute promotes itself through website, CDs and placement brochures within the travel industry and the campus interviews too are organized to explore the less-reached segments of demand. Further the same interviews are also conducted in the market areas. Initially the students go as trainees in the position of executives but have over the years taken managerial positions. Some important organizations that our students have been placed in are: Cox and Kings, SITA travels, Thomas Cook, Orbitz, Indo Asia, Holiday India, Yatra etc. Holiday Makers, Paradise Tours, ITFT Chandigarh and Colors of India, among others.

Library

The Institute has a well-equipped library with over 300 books of Tourism and Hospitality. Besides, the University Library also provides valuable books, journals and magazines, of the subject for students

Contacts

Office telephone: 0177-2633251

Email: mtashimla@rediffmail.com