



**Department of Tourism Studies
Dharmanand Uniyal Government Degree
College, Narendranagar (Tehri Garhwal)**

Curriculum & Syllabus

**Course Structure and Scheme of Examination
According to Semester System**

of

Bachelor of Arts (Tourism Management)

w.e.f 2016-17

**Department of Tourism Studies
Dharmanand Uniyal Government Degree College
Narendranagar (Tehri Garhwal)
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Submitted to



**Sridev Suman Uttarakhand University
Badshahithaul (Tehri Garhwal)- 249199 Uttarakhand
Website: www.sdsuv.ac.in**

Degree Programme:

- **Bachelor of Arts (Tourism Management)** - Three year full time regular programme.

Structure of the Programme

The duration of the Bachelor of Arts (Tourism Management) programme of study is three academic years with six semesters. The study module shall be as follows:-

Syllabus of Bachelor of Arts (Tourism Management)

FIRST SEMESTER -

Course No.	Title of course	Contact Hours/Week			Credit	Internal Assessment	University Exam	Total
		L	T	P				
BATM 101	Tourism Principles and Practices	3	-	-	03	30	70	100
BATM 102	Business Communication and Personality Development	3	-	-	03	30	70	100
BATM 103	Principles and Practices of Management	3	-	-	03	30	70	100
BATM 104	Basic Accounting	2	1	-	02	30	70	100
BATM 105	Environmental Sciences (Compulsory)	2	-	-	02	-	100 (Qualified Paper)	
BATM 106	Seminar and Viva-Voce	-	-	-	02	-	100	100
Total		13	1	-	15	120	380	500

SECOND SEMESTER -

Course No.	Title of Course	Contact Hours/Week			Credit	Internal Assessment	University Exam.	Total
		L	T	P				
BATM 201	Tourism and Hospitality Marketing	3	-	-	03	30	70	100
BATM 202	Computer Applications in Tourism and Hospitality Industry	2	1	-	03	30	70	100
BATM 203	Travel Agency and Tour Operation Business	3	-	-	03	30	70	100
BATM 204	Human Resource Management in Tourism Industry	3	-	-	03	30	70	100
BATM 205	Seminar and Field Study Tour Report	-	-	-	02	-	100	100
Total		11	1	-	14	120	380	500

THIRD SEMESTER-

Course No.	Title of Course	Contact Hours/Week			Credit	Internal Assessment	University Exam.	Total
		L	T	P				
BATM 301	Tourism Resources of India	3	-	-	03	30	70	100
BATM 302	Tourism and Transport	3	-	-	03	30	70	100
BATM 303	Adventure Tourism Management	2	-	1	03	30	70	100
BATM 304	Strategic Management	3	-	-	03	30	70	100
BATM 305	Seminar and Viva-Voce	-	-	-	02	-	100	100
Total		11	-	1	14	120	380	500

FOURTH SEMESTER-

Course No.	Title of Course	Contact Hours/Week			Credit	Internal Assessment	University Exam.	Total
		L	T	P				
BATM 401	Hospitality Management	3	-	-	03	30	70	100
BATM 402	Geography of Tourism	3	-	-	03	30	70	100
BATM 403	Ecotourism Principles and Practices	3	-	-	03	30	70	100
BATM 404	Organisational Behaviour	3	-	-	03	30	70	100
BATM 405	Field Study Tour Report and Viva-Voce	-	-	-	02	-	100	100
Total		12	-	-	14	120	380	500

FIFTH SEMESTER-

Course No.	Title of Course	Contact Hours/Week			Credit	Internal Assessment	University Exam.	Total
		L	T	P				
BATM 501	Research Methodology	3	-	-	03	30	70	100
BATM 502	Entrepreneurial Development in Tourism	3	-	-	03	30	70	100
BATM 503	Airline Marketing	3	-	-	03	30	70	100
BATM 504	Sociology of Tourism	3	-	-	03	30	70	100
BATM 505	Experiential Learning and Field Study Tour Report	-	-	-	02	-	100	100
Total		12	-	-	14	120	380	500

SIXTH SEMESTER-

Course No.	Title of Course	Contact Hours/Week			Credit	Internal Assessment	University Exam.	Total
		L	T	P				
BATM 601	International Tourism	3	-	-	03	30	70	100
BATM 602	Advertising and Public Relation in Tourism Management	3	-	-	03	30	70	100
BATM 603	Tourism Policy and Planning	3	-	-	03	30	70	100
BATM 604	Economics of Tourism	3	-	-	03	30	70	100
BATM 605	Dissertation, On-the-Job Training and Viva-Voce	-	-	-	03	-	100	100
Total		12	-	-	15	120	380	500
Grand Total		71	2	1	86	720	2280	3000

Course Curriculum of Bachelor of Arts (Tourism Management)

SEMESTER I

BATM 101: Tourism Principles and Practices

Marks: 70

Objectives: The objective of the course module is to provide an understanding of basic concepts and principles of tourism. This will give an overview of tourism industry, and various organisations at national and international levels.

Unit I

Introduction: Historical evaluation and development of tourism; Periodisation and concepts – Ancient Period – Early empires – Egyptian and Phoenicians – The Persian – The Greeks – The Romans – Indians – Pilgrimage – Grand tour – Concept of annual holidays – Murphy's factors on the evolution of tourism – Paid holidays and transition to modern tourism; Future dimensions and growth from 2000 onwards. Definition of Tourism; Purpose of Tourism- Leisure, Recreation, Special Interest Tours- Alternative Tourism; Typology of Tourists: Tourist, Traveler, Excursionist, Forms of Tourism: Inbound, Outbound, Domestic & International: Interactional, Cognitive and Normative Models and Other Common Categories.

Unit II

Tourism System: basic concepts and elements; Concepts of Pull and Push- Demand and Supply- Demand led system- Supply related problems. Kinds of tourism system: General and Specific Uses. Patterns and Characteristics of the Supply of Tourism. Measuring the Tourism Demand, Determinants and Motivations of Tourism Demand, Factors stimulating growth of tourism (determinants), why people wish to travel (motivations)? Influence of Supply. Tourism Statistics; Types of Tourist Statistics, and their limitations, Domestic Tourism - Sources, Methods and Dimensions. International Tourism - Sources, Methods and Dimensions.

Unit III

The Tourism Industry and Organizations: Nature and Characteristics: Components of Tourism Industry: Attractions, Transport, Accommodation, Refreshments, Shopping, Entertainment, Infrastructure and Hospitality. Structure and role of Government and Tourist Boards, ITDC, State Govt. Tourist Departments and Tourism Corporations and other Departments and Ministries, International Organisations: WTO, PATA, ASTA, UFTAA, ICAO, IATA.

Unit IV

Travel formalities and procedures: Arrival formalities – departure formalities – Travel and tourism terminology – air, ship and rail travel – hotel terminology, general terms – tourism abbreviations – steamship code abbreviation and reference marks; Accommodation Sector: Classification of hotels, Types of hotels, Grading of hotels, unclassified hotels, Food Plans, National and International hotel chains in India and emergence of Heritage and Palace hotels.

Unit V

Tourism Products, Destination and Attractions: Tourism Products, Elements and characteristics of tourism products. Tourism Product Production System, Tourism Product Life

Cycle, Typology of tourism products. The elements of tourist destination, Understanding tourist's destination activities. Influences on tourist flows, Concepts and Patterns of tourist destination use.

Unit VI

Tourism Market and Upcoming Trends:: Tourism Market Segments: Conventions, Incentives, Sports and Adventure, FIT/GIT, Senior Tourism, Special Interest Tourism like Culture or Nature Oriented; Ethnic or 'Roots' Tourism and VFR. Trends and Themes in the use of Tourist Resources, Urban Tourism, Rural Tourism, Coastal and Resort Tourism, Tourism in the less Developed World. Upcoming Tourism Opportunities, New Realities, New Horizon.

RECOMMENDED TEXTS

1. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt. Ltd, New Delhi, 2003
2. Amitabh Kant- Branding India: An Incredible Story; 2009, Harper Collins (India), Delhi
3. C. Cooper C, J. Fletcher, D. Gilbert & S. Wahill- Tourism; Principles & Practices
4. Charles R. Goeldner and J.R. Brent Ritchie- Tourism: Principles, Practices and Philosophies, John Wiley & Sons.
5. O.P. Kandari and Chandra Ashish- Tourism Development: Principles and Practices, Shree Publishers, New Delhi.
6. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999.
7. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
8. Richard Sharpley- Travel and Tourism, SAGE Publications, 2006.
9. Sampad Kumar Swain and J.M. Mishra- Tourism: Principles and Practices, Oxford University Press, New Delhi
10. Stephen J Page, Paul Brunt, Graham Busby and Jo Connell- Tourism: A Modern Synthesis.

BATM 102: Business Communication and Personality Development

Marks: 70

Objectives: To equip students of the B.A (Tourism Management) course to effectively acquire skills of business communication and expand personality traits for the tourism and travel world.

Unit I

Nature and Process of Communication, Types of Communication (verbal & Non Verbal), Types of Non-Verbal Communication, Importance of Communication, Different forms of Communication, Barriers to Communication, Techniques for efficient and effective Communication.

Unit II

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

Report Writing, Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, and check lists for reports, Aids to correct Business writing. Vocabulary Words often confused, Words often miss-pelt, common errors in English.

Unit IV

Oral communication, public speaking, body language, Presentation Plan, Power point presentation, Leading and participation in Meetings and Conferences. Audio-visual aids. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio- Video recording.

Unit V

Business Etiquettes, Business manners, Body language postures, gestures, Etiquette, emotional intelligence, telephonic etiquette, listening, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building. Comprehension and Précis Writing, Grammar and its usage in Business Communication.

Unit VI

Nature, Concept and Definition of Personality, Foundation of Personality, Dimensions and determinants of Personality, types of personality, Individual interaction skills problem solving, lateral thinking, self awareness, leadership, team work and team building, interpersonal skills, conflict management, small cases including role-plays, negotiation skills, negotiation strategies.

RECOMMENDED TEXTS

1. Asha Kaul- Effective Business Communication, PHI New Delhi.
2. Biswajit Das and Ispeeta Satpathy- Business Communication and Personality Development. Excel Books. New Delhi.
3. Bovee and Thill, Business Communication Today, Pearson Education
4. K.K. Sinha- Business Communication, Galgotia and Sons, New Delhi.
5. Locker and Kaczmarek- Business Communication: Building Critical Skills, Tata McGraw Hill.
6. Lynn Van Der Wagen- Communications in Tourism & Hospitality, Hospitality Press
7. R.C. Sharma and K. Mohan- Business Correspondence and Report Writing, Tata McGraw Hill.
8. R.V. Lesikar and M.E. Flatley- Basic Business Communication Skills, Tata McGraw Hill, New Delhi.
9. Rajendra Pal and J.S. Korlahalhi- Essentials of Business Communications, Sultan Chand & Sons.
10. S.A. Chunawalla- Advertising Sales and Promotion Management, Himalaya, Mumbai.
11. Shirley Taylor- Communication for Business, Pearson Education
12. Stephen R. Covey- The Seven Habits of Highly Effective People, NY: Fireside/ Simon & Schuster.
13. T.N. Chhabra- Business Communication: Concepts and Skills, Sun India Publication, New Delhi.

BATM 103: Principles and Practices of Management

Marks: 70

Objectives: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to include the ability to apply multifunctional approach to managerial objectives.

Unit I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Overview of functional areas of

Management. Development of Scientific Management and other Schools of thought. Early Contribution, Classical Management, Human Behaviour Approach, Overview of Shifts in focus in Management Thought

Unit II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Fundamental of Planning- Mission- Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision making – Types of Decision- Process of Decision Making – Process and techniques of decision making.

Unit III

Organising: Concept and Types of Organisation and Organisation theories; Organisations structure; Authority – Delegation – Responsibility, Centralization and Decentralization; Span of management authority relationships, Line and Staff Relationship, Co-ordination.

Unit IV

Staffing and Directing: Fundamental of Staffing; Issues in Managing Human resources, Fundamentals of Directing; Theories of Motivations, Leadership pattern and style; Types and technique of communication. Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

Unit V

Controlling: Meaning and Importance – Fundamentals of controlling, Essential of effective control system – Control Process, Behavioural implication of controls, techniques of control- Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination

RECOMMENDED TEXTS

1. C.B. Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. Govindarajan and Natarajan- Principles of Management, PHI Publication
3. J.Jayasankar- Business Management - Margham Publication - Chennai.
4. Joseph L Massie- Essentials of Management, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
5. L.M.Prasad- Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
6. Peter F. Drucker: Management-Tasks, Responsibilities & Practices
7. R.D. Agarwal: Organization & Management, Tata McGraw Hill.
8. Terry and Franklin- Principles of Management
9. V.S.P Rao and S Rao- Management Concepts, Konark Publishers.

BATM 104: Basic Accounting

Marks: 70

Objectives: The module will enable the students to understand and apply principles of accounting in business operations. The basic objective is to acquaint students with the accounts, ledger, journals, trial balance, P&L account and preparation of Balance Sheets.

Unit I

Basic Accounting: Nature, Meaning and Scope of Basic Accounting, Generally Accepted Accounting Principles, conventions and concepts, accounting cycle uses; functions and types of accounting.

Unit II

Transaction Analysis, Cash Book, Bank Transactions, Preparation of Journals and other books, Ledger accounts, Double Entry System, Bank Reconciliation Statement.

Unit III

Preparation of Trial Balance, Manufacturing and Trading, Profit and Loss Account Income statement, and Preparation of Balance Sheet.

RECOMMENDED TEXTS:

1. I.M. Pandey- Management Accounting: A Planning and Control Approach, Vikas Publication.
2. Iqbal Mathur- Financial Management.
3. Leslie Chadwick- The Essence of Financial Accounting, Prentice Hall of India Pvt.Ltd.
4. R.L. Gupta and V.K. Gupta – “*Financial Accounting: Fundamentals*”, Sultan Chand Publishers, 2003.
5. Robert and Anthony - Management Accounting, Prentice Hall of India Pvt.Ltd., New Delhi.
6. S.A. Siddiqui – Comprehensive Financial Accounting, Luxmi Publications (P) Ltd. New Delhi.
7. S.K. Bhattacharya & J. Dearden – *Accounting for Manager – Text and Cases*, Third Edition, Vikas Publishing House, 2003.

BATM 105: Environmental Sciences

Marks: 100

Ability Enhancement Compulsory Course (AECC) for the students of BA (Tourism Management) with 02 credits of 02 hrs of Lecture per week.

UNIT I

The Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance
Need for Public Awareness.

UNIT II

Natural Resources: Forest resources, use and over-exploitation, deforestation, case studies. Water resources, use and over-utilization of surface and ground water, floods, drought, Mineral resources, use and exploitation and case studies. Food resources, effects of modern agriculture. Energy resources and Land resources, land degradation, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

UNIT III

Concepts of an Ecosystems, Structure and function of an ecosystem: Producers, consumers and decomposers; Energy flow in the ecosystem, Ecological succession, Food chains food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem and Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

UNIT IV

Biodiversity and Its Conservation: Introduction – Definition Genetic species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social ethical, aesthetic values. Biodiversity at global, national and local levels. India as a mega-diversity nation. Hot – spots of biodiversity. Threats to biodiversity: Habitat loss, poaching of wildlife, man – wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: IN – situ and Ex-situ conservation of biodiversity.

UNIT IV

Environmental Pollution: Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Floods, earthquake, cyclone and landslides.

UNIT V

Social Issues and Environment: From unsustainable to sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people, its problems and concerns, case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust case studies. Wasteland reclamation. Consumerism and waste products. Environment protection Act. Air (Prevention and Control of pollution) Act. Water (Prevention and control of pollution) Act. Wild Life Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation and Public awareness.

UNIT VI

Human Population And Environment: Population growth, Population explosion – Family welfare programme. Environment and Human health. Human rights. Value- based education, HIV/AIDS, Women and child welfare, Role of information technology in environment and human health. Case Studies.

RECOMMENDED TEXTS:

1. Dhulasi,V. Birunda, “Environmental Challenges Towards Tourism” Kanishka Publication. New Delhi.2003
2. Dr. Vijay Kumar Tiwari- Textbook of Environment Studies, HPH
3. Hall, C. Michael, Alan A eds. Sustainable Tourism: A Geography Perspective. London Addison Wesley Longman. 1998
4. Kandari O.P., & Chandra Ashish, “Tourism and Sustainable Development,” Shree Publishers New Delhi, 2004
5. Ratandee Singh- Handbook of Environmental guidelines for Tourism”, 2004, Kanishka Publication New Delhi.
6. S. S. Negi- Wild Life Conservation and Habitat, Indus Publication.

SEMESTER II

BATM 201: Tourism and Hospitality Marketing

Marks: 70

Objectives: The course includes the detailed knowledge on tourism and hospitality marketing. The students are expected to attain a basic knowledge of tourism and hospitality marketing principals and alternative promotional approaches to formulate marketing plans for tourism and hospitality industry.

Unit I

Core concept, definition and features of Marketing in Tourism and Hospitality, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market- concept, importance and bases. Market Research for Tourism and Hospitality Industry- methods, research problem areas, marketing research in the tourism industry. Tourism and Hospitality Product Life Cycle.

Unit II

Difference between Travel Market – Commodity Market – Analysis of Tourism Service System – Introduction – Model of Tourism Industry – Basic Tourism Model – Tourism System – Service Marketing – Consequences – Elements. Demand for Tourism – Types of Tourism Demand – Determinants of Tourism Demand – Effective Demand – Tourism Supply- Laws of Supply – Elasticity of Supply – Allocating Time for Tourist, Financial Factors.

Unit III

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Branding and Packaging of Tourism and Hospitality Products.

Unit IV

Strategic Tourism Marketing – Contribution of Marketing Tour Organizations – Strategic Decisions and Gaps – Distribution of Tourist Activity, Communication, Advertisement, Sales Promotion – Public Relations – Merchandising. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, Sales Promotion and Personal Selling.

Unit V

Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age- E-Business, E-Commerce and E-Marketing. Complementary Marketing.

RECOMMENDED TEXTS:

1. A.M. Morrison- Hospitality and Travel Marketing, Delmar Thomson Publishing
2. Bonita M. Kolb- Tourism Marketing for Cities and Towns. Using Branding and Events to Attract Tourists, Elsevier 2006.
3. Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
4. Manjula Chaudhary- Tourism Marketing, Oxford University Press.
5. Nama Kumari and Rama Swami- Marketing Management.
6. Paul Brunt - Market Research in Travel and Tourism, Butterworth Heinemann, 1997.
7. Philip Kotler, John Bowen & James Makens- Marketing for Hospitality and Tourism, Pearson.
8. Scott McCabe- Marketing Communications in Tourism and Hospitality. Concepts, Strategies and Cases, Elsevier, 2009.

9. Simon Hudson- Tourism and Hospitality Marketing. A Global Perspective, SAGE 2008.
10. Susan Briggs - Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
11. Victor T.C Middleton- Marketing in Travel and Tourism, - 4th ed. - Butterworth-Heinemann, 2009.
12. William J. Stanton- Fundamentals of Marketing, McGraw Hill.

BATM 202: Computer Applications in Tourism and Hospitality Industry

Marks: 70

Objectives: The module is prescribed in the course to impart practical knowledge on computer application and to provide an insight on office automation, software applications and computer technology.

Unit I

Introduction to Computer Hardware and Terminology: The use of an Operating System. Various Programming Languages, A descriptive survey of some of the important Application: Communication, Office Systems, Information Storage and Retrieval and Artificial Intelligence.

Unit II

Operating System, Window and its Application: Typical Micro-Computer Storage, Software Packages such as Word Processor, Spreadsheet and MS Office and their uses in tourism and hospitality industry.

Unit III

Management Information Systems, Office automation, E-mail and Electronic Highway, Internet.

Unit IV

Computer Networking and its Application in Tourism and Hotel Industry: CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, World Span, Amadeus, Apollo-Galileo, Sabre etc.

Unit V

Introduction to a Statistical Package (SPSS), Presentation Graphic Tools. Multi-media Technology.

RECOMMENDED TEXTS:

1. A. Clark- Small Business Computer Systems, Hodder & Stoughton, 1987
2. Amadeus Software and other CRS Packages practical handbooks.
3. B. Braham- Computer System in Hotel and Catering Industry, Cassell, 1988
4. IATA- OAG/ABC/Travel Information Manual and Air Tariff Book.
5. L.K. Parkinson and S.T. Parkinson- Using the Micro-Computer in Marketing, McGraw Hill, 1987.
6. R.K. Taxali- Lotus 1-2-3 Made Simple, New Delhi : Tata McGraw Hill.
7. S. Mehta- Wordstar-7, New Delhi: Comdex Computer Publishing, Pustak Mahal.
8. S. Saxena- MS Office 2000 for everyone, Vikas Publishing House Pvt. Ltd, New Delhi.
9. S.K. Basandra- Computer Today, New Delhi, Galgotia Publications.
10. T. Lucey- Management Information Systems, DP Publications.
11. V. Raja Raman- Introduction to Computer Science.

Objectives: In this module students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further, they can get Knowledge on formalities and documentation needed to set up tour and travel units.

Unit I

Travel Agency and Tour Operation business: Meaning, Definition and Types of Travel Agencies and Tour Operation– Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator. History; Present status and future prospects of Travel Agency System. The Indian Travel Agents and Tour Operators - an overview. Travel Agency and Tour Operators: Linkages and arrangements with hotels, Airlines and Transport Agencies and other segments of Tourism Plants.

Unit II

How to Set Up a Travel Agency? Market Research and Provision of Investment, Comparative Study of various types of organisations: Proprietorship, Partnership, Private Limited and limited. Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. Basis of approval of a Travel Agency. Study of various fiscal and non fiscal incentives available to travel agencies and tour operators business.

Unit III

Travel Terminology: Current and Popular Travel Trade Abbreviations and other terms for supporting sources. Travel Agency Manuals, ABC, TIM, and other relevant manuals. Travel organisations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), International Air Transport Association (IATA), IATA rules and regulations

Unit IV

Function of a Travel Agent: Understanding the functions of a Travel Agent, travel information and counseling to the tourists, reservation, ticketing, documentation, handling business/corporate clients including Conference and Conventions, sources of income: commission, service charges.

Function of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, preparation of itineraries. Handling of tour file, sources of income for tour operation.

Unit V

Organization structure of a standard travel agency, Management and Products of leading travel Agencies of India: Case Study of KDM, TCI, ITDC, SOTC, Thomas Cook, Orbit; Le Passage, GMVN, KMVN, UTDB, Delhi Tourism and Transportation Development Corporation (DTTDC) and HPTDC. International Tourist Organisations – WTO – UFTAA – PATA – ICAO – ASTA.

RECOMMENDED TEXTS:

1. Fuller-Travel Agency Management, South-Vestern Publishing Co.
2. J.M.S. Negi- Travel Agency & Tour Operations: Concepts & Principles.
3. K.C. Holloway- The Business of Tourism, MacDonald and Evans, Plymouth, 1983.
4. Mohinder Chand – Travel Agency Management: An Introductory Text (2nd ed.), Anmol Publications Pvt. Ltd, New Delhi, 2000
5. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd, Delhi, 1998
6. S.K. Gupta- International Airfare & Ticketing, UDH Publisher.

7. Susan Webster- Travel Operating Procedures (2nd ed.), Van Nostrand Reinhold New York.
8. Syrratt Gwenda- Manual of Travel Agency Practice, Buutterworth Heinmann, London, 1995.

BATM 204: Human Resource Management in Tourism Industry

Marks: 70

Objectives: To develop an understanding of the human resource management with respect to various aspects of personnel management and industrial relations.

Unit I

Definition of HRM, nature, scope and importance of human factor in managing modern organisation, personal/human resource activity, strategic human resource management, Importance of HR in tourism industry; Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector.

Unit II

Human Resource Planning: Meaning and Nature of Human Resource Planning, Need for Human Resource Planning, Planning Process, Human Resource Information System (HRIS). Job Analysis, Methods of Job Analysis, Job Description in Travel Agency and Tour Operation Business, Recruitment, Selection, Placement and Induction in Tourism Industry.

Unit III

Training and Development: Need, Objectives and Methods of Training, Significance of Training in Tourism, Management Development – Principles and Methods, Transfer, Promotion and Performance Appraisal.

Unit IV

Wage and salary administration, wage policy concept, role and importance, developing a pay structure, determining individual rates of pay, benefits.

Unit V

Human Resource Motivation: Techniques of motivation, importance of motivation, theories of motivation, Group dynamics and morale in work group in tourism industry.

RECOMMENDED TEXTS

1. A. Aswathppa- Human Resource and Personal Management.
2. Chandra Singh and Tunga- Personnel Management and Industrial Relations.
3. D. Lee-Ross- HRM in Tourism and Hospitality: International Perspectives on Small to Medium-sized Enterprises, Cassell Publications, London, 1999.
4. Dale Yoder- Personnel Management and Industrial Relations.
5. M. J. Boella & S. Gross Turner- Human Resource Management in the Hospitality Industry: An Introductory Guide. Oxford: Elsevier Butterworth-Heinemann.
6. M. Riley- Human Resource Management in the Hospitality and Tourism Industry. Oxford: Butter-worth-Heinemann, 1996.
7. M.J. Boella- Human Resource Management in the Hospitality Industry, 7th ed, Stanley Thornes Publishers, Avon, 2000.
8. R.H. Woods- Managing Hospitality Human Resources, Michigan: Educational Institute of the American Hotel and Motel Association, 1992.
9. Tom Baum- Human Resource Management for Tourism, Hospitality and Leisure. Australia: Thomson, 2006.

SEMESTER III

BATM 301: Tourism Resources of India

Marks: 70

Objectives: The module gives information of country's tourist places of national and international importance and it helps students to know the background elements of tourism industry of our country.

Unit I

Introduction: Concepts, meaning and characteristics, typologies and nature, definition and differentiation and nature and scope of tourist places in India.

Unit II

Natural Resources: Wildlife Parks, Sanctuaries and Tiger reserves in India with case studies of Raja-ji-National Park, Jim Corbett Tiger Reserve, Har-Ki-Doon Sanctuary, Nanda Devi Biosphere Reserve, Bharatpur Bird Sanctuary and Valley of Flowers.

Unit III

Hill Stations: Study of Hill station attractions and their environs with case studies of Mussoorie and Nainital.

Unit IV

Buddhist and Islamic Resources: Bodh Gaya, Nalanda, Kushinagar, Sarnath, Sanchi and Ajanta. Delhi, Agra and Fatehpur Sikri.

Unit V

Hindu Resources: Khajuraho, Jaipur, Mahabalipuram, Tanjore, Hampi, Ellora, Elephanta and Konark.

Unit VI

Museums: National Museum, New Delhi, Prince of Wales Museum, Kolkata.

Unit VII

Socio-Cultural Resources: Important fairs and festivals with case studies of Kumbh Mela, Dusshera, Onam and Puri Rath Yatra.

Unit VIII

Coastal Areas: Beaches and Islands: Resources and their use patterns. Case studies of Goa, Kovalam and Gopalpur Sea beaches.

RECOMMENDED TEXTS:

1. Archaeological Survey of India publication on archaeological places of India.
2. Devla Mitra- Buddhist Architecture, Calcutta.
3. G.C. Pande. Foundations of Indian Culture, 2 vols. (2nd ed.), MotiLal Banarasi Das Publishers, Delhi, 1990.
4. Mukharjee, R.K- The Culture and Art of India, George Alleene Unwin Ltd., London, 1959.
5. S.P. Gupta et.al.- Cultural Tourism in India, D.K. Printworld, New Delhi, 2002,
6. The Treasures of Indian Museums, Marg Publication, Mumbai.

Objectives: The objective of the course module is to teach basic knowledge of various mode of transports. This module intends to provide knowledge on the elements of transportation in tourism business and to realize the economic importance of tourism transport business in the growth of Indian economy

UNIT I

Air Transportation: Air line Industry, Present Policies, Practices and Laws Pertaining to Air Lines Licensing of carriers, Future Air Transportation Industry – Problems

UNIT-II

Road Transport : Approval of Travel Agencies, Tour Operators, Transport Operators, Car hire companies, State and inter – State bus and coach network - Regional Transport Authority, Transport & Insurance documents, Contract Carriage and State, Carriage All India permits

UNIT-III

Rail Transport: Major Railway system of World, British Rail, Euro Rail, Types of tours available in India, Indrail Pass, Special Schemes and Package available, Palace on wheels and Royal Orient, Planning of Itineraries on Indian Railways Reservation, Procedures GSAs abroad, Facilities Offered by Railways, Rail Yatri Niwas, Tourist Police, Railway Tourist Guide

UNIT-IV

Water Transport: History of Water Transport, Cruise Liners, Ferries, Hovercrafts, River and Canal Boats

UNIT-V

Travel Formalities: Passport, Visa, Health Records, Customs and Taxes, Insurances - Preparation of Itineraries - Quotations and Tariffs, FITs and GITs, Rates and Comparisons, Costing, Routing.

RECOMMENDED TEXTS:

1. Howell David, An Introduction to Travel and Tourism Industry, 1993
2. Gee Chuck Y. The Travel Industry, New York 1989
3. Travel Information Manual (TIM) A. Talukdar: Parlez A'L' hotel !, Aman Publications New Delhi

BATM 303: Adventure Tourism Management

Marks: 70

Objectives: This course helps students in acquiring practical knowledge on the vast resources of adventure tourism and leading adventure tourism field with management skills and develops the key skills required for successful adventure tourism business management.

Unit I

Definition, nature and scope of Adventure tourism. Classification of Adventure Tourism. Geographical diversities, Skill, Risk, Reward and Remoteness. Opportunities for adventure tourism in India.

Unit II

Land based Adventure activities; Mountaineering, Hiking, Bushwalking, Mountain Biking, Off-road safaris, trekking, jungle camping, skiing, Ice climbing in Himalayan states. Necessary equipment, techniques and problems.

Unit III

Water based activities- water resources of India; river- lakes and sea water. Rafting, kayaking, boating, Scuba diving, surfing and coastal activities.

Unit IV

Aerial based activities, paragliding, hang gliding, ballooning and sky diving. Places, organizations and equipments associated with above activities.

Unit V

Mechanics and Technicalities of Adventure Tourism: Product Patterns, Place, Operator, Activity, Equipment's used in adventure sports, safety management, high altitude sickness, technical skills and physical fitness, professional training for adventure tourism, Accommodation, Access, Community, expedition health, Marketing, knowledge, code of conduct practical exposure, Management of all forms of adventure tourism activities. **Case Studies:** Nehru Institute of Mountaineering, Gulmarg Ski Resort, National Institute of Water Sports Goa

RECOMMENDED TEXTS:

1. B.C. Law- Mountains and Rivers of India, Calcutta, 1968
2. Gayle Jennings- Water-Based Tourism, Sport, Leisure, and Recreation Experiences (ed.), Elsevier, 2007.
3. H. Kapadia- *High Himalaya Unknown Valleys*, Indus Publishing Company, New Delhi, 1993.
4. J. Babicz- *Peaks and Passes of Garhwal Himalayas*, Alpinistyczay Klub, 1990.
5. Karl Gamma- *The Handbook of Skiing*, Pelham Books, London, 1985.
6. M.S. Kohli- *Mountaineering in India*", Vikas Publishing House, New Delhi, 1989.
7. M.S. Kohli- *The Himalayas- Playground of the God: Trekking, Climbing, Adventure*, Vikas Publishing House, New Delhi, 2000.
8. Ralf Buckley- *Adventure Tourism*, CABI Publication.
9. Rowe Ray - *White in Water Kayaking*, Salamander Books, London, 1987.
10. S. Armington- *Trekking in the Himalayas*, Lonely Planet, Victoria, Australia, 1980.
11. S.P. Chamoli- *The Great Himalayan Traverse*, Vikas Publishing House, New Delhi, 1993.
12. S.S. Negi- *Himalayan Rivers, Lakes and Glaciers*, Indus Publishing Company, New Delhi, 1991.
13. Satyendra Malik- *Adventure Tourism*.
14. Tomoya, Lozawa- *Trekking in the Himalayas*, Allied published Pvt. Ltd. New Delhi, 1980.
15. V.B. Saharia- *Wildlife in India*, Natraj Publisher, Dehradun, 1982.

Objectives: The objective of this course is to enhance the decision making abilities of students in situations of uncertainty in a dynamic business environment. It also aims to familiarize the students with the concepts, tools and techniques of corporate strategic management so as to enable them to develop conceptual and analytical skills to deal with the competitive environment.

Unit I

Concept Strategy: Defining Strategy, levels at which strategy operates: Approaches to strategy decision making; Mission and purpose, objectives and goals: Strategic Business Unit (SBU): Functional level strategies.

Environmental Analysis and Diagnosis: Concept of environment and its components: Environment scanning and appraisal; organisational appraisal; strategic advantages analysis and diagnosis; SWOT analysis.

Unit II

Strategy formulation and choice of alternatives: strategies modernization, diversification, integration: merger, take over and joint strategies: Turnaround disinvestment and liquidation strategies; process of strategic choice – industry competitor and SWOT. Analysis: Factors affecting strategic choice; generic competitive strategies choice; generic competitive strategies cost leadership, differentiation, focus, volume chain analysis, beach marketing service blue printing.

Unit III

Functional strategies: Marketing, production operations and R&D plans and policies, Personnel and financial plans and policies.

Unit IV

Strategy Implantation: Inter-relation ship between formulation and implementation, Issues in strategy implementation: Resource allocation.

Strategy Structure: Structural consideration, Structures for Strategies: Organisational design and change

Unit V

Strategy Evaluation: Overview of strategic evaluation; strategic control. Techniques of strategic evaluation and control. Global Issues in strategic management

RECOMMENDED TEXTS:

1. A. Kazmi - Business Policy and Strategic Management, 2nd edn., Tata McGraw Hill.
2. Francis Cherunilam- Business Policy and Strategic Management, HPH.
3. J. Christopher Holloway and Niel Taylor- The Business of Tourism, 7th ed. - Prentice Hall, 2006.
4. L.M. Prasad- Strategic Management and Business Policy.
5. Lawrence R. Jauch and William F. Glueck- Business Policy and Strategic Management, Frank Brothers.
Michael D. Olsen, Joseph J. West, Eliza Ching-Yick Tse- Strategic Management in the Hospitality Industry, 3rd ed. Pearson Prentice Hall, 2008.
6. Nigel Evans, David Campbell, George Stonehouse- Strategic Management for Travel and Tourism, Elsevier, 2007.
7. S. Lomash- Business Policy & Strategic Management, Vikas Publication.

SEMESTER IV

BATM 401: Hospitality Management

Marks: 70

Objectives: This module is prescribed to appraise students about the important departments of a classified hotel and to know various aspects related to F&B, Front Office and accommodation industry.

Unit I

The Hospitality Industry: Introduction to Hospitality Management - Overview of Hospitality Industry, Definition of Hotel, Various stages of growth, trends, Classification of Hotels, major functional hotel departments, Relationship between Hotel and Travel Industry. Main and Supplementary accommodations, forces affecting growth and change in the Hospitality Industry.

Unit II

Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description. **House Keeping Operations:** Main features of housekeeping department: hierarchy, various divisions, roles, job description.

Food and Beverage Services: Operational areas of the food services, food and beverage departments.

Food Production and F&B Operations: Main features of production and service department: hierarchy, various divisions, roles, job description.

Unit III

Various functions of Supporting departments – Human Resource – Training – Engineering – Finance & Accounts – Security – Sales – Purchase etc.

Unit IV

Management in the Hospitality Industry : Departmentalization – the delegation of authority, line and staff, functional staff authority, job description, selection and employment, motivating and paying.

Unit V

Management Contracts and Franchising: Advantages and disadvantages of management contracts, franchise operation procedure, advantages and disadvantages of franchise, franchise fee, franchise selection. The economics of the hotel business Dimensions of the hotel investment decision, Brand competition, Changes in franchise relationship.

RECOMMENDED TEXTS:

1. Abraham Pizam- International Encyclopedia of Hospitality Management, Elsevier Butterworth Heinemann, Burlington.
2. Alan T. Stutis & James F. Wortman- Hotel and Lodging Management: An Introduction, John Wiley & sons
3. D. R. Lillicrap- Food Beverage Service, Edward Arnold Publishers Ltd, London.
4. J.M.S. Negi- Hotels for Tourism Development, Metropolitan – India.
5. Jack D. Ninemeier and Joe Perdue- Discovering Hospitality & Tourism- The World's Greatest Industry, Pearson Education.
6. John. R. Walker- Introduction to Hospitality (2nd Edn.), Prentice Hall.
7. M.M. Anand- Tourism and Hotel Industry in India, Sterling Publishers, New Delhi.

8. Mohinder Chand- Managing Hospitality Operations, Anmol publications, New Delhi, 2009.
9. Sudhir Andrews- Food and Beverage Services, Tata McGraw Hill Publication.
10. Sudhir Andrews- Hotel Housekeeping, Hotel Operation and Hotel Front Office Manuals, Tata McGraw Hill Publication.
11. Tom Powers and Clayton W. Barrows- Introduction to Hospitality Industry (6th ed.), John Wiley & sons. 2006.

BATM 402: Geography of Tourism

Marks: 70

Objectives: Geography of Tourism studies the geographical features of tourism in India and in global space with 'spatial' attention on the place of origin, place of destination & routes through which the tourism and travel is identified. It provides a thorough knowledge about the Physiography of India introduction to natural vegetation, forest, rivers, oceans, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world. This course has been simplified with very few case studies & broad information about the continents.

UNIT I

Introduction to Geography and Physiography of India and the sub continent - Location - Size and shape - Boundaries -Political Division - Physical Features - Northern Mountains - the Great Plains - the Peninsula Plateau - the Coastal Plain, Islands and Beaches.

UNIT II

Climate of India - the Cold weather season - Hot weather season - South west (Advancing monsoon season) - retreating South west monsoon season. Elements of weather and climate. Climatic zones of the world.

UNIT III

Natural Vegetation and Forest Wealth- Classification of forests - Conservation and afforestation. Natural vegetation of the world. Main tourist activities in different climatic zones.

UNIT IV

North Indian Rivers- The Ganga, Indus, Brahmaputra- Peninsula rivers- Narmada, Tapi, Saraswati, Mahanadi, Godavari, Krishna & Kaveri.

UNIT V

Brief introduction of continents & oceans. Map reading. Greenwich Mean Time. International Date Line. Asia, Europe, Americas, Australia Continents: General geographical features; Physiography, climate, vegetation main countries, capitals and their tourist attractions. A Case study of India, Thailand, Singapore, Sri Lanka, Spain, France, United Kingdom, Switzerland, USA, Canada, Brazil, Argentina, South Africa, Australia and New Zealand.

RECOMMENDED TEXTS:

1. Andrea Schulte Peevers & Kerry Burgess- Canada, Lonely Planet, 2005.
2. Brian G. Boniface & Chris Cooper- Worldwide Destinations Casebook: The Geography of Travel and Tourism, Butterworth-Heinemann, London, 2005.
3. Damien Simonis, Sarah Johnstone, Nicola Williams- Switzerland, Lonely Planet, 2006.
4. David Else- England, Lonely Planet, 2007.

5. Government of India Publication- National Atlas of India.
6. H.A. Robinsons: Geography of Tourism, Macdonald and Evans, London.
7. Jane Bickersteth & Joshua Eliot- Singapore Handbook: The Travel guide, Footprint Travel Guides, 2001.
8. Lloyd E. Hudman, Richard H. Jackson and Richard H. Jackson- Geography of Travel and Tourism (2nd edn.), Delmar Publishers Inc. 1994.
9. Lonely Planet- Europe on a Shoestring, 2003.
10. Lonely Planet- USA and Canada on a Shoestring 2, 1900.
11. Margaret McPhee- Australia's Top Tourist Destinations, Universal Publishers, 2003.
12. Mark Lewis- Singapore, Rough Guides, 2003.
13. Mary Fitzpatrick, Becca Blond, Gemma Pitcher, Simon Richmond & Matt Warren- South Africa, Lesotho & Swaziland, Lonely Planet, 2004.
14. N.C.E.R.T New Delhi- Practical Geography.
15. Nicola Williams, Oliver Berry, Steve Fallon & Catherine Le Nevez- France, Lonely Planet, 2007.
16. Paul Smitz, Carolyn Bain, Sandra Bao & Susannah Farfor- Australia, Lonely Planet, 2005.
17. Philip G. Davidoff, DAVIS J. Davidoff and J. Douglas Eyre- Tourism Geography, Prentice Hall.
18. R.N. GARRET- Economic Geography of India.
19. Regis St. Louis, Gary Prado Chandler & Andrew Draffen- Brazil, Lonely Planet, 2005.
20. Richard Plunkett, Brigitte Ellemor & Verity Campbell- Sri Lanka, Lonely Planet, 2003.
21. Rick Steves- Rick Steves' Switzerland, Avalon Travel Publishing, 2006.
22. Robert Prosser- France, Evans Brothers, 2005.
23. Royston Ellis- Sri Lanka: The Bradt Travel Guide, 2005.
24. Shawn Blore, Hilary Davidson, Paul Karr, Herbert Bailey & McRae, Bill- Frommer's Canada, John Wiley and Sons, 2004.
25. Stephen Williams: Tourism Geography: A New Synthesis, Routledge, 2009.
26. Tim O'Hagan- Travel South Africa, Southern Book Publishers, 2000.

BATM 403: Ecotourism Principles and Practices

Marks: 70

Objectives: This module shall provide useful information on ecotourism operations and management in order to motivate a sizeable share of eco tourists from all over the world.

Unit I

Ecotourism Growth and Development: Definition of Ecology – Environment – Eco System – Eco System Diversity Habitat – Community – Cultural Eco System, Introduction to Eco Tourism – Principles of Eco Tourism, Emergence of ecotourism, basic features ecotourism in the context of other tourism types, types of ecotourism activities and entrepreneurial opportunities.

Unit II

Ecotourism Markets: Motivation, attitude and behaviour, socio-demographic criteria, size of ecotourism market, western environmental paradigm, green consumers and travelers.

Unit III

Ecotourism Environments: Distribution of public and private protected areas, parks sanctuaries, biospheres reserves, wetlands, marine parks etc. IUCN categories and ecotourism

compatibility, reasons for establishment, modified spaces like agriculture land, artificial wetlands, artificial reefs and wasteland. Relationship between Ecology and Tourism – Sustainability – Carrying Capacity – Absorbing Capacity – An overview of Tourism Activities and their linkage to Ecology and Environment

Unit IV

Ecotourism Impacts: Ecological benefits, costs, Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS), impact management strategies, economic and socio-cultural impact: economic benefits and costs, socio-cultural benefits and costs, indirect socio-cultural costs, and community based ecotourism.

Unit V

Ecotourism Policies and Legislations: Ecotourism Organizations, Characteristics, The International Ecotourism Society, Ecotourism Societies of India, Ecotourism Policy of Sikkim, Kerala, Uttarakhand, Himachal Pradesh etc. Needs and strategies with special emphasis on ecotourism – suggestions for long term sustainable tourist activities.

Unit VI

Ecological Planning – UN Initiatives on Ecology & Environment – National Policy on Ecology & Environment – Methodology for developing New Tourism Activities without affecting existing Ecology & Environment

RECOMMENDED TEXTS:

1. Betly Weiler- Special Interest Tourism, Bel Haven Pres, London.
2. David A. Fennell- Ecotourism: an Introduction, Routledge, London.
3. David B. Weaver- Ecotourism (2nd ed.), John Wiley & Sons, 2008.
4. *Journal of Ecotourism*- Channel View Publishers.
5. *Journal of Sustainable Tourism*- Channel View Publishers.
6. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi
7. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi.
8. Ravee Chauhan – Eco Tourism – Trends and Challenges, Vista International Publishing House, New Delhi.
9. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi.

BATM 404: Organisational Behaviour

Marks: 70

Objectives: The module helps to understand the key dimensions, processes and influences upon human behaviour at the level of individual and group in the context of work organisations.

Unit I

Introduction: Meaning and Forms of an Organisation – Need and scope of organizational behaviour – Theories of Organisation, Corporate Organisational Issues, Emerging Organisations, Individual differences Vs Group intelligence test – Measurement of intelligence.

Unit II

Dimensions of Organisational Behaviour: Perception– Types and uses of perception, Concept and Process of Learning - Theories of learning, learning through reinforcement.

Personality- Personality determinants and traits, Measuring Personality, Motivation- Theories of Motivation – Employee attitudes and behaviour and their significance to employee productivity at workplace, Analysis of Interpersonal and Group Behaviour- Transactional analysis.

Unit III

Controlling and Directing the Behaviour: Leadership- Nature of leadership styles, Theories of leadership, Successful versus effective leadership styles in travel trade and hospitality organisations, Concept of Organisational climate, Participatory Management, Employee moral, Communication: Process, Principles of effective communication, Barriers in communication.

Unit IV

Group dynamics – Cohesiveness – Co-operation, Groups at work: nature, conflicts, causes and effects; Effective conflict management techniques. Organizational culture and climate – Organizational development

Unit V

Organisational Effectiveness and Organisations Structure: Organisational Change: Some determining factors, Process of change, Implementation, Planned organisational changes. Organisational effectiveness: Concepts, factors in organisational effectiveness, Integration of individual organisational goals and effectiveness. Design of an organisation structure and forms of organisation structure, line and staff organisation.

RECOMMENDED TEXTS:

1. Florence Berger and Judi Brownell- Organizational Behavior for the Hospitality Industry, Pearson
2. Fred Luthans- Organizational Behaviour.
3. Gangadhar Rao, Narayana and V.S.P. Rao- Organizational Behaviour, Konark publishers Pvt. Ltd.
4. Hersey and Blanchard- Management of Organizational Behaviour.
5. J. Jayasankar- Organizational Behaviour, Margham Publications, Chennai.
6. L.M. Prasad- Organizational Behaviour.
7. Philip L.Pearce- Tourist Behaviour: Themes and Conceptual Schemes, Channel View Publications, 2008.
8. S.S. Khanka- Organizational Behaviour, S. Chand & Co, New Delhi
9. Stephens. P. Robbins- Organizational Behaviour, Pearson Education.
10. Uma Sekaran. Organisational Behaviour- Text & Cases (2nd edn.) Tata McGraw Hill Publishing Co.

SEMESTER V

BATM 501: Research Methodology

Marks: 70

Objectives: In this module students will understand the conceptual meaning of research methodology. Further, they can get Knowledge on research design, processing, analysis and interpretation of data and report writing.

Unit I

Research Methodology: Meaning and Objectives of Research; Types of Research; Research Approaches; Significance of Research; Techniques Involved in Defining a Problem. Meaning and need of Research Design; Features of a Good Design; Different Research Designs. Steps in Sampling Design; Criteria for Selecting a Sampling Procedure; Characteristics of a Good Sample Design; Different Types of Sample Designs; selecting a Random Sample, Complex Random Sampling Designs.

Unit II

Measurement and Scaling Techniques: Measurement in Research; Measurement Scales; Sources of Error in Measurement; Tests of Sound Measurement; Technique of Developing Measurement Tools.

Unit III

Methods of Processing and Analysis of Data: Collection of Primary Data; Collection of Data through Questionnaires; Collection of Data through Schedules; Some Other Methods of Data Collection; Processing Operations; Some Problems in Processing; Elements/Types of Analysis; Statistics in Research; Measures of Central Tendency; Measures of Dispersion; Measures of Asymmetry (Skewness); Measures of Relationship.

Unit IV

Testing of Hypotheses- I (Parametric or Standard Tests of Hypotheses): Definition of Hypothesis, Procedure for Hypothesis Testing; Tests of Hypotheses; Hypothesis Testing. Chi-square test as a Test for Comparing Variance; Steps Involved in Applying Chi-square Test; Analysis of Variance (ANOVA), The Basic Principle of ANOVA; ANOVA Technique; Setting up Analysis of Variance Table; Short-cut Method for One-way ANOVA.

Unit V

Interpretation and Report Writing: Technique of Interpretation: Significance of Report Writing; Different Steps in Writing Report.

RECOMMENDED TEXTS:

1. C.R. Kothari- Research Methodology.
2. John Boot and F.D. Coxe- Statistical Analysis for Managerial Decision
3. Levin and Rubin- Statistics of Management
4. N.D. Vohra- Quantitative Techniques in Managerial Decisions.
5. Yamane and Taro- Introduction to Statistical Methods

Objectives: The purpose of the paper is to enable students to understand the basic concepts of entrepreneurship and instill creative thinking and behavior for preparing a business plan to start a small industry. It also aimed to develop the necessary input for inculcating new ideas for creating new ventures among tourism students.

Unit I

Meaning, needs, elements, determinants and importance of entrepreneurship. Identification of Opportunities, Dimensions of entrepreneurship: Intrapreneurship, Technopreneurship, cultural entrepreneurship, international entrepreneurship, Eco-preneurship and social entrepreneurship.

Unit II

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as a Manager. Financial management issues in SSE- Managing asset and liabilities

Unit III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, investors, venture capital and private equity fund. Forms of ownership.

Unit IV

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report. Project submission/presentation and appraisal thereof by external agencies, such as financial/nonfinancial institutions.

Unit V

Mobilising resources for start-up. Start-up India. Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures.

RECOMMENDED TEXTS:

1. Arun Kumar Jain- Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited
2. David H. Holt- Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
3. Kuratko and Rao- Entrepreneurship: A South Asian Perspective, Cengage Learning.

4. M.V. Deshpande- Entrepreneurship of Small-Scale Industries. Concept Growth & Management. Deep & Deep Publication, New Delhi.
5. Mare J. Dollinger- Entrepreneurship: Strategies and Resources. McGraw Hill.
6. Nagendra P. Singh- Emerging Trends in Entrepreneurship Development. New Delhi:
7. Paul E. Plsek- Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. Rajeev Roy- Entrepreneurship (2nd ed.), Oxford University Press.
9. Shiba Charan Panda- Entrepreneurship Development. New Delhi, Anmol Publications.
10. SIDBI Reports on Small Scale Industries Sector.
11. The National Institute for Entrepreneurship and Small Business Development (NiESBUD), Ministry of MSME, Govt. of India.
12. Vasant Desai- Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House, Mumbai.

BATM 503: Airline Marketing

Marks: 70

Objectives: The main objective of this course is to familiarize the student with the basic concept of airline marketing and equip them with sound knowledge on airline industry of India and abroad.

Unit I

The Airline Industry: Marketing Environment: Historical Growth of Airline Industry, Scenario in Deregulated and Liberally Regulated Air Travel, Privatization of State Owned Airlines, Mega Carriers and Globalization, Internal Growth and Acquisition, Marketing Alliances. Case Studies in Marketing of Airlines

Unit II

Market Segmentation: Air Passenger Market: Segment Variables, Need, Bond and Demographic Characteristics of Long Haul and Short Haul Travelers, Business Travel Market and Leisure Travel Market. Segmentation Variables: Air Freight Market, Future Changes in Customer requirements. Special characteristics of Airline Marketing. Marketing Mix in airline industry: The seven Ps: Tourism Product: Pricing: Strategies, Tourism Promotion and Distribution strategies, role of people, process, physical evidence.

Unit III

Airline Marketing Strategy: The Business Market Strategy, Leisure Market Strategy, Air Freight Strategy, Diversification versus Specialization.

Unit IV

Designing the Product: The Product lifecycle Model and Airline Marketing, The Product Analysis for Airlines: Fleet and Scheduled Related Product Features, Customer Service Related Product Feature.

Unit V

The Structure of Passenger Pricing Policy, Distribution of Product: CRS/ GDS. Airline Selling, Advertising and Sales Promotion: Methods and Policies.

RECOMMENDED TEXTS:

1. Jafferson. A. Lickorish- Marketing Tourism: A Practical Guide, Longmann Hallow, London
2. Philip Kotler - Marketing Management, Prentice Hall, New Delhi. 2004.
3. Ratandeep Singh- Tourism Marketing, Deep & Deep Publishing Company, New Delhi. 2004.
4. Stephen Shaw- Airline Marketing & Management, Pitman publications.

BATM 504: Sociology of Tourism**Marks: 70**

Objectives: Tourism has a social dimension too which, in a way, is more important than the other dimensions. Sociology, being a systematic study of the societies or societal issues, explains the social dimensions of tourism. The module looks into the sociological concepts like society, culture, social change etc. so that the student can easily grasp the social impacts of tourism. Similar other issues of concern form the basis of this module.

Unit I

Understanding Sociology: Sociology: Definition, nature and scope; Society: Definition and different types of societies.

Unit II

Sociological Approach to Tourism: Sociological factor in Tourist motivation, Attitude and Perception; Social dimension of host – guest relationship; Socio-economic and socio-cultural impacts of tourism.

Unit III

Tourism system and the Individual: Socialization through interaction and exchange of values, norms, social laws and usages; Factors influencing individual's role, behaviour, attitudes and experiences at the destination

Unit IV

Tourism and Social Institutions: Social institutions and their roles; Factors influencing the roles and status of social institutions; Influence of tourism on social institutions.

Unit V

Tourism and Social Change: Social Change: Definition and theories of social change; Factors affecting social change; Tourism as an instrument of social change.

RECOMMENDED TEXTS:

1. Y. Apostolopoulos, S. Leivadi & A. Yiannakis- The Sociology of Tourism: Theoretical and Empirical Investigations, Routledge, London.
2. M.N. Srinivas- Social Change in Modern India, Orient Longman, New Delhi.
3. Veena Das- Handbook of Indian Sociology, Oxford University Press, New Delhi
4. Vidya Bhushan and D.R. Sachdeva- An Introduction to Sociology, Kitab Mahal, Allahabad.

SEMESTER VI

BATM 601: International Tourism

Marks: 70

Objectives: The module provides a comprehensive view of the tourism trends and patterns at the international level. The trends are to be studied through volume of tourists' arrivals in different regions and their contribution in tourism earnings. The knowledge of the forces and factors responsible for tourism growth is also covered in this module.

Unit I

Early travel, the origin of annual holiday, the development of spas, the growth of sun side resorts, the grand tour, the Victorian age, the post war era, the key day of resorts. Types of International tourism – inbound and outbound tourism; tourist arrivals and tourism receipts; Factors affecting growth of inbound and outbound tourism.

Unit II

International Tourism Flow: Recreational travel: the new migration, the dimensions of world tourism, international tourist movements, the interpretation of international tourist flows, future trends. Trends (in terms of tourist arrivals and tourism receipts) in inbound tourism at the global level, Trends in outbound tourism at global level.

Unit III

Inbound and outbound tourism trends in Europe, Americas and Africa regions–Attractions – Monuments – Theme Parks – Public Buildings.

Unit IV

Inbound and outbound tourism trends in East-Asia Pacific; Middle – East; South Asia regions–Attractions – Monuments – Theme Parks – Public Buildings.

Unit V

Concept of tourism Gap; Factors responsible for tourism gap; Contemporary Issues in Global Tourism – Future of Global Tourism. Problems and challenges before international. Role of International Organizations: UNWTO, PATA, IATA, ASTA, ICAO in the development of tourism.

RECOMMENDED TEXTS:

1. C. Holloway and N. Taylor- *The Business of Tourism*, Financial Times Prentice Hall
2. C.R. Goeldner & J.R. Brent Ritchie- *Tourism: Principles, Practices and Philosophies*, (12th edn.). New York: John Wiley & Sons Inc.
3. John Swarbrooke and Susan Horner- *Business Travel and Tourism*.
4. Lonely Planet Guides on int'l tourism destinations of the world.
5. Roger East and Chris Jagger - *Traveller's Atlas: Where to Visit, When to Go, and What to See*, A Dorling Kindersley Book, 2006.
6. Stephen J. Page & Joanne Connell- *Tourism: A Modern Synthesis*.
7. *Travel Information Manuals*, Cross Section Publications.
8. www.unwto.org.in
9. www.wttc.nic.in
10. Yvette Reisinger- *International Tourism. Cultures and Behavior*, Elsevier, 2009.

BATM 602: Advertising and Public Relation in Tourism Management

Marks: 70

Objectives: This module intends to train the students on Planning and Management of Advertising and Public Relation in Services Industries.

Unit I

Advertising - Its purpose and functions, Advertising Spectrum : Role of Advertising, Benefits of Advertising; Non-Commercial Advertising; Ethical Issues in Advertising; Need for Advertising; Advertising Process: Effectiveness of Advertising; Speed of Response; Audience Perception; Perceptual mapping; Introducing Media: Role of Media; Print media; Radio & TV Media; Media research and Advertising decisions. Tourism press in India.

Unit – II

Advertising Appropriation: Introduction : Methods of Determining Appropriations; Current practices; Advertising Appropriation for Services Products; Allocation of Advertising Budgets; Area of Assessment; Pre-placement Evaluation of Advertising; Post Testing

Unit III

Advertising Agency Function, Selection and Co-ordination: A Consultant's role; Function of Advertising Agency; Consideration for Advertising Agency Selection; Co-ordination with the Agency; Changing Agency; Specialised Advertising; Industrial Advertisements; Institutional Advertisements; Non-Commercial Advertisements

Unit IV

Introduction to Public Relation: Principles of PR, PR ethics, Public Relation in Hospitality Industry; Public Relation Business and it's role in organisation; Public Relations Strategies and Programmes; Mass Communication and Media Relations; Managing and Targeting News and Features, Image Building.

Unit V

Sponsorship: Managing and Developing Sponsorship; Events, Organising Events; Public Relation at Exhibitions, Conferences; Openings and Inauguration; Developing PR skills and activities. Qualities required as a reporter, Design and Make-up- Picture Editing and Caption, Media policies- Media representation in tourism.

RECOMMENDED TEXTS:

1. D. Thakur- Advertising Marketing and Sales Management.
2. Parag Diwan- Advertising Management.
3. Public Relation Hand Book.
4. Public Relation- Jeth Waney
5. S.L. Gupta and V.V. Ratna- Advertising & Sales Promotion, Sultan Chand & Sons.

BATM 603: Tourism Policy and Planning

Marks: 70

Objectives: The module discusses Tourism Policy of India and of Tourism states of the Country.

Unit I

Formulating Tourism Policy: The Public Policy Framework for Tourism Approach, Policy Consideration, Role of Government, Public and private Sectors, Tale of International, National,

States and Local Tourism Organization in Carrying out Tourism Policies. Tourism Policy Through Different Five Year Plans in India and Tourism Policy of Uttarakhand.

Unit II

National and Regional Tourism Planning: Conceptual Meaning of Tourism Planning, Evaluation of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and Planning Scales, Process and General Surveys, Approach to Survey and Evaluation, Tourist Market Survey, Integrated Analysis and Synthesis, Technique of Plan Implementation.

Unit III

Community Level of Tourism Planning: Resort Planning Approach and Principles, Planning for Special Interest and Adventure Tourism, Planning Cultural Attractions, Case Studies of Garhwal Himalayas and Kerala.

Unit IV

Environment and Socio-Economic Consideration: Environment Impact Assessment (EIA), Approach to Evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.

Unit V

Tourism Developments: forms of Tourism Development, Components of Tourism Developments, Linkages between Tourism Planning and Tourism Development, Development and Design Standards, Public and Private Sectors Role in Tourism Development, Analysis of Dayara Snow Skiing Tourism Project.

RECOMMENDED TEXTS:

1. Clare A. Gunn- Tourism Planning: Basics, Concepts, Cases, Taylor & Francis, London, 1994.
2. Donald & Reid- Tourism Globalization and Developments: Responsible Tourism Planning, Pluto Press, London.
3. Edward Inskeep- Tourism Planning: An Integrated and Sustainable Development Approach, VNR, New York, 1991.
4. Mill & Morrison- The Tourism System: An Introductory Text 1992, Prentice Hall, New Jersey, 1992.
5. Peter Mason- Tourism Impacts, Planning and Management (2nd ed.), Butterworth-Heinemann, 2009.

BATM 604: Economics of Tourism

Marks: 70

Objectives: This course enables to understand the economic aspects of tourism and its impacts in a country. It also includes the tourism under five year plans. To apply appropriate knowledge of economic methods in tourism and make proper decision making is basically what this paper aimed to.

Unit I

Basic economics of Tourism: Concepts - tourism development and national economy – GDP-Determinants and types of tourism demand – Trends- Globalization-Liberalization- privatization and their impact on tourism - volume statistics -value statistics - visitor's profile statistics-statistical measurement of tourism- measuring economic impact.

Unit II

Economic Impact of Tourism: Foreign exchange -employment generation- investment and development- Tourism multiplier - regional development- tourism as a foreign exchange earner – FDI in Tourism- Tourism Taxation.

Unit III

Economic planning of Tourism: Tourism five year plans-policy frame work of 9th Five Year Plan –tourism investment policies and incentives-Government tourism promotion measures.

Unit IV

Economics of Tourism supply: Market Structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply Trends

Unit V

Tourism Management in India: National Tourism Policy 1982 and it's objectives -national action plan 1992 and it's objectives -strength of master plan prepared by State Tourism Boards - National Tourism Policy 2002 - objectives- overall overseas publicity.

RECOMMENDED TEXTS:

1. A. Bull - The Economics of Travel and Tourism, Australia: Longman, 1995.
2. Data base Reports. Yearly Publications of Department of Tourism. Govt. of India.
3. H.L. Ahuja- Business Economics, S. Chand & Co. New Delhi, 2006.
4. J. Tribe- The Economics of Leisure and Tourism. New Delhi. Butterworth – Heineman, 2001.
5. Krishnan Kamra- Economics of Tourism.
6. M. Stabler - The Economics of Tourism. London. Routledge, 1997.
7. M.T. Sinclair and M. Stabler- The Economics of Tourism. London, Routledge, 1997.
8. N. Vanhove- The Economics of Tourism Destinations, Oxford: Elsevier Butterworth-Heinemann, 2005.
9. Nellis and Parker- The essence of Business Economics, Prentice Hall, New Delhi, 2005.
10. P. Cullen- Economics for Hospitality Management. London. International Thomson Business Press, 1997.
11. Sipra Mukhopadhyay- Tourism Economics. New Delhi, Anne Books India, 2008.
12. T.R. Jain- Business Economics, V.K. Publication, New Delhi, 2008.

BATM 605:

DISSERTATION, ON-THE-JOB TRAINING REPORT AND VIVA-VOCE

Marks: 70

This module is prescribed to make students skilled in data compilation and dissertation writings on any of the given topics by the supervisor. During the sixth semester, apart from the prescribed theory papers each student is required to select a topic to write a dissertation. The dissertation would be the outcome of field inquiry and data analysis as well as review of the existing literature in the particular area of study done under the supervision of one of the teaching faculty members of the department. The Viva-Voce will be based on the dissertation completed by students and on the understanding of the students based on the knowledge acquired during three-year duration of BA (Tourism Management) Programme. Similarly, on-the-job training report shall be made available by the students during the viva-voce exam. The dissertation and Viva-Voce carry 100 Marks.