



**Ordinances  
For  
Bachelor of Science in Airlines, Tourism & Hospitality  
Management  
B.Sc. (ATHM)  
Session-2019-20**

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**(Under Choice Based Credit System)**

**1. Duration of Course:**

The duration of course shall be three academic years consisting of six (6) semesters i.e. two semesters in each year. The duration of each semester will be 18-20 weeks with ninety (90) teaching days.

**2. Maximum period for passing B.Sc. (ATHM)**

The candidate must pass all the subjects of all the semesters of BFA in six (6) years. If the candidate fails to pass all the subjects of the course within stipulated period, his/her registration will be cancelled.

**3. Eligibility for admission**

A candidate must have passed 10+2 examination in any stream from a recognized Board.

**4. Medium of Instructions**

The medium of instruction during the course and examinations shall be English.

**5. Examination Schedule, examination fee and examination forms:**

5.1 The examination of Odd Semesters shall ordinarily be held in the month of December and that of Even Semesters in the month of May, or on such other dates as may be fixed by the competent authority.

5.2 The candidates will be required to pay examination fees as prescribed by the University from time to time.

5.3 The Examination Form must reach in the office of the Controller of Examinations as per the schedule notified, from time to time.

5.4 The Examination Forms must be countersigned by the Director/Head of the Department along with the following certificate :--

- (i) that he/she has been on the rolls of the University Teaching Department during the academic term preceding the end semester examination;
- (ii) that he/she has attended not less than 75% lectures delivered to that class in each paper; and

(iii) that he/she has a good moral character.

5.5 The shortage in the attendance of lectures of the candidate may be condoned by the Vice-Chancellor, on the recommendations of Head of the Department, as per rules.

## 6. Re-admission

In case name of a student is struck off from the rolls due to non-payment of fee or continued absence from classes in any subject for one month and he/she will be re-admitted after payment of re-admission fee as prescribed by the University from time to time. However, the student will be allowed to appear in the end semester examination of that paper (s) only after attending the required lectures/practicals delivered to that paper(s). However, if a student falls short of attendance in all courses offered in a semester he/she shall be required to repeat the semester, along with the next batch of students.

## 7. Scheme of Examinations

The examination in each semester shall be conducted according to the syllabus prescribed for the semester. The end semester examination for each paper shall be of three hours duration.

## 8. Minimum pass marks

The minimum number of marks required to pass in each semester shall be 40% marks in each in Theory and Practical/Laboratory/Seminar/Viva-Voce paper and in Internal Assessment, separately.

## 9. Grading of performances

### 9.1 Letter grades and grade points allocations:

Based on the performances, each student shall be awarded a final letter grade at the end of the semester for each course. The letter grades and their corresponding grade points are given hereunder:-

Percentage of marks obtained	Letter Grade	Grade Point	Performance
90.00 – 100	O	10	Outstanding
80.00 – 89.99	A+	9	Excellent
70.00 – 79.99	A	8	Very Good
60.00 – 69.99	B+	7	Good
50.00 – 59.99	B	6	Average
40.00 – 49.99	C	5	Pass
Less than 40.00	F	0	Fail
Absent	AB	0	Fail

9.2 Grades from 'O' to 'C' are pass grades.

9.3 A student who fails in any end semester shall be assigned a letter grade 'F' and a corresponding grade point of zero. He/she should reappear for the said evaluation/examination in due course.

9.4 A student who remains absent for any end semester examination shall be assigned a letter grade of 'AB' and a corresponding grade point of zero.

$$\text{Semester Grade Point Average (SGPA)} = (\sum C_i G_i) / (\sum C_i)$$

Where C<sub>i</sub> = No. of credits assigned to ith semester

G<sub>i</sub> = No. of Grade equivalent point assigned to ith semester.

$$\text{Cumulative Grade Point Average (CGPA)} = \frac{\sum (\text{SGPA}_j \times C_j)}{\sum C_j}$$

Where SGPA<sub>j</sub> = SGPA score of jth semester

C<sub>j</sub> = Total no. of credits in the jth Semester

9.5 Percentage can be calculated as CGPA \*10

#### 10. Declaration of class and Division

The class shall be awarded on the basis of CGPA as follows:

CGPA: ≥7.5 provided that the candidate must have passed all the Semester Examinations in the first available attempt.	First Division with Distinction
CGPA: 6.0 to 7.49	First Division
CGPA: 5.0 to 5.99	Second Division
CGPA: 4.0 to 4.99	Third Division

#### 11. Internal Assessment of failed candidate

The internal assessment award of a candidate who fails in the external examination shall be carried forward to the next Examination, if passed in Internal Assessment.

#### 12. Grace Marks

12.1 The grace marks of 1% of total marks of the semester shall be given to a candidate to his best advantage so as to enable him to pass in one or more written papers, to make up aggregate to pass the examination/paper or for changing the result from FAIL to COMPARTMENT/PASS. If a fraction works out to be half or more, it shall be counted as one mark and fraction less than half shall be ignored

12.2 If a candidate appears in an examination to clear re-appear/compartments paper, the grace marks of 1% will be given only on the total marks of that particular paper.

13. **Re-evaluation**

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

14. **Re-checking**

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

15. **Special examination**

A Special Examination will be conducted for those students who are passing out but having re-appear(s) in the last semester and/or in the lower semesters. The special examination will be conducted within one month of the declaration of final semester result. The student shall have to pay prescribed fee for Special Examination.

16. **Re-appear/Supplementary examination**

In case of re-appear examination, the University will adopt even/odd semester examination or open semester system. The student will be eligible to appear in the re-appear papers of odd semester along with the odd semester regular examinations of subsequent batches and re-appear of even semester's paper of the even semester regular examinations in the case of even/odd semester examination. The student will be eligible to appear in the re-appear papers of all semesters (even/odd) along with regular examinations of open semester examinations. Controller of Examination will implement any of the above examination system with the approval of the Vice-Chancellor.

17. **Mercy Chance**

The candidate will be given maximum two chances to appear in the supplementary examinations. After that, mercy chance may be given by the Vice-Chancellor on the recommendations of the Director of the concerned school on payment of a special fee.

18. **Syllabus for re-appear candidates**

A student who obtains re-appear(s) in a subject will be examined from the same syllabus which he/she studied as a regular student.

19. **Promotion Criteria**

19.1 A candidate who joins First Semester of B.Sc. (ATHM) may on completing attendance requirements appear in 1<sup>st</sup> semester examination. He/she shall be allowed to continue his/her studies in the 2<sup>nd</sup> Semester even if he/she does not clear any paper of the 1<sup>st</sup> semester and on completing attendance requirements may appear in the 2<sup>nd</sup> Semester examination.

- 19.2 A candidate shall not be eligible to join 3<sup>rd</sup> Semester of B.Sc. (ATHM), if he/she has yet to clear more than 50% papers of First and Second Semesters taken together. A candidate who has cleared 50% or more papers of B.Sc. (ATHM) 1<sup>st</sup> and 2<sup>nd</sup> Semesters taken together may join 3<sup>rd</sup> Semester and on completing attendance requirements may take 3<sup>rd</sup> Semester Examination. He/she shall be allowed to continue his/her studies in the 4<sup>th</sup> Semester even if he/she does not clear any paper of the 3<sup>rd</sup> Semester and on completing attendance requirements may appear in 4<sup>th</sup> Semester examination.
- 19.3 A candidate shall not be eligible to join 5<sup>th</sup> Semester of B.Sc. (ATHM) if he/she has yet to clear more than 50% papers of 3<sup>rd</sup> and 4<sup>th</sup> Semesters taken together. A candidate who has cleared 50% or more papers of B.Sc. (ATHM) 3<sup>rd</sup> and 4<sup>th</sup> Semesters taken together may join 5<sup>th</sup> Semester and on completing attendance requirements may take 5<sup>th</sup> Semester Examination. He/she shall be allowed to continue his/her studies in the 6<sup>th</sup> Semester even if he/she does not clear any paper of the 5<sup>th</sup> Semester and on completing attendance requirements may appear in 6<sup>th</sup> Semester examination.

#### 19. **Division Improvement**

A candidate who has passed B.Sc. (ATHM) examination from this University may re-appear for improvement of division in one or more subjects in the succeeding semesters with regular candidates in order to increase the percentage for obtaining higher division. However, final year candidates who have passed an examination of the University may re-appear for improvement of performance under special examination as per rules of the university.

#### 20. **Migration to this University**

- 20.1 Migration to this University will be allowed only after completion of the 1<sup>st</sup> year and is applicable only to those students who are eligible to register for 3<sup>rd</sup> semester.
- 20.2 Migration shall be allowed after completion of the second semester but before start of the 3<sup>rd</sup> semester.
- 20.3 The candidates shall not be allowed to change his/ her discipline of study in the process of migration.
- 20.4 Migration to an affiliated College /Institute of the University from other recognized universities will be allowed 15 days prior to of the start of the 3<sup>rd</sup> semester. The following conditions shall be apply:-
- i) The candidate should have passed all the courses of the first year of the University from where he/she wants to migrate.
  - ii) The courses studied by the candidate in first year must be equivalent to the courses offered in this University. Deficiency, if any, should not be of more than two subjects. The candidate would be required to furnish an undertaking that he/she will attend classes and pass these courses (found

deficient). The institute and the University where the student is studying and the Institute, to which migration is sought, have no objection to the migration.

- iii) There is a vacant seat available in the discipline in the college in which migration is sought.

20.5 **Power of Relaxation:** Notwithstanding the existing Migration Rules, the Vice-Chancellor, after obtaining an undertaking/affidavit from the candidate, to his satisfaction, to be recorded in writing, shall be authorized to consider the migration for the cases that are not otherwise covered under the above Migration Rules, with the approval of the Chancellor.

## 21. **Migration to any other University**

- 21.1 Migration to any other University will be allowed 15 days prior to of the start of the 3<sup>rd</sup> semester.
- 21.2 The candidate seeking migration from this University shall be apply for the approval of his migration to the University within 15 working days after passing the 2<sup>nd</sup> Semester/First Year Examination.
- 21.3 The Director/Head of the department concerned of the University will issue “No Objection Certificate” after the candidate has paid all the fees due for the remaining period of the full session as well as the annual dues as per rules. In addition to the above, Migration fee as prescribed by the University shall be charged from such candidates.
- 21.4 If a candidate, on completion of any course, applies for Migration Certificate, the same shall be issued on receipt of fee prescribed for Migration Certificate and on completion of other formalities etc.

## 22. **Award of Detail Marks Card**

Each candidate of First Year B.Sc. (ATHM) (i.e. Semester-I & Semester-II), Second Year (i.e. Semester-III & Semester-IV) and Third Year (i.e. Semester-V & Semester- VI), on successfully completion of course and passing all the papers of each semester, shall be supplied Detail of Marks Cards indicating CGPA score and Division obtained by him/her in the examination.

## 23. **Award of Degree**

The degree of Bachelor of Science in Airlines, Tourism & Hospitality Management - B.Sc. (ATHM) stating the CGPA score and Division, will be awarded to the candidate who has successfully completed the course and passed all the papers of all the semesters. The degree will be awarded at the University Convocation. However, a degree in absentia can be issued before the convocation, on completion of required formalities and payment of prescribed fee.

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**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Vision**

To achieve excellence in the field of Tourism and Hospitality Education and Research, community assistance, and human resource development for Tourism, Airlines and hospitality industry to be the most preferred destination for students seeking admission and recruiters.

**Mission**

- To excel in the field of Tourism, Airlines and hospitality education to develop competency in students by providing an environment that inculcates professionalism with Ethics and Social Values.
- To inculcate the core values in students to transform them into responsible citizens and leaders of hospitality industry.
- To provide national and international exposure to students so that they can build up their career in hospitality industry.



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**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and**  
**Hospitality Management**

**Program Outcome**

- [PO1] Tourism and Hospitality Knowledge:** Apply the knowledge of hospitality and tourism, and a core area specialization to the solution of complex tourism and hospitality management problems.
- [PO2] Problem Analysis:** Identify, formulate, research literature, and analyse complex hospitality and tourism problems reaching substantiated conclusions using principles of management
- [PO3] Design/Development of Solution:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions in tourism sector.
- [PO4] Solutions of Complex problems:** Design solutions for complex hospitality and tourism related problems and design system components or processes that meet the specified needs with appropriate to the cultural, societal, and environmental considerations
- [PO5] Modern Tool Usage:** Create, select, and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations.
- [PO6] Hospitality and Society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- [PO7] Environment and Sustainability:** Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
- [PO8] Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- [PO9] Individual and Team Work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- [PO10] Communication:** Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and

write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

**[PO11] Project Management and Finance:** Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**[PO12] Lifelong Learning:** Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

### **Program Specific Outcome**

#### **B.Sc. Airlines, Tourism and Hospitality Management**

**PSO1:** This is accomplished by providing a curriculum that is tailored to the needs of the growing tourism and hospitality industry and the conditions of the twenty-first century.

**PSO2:** Offer students to demonstrate ability to perform basic and supervisory level job functions in travel and tourism careers.

### **Program Educational Objective**

#### **B.Sc. Airlines, Tourism and Hospitality Management**

**PEO1:** To develop the industry ethics so that the students can become industry ready and can work in the travel industry in an effective manner and also can solve the real life problems occurred in the tourism and hospitality industry.

**PEO2:** To empower graduates with effective communication and interpersonal skills to sustain in competitive world and acquire operational and managerial positions in Tourism and hospitality sectors.

**PEO3:** To develop an attitude for undertaking developmental work both in industry as well as academic environmental with emphasis to continuous learning.

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**Scheme of Examination 1<sup>st</sup> semester**  
**(2019 Onwards)**

<b>Subject Code</b>	<b>Subject</b>	<b>Type of course</b>	<b>External Marks</b>	<b>Internal marks</b>	<b>Total marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BTA-101	Basics of tourism	CC-1	60	40	100	4	0	0	4
BTA-102	Tourism product and services	CC-2	60	40	100	4	0	0	4
BTA-103	Basics of Management	CC-3	60	40	100	4	0	0	4
BTA-104	Geography of Tourism	CC-4	60	40	100	4	0	0	4
BTA-105	Customer Care & Interpersonal skills	CC-5	60	40	100	4	0	0	4
BTA-106	Contemporary Issues	CC-6	60	40	100	4	0	0	4
BTA-107	Basics of computer-I	CC-7	40	60	100	1	0	4	3
GE-101C*	General English-I	AECC	60	40	100	3	0	0	3
<b>TOTAL</b>			<b>460</b>	<b>340</b>	<b>800</b>	<b>28</b>	<b>0</b>	<b>4</b>	<b>30</b>

**AECC-(Ability Enhancement Compulsory Course)**

### BTA101 Basics of Tourism

L	T	P	Credits
4	0	0	4

CO1. To know about the tourism basics.

CO2. Will learn about basic and the early Tourism

CO3. Able to demonstrate the different tourism terminologies.

CO4. Will able to get an overview of basic understanding in Tourism and its education.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	S	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	S	S	S	M	M	W	W	W	M	S

Max Marks:60

Time: 3 Hrs

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	<b>Introduction-</b> Tourism, The relationship between leisure, recreation and tourism Travel Lingo, <b>Classification of tourism in terms of:</b> Destination visited – International tourism and domestic tourism Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc. <b>Mode of travel arrangement</b> – Inclusive travel and Independent travel	12
<b>MODULE--II</b>	<b>Motivation of Travel- Physical motivations:</b> travel for sports and adventure, rest and relaxation, health and medical reasons etc. <b>Cultural motivations:</b> pilgrimage tourism, cultural curiosity etc. <b>Interpersonal Motivation:</b> meeting new people, VFR, etc <b>Status and Prestige motivation:</b> business motivation	12
<b>MODULE-III</b>	<b>Factors that have led to the growth of tourism:</b> Technology and destination development, changing social patterns, Changing Living standards <b>Barriers to the growth of tourism:</b> Factors existing at the destination: terrorism, & political and social environment, Factors barring a potential tourist from travelling: time, cost, and social barriers.	12
<b>MODULE-IV</b>	<b>Domestic tourism:</b> Definition and Significance of Domestic tourism, Difference between the domestic tourist and International tourist, Positive and Negative impacts of tourism <b>Economic Impacts</b> Socio-culture Impacts Environmental impacts <b>Carrying capacity</b> Types of carrying capacity: Physical, biological, Social carrying capacity Importance of carrying Capacity Effect of host population on the carrying capacity <b>Sustainable and Eco-tourism</b> Definition of Eco tourism Benefits and Importance of Eco tourism Definition and bodies promoting Sustainable tourism	12

	Principles of Sustainable tourism Difference between Mass and Green Tourism	
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**TOTAL=48**

**References:**

Bhatia – International Tourism Mgt.

Shahshi K Prabha- Tourism Education

JagmohanNegi -Tourism Industry - An Introduction

Kamra – Basics of Tourism

**Books-**

- An Introduction to Tourism by L Leonard - 2015.
- Tourism and Travel industry by K.K Sharma

### BTA102 TOURISM PRODUCT & SERVICES

L	T	P	Credits
4	0	0	4

CO1. Demonstrate commitment to ethical practices of Tourism.

CO2. Actively engage in the world as a global citizen.

CO3. Practice empathy and respect for diversity and multicultural perspectives.

CO4. Apply principles of sustainability to the practice of Tourism in the local and global context.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	W	W	W	W	W	W	W	W	M
CO2	M	S	S	S	W	W	W	W	W	W	W	M
CO3	M	S	S	M	S	M	W	W	W	W	W	W
CO4	S	S	S	S	W	W	W	W	W	W	W	W

Max Marks: 60

Time: 3 Hrs.

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	<b>The Tourism Product</b> 3 A's of Tourism The Ideal Tourism Product	5
<b>MODULE--II</b>	Accommodation <b>Types of Hotels:</b> International Hotels Resorts Commercial Hotels Residential Hotels Floating Hotels Heritage Hotels <b>Supplementary Accommodation</b> Motels Youth Hostel Caravan and Camping Sites Pensions Bed and Breakfast Establishments Tourist Holiday Villages	15
<b>MODULE-III</b>	<b>Transportation</b> India by Air India by Rail India by Road	10
<b>MODULE-IV</b>	<b>Restricted/Protected Areas</b> Travelling in India- Documents and Formalities Indian Wildlife Fairs and Festivals in India Shopping in India Cuisine in India Museums in India Hill Stations in India Arts & Crafts in India	15



**TOTAL=45**

**References:**

Lonely Planet – India

SunetraRoday – Tourism Operations and Mgt.

M.A. Khan – Introduction to Tourism

**Books**

- Understanding the tourist product by Dr. Dimitris Koutoulas.
- Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA.
- Passport (an introduction to the tourism industry) by Howell, David W.ctc.

### BTA103 BASICS OF MANAGEMENT

L	T	P	Credits
4	0	0	4

CO1. To help the students gain understanding of the functions and responsibilities of managers.

CO2. To provide them techniques and tools to be used in the performance of the managerial job.

CO3. To prepare them to understand and analyze the environment of the organizations.

CO4. Learn what kind of communication is being used in the organization.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	S	W	S	W	M	W	W	S	M
CO2	W	M	M	S	M	W	W	W	M	M	W	M
CO3	M	S	M	M	W	M	W	W	W	M	M	M
CO4	S	S	M	S	M	W	M	W	M	W	M	W

Max Marks: 60

Time: 3 Hrs

	<b><u>COURSE OUTLINE</u></b>	<b>Lecture(hrs)</b>
<b>MODULE-I</b>	Management: Definition and concept Levels of Management Functions of Management Managerial Roles Managerial skills Principles of management	12
<b>MODULE--II</b>	Planning: Nature and Purpose Types of Plans	10
<b>MODULE-III</b>	Organization: Meaning, characteristics and importance Types of Organization Delegation Centralization and Decentralization	10
<b>MODULE-IV</b>	Motivation Leadership Communication Control: Definition Characteristics Pre-requisites Control Process	15

TOTAL=47

**References:**

- Gupta-Sharma : Principles and Practice of Management (Kalyani) Koontz &
- Wehrich : Essential of Management (Tata McGraw-Hill)
- P. C. Tulsian: Business Organization and Management (Sultan Chand & Sons)

**Books**

- Management Concepts and Fundamentals by M Thenmozhi
- The functions of Management by Tri Toro
- AK. Sundaram J. StemartBlock : The International Business Environment PHI,200.

### BTA 104 Geography of Tourism

L	T	P	Credits
4	0	0	4

**This course learners will be able to:**

- CO1. Help the students to learn about the different types of climates in India.
- CO2. Explain the relationship between geography and Tourism.
- CO3. Demonstrate the religious and cultural importance of different destinations
- CO4. Learn about the different destinations and their famous tourist attractions.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	W	W	W	S	M	W	M	W	S	S
CO2	M	S	S	S	S	M	S	W	S	M	M	S
CO3	M	S	M	S	M	W	S	S	M	W	W	S
CO4	S	S	S	S	S	M	M	M	W	W	M	S

Max Marks: 60

Time: 3 Hrs.

	<b><u>COURSE OUTLINE</u></b>	<b>Lecture(hrs)</b>
<b>MODULE-I</b>	Map work of Indian states and capitals, growth factors of Tourism Industry in India. Natural vegetation and wild animals of India, explain why wild life tourism is famous in India. Places of interest in Chandigarh (capital of Punjab).	10
<b>MODULE--II</b>	Hill stations of India: Introduction about Himachal Pradesh, KulluManali, Manikaran Sahib. Explain cultural, adventure and religious importance for these places. Case studies of Srinagar, Shimla, Dalhousie or Ooty.	10
<b>MODULE-III</b>	Culture of India: Places of interest in Rajasthan, cultural and importance of Rajasthan in tourism industry. Explain Calcutta and Char DhamYatra in India, and importance of Golden-Temple in Sikh culture or heritage.	10
<b>MODULE-IV</b>	Ahmadabad and Trivandrum. Cultural and religious importance of Trivandrum and Cochin. Discuss the case studies of Kerala and Cochin. Beach tourism, famous places for beach tourism in India. Case studies of Goa or Mumbai. <b>Practical work:</b> Map work of Indian capitals and states, Industrial visit to Chandigarh, (Included internal and excursions).	15

**TOTAL=45**

**References:**

- Lonely Planet – India
- JagmohanNegi – Air Travel Ticketing

**Books**

- Selling Destinations by Marc Mancini.
- Tourism and Geography (eGyankosh)
- Tourism geography - Loknete Vyankatrao Hiray College

### BTA 105 Customer Care & Interpersonal Skills

L	T	P	Credits
4	0	0	4

CO1. Recognize the need of Interpersonal skills.

CO2. Describe how our communication skills can affect our working in an organization

CO3. Outline the roles we play in our work groups and teams.

CO4. To demonstrate various kind of skills to deal with customers.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	M	W	M	W	W	S
CO2	S	S	S	S	S	W	W	W	S	S	M	S
CO3	M	M	S	S	M	W	W	M	M	W	W	S
CO4	S	M	S	S	S	S	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	Who is a customer? Types of Customers: - internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers? What is Quality? What is customer delight?	15

<b>MODULE--II</b>	Key areas of customer care the product or the service itself Sales and promotion of the service After sales support to the customer Organizational culture	10
<b>MODULE-III</b>	Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Etiquette Complaint Management Transactional Analysis in Customer Care	10
<b>MODULE-IV</b>	<b>Practical:</b> Customer care at Airports Customer Care in Airlines Customer care in hotels Grooming in Service Sector Telephone Handling Skills	10

**References:**

- Mills – Customer Care
- Andrews – Front Office Mgt.

**Books**

- Communication and Interpersonal Skills by E Pavord
- (PDF) Interpersonal Communication Skills - ResearchGate

### BTA-106 CONTEMPORARY ISSUES

L	T	P	Credits
4	0	0	4

CO1. Define the role of celebrities in tourism promotion.

CO2. Understand the different types of Tourism

CO3. Explain the safety and security issues in Tourism.

CO4. Learn about film tourism and Airlines Industry.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	W	W	W	S	M	W	M	W	S	S
CO2	M	S	S	S	S	M	S	W	S	M	M	S
CO3	M	S	M	S	M	W	S	S	M	W	W	S
CO4	S	S	S	S	S	M	M	M	W	W	M	S

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	Contemporary Tourism – New trends and Emerging Patterns in Travel and Tourism – Role of Campaigns and Celebrities in Tourism promotion – Climate Change and Environmental Issues – Current Initiatives of MOT.	10
<b>MODULE--II</b>	Home Stay Concept in Tourism – Bed & Breakfast Inns ,Commoduley Based Tourism – Guest Host Issues – Responsible Tourism – Tourism and Poverty Alleviation – Social Media for Tourism Promotion.	12



<b>MODULE-III</b>	Micro Finance and Micro Enterprises in Tourism – STZs features, operations and implications – Film Tourism and its role – MICE Tourism – Strategic alliances and Airline Industry.	12
<b>MODULE-IV</b>	GATS and its effect on Indian Tourism – Terrorism and Tourism – Safety and Security Issues in Tourism – Social Responsibility and Ethical Concerns – Time Share Industry and Implications.	12

**TOTAL=46**

**References:**

- Pearce D., 1996, Tourism Development, British Library Cataloguing in Publication Data, London Group UK Limited.
- Hall, C.M. & Duval T., 2003, Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia the Haworth Hospitality Press, New York.

**Books**

- Contemporary issues of Societal Development by Patrícia Kaplánová.
- Contemporary Issues in Travel And Tourism (allassignmentsexperts.com).

**(BTA-107) Basics of Computer I**

L	T	P	Credits
1	0	4	3

- CO1. Distinguish Hardware and Software components of a computer
- CO2. Explain the functions of a computer system
- CO3. Identify the various inputs and output units and explain their purposes
- CO4. Create a word /excel/ PowerPoint document, and navigate around the basic applications.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	M	W	M	W	W	S
CO2	S	S	S	S	S	W	W	W	S	S	M	S
CO3	M	M	S	S	M	W	W	M	M	W	W	S
CO4	S	M	S	S	S	S	M	W	W	W	M	S

	<b><u>COURSE OUTLINE</u></b>	<b>Lecture(hrs)</b>
<b>MODULE-I</b>	Computer System Introduction to Computers, Characteristics of computers, Applications of computers, Different modules of computer, Component of computers, Input / Output and auxiliary storage Device. Computer application In Tourism.	15
<b>MODULE--II</b>	Windows & MS Office Introduction to windows MS –Office: MS Word, MS Excel, MS Power Point.	10
<b>MODULE-III</b>	Network and Communication Networking: Concept, User, Types, Devices Used. Basic Communication Components: Terminals, Modems, Channels, Communication processors, Host Computers, Types of Transmission.	10

<b>MODULE-IV</b>	Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet and Tourism Information and Communication Technology (ICT) ICT: need definition, uses for tourism, and future role. ICT in tourism sector, Strategic and tactical role of ICTs for Tourism.	12
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**TOTAL=42**

**REFERENCE**

**S:**

- Bansundara, S: Computer Today.
- GoelRitender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.

**Books**

- P.K. Sinha, Fundamentals of Computers
- V. Raja Raman, Introduction to Computer Science.

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Scheme of Syllabi (2<sup>nd</sup> Semester)**

Subject Code	Subject	Type of course	External Marks	Internal marks	Total marks	L	T	P	Credits
BTA-201	Tourism product and services II	CC-1	60	40	100	4	0	0	4
BTA-202	Tourism industry profile	CC-2	60	40	100	4	0	0	4
BTA-203	Tourism Management	CC-3	60	40	100	4	0	0	4
BTA-204	Geography of Tourism II	CC-4	60	40	100	4	0	0	4
BTA-205	Human resource Management	CC-5	60	40	100	4	0	0	4
<b>BTA-206</b>	<b>Transport management</b>	<b>CC-6</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
BTA-207	Hospitality Practical	CC-7	40	60	100	1	0	4	3
GE-201C*	General English-II	AECC	60	40	100	3	0	0	3
TOTAL			460	340	800	28	0	4	30

**AECC-(Ability Enhancement Compulsory Course)**

## BTA 201 Tourism Product and Services II

L	T	P	Credits
4	0	0	4

- CO1. Learn about the different natural resources of India.  
 CO2. Have full knowledge about the different hill stations of India.  
 CO3. Learn about the different pilgrimage destinations of India.  
 CO4. Learn about the popular tourist resources.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	S	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	S	S	S	M	M	W	M	W	S	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	<p><b>Natural Resources:</b> Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations: Mussoorie, Srinagar, Shimla, Munnar and Ooty.</p> <p>Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar &amp; Lakshdweep islands. <b>Monuments-</b> QutubMinar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), TajMahal, Golden Temple (Amritsar), HawaMahal (Jaipur), Bara Imambara (Lucknow).</p>	15

<b>MODULE--II</b>	<p><b>Pilgrimage Destinations: Hindu-</b> CharoDhamYatra, JyotirlingaYatra, Devi YatraVindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.</p> <p><b>Buddhist:</b>Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.</p> <p><b>Jain:</b> Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana</p> <p><b>Muslim:</b> Ajmer Sharif, Nizamuddin (Delhi), FatehpurSikri, and some important Mazars.</p> <p><b>Sikh:</b> Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.</p>	15
<b>MODULE-III</b>	<p><b>Fairs and Festivals:</b> Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar- Sankranti, Baishakhi, MeenakshiKalyanam, Holi,Gangaur, Onam, Durga Puja, Ramalila, Diwali, KartikPurnima (DevDeepawali, Guru Parb), Dashahara (Kullu),Rathyatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), BurhawaMangal (Varanasi), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival.</p>	10
<b>MODULE-IV</b>	<p><b>Popular Tourist Resources-</b> Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and FatehpurSikri</p>	10

**TOTAL=50**

**References**

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II.,London.
- Brown Percy, Indian Architecture ( Buddhist and Hindu),Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra&Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode.H. &Chandra.S. : Indian Folk Art, Bombay.

**List of E-Books**

- Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.

- Passport (an introduction to the tourism industry) by Howell, David W.ctc.
- Understanding the tourist product by Dr. Dimitris Koutoulas.
- Tourism and Interculture exchange by Gavin Jack.

**BTA 202 Tourism Industry Profile**

L	T	P	Credits
4	0	0	4

**CO1.**Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.

**CO2.** Critique tourism practices for their implications locally and globally.

**CO3.** Knowledge of tourism interprets and evaluate as a phenomenon and as a business system

**CO4.** Identify and assess relationships and networks relative to building tourism capacity.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	S	M	W	W	S
CO2	S	M	S	S	S	M	W	W	S	M	M	S
CO3	S	M	S	S	M	W	W	S	M	W	W	S
CO4	S	S	S	S	S	M	M	W	M	W	S	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	<u>Lecture(hrs)</u>
<b>MODULE-I</b>	<b>Luxury Railways and F &amp; B outlets Chapter 1</b> – <b>Luxury Train</b> Royal Rajasthan on Wheels <b>Chapter 2 -F &amp; B Retail Chains</b> <ul style="list-style-type: none"> <li>• Café Coffee Day</li> <li>• Mc Donald's</li> <li>• Pizza Hut</li> </ul>	10
<b>MODULE--II</b>	<b>Travel and Tourism Organizations Chapter 1</b> - <b>IATA</b> History, Growth and Development IATA Goals	10



	IATA Approval Membership Profile of CEO <b>Chapter 2 - FHRAI</b> Introduction Membership Functions	
<b>MODULE-III</b>	<b>Travel Agency and Tour Operations Business Chapter 1 – Kuoni Destination Management, India</b> Introduction Principle Services Offered <b>Chapter 2 – Thomas Cook</b> Introduction Principle Services Offered	10
<b>MODULE-IV</b>	<b>Accommodation and Aviation Sector Chapter 1 – Oberoi Hotels</b> Introduction to TheOberoi Chain of Hotels and Resorts Oberoi/Philae Nile Cruiser The Oberoi ,New Delhi The OberoiVanyavilas, Ranthambore <b>Chapter 2 – Jet Airways</b> Introduction Products and Services Profile of CEO <b>Chapter 3- Air India</b> Introduction Products and Services Profile of CEO	15

**TOTAL=45**

**Reference :**

- INTERNATIONAL TOURISM MANAGEMENT; A.K Bhatia.

**List of E-Books**

- Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006.
- The Tourism Industry: An Overview - ResearchGate
- IATA, IATO, TAAI manual.
- Foster, D., the Business of Travel Agency, Pitman, 1990.

### BTA 203 Tourism Management

L	T	P	Credits
4	0	0	4

CO1. Interpret and evaluate tourism as a phenomenon and as a business system.

CO2. Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision..

CO3. Identify and assess relationships and networks relative to building tourism capacity.

CO4. Apply relevant technology for the production and management of tourism experiences.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	W	S	M	W	W	S
CO2	S	S	S	S	S	M	W	W	S	M	M	S
CO3	S	M	S	S	M	W	W	S	M	W	W	S
CO4	S	S	S	S	S	M	W	W	M	S	S	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	Lecture(hrs)
<b>MODULE-I</b>	Introduction- Definition of management concept- Development of management- managerial skills of tourism-management of tourism-components of tourism- accommodation-attractions-accessibility- management of environment. <b>Management of tourism marketing-</b> segmentation- marketing mix-tour pricing- types of demand and supply and marketing research.	10

<b>MODULE--II</b>	<b>Nature and classification of tourism-</b> Basic nature of tourism, Nature of tourism: Leiper’s Model, TGR ,TR ,TDR, Varied benefits of tourism, Indian concept of classification of tours/tourism	10
<b>MODULE-III</b>	<b>Tourism planning-</b> Need for tourism planning, Essentials of planning, Eight-point planning process, Aims of tourism planning, Significance of planning.	10
<b>MODULE-IV</b>	<b>Infrastructure of tourism management-</b> Structural components, important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism <b>Tourism organizational set up in India-</b> Structure of department of tourism, NTO & its Functions, WTO & its Functions, ITDC & its Functions.	15

**TOTAL=45**

**Reference:**

- TOURISM EDUCATION; ShashiPrabha.
- INTERNATIONAL TOURISM MANAGEMENT; A.K Bhatia.

**List of E-Books**

- Management of Tourism by L Pender.
- Tourism Management (Research gate).
- Tourism Operations and Management by Roday, Sunetra.
- Tourism: Principles and Practice by Swain Sampada k.Travel agency operations by A.P Rastogi

### BTA 204 Geography of Tourism-II

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

CO1. Idea about the various destination countries, their unique weather and climatic conditions which attract tourist.

CO2. Learn about the relationship between geography and tourism.

CO3. Knowledge of geography of various continents and countries.

CO4. Overview of four parts namely overview of tourism geography, tourism in Europe, tourism in south East Asia and Africa, tourism in Australia, Newzealand and USA

CO/PO Mapping											
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)											
Programme Outcomes (PO's)											
PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
S	W	M	W	W	S	W	S	M	W	S	S
S	S	S	S	S	M	W	W	S	M	W	S
S	M	S	S	M	W	W	S	M	W	W	S
S	W	S	S	S	M	W	W	M	S	W	S

**Max Marks: 6**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	Lecture(hr s)
<b>MODULE-I</b>	Brief introduction of continents & oceans. Map reading. Greenwich mean time. International date line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones. Sightseeing places of Malaysia, Thailand. Discuss the culture and cuisine of Malaysia or Thailand.	15

<b>MODULE--II</b>	<p><b>Other</b> countries: General geographical features of given countries with information about physiography, climate, vegetation &amp; tourist attractions of South Africa, Egypt, Australia, and New Zealand.</p> <p>Asia: General geographical features; physiography, climate, vegetation main countries, capitals &amp; their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.</p>	15
<b>MODULE-III</b>	Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Netherlands	10
<b>MODULE-IV</b>	Americas: General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba.	10

**References:**

- Lonely Planet – India, Australia, USA, Europe
- A.K Bhatia – International Tourism Mgt.

**List of E-BOOKS**

- Selling Destinations by Marc Mancini.
- Tourism and Geography (eGyankosh)
- Tourism geography - Loknete Vyankatrao Hiray College Geography of India by Majid Hussain

## BTA 205 Human Resource Management

L	T	P	Credits
4	0	0	4

### Course will help students to learn:

CO1. Able to understand the functions, systems, policies and applications of human resource management in organizations.

CO2. An overview of theoretical foundations of key areas associated with HR development in the organization.

CO3. HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.

CO4. Will learn about how to handle the queries in the organization.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	W	W	W	W	S	M	M	M	S
CO2	S	S	S	S	S	W	W	S	S	M	M	S
CO3	S	M	S	S	M	W	W	S	M	M	M	S
CO4	S	W	S	S	S	W	W	S	M	M	W	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	Lecture(hr s)
<b>MODULE-I</b>	<p><b>Introduction to Human Resource Management-</b> Definitions, Functions of Personnel Management, Objectives of Personnel Management, Qualities of a Good Personnel Manager.</p> <p><b>Human Resource/Man Power Planning-</b> Definitions, Need Of Manpower Planning, Objectives Of Hr Planning, Advantages Disadvantages Of Manpower Planning, Process/Steps.</p>	10

<b>MODULE--II</b>	<b>Recruitment-</b> Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages, Dis-Advantages), External Sources((Advantages, Dis-Advantages) <b>Selection-</b> Definition, Steps In Selection Process(Application Blank, Initial Interview Of The Candidates, Employment Tests, Interviews, Checking Reference, Physical Or Medical Examination, Final Interview & Induction)	15
<b>MODULE-III</b>	<b>Training And Development-</b> Training Definition, Importance Of Training, The Training Process, Training Methods (On The Job- Job Instruction Training, Job Rotation, Special Assignments) Off The Job (Vestibule Training, Lecture Method, Conference Method, Seminar Or Team Discussion, Case Study Method Development- Definition, Need, Methods -On The Job -Off The Job <b>Performance Appraisal-</b> Definition, Objectives, Process, Methods- -Past Oriented -Future Oriented	15
<b>MODULE-IV</b>	<b>Job Evaluation-</b> Definition, Objectives, Principles, Methods-Non Analytical, Analytical <b>Employee Remuneration-</b> Definition, Components, Factors Influencing Employee Remuneration, Concept Of Wages	10

References:

- Gomez-Meja ., Managing Human Resources, Delhi, Pearson Education, 2003.
- Dessler, Gray, Human Resource Management, Delhi, Pearson Education, 2003.
- Aswathappa, Human Resource and Personal Management, New Delhi, TMG-Hill, 2002.
- Pattanayak, Biswajeet, Human Resource Management, New, Delhi, PHI, 2001.

**List of E-Books**

- Aswathappa, K,(2008) Human resource Management, The McGraw-hill publications, New Delhi.
- Human resource management - University of Calicut
- Management of Tourism by L Pender.
- Tourism Management (Research gate).
- Tourism Operations and Management by Roday, Sunetra.
- Tourism: Principles and Practice by Swain Sampada k.Travel agency operations by A.P Rastogi.

## BTA-206 TRANSPORTATION MANAGEMENT

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

CO1. Able to understand the rules for transport.

CO2. An overview of different types of transport used for different purposes.

CO3. To understand the role of different parties involved in transport management.

CO4. Will learn about the history of different modes of transport

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
	Programme Outcomes (PO's)											
CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	W	W	W	S	M	M	M	S
CO2	S	W	S	W	S	W	W	S	S	M	M	S
CO3	S	M	W	S	S	W	M	S	M	M	M	S
CO4	S	W	S	S	S	W	W	S	M	M	W	S

	<u><b>COURSE OUTLINE</b></u>	<b>Lecture(hrs)</b>
<b>MODULE-I</b>	Transportation as dynamic and visual manifestation of Tourism. History of different modes of transportation. Growth of civilization and role of transport. Water Transport: History and present status of water transport in sea water and inland waters. Cruise ships, luxury lines, river cruises. Role of water transport in tourism industry, Limitation and scope of water transport in India.	15



<b>MODULE--II</b>	Airlines and Tourism History of airlines in India. Role and contribution of Air India, Private airline and Helicopter services. Infrastructure basis of airlines in India. Role of airlines in tourism promotion. Recent policies regarding airlines, problems of Airlines business.	10
<b>MODULE-III</b>	Surface transport and Tourism Importance of surface transportation. Infrastructure basis of surface transport in tourism promotion Coaches, car Rental system in India. Taxes and Subsidies on tourist coaches and cars. Types of roads in India. Problems faced by surface transport sector.	10
<b>MODULE-IV</b>	Railway and Tourism History and present status of Indian railway. Zonal distribution, Network and infrastructural basis of Indian railway. Role of Indian railway in tourism promotion. Special trains and packages for tourists. Government policies regarding railway. Problems faced by Indian railway	10

**TOTAL=45**

**References:**

- Ahmad Aizaz: ' General Geography of India, NCERT, New Delhi.
- Goh Cheong: Long: An Economic Atlas of India, Oxford University.
- National Atlas of India, Govt. of India, Publication Calcutta.

**List of E-Books**

- Aggarwal Surinder: 'Travel Agency Management', Communication India, New Delhi
- Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006.
- Hannel Christine, Robert Harshman&Grahan Draper- 'Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
- - Hurst, Elist, 'Transporation Geography' McGraw Hill, New York.

### BTA 207 Hospitality Practical

L	T	P	Credits
1	0	4	3

**Course will help students to learn:**

**CO1.** Learn how to serve guest and how to make them comfortable.

**CO2.** Learn about the different sections at airport.

**CO3.** Knowledge of different types of Airlines.

**CO4.** Learn about the duties and services at different types of Airports.

CO/PO Mapping											
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)											
Programme Outcomes (PO's)											
PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
S	W	M	W	W	S	W	M	S	S	W	S
S	S	S	S	S	M	W	M	S	S	W	S
S	M	S	S	M	S	W	M	S	S	W	S
S	W	S	S	S	S	W	M	S	S	W	S

Internal Marks: 60

External Marks: 40

Total Marks: 100

	<u>COURSE OUTLINE</u>	<b>PRACTICAL(hrs)</b>
<b>MODULE-I</b>	<ul style="list-style-type: none"> <li>✓ Domestic Airlines of India</li> <li>✓ Major International Airlines</li> <li>✓ On Board Services</li> </ul>	10
<b>MODULE--II</b>	<ul style="list-style-type: none"> <li>✓ Off Board Services</li> <li>✓ On Board Announcements</li> <li>✓ Off Board Announcements</li> </ul>	10
<b>MODULE-III</b>	<ul style="list-style-type: none"> <li>✓ Role Play [ Cabin Crew &amp; Ground Services]</li> <li>✓ Trolley Services</li> </ul>	8

<b>MODULE-IV</b>	✓ Duties of Cabin Crew ✓ Sections of Airport [ Domestic + International]	8
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**TOTAL=36**

#### **List of E-Books**

- Hospitality Management ( Research gate)
- Hospitality Management Handbook by Nathaniel chuk  
Hospitality and Tourism Management by Saurabh Dixit  
100 tips for hoteliers by peter venison.

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Scheme of Syllabi (3<sup>rd</sup> Semester)**

<b>Subject Code</b>	<b>Subject</b>	<b>Type of course</b>	<b>External Marks</b>	<b>Internal marks</b>	<b>Total marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BTA-301	Dimensions of International Tourism	CC-1	60	40	100	4	0	0	4
BTA-302	Geography of Tourism III	CC-2	60	40	100	4	0	0	4
BTA-303	Sales Marketing & PR in service industry	CC-3	60	40	100	4	0	0	4
BTA-304	Business Communication	CC-4	60	40	100	4	0	0	4
BTA-305	Front office operations & registrations(T&P)	CC-5	60	40	100	4	0	0	4
BTA-306	Foreign Language French (practical)	CC-6	60	40	100	1	0	2	2
EVS-100c*	Environment studies	AECC	60	40	100	2	0	0	2
SKF-301	Soft Skills-I	AECC	60	40	100	0	0	4	2
RF-301	Aptitude & Reasoning	AECC	60	40	100	3	0	0	3
<b>TOTAL</b>			<b>540</b>	<b>360</b>	<b>900</b>	<b>26</b>	<b>0</b>	<b>6</b>	<b>29</b>

**AECC-(Ability Enhancement Compulsory Course)**

### BTA 301 Dimensions of International Tourism

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

**CO1.** Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.

**CO2.** To know about the various organizations working for the growth of tourism.

**CO3.** Interpret and evaluate tourism as a phenomenon and as a business system.

**CO4.** Learn about how a travel agency works..

CO/PO Mapping											
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)											
Programme Outcomes (PO's)											
PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
S	W	M	W	W	S	W	M	W	M	W	S
S	M	S	S	S	M	W	W	W	W	W	S
S	M	M	S	M	S	W	W	W	W	W	S
S	W	M	S	S	S	W	M	W	W	W	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURE(hr s)
<b>MODULE-I</b>	Trends and critical issues Of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism.	10
<b>MODULE--II</b>	<b>Travel Retailing</b> Travel Agency & Tour Operations Functions of a Travel Agency Departments of Travel Agency Package Tours & its Components Client Handling activities in Travel Agency	10

<b>MODULE-III</b>	Star Cruises: Overview Disneyland cruises <b>Travel Industry Fairs</b> Participation Advantages ITB WTM PATA Travel Mart ICCA Indian Travel Fairs	15
<b>MODULE-IV</b>	<b>International Tourism Organizations</b> Need & Significance For Organizations WATA ASTA IHA PATA & PATA CHAPTERS ICAO	10

**TOTAL=45**

**References:-**

- International Tourism Management by AK Bhatia
- Tourism Education by ShashiPrabha Sharma

**List of E-Books**

- International Tourism: An Assessment and Overview  
www.researchgate.net
- International Tourism: A GLOBAL PERSPECTIVE  
By WTOE Network
- Tourism Operations and Management by Roday, Sunetra.
- Tourism: Principles and Practice by Swain Sampada k.Travel agency operations by A.P Rastogi.
- Business of travel agency and Tour Operations A.K Bhatia

### BTA 302 Geography of Tourism

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

- CO1. The importance of geography in tourism industry.
- CO2 Various tourism potential in the various tourism generating regions of the world
- CO3. Demonstrate the knowledge of the cultural zones of India.
- CO4. Learn about the different physical features of India.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	W	W	S	W	M	W	M	W	S
CO2	S	M	S	S	S	M	W	W	W	W	W	S
CO3	S	M	M	S	M	S	W	W	W	W	W	S
CO4	S	W	M	S	S	S	W	M	W	W	W	S

**Max Marks: 60**

**Time: 3 Hrs**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURE(hrs)
<b>MODULE-I</b>	Geography of travel and tourism - definitions and concepts The tourism system - tourism-generating areas, destination areas, transit zones	10
<b>MODULE--II</b>	The multiple forms tourism - destinations, characteristics, types of tourists, distance travelled, The determinants of demand for tourism - travel propensity and frequency, influence of the economic, demographic, political environment, personal variables, barriers to travel.	10
<b>MODULE-III</b>	Geographical features of Spain and its major tourist attractions .Geography of resources for tourism - the nature of tourist resources at different spatial scales, resources and "unique selling propositions"	12

<b>MODULE-IV</b>	<p>The importance of transport in tourism - spatial interaction between components of the tourist system, transport elements, costs, modes, routes, networks, air and surface transport, Future geography of travel and tourism - some prospects.</p> <p>Briefly discuss about importance of geography, why we need to study about geography.</p>	12
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**TOTAL=44**

**References:**

- Tourism Development: Principles and Practices by A.K.Bhatia
- Tourism in India Planning & Development - Page 11, by AsifIqbalFazil, S.Hussain Ashraf
- Tourism and climate change: risks and opportunities, by Susanne Becken.

**List of E-BOOKS**

- Selling Destinations by Marc Mancini.
- Tourism and Geography (eGyankosh)
- Tourism geography - Loknete Vyankatrao Hiray College
- Geography of India by Majid Hussain.
- Geography of Travel & Tourism - Lloyd E. Hudman



### BTA 303 Sales Marketing & PR in Service Industry

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

CO1. Understand customer needs and behavior alongside the importance of customer service.

CO2. Discover how to create high performing sales teams and develop an effective marketing strategy.

CO3. Gain an understanding of the marketing mix and it's use within the business planning process.

CO4. Explore the statutory responsibilities of managers and learn the fundamentals of business law.

CO/PO Mapping (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Programme Outcomes (PO's)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	S	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	S	S	S	M	M	W	W	W	M	S

Max Marks: 60  
Min Pass Marks: 24

Time: 3 Hrs.

	<u>COURSE OUTLINE</u>	LECTURE(hrs)
<b>MODULE-I</b>	<p><b>Marketing-</b> Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange &amp; Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing), The Emergence of Service Economy, Difference in Goods and Services Marketing, Marketing Challenges in Service Businesses, Marketing environment, Relationship Marketing: Concept, Benefits and Strategies, Services Market Segmentation, Targeting and Positioning.</p>	10
<b>MODULE--II</b>	<p><b>Service Product:</b> The Service Classification, Service Product Development, Product life cycle, Consumer Behaviour in Services, Customer Expectation of Services, Customer Perception of Services, Formulating Marketing Mix for Services Marketing, Concept of Service marketing triangle.</p> <p><b>Sales Management-</b> Definition, sales person's role, prospect management, Buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management.</p> <p><b>Analysis and selection of market:</b> Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).</p>	15
<b>MODULE-III</b>	<p><b>Marketing Mix Elements-</b> 7 P's of marketing –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries?, How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix – Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence.</p>	15

<b>MODULE-IV</b>	<b>Public relations</b> : Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and pr, PR tools – media / non-media, PR Campaign, PR in Tourism	10
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TOTAL=50

**References:-**

- Zeithmal, V. A. and Bitner, M. J., Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi,
- Lovelock, Christopher H., Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi,
- Verma, Service Marketing, Pearson Education, New Delhi, 2002.

**List of Books**

- Tourism Marketing Basics - ResearchGate
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). Tourism Principles and Practice, Pitman Publishing London.
- Travel agency Management by Chand, Mohinder
- Tourism operations and Management-by Roday Sunetra.
- Managing Hospitality Operations-Chand, Mohinder

### BTA 304 Business Communications

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

- CO1. Demonstrate a good understanding of effective business writing.
- CO2. Research approaches and information collection.
- CO3. Develop and delivering effective presentations.
- CO4. Learn about how to do group communication.

	CO/PO Mapping  (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)											
	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	W	W	S	S	W	M	W	W	S
CO2	M	M	M	S	S	M	W	W	S	M	M	S
CO3	M	S	M	S	M	W	W	W	M	W	W	S
CO4	S	S	M	S	M	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURE(hrs)
<b>MODULE-I</b>	<p><b>Basics of Business Communication:</b> Meaning &amp; definitions of Communication, Importance of Communication, 7 C's of Communication, importance of Grapevine, Developing an effective communication network in an organization. Transactional Model of Communication, The Linear Model, The Interactive Model, how can barriers to communication be avoided?</p> <p><b>Classification of Communication:</b> Formal &amp; Informal, Personal, Inter-personal, Group and Mass, Vertical &amp; Horizontal, Upward &amp; Downward, One-way &amp; Two-way, Verbal &amp; Non-verbal, Understanding – proxemics, kinesics. The art of negotiation, Conflict management &amp; developing leadership skills.</p>	15

<b>MODULE--II</b>	<b>Business correspondence:</b> Basic need and functions of business letters – Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence - Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and Resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos <b>Cross Cultural Communication:</b> Problems of cultural differences, problems of language, effects on business communication techniques, difference in body language & kinesics, How to overcome these difficulties with various cultures. What is wrong with the English accent of an Indian layman?	15
<b>MODULE-III</b>	<b>Presentation skills:</b> What is a presentation – elements of presentation – designing a presentation? Advanced visual support for business presentation- types of visual aid <b>NEGOTIATIONS SKILLS</b> What is a negotiation – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies?	10
<b>MODULE-IV</b>	<b>Group communication-</b> Meetings –Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release-press conference – media interviews Seminars – workshop – conferences. Business etiquettes.	10

**TOTAL=50**

**References:-**

- Business Correspondence & Report Writing by Late R C Sharma: BITS, Pilani Krishna Mohan: Tata Macgraw Hill Publication, New Delhi.
- Technical Communication 'Au TrichyEdn' by Meenakshi Raman, Dr.Sangeeta Sharma, Oxford University Press India

**List of E-Books**

- Business Communication - DDCE, Utkal University
- Business Communication: AN INTRODUCTION (Www.Academia.Edu)
- Introduction Of Business Communication ( Shodhganga).
- Essentials of Business Communication by Mary Ellen Guffey, Dana Loewy

## BTA 305 Front Office Operations

L	T	P	Credits
4	0	0	4

### Course will help students to learn:

CO1. To train and develop students to be leaders in hotel and food and beverage management through immersion and national and international linkages..

CO2. To intensify student's knowledge and skills with instruction based on international standards.

CO3. To produce quality graduates with balanced knowledge, skills and industry exposure in catering , hotel and management.

CO4. To develop community involvement.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Programme Outcomes (PO's)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	W	W	W	S	M	W	M	W	W	S
CO2	M	M	S	W	S	M	W	W	S	M	M	S
CO3	M	S	M	S	M	W	W	W	M	W	W	M
CO4	S	S	W	S	S	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURE(hrs)
<b>MODULE-I</b>	<b>Front office operations-</b> Front office Introduction & functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, Emergencies. Front office's interaction with other departments, Front Office Terminology	10
<b>MODULE--II</b>	<b>Reservation Introduction, Modes, Sources, System and Procedure-</b> Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk-ins, Reservation Holder, Room Assignment.	10

<b>MODULE-III</b>	<b>Determining Room Availability and Assignment-</b> Terminology (room revenue, corporate traveler, no-show, due-out, turn-away, walk-in, group booking, stay-over, full-house management, run of the house, occupancy rate, blocked rooms, yield management, and guaranteed payment)	10
<b>MODULE-IV</b>	<p><b>Registration Procedure-</b> Registration Card / Form, 'C' Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.</p> <p><b>Cashier and Billing Procedures-</b> Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.</p> <p><b>Night Auditor-</b> Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.</p> <p>Recent trends in Front Office Department in Hotel industry.</p> <p><b>PRACTICAL</b></p> <ul style="list-style-type: none"> <li>• Reservation Process &amp; Phone handling</li> <li>• Check-in &amp; Registration formalities</li> <li>• Check-out &amp; Bill Settlement Process</li> <li>• Emergency Situations in Hotels by Role Plays, Demonstration, Practical Lab &amp; Presentations (Videos, PowerPoint Presentations etc.</li> </ul>	18

**TOTAL=48**

**References**

- Professional Front Office Management by Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin. 2007. Pearson/Prentice Hall. ISBN 0-13-170069-3
- Front Office Operations by Sudhir Andrew.

**List of E-Books**

- Hotel organization and Front Office Management (by A.p Rastogi)
- Hotel front office training manual (by Suvradeep gauranga ghosh)
- Safety and security in hotels by R.K Singh.
- ATITHI DEVO BHAVAH by Adam Jaworski.
- Hotel Management by R.k Singh

### BTA- 306 Foreign Language: French [Practical]

L	T	P	Credits
1	0	2	2

**Course will help students to learn:**

CO1. Learn about the basic terminologies of French language.

CO2. Learn about the different pronunciations in French.

CO3. Able to improve the writing skills in French.

CO4. Learn about the general wishes of a day in French..

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Programme Outcomes (PO's)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	M	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	M	S	S	M	M	M	M	M	M	S

**Max Marks: 40**

**Time: 3 Hrs.**

**Min Pass Marks: 16**

	<u>COURSE OUTLINE</u>	PRACTICAL(hrs)
<b>MODULE-I</b>	<ul style="list-style-type: none"> <li>❖ Les Alphabet</li> <li>❖ Nombres: Les NombreCardinaux</li> </ul>	5
<b>MODULE--II</b>	<ul style="list-style-type: none"> <li>❖ La Date, L'heure</li> <li>❖ Les Jours de la Semaine</li> <li>❖ Les mois de L'annee</li> </ul>	5
<b>MODULE-III</b>	<ul style="list-style-type: none"> <li>❖ Les Saisons</li> <li>❖ Les Couleurs</li> </ul>	10



<b>MODULE-IV</b>	<ul style="list-style-type: none"> <li>❖ Pronoms</li> <li>❖ Verbe: Le verbeetre</li> <li>❖ General wishes of a day in French.</li> </ul>	5
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**TOTAL=25**

**Reference:-**

- Le Francaisessentiel by Gail Stein
- Advance learning language FRENCH by Mill

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Scheme of Syllabi (4<sup>th</sup> Semester)**

Subject Code	Subject	Type of course	External Marks	Internal marks	Total marks	L	T	P	Credits
BTA-401	Total quality management	CC-1	60	40	100	4	0	0	4
BTA-402	Automation in Tourism industry, Airlines ,&Hospitality(T&P)	CC-2	60	40	100	4	0	0	4
BTA-403	Travel agency &Tour operations	CC-3	60	40	100	4	0	0	4
BTA-404	Airlines management	CC-4	60	40	100	4	0	0	4
BTA-405	Basics of computer-II(practical)	CC-4	40	60	100	0	0	4	2
BTA-406	Hospitality Management(Focus-F&B, Housekeeping)(T&P)	CC-5	60	40	100	4	0	0	4
BTA-407	English Language II	CC-6	60	40	100	3	0	0	3
SKF-408	Soft Skills-II	AECC	60	40	100	0	0	4	2
MGTED-41*	Innovation &Entrepreneurship Development Program	AECC	60	40	100	3	0	0	3
Total			520	380	900	26	0	8	30

**AECC-(Ability Enhancement Compulsory Course)**

## BTA 401 Total Quality Management

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

CO1. Learn about the Quality that serves to control quality in the critical activities of an organization.

CO2. Learn about the usage of techniques such as quality function deployment, taguchi method.

CO3. Know about the quality aspects in service organization.

CO4. Learn about human resource development.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Programme Outcomes (PO's)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	S	S	W	M	W	W	S
CO2	M	S	S	S	M	W	W	W	S	M	M	S
CO3	M	W	S	S	M	W	W	M	M	W	W	S
CO4	S	M	S	S	S	M	M	M	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	Origin of the Quality Movement, Historical Development of the Quality Movement, Concept of Total Quality Management, The Quality Gurus, The Baldrige Quality Award, Total Quality Management, Key Elements of TQM.	10
<b>MODULE--II</b>	The Total Quality Management Tool Kit, Definition of the Seven Statistical Tools, Pareto Diagrams, Cause & Effects Diagram, Histograms, Control Charts, Scatter Diagram, Graphs, Check Sheets.	10

<b>MODULE-III</b>	Quality Aspects in a Service Organization, Why Service organizations are different? What matters most to customers? Managing Quality in Service organizations, Quality Control, Just- in-time concept, Deming's Principle.	15
<b>MODULE-IV</b>	Human Resource Development and Quality Management, Role of HRD, Training and development, Changes related to performances and its measurement, Importance of Frontline staff, Building a Quality organization, Organizing and implementing- Total Quality Management, Roles in organizational transition to TQM. Small groups and Employee involvement, Teams for TQM., Quality Circles, Benchmarking, Educating the customers about Quality, ISO Series, Obstacles to TQM	15

**TOTAL=50**

#### **List of E-Books**

- Total quality Management ( Research gate)
- Total quality Management ([www.academia.edu](http://www.academia.edu))
- Tourism Marketing Basics - ResearchGate
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). Tourism Principles and Practice, Pitman Publishing London.
- Travel agency Management by Chand, Mohinder
- Tourism operations and Management-by Roday Sunetra.
- Managing Hospitality Operations-Chand, Mohinder

## BTA 402 Automation in Tourism, Airlines & Hospitality Industry

L	T	P	Credits
4	0	0	4

### Course will help students to learn:

- CO1. Learn about the computer based reservation system.
- CO2. Learn about the ticketing process.
- CO3. Knowledge of billing and settlement.
- CO4. Demonstrate the importance of traffic documents.

	CO/PO Mapping											
	(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)											
	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	M	S	S	S	M	M	W	S	M	M	S
CO3	M	W	S	S	M	W	M	W	M	W	W	S
CO4	S	M	S	S	S	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	<b>Automation in the tourism industry –</b> An Introduction Importance of Information Technology in Tourism Automation in the hotel, airlines and travel business	10
<b>MODULE--II</b>	<b>Introduction to CRS:</b> The need for a CRS system History of the CRS system Use of the CRS by Airlines and Travel Agents Benefits and importance of the CRS system to the Travel trade Introduction to Amadeus Basic commands applicable to Amadeus+ Practical	10

<b>MODULE-III</b>	<b>Ticketing process:</b> Components of an electronic ticket Types of tickets: Manual ticket/ Automated Ticket/ e-ticket Ticket coupons Difference between I ticket and e-ticket What are Special fares? Various kinds of special fares	15
<b>MODULE-IV</b>	<b>Billing and settlement plan (BSP)</b> What is BSP? Advantages of BSP to travel Agents Describe various stages of BSP operations A short introduction to Standard Traffic Documents (STD) Passenger Ticket & Baggage check, One way (OW) Trip, Return (RT), Circle Trip (CT), Universal Air Travel Plan (UATP), Baggage Rules.	15

**TOTAL=50**

#### **List of E-Books**

- Travel Information Manual ( TIM )
- IATA Ticketing Hand Book.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). Tourism Principles and Practice, Pitman Publishing London.
- Travel agency Management by Chand, Mohinder
- Tourism operations and Management-by Roday Sunetra.
- Managing Hospitality Operations-Chand, Mohin

## BTA 403 Travel Agency and Tour Operations

L	T	P	Credits
4	0	0	4

### Course will help students to learn:

CO1. Learn about the travel and tourism concepts.

CO2. Knowledge of the structure of travel agency.

CO3. Identifies the effects of travel and tourism on destination countries.

CO4. Characteristics and activities of travel agencies.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	S	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	S	S	S	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	<p><b>ITINERARY PLANNING</b>                      Itinerary and its importance                      Types of Itineraries-circular trip/ round trip, Open jaw, One way                      Factors to keep in mind while designing an Itinerary                      Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, Kerala tour                      Popular outbound Itineraries of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour</p> <p><b>PACKAGE TOURS</b>                      Package tour and its components                      Practical components of a standard package tour                      Designing &amp; Costing of a package tour-American tour package</p>	10

<b>MODULE--II</b>	<b>VISAS</b> Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:-Schenegen, Dubai and Far East <b>FOREX</b> Basic overview of FOREX Forex Terminology- TCs, Cash currency, BTQ, LERM	10
<b>MODULE-III</b>	<b>HOW TO SET UP A TRAVEL AGENCY</b> IATA Rules and Regulations. <b>CRUISE OPERATION</b> Boarding formalities of the for the following: Star Virgo Celebrity cruise	10
<b>MODULE-IV</b>	<b>CASE STUDY DISCUSSION</b> (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook La Passage to India Travelguru.com Yatra.com	15

**TOTAL=45**

#### **List of E-Books**

- Jagmohan Negi – Travel Agency & Tour Operations
- Pran Nath Seth – Successful Tourism Mgt.
- Sunetra Roday – Tourism Operations and Mgt.
- Travel Information Manual ( TIM )
- IATA Ticketing Hand Book.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). Tourism Principles and Practice, Pitman Publishing London.
- Travel agency Management by Chand, Mohinder
- Tourism operations and Management-by Roday Sunetra.
- Managing Hospitality Operations-Chand, Mohinder



## BTA 404 Airlines Management

L	T	P	Credits
4	0	0	4

### Course will help students to learn:

CO1. Learn about the advancement and operations of modern airports.

CO2. Learn about the relationship between various airlines, and how operational issues affect the airlines and passengers.

CO3. About the computer reservation systems and personnel.

CO4. Examines passenger and cargo operations, ground operations and safety practices.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	W	W	S	S	W	M	W	W	S
CO2	M	M	M	S	S	M	W	W	S	M	M	S
CO3	M	S	M	S	M	W	W	W	M	W	W	S
CO4	S	S	M	S	M	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	Introduction to Airlines, aviation and airports sector. Airline Terminology. History of Aviation. Types of Aircrafts [ATR, CRJ, BOEING, AIRBUS], Introduction to Airplanes and How They Fly- Parts of an Airplane, How Planes Fly, Gravity and Lift, Drag and Thrust. Major domestic airlines of India, Major Airports of India [Domestic and International]	12
<b>MODULE--II</b>	Cabin Crew- Role in flight, Qualities of Cabin Crew, Eligibilities to become cabin crew. Duties of cabin crew - before the flight, during the flight and after the flight. In flight food and beverage service style and procedure followed by cabin crew.	10
<b>MODULE-III</b>	Airport Codes, Airline Codes, Phonetic Alphabet, Airport Lounges, Ten Best Airport Lounges, how airports work, Baggage Handling, Airport Security, Airport Jobs, Baggage check, Boarding pass.	10

<b>MODULE-IV</b>	Announcements- On Board and Off Board. Discuss the factors need to keep in mind while make the announcements. World Organizations (IATA, ICAO, DGCA)  <b>Case Study Discussions:</b> Jet Airways, Air India British Airways, Fly Emirates, Singapore airlines	15
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**TOTAL=47**

**List of E-books**

- Handbook of Global Aviation industry & Hospitality services by Ratan Deep Singh
- Airhostess, Pilot, Steward operations & Management by Ratan Deep Singh
- Air Travel Ticketing & Fare Construction A.P Rastogi
- Air Cargo Management by Sales, Michael
- Air Transportation by Wensween, J.G.

**BTA 405 Basics of Computers –II (Practical)**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
0	0	4	2

**Course will help students to learn:**

- CO1. Learn about the presentation software.
- CO2. Know about the ms- excel and operations of excel.
- CO3. Learn about ms-office and operation of ms-office.
- CO4. Knowledge of internet and various activities related to internet.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	W	W	W	S	M	W	M	W	W	S
CO2	M	M	S	W	S	M	W	W	S	M	M	S
CO3	M	S	M	S	M	W	W	W	M	W	W	M
CO4	S	S	W	S	S	M	M	W	W	W	M	S

**Max Marks: 40**

**Time: 3 Hrs.**

**Min Pass Marks: 16**

	<u>COURSE OUTLINE</u>	<b>PRACTICAL(hrs)</b>
<b>MODULE-I</b>	MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.	5
<b>MODULE--II</b>	Mail merge: creating main document, letter, and envelope and data source. Adding and removing fields from data source	5

<b>MODULE-III</b>	<p>Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and color box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.</p> <p>Excel : its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.</p>	10
<b>MODULE-IV</b>	<p>Internet: A brief history of origin of internet. Various applications of Internet such as Email, information gathering, searching, chatting, downloading etc. Use of search engines, internet explorer and e-mail messages. Netiquettes. Use of internet in various fields.</p>	10

**TOTAL=30**

#### **List of E-Books**

- P.K. Sinha, Fundamentals of Computers
- V. Raja Raman, Introduction to Computer Science
- D.Buhalis, E-Tourism: Information Technology for strategic Tourism Management, Pearson Education Ltd, Essex, UK.
- Leon Alexis and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd, New Delhi

**BTA 406 Hospitality Management  
(F&B Service, Housekeeping)**

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

CO1. Analyze trends and organizational data and develop business strategies for the hospitality industry.

CO2. Demonstrate about the other departments in the hospitality industry and their workings.

CO3. Learn about the house keeping operations.

CO4. Learn about the food and beverage services.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	W	S	S	M	W	M	W	W	S
CO2	M	M	S	W	S	M	W	W	S	M	M	S
CO3	M	M	S	S	M	W	W	W	M	W	W	S
CO4	S	W	S	S	S	M	W	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs. Min Pass**

**Marks: 24**

**THEORY**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	<p><b>The Food &amp; Beverage Service Industry</b> - Introduction to the Food &amp; Beverage Industry, Classification of Catering Establishments (Commercial &amp; Non-Commercial), Introduction to Food &amp; Beverage Operations (Types of F&amp;B Outlets) , Restaurant &amp; it's equipments.</p> <p><b>Types of Food &amp; Beverage Service</b> -Table Service –English / Silver, American, French, Russian, Self Service – Buffet &amp; Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge etc., Single Point Service – Take Away, Vending Kiosks, Food Courts &amp; Bars, Automats, Mis-en-place &amp; Mis-en-scene.</p>	10

<b>MODULE--II</b>	<b>Food &amp; Beverage Service Personnel-</b> Food & Beverage Service Organization, Structure -Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship. <b>Aviation Catering-</b> In flight services, Classes of in flight services (First, Business and Economy Class Services) and Lounge Service.	10
<b>MODULE-III</b>	Introduction to Housekeeping, <b>ORGANISING THE HOUSEKEEPING DEPARTMENT</b> 1. Housekeeping Personnel 2. Organizational structure of a large Hotel (Chart) 3. Importance of Job Description of Housekeeping Personnel 4. Job Description of:- # Executive Housekeeper # Housekeeping Supervisor # Uniform/ Linen room supervisor # Night Supervisor, Room Attendant etc.	10
<b>MODULE-IV</b>	Housekeeping terms, Importance & Functions of Housekeeping House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.  <b>PRACTICAL</b>  <ul style="list-style-type: none"> <li>● <b>Napkin Folding</b></li> <li>● <b>Cover Layout</b></li> <li>● <b>Table Manners</b></li> <li>● <b>In flight catering</b></li> <li>● <b>Cocktails &amp;Mocktails</b></li> <li>● <b>Room Cleaning Procedure</b></li> <li>● <b>Bed Making Process</b></li> </ul>	20

TOTAL=50

**References:-**

- Food & Beverage Service by Sudhir Andrews
- Food & Beverage Service & Management by Bobby George & Sandeep Chatterjee
- Housekeeping Management & Operations by Sudhir Andrews

**List of E-Books**

- Hospitality Management ( Research gate)
- Hospitality Management Handbook by Nathaniel chuk
- Hospitality and Tourism Management by Saurabh Dixit
- 100 tips for hoteliers by peter venison
- Hospitality Management (Research G

## BTA 407 English Language –II

L	T	P	Credits
3	0	0	3

### Course will help students to learn:

CO1. Learn about the precise writings.

CO2. Learn about the letter writing.

CO3. Able to improve the writing skills in English.

CO4. Learn about the other skills in English..

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	M	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	M	S	S	M	M	M	M	M	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	Precise writing - Homophones	10
<b>MODULE--II</b>	Letter writing -Essays	10
<b>MODULE-III</b>	-Giving insight of Group Discussion & extempore -Reading Comprehension -Listening Skills - Inspirational stories: Great Industry Personalities	10
<b>MODULE-IV</b>	<ol style="list-style-type: none"> <li>1. Role of Dreams/aims in Life</li> <li>2. Making of Dream Diary</li> <li>3. Speaking-Extempore</li> <li>4. Art of public speaking</li> <li>5. Presentation</li> <li>6. Group Discussions</li> <li>7. Conversations (Telephonic)</li> </ol>	10



**TOTAL=40**

**SUGGESTED BOOKS:**

- English Grammar & Composition by S C Gupta: Jain Book Agency. New Delhi.
- Learn Correct English- Grammar Usage & Composition by Shiv K Kumar & Hemalata Nagarajan, Jain Book Agency. New Delhi.

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Scheme of Syllabi (5<sup>th</sup> Semester)**  
**Scheme of Examination**

Subject Code	Subject	Type of course	External Marks	Internal marks	Total marks	L	T	P	Credits
BTA501	Airlines and Airport operations	CC-1	60	40	100	4	0	0	4
BTA-502	Tourism policy in policy	CC-2	60	40	100	4	0	0	4
BTA-503	Resort Management	CC-3	60	40	100	4	0	0	4
BTA-504	Destination marketing and management	CC-4	60	40	100	4	0	0	4
BTA-505	Research methodology and management decisions	CC-5	60	40	100	4	0	0	4
BTA-506	Conferences and Event management( practical)	CC-6	40	60	100	1	0	4	3
SKF-501	Soft Skills-III	AECC	60	40	100	0	0	4	2
CRMF-501	CRM	AECC	60	40	100	3	0	0	3
		Total	460	340	800	24	0	8	28

**AECC-(Ability Enhancement Compulsory Course)**

**CRM-(Customer Relationship Management).**

### BTA-501 AIRLINE AND AIRPORT OPERATIONS

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

- CO1. Demonstrate about the development of air transportation of India.
- CO2. Learn about the different International airports.
- CO3. Learn about the operations of an Airport
- CO4. Knowledge of airport management.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	W	S	M	M	W	M	S	S
CO2	S	S	S	S	S	M	M	W	W	S	W	S
CO3	S	S	M	S	M	S	S	W	S	S	S	S
CO4	S	S	M	S	S	S	S	M	M	M	S	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	<p><b>INTRODUCTION</b></p> <p>Development of Air transportation in India, Major players in Airline Industry, Swot analysis in Airline Industry, Market potential of Indian Airline Industry, Current challenges in Airline Industry, Completion in Airline Industry</p>	10
<b>MODULE--II</b>	<p><b>AIRPORT MANAGEMENT</b></p> <p>Airport planning Operational area and Terminal planning, design, and operation Airport operations, Airport functions, Organization structure of Airline and Airports sectors, Airport authorities, Global and Indian scenario of Airport management DGCA, AAI</p>	10

<b>MODULE-III</b>	<b>Airport Operations</b> Airline Terminal Management, Flight Information Counter/Reservation and Ticketing Check In/Issue of Boarding pass, Customs and Immigration formalities, Coordination Security Clearance, Baggage and Handling of Unaccompanied minors and Disabled Passengers Handling of Stretcher Passengers and Human Remains, Handling of CIP, VIP & VVIP	10
<b>MODULE-IV</b>	<b>Case Studies</b> Covered the following topics like No. of terminal building, major airlines operating, profile of airport, Lounges, Runways-its types, airport hotels, restaurants etc of below mentioned airports, 1. Indra Gandhi International Airport, New Delhi 2. Frankfurt International Airport, Frankfurt 3. Heathrow International Airport, London 4. Changi International Airport, Singapore	15

**TOTAL=45**

**List of E-books**

- Aviation Management (www.tutorialspoint.com)
- Handbook of Global Aviation industry & Hospitality services by Ratan Deep Singh
- Airhostess, Pilot, Steward operations & Management by Ratan Deep Singh
- Air Travel Ticketing & Fare Construction A.P Rastogi
- Air Cargo Management by Sales, Michael
- Air Transportation by Wensween, J.G.

### BTA -502 Tourism Policy in India

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

- CO1. Demonstrate the different tourism policy in India.
- CO2. Learn about the case studies of different cities.
- CO3. Knowledge of tourism scenario in India
- CO4. Learn about the policy formation in India.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	W	W	S	W	M	W	M	S	S
CO2	S	W	S	S	S	M	W	W	W	W	W	S
CO3	S	S	M	S	M	S	S	W	S	W	S	S
CO4	S	S	M	S	S	S	S	M	M	W	S	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	<p><b>Tourism Planning In India</b>                      Concept, Need, Objective of tourism planning                      Five Key Steps In Tourism Planning Process                      Three Level Tourism Planning                      Product life cycle and their applicability in tourism planning                      Urban and rural tourism planning                      Eleventh Five Year Plan An Overview                      Role of state and local tourism organizations in tourism planning</p>	10
<b>MODULE--II</b>	<p><b>Policy Formulation In India</b>                      Concept of Policy,                      Formulating tourism policy                      India's National Tourism Policy, 1982 and 2002                      National Tourism Action Plan, 1992                      Role of government, public and private sectors</p>	10

<b>MODULE-III</b>	<p><b>Tourism Scenario in India</b>  Introduction to present scenario of tourism  Brief History of Tourism in India  Recognition of tourism as an Industry by Government  Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.  TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions</p> <p><b>International Agreements:</b>(An Introduction)  Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement</p>	15
<b>MODULE-IV</b>	<p><b>CASE-STUDY:</b>  Rajasthan Tourism Development Corporation Tourism Planning and Policy  Uttaranchal Tourism  Himachal Tourism  J&amp;K Tourism  Kerala,  Madhya Pradesh</p>	15

**TOTAL=50**

**List of E- books**

1. ShashiPrabha Sharma-Tourism Education
2. A.K. Bhatia- Tourism Development
3. Ministry of tourism govt. of India
4. Manorama year book.

### BTA-503 Resort Management

L	T	P	Credits
4	0	0	4

**Course will help students to learn:**

- CO1. The basic concept of Resort
- CO2. Learn about the different resorts in India and the world.
- CO3. About the budgeting of the resort.
- CO4. Learn about the resort planning and development.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
	Programme Outcomes (PO's)											
CO's	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	M	S	S	S	M	M	W	S	M	M	S
CO3	M	W	S	S	M	W	M	W	M	W	W	S
CO4	S	M	S	S	S	M	M	W	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	<b>LECTURES (hrs)</b>
<b>MODULE-I</b>	Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario, Major Resorts of the world. Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Leading resorts of India	15
<b>MODULE--II</b>	Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources. Compare major resort chains of India	10

<b>MODULE-III</b>	Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Case Study: Club Mahindra Resorts	10
<b>MODULE-IV</b>	Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity. Major Chains of Hotels Differentiate resort and hotels with services and products. Case studies of following resorts and hotels: The OberoiRanthmbore Resort, The Club Mahindra Resorts, Hilton Hotels – UK & USA.	15

**Total=50**

#### **List of E-Books**

- Resort management and Operations- B.Y. Mill
- Restaurant and Resort Development- JagmohanNegi
- Hotel facility planning by bansal,T.
- Hotel management by R.K singh
- Hospitality and Tourism Management Saurabh dixit



## BTA -504 Destination Marketing and Management

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
4	0	0	4

### Course will help students to learn:

CO1. To critically explore the phenomenon of destination branding.

CO2. Learn about range of marketing strategies employed by destination management organizations. And their partners in achieving a competitive place promotion strategy in the context of an increasingly homogeneous global tourism market.

CO3. Importance and components of e-ticket.

CO4. Learn about the role of airlines city offices.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	S	S	W	M	W	W	S
CO2	M	S	S	S	M	W	W	W	S	M	M	S
CO3	M	W	S	S	M	W	W	M	M	W	W	S
CO4	S	M	S	S	S	M	M	M	W	W	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u><b>COURSE OUTLINE</b></u>	<b>LECTURES (hrs)</b>
<b>MODULE-I</b>	Case Studies: Golden Triangle , Pilgrimage Tourism , Cultural Tourism Adventure Tourism, Incentive Travel ,Health Tourism	15
<b>MODULE--II</b>	Agro-Tourism/Wildlife Tourism , Educational Tourism ,Rural Tourism , Beach Tourism , Golf Tourism	10
<b>MODULE-III</b>	Introduction to Destination marketing , Environment of Destination ,Destination marketing plan ,Consumer buying Behavior	10
<b>MODULE-IV</b>	Destination Product, Destination Pricing ,Distribution Channel ,Promotion I ,Promotion II	10

**TOTAL=45**

**References**

- Marketing and Promotion in Tourism and Hospitality- Philip Kotler
- Basics of Tourism – M.A. Khan.

**List of E-books**

- Marketing and Promotion in Tourism and Hospitality- Philip Kotler
- Basics of Tourism – M.A. Khan
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). Tourism Principles and Practice, Pitman Publishing London.
- Travel agency Management by Chand, Mohinder
- Tourism operations and Management-by Roday Sunetra.
- Managing Hospitality Operations-Chand, Mohinder

### BTA-505 Research Methodology and Management Decision

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
4	0	0	4

**Course will help students to learn:**

- CO1. Understand the criteria for good research
- CO2. Explain research process.
- CO3 Learn about the role of ICT in research.
- CO4. Learn about the research design.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	M	W	W	S	M	W	M	W	W	S
CO2	M	S	M	S	S	M	W	W	S	M	M	S
CO3	M	S	S	S	M	W	W	W	M	W	W	S
CO4	S	S	M	S	S	M	M	M	M	M	M	S

**Max Marks: 60**

**Time: 3 Hrs.**

**Min Pass Marks: 24**

	<u>COURSE OUTLINE</u>	LECTURES(hrs)
<b>MODULE-I</b>	Introduction to Research Methodology Defining the Research Problem Research Design	10
<b>MODULE--II</b>	Sampling Design Methods and Techniques of Data Collection Processing and Analysis of Data	15
<b>MODULE-III</b>	Data Presentation and Analysis Report Writing and Presentation	10
<b>MODULE-IV</b>	Role of Information Technology in Research Project work on Tourism/ Airlines/ Hospitality (Internal Evaluation)	10

TOTAL=45

### **List of E-books**

- Research Methodology – C.R. Kothari
- Fundamentals of Research Methodology ([www.researchgate.net](http://www.researchgate.net))
- Research Methodology (Shodhganga)
- Research Methodology by D K Bhattacharyya

### BTA 506 Conferences and Event Management (Practical)

L	T	P	Credits
1	0	4	3

**Course will help students to learn:**

CO1. Students will learn about how to organize an event.

CO2. Learn about the management of an event.

CO3. Knowledge of event budgeting.

CO4. Learn about the role of travel agencies in the management of conferences.

CO/PO Mapping												
(S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Programme Outcomes (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	W	S	S	M	W	M	W	W	S
CO2	M	M	S	W	S	M	W	W	S	M	M	S
CO3	M	M	S	S	M	W	W	W	M	W	W	S
CO4	S	W	S	S	S	M	W	W	W	W	M	S

**Max Marks: 40**

**Time: 3 Hrs.**

**Min Pass Marks: 16**

	<u>COURSE OUTLINE</u>	PRACTICAL(hrs)
<b>MODULE-I</b>	Event Management: Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Event Planning, Event Marketing, Event Evaluation.	10
<b>MODULE--II</b>	Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.	10

<b>MODULE-III</b>	Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language	15
<b>MODULE-IV</b>	: Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB. Designing and Organizing an in-house event:	15

TOTAL=50

**Suggested books**

- Conference and Event Management. - EDUWEB College
- Event Management - LPU Distance Education

**DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH**  
**Faculty of Business Administration and Hospitality Management**  
**Department of Airlines, Tourism and Hospitality Management**

**Scheme of Syllabi (6<sup>th</sup> Semester)**

<b>Subject Code</b>	<b>Subject</b>	<b>Type of course</b>	<b>Total marks</b>	<b>Credits</b>
BTA-601	Viva	CC-1	100	6
BTA-602	Presentation	CC-2	200	12
BTA-603	Project report	CC-3	200	12
			500	30