

**PUNJAB TECHNICAL UNIVERSITY
JALANDHAR**

**SYLLABI OF 1st to 6th SEMESTER
OF
Bachelor of Science in Airlines, Tourism & Hospitality Management**

Punjab Technical University, Jalandhar
B.Sc in Airlines Tourism and Hospitality Management
Scheme of Syllabi (1st Semester)

1st Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
BTA-01	Basics of Tourism	4	-	-	40	60
BTA-02	Tourism Products & Services Part- I	4	-	-	40	60
BTA-03	Basics of Management	4	-	-	40	60
BTA-04	Geography of Tourism (Part-I)	4	-	-	40	60
BTA-05	Customer Care & Interpersonal Skills	4	-	-	40	60

2nd Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
BTA-06	Tourism Product & Services-II	4	-	-	40	60
BTA-07	Tourism Industry Profile	4	-	-	40	60
BTA-08	Tourism Management	4	-	-	40	60
BTA-09	Geography of Tourism-II	4	-	-	40	60
BTA-10	Human Resource Management	4	-	-	40	60

3rd Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
BTA-11	Dimensions of International Tourism	4	-	-	40	60
BTA-12	Geography of Tourism-III	4	-	-	40	60
BTA-13	Sales Marketing & PR in Service Industry	4	-	-	40	60
BTA-14	Business Communication	4	-	-	40	60
BTA-15	Basics of Computer-I (Practical)	-	-	4	60	40
BTA-16	Front Office Operations-Reservations & Registrations	4	-	-	40	60
BTA-17	English Language-I	4	-	-	40	60

4th Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
BTA-18	Total Quality Management	4	-	-	40	60
BTA-19	Automation in Tourism Industry, Airlines & Hospitality	4	-	-	40	60
BTA-20	Travel Agency & Tour Operations	4	-	-	40	60
BTA-21	Airlines Management	4	-	-	40	60
BTA-22	Basics of Computer-II (Practical)	-	-	4	60	40
BTA-23	Hospitality Management (Focus-F& B, Housekeeping)	4	-	-	40	60
BTA-24	English Language-II	4	-	-	40	60

5th Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
BTA-25	Tourism Policy in India	4	-	-	40	60
BTA-26	Resort Management	4	-	-	40	60
BTA-27	Destination Marketing & Mgt	4	-	-	40	60
BTA-28	Research Methodology & Mgt. Decisions	4	-	-	40	60
BTA-29	Conference & Events Mgt. (Practical)	-	-	4	60	40

6th Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
	Industrial Training & Project Practicum	4	-	-	250	250

1st Semester Subjects**BTA01- Basics of Tourism**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Tourism: The relationship between leisure, recreation and tourism

Travel Lingo

Classification of tourism in terms of :

- Destination visited – International tourism and domestic tourism
- Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc.
- Mode of travel arrangement – Inclusive travel and Independent travel

Motivation of Travel :

- Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.
- Cultural motivations: pilgrimage tourism, cultural curiosity etc.
- Interpersonal Motivation: meeting new people, VFR, etc
- Status and Prestige motivation: business motivation

Global tourism

Description of the development of tourism in the Ancient era, Imperial era (Roman travelers, Greek travelers, Indian travelers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.

Factors that have led to the growth of tourism

- Technology and destination development
- Changing social patterns
- Changing Living standards.

Barriers to the growth of tourism

- Factors existing at the destination: terrorism, & political and social environment
- Factors barring a potential tourist from traveling : time, cost, and social barriers.

Domestic tourism

- Definition and Significance of Domestic tourism
- Difference between the domestic tourist and International tourist

Positive and Negative impacts of tourism

- Economic Impacts
- Socio-culture Impacts
- Environmental impacts

Carrying capacity

- Types of carrying capacity: Physical, biological, Social carrying capacity
- Importance of carrying Capacity
- Effect of host population on the carrying capacity.

Sustainable and Eco-tourism

- Definition of Eco tourism
- Benefits and Importance of Eco tourism
- Agenda 21
- Definition and bodies promoting Sustainable tourism
- Principles of Sustainable tourism
- Difference between Mass and Green Tourism

BTA02 - TOURISM PRODUCT & SERVICES-I

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

The Tourism Product

3 A's of Tourism

The Ideal Tourism Product

Accommodation

Types of Hotels:

- International Hotels
- Resorts
- Commercial Hotels
- Residential Hotels
- Floating Hotels
- Heritage Hotels

Supplementary Accommodation

- Motels
- Youth Hostel
- Caravan and Camping Sites
- Pensions
- Bed and Breakfast Establishments
- Tourist Holiday Villages

Transportation

- India by Air
- India by Rail
- India by Road

Restricted/Protected Areas

Travelling in India- Documents and Formalities

Tourism Varieties in India:

- White River Rafting
- Trekking in the Himalayas
- Mountaineering in the Himalayas
- Winter Sports
- Heli-skiing
- Hang Gliding
- Rock Climbing

- Motor Rallies
- Ballooning
- Camel Safaris
- Yoga
- Golf

Indian Wildlife

Fairs and Festivals in India

Shopping in India

Cuisine in India

Museums in India

Hill Stations in India

Arts & Crafts in India

BTA03- BASICS OF MANAGEMENT

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Introduction To Management:

- Meaning, definition and concept

Characteristics of Management

Importance of Management

Management-a science or an art

Levels of Management

Functions of Management

Management Styles

Managerial Roles

Managerial skills

Management Theories : Scientific Management

Administrative Management

Human Relations Movement

- Behavioral Approach
- Quantitative Approach
- Systems Approach
- Contingency Approach

Management Process School

Planning:

- Nature and Purpose
- Forms of Planning
- Types of Plans

Decision Making

Organization: Meaning, characteristics and importance

Principles of Organization

Types of Organization

Delegation

Centralization and Decentralization

Communication

Staffing

Motivation

Leadership

Co-ordination: Meaning, definition

Principles of co-ordination

Techniques of effective co-ordination

Importance

Process

Control: Definition

Characteristics

Pre-requisites

Control Process

BTA04- GEOGRAPHY OF TOURISM (INDIA)-I

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

PLACES OF INTEREST

JUHU BEACH, KANEHRI CAVES, GATEWAY OF INDIA, HANGING GARDENS, MARINE DRIVE, HAJI ALI'S TOMB AND MOSQUE, JUHU BEACH, ELEPHANTA CAVES

EXCURSIONS:

MARVE-MANORI-GORAI, MANDAVA-KIHIM, MURUD -JANJIRA, SHRIVARDHAN-HARIHARESHWAR, VELNESHWAR

BANGALORE:

PLACES OF INTEREST

BULL TEMPLE, GANGADHERESHVARA TEMPLE, THE FORT, TIPU SULTAN'S PALACE,

EXCURSIONS:

WHITEFEILD/PUTTAPARTHI, HESSARGHATTA LAKE, RAMANGANGA, SHIVGANGA, NANDI HILLS, MEKEDATU , MUTYALA MANDAVU, DEVARAYANA DURGA

AHEMDABAD

PLACES OF INTEREST

SABARMATI ASHRAM, JUMMA MASJID , THE SHAKING MINARETS, THREE GATES, CALICO TEXTILE MUSEUM

EXCURSIONS

ADALAJ STEP WELL, INDORODA NATURE PARK, GABDHI NAGAR, THOL WILDLIFE SANCTUARY, NAL SAROVER BIRD SANCTUARY, MUDHERA, PATAN

CALCUTTA

PLACES OF INTEREST

VICTORIA MEMORIAL , BOTANICAL GARDENS, HORTICULTURE GARDENS, ZOO, INDIAN MUSEUM, NILHAT HOUSE, KALIGHAT, NIRMAL HRIDAY

EXCURSIONS

BELUR MATH, BOTANICAL GARDENS, GANDHI GHAT, NABADWIP, DIGHA, GANGA SAGAR, SUNDERBANS TIGER RESERVE, SHANTI NIKETAN

HYDERABAD

PLACES OF INTEREST

CHAR MINAR, MECCA MASJID, BIRLA MANDIR, SALER JUNG MUSEUM, GOLCONDA FORT, QUTUB SHAHI TOMB, OSMANIA UNIVERSITY

EXCURSIONS

YADAGIRIGATTA, NACHARAM, NAGARJUNA SAGAR

CHANDIGARH

PLACES OF INTEREST

ROCK GARDEN, THE CAPITOL COMPLEZX THE ROSE GARDEN, SUKHNA LAKE, YADVENDRA GARDENS, THE CENTRAL BUSINESS DISTRICT

THIRUVANNATHPURAM

PLACES OF INTEREST

ANANTHA PADAMSWAMI TEMPLE, KUTHRIMALLIKA PALACE MUSEUM, SHRI CHITRA ART GALLERY, THE KANNAKKUNNU PALACE, SCIENCE AND TECHNOLOGY MUSEUM

EXCURSIONS

KOVALAM BEACH, VARKALA, THIRUVALLAM, KOLLAM, KANYAKUMARI, NEYYAR DAM, PADMANABHAPURAM PALACE, SUCHINDRAM TEMPLE, ALAPPUZHA, KOTTAYAM

CHENNAI

PLACES OF INTEREST

FORT ST GEORGE, KAPILESHAWARA TEMPLE, MARINA BEACH, ST THOME CATHEDRAL, KALAKSHETRA, THEOSOPHICAL SOCIETY, MGR FILM CITY

EXCURSIONS

CHOLAMANDAL ARTISTS VILLGE, DAKSHIN CHITRA, VENDALUR, COVELONG, CROCODILE PARK, PULICAT LAKE, MAMMALLAPUAM , THIRUZHUKUNDRAM, KANCHIPURAM, TIRUVANNAMALLAI,

NEW DELHI

PLACES OF INTEREST

QUTUB MINAR, SAFDARJUNG TOMB, RASHTRAPATI BHAWAN. INDIA GATE, JANTAR MANTAR , RED FORT, JAMA MASJID, PURANA QUILA, HUAYUN'DS TOMB, BAHAI TEMPLE, LODHI GARDENS, CRAFTS MUSEUM, INA MARKET,

EXCURSION

NAINITAL, RANIKHET, MUSSOORIE, RISHIKESH, HARIDWAR, NEEMRANA, KESROLI

COCHIN

PLACES OF INTEREST

MATTANCHERRY PALACE, ST FRANCIS CHURCH

EXCURSIONS

KALADY, ATHIRAMPALLY

BTA05- CUSTOMER CARE & INTERPERSONAL SKILLS

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Who is a customer? 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 satisfaction?

What is customer delight?

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

Customer Feedback, feedback tools

Converting Customer care philosophy into everyday action

Grooming and Etiquette

Telephone Handling Skills

Complaint Management

Transactional Analysis in Customer Care

Customer care in airlines

Customer care in hotels

Case studies and Role Plays

2nd Semester**BTA-06- Tourism Product & Services- II**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

- Indian Wildlife
- Fairs and Festivals in India
- Shopping in India
- Cuisine in India
- Museums in India
- Arts & Crafts in India

- **States of India:**

Rajasthan:

- Rajasthan at a glance
- Jaipur
- Bharatpur
- Merta
- Nagaur
- Kota
- Shekhawati
- Sikar
- Jhunjhunu
- Churu
- Jodhpur
- Bikaner
- Jaisalmer
- Udaipur

Himachal Pradesh:

- Himachal Pradesh at a glance
- Shimla
- Kullu
- Manali
- Spiti
- Dharamshala
- Dalhousie
- Chamba

Goa:

- Goa at a glance
- Panaji
- Old Goa – Velha Goa

- Mapusa
- North Goa
- South Goa
- Madgaon or Margaon
- Vasco da Gama
- Terekhol Fort
- Dudhsagar Waterfall

Kerela:

- Kerela at a glance
- Thiruvananthapuram
- Calicut
- Cochin
- Wynad
- Kasargod

BTA- 07 – Tourism Industry Profile

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Module 1 - Coffee Retail Chains

Chapter 1 - Barista Coffee Company

- ❖ Introduction
- ❖ Share Holding
- ❖ Décor
- ❖ Future Plans

Chapter 2 - Café Coffee Day

- ❖ Introduction
- ❖ Customer Profile
- ❖ Décor
- ❖ Future Plans

Module 2 - Travel and Tourism Organizations

Chapter 1 - IATA

- ❖ History, Growth and Development
- ❖ IATA Goals
- ❖ IATA Approval Membership

Chapter 2 - UFTAA

- ❖ Introduction
- ❖ Membership
- ❖ Functions

Chapter 3 - FHRAI

- ❖ Introduction
- ❖ Membership
- ❖ Functions

Module 3 - Travel Agency and Tour Operations Business

Chapter 1 – Cox & Kings

- ❖ Introduction
- ❖ Principle Services Offered

Chapter 2 – Thomas Cook

- ❖ Introduction
- ❖ Principle Services Offered

Module 4 - Accommodation Sector

Chapter 1 – Oberoi Hotels

- ❖ Introduction
- ❖ Activities of the Group
- ❖ Australia – Windsor

- ❖ Oberoi/Philae Nile Cruiser
- ❖ The Oberoi ,New Delhi
- ❖ The Oberoi Vanyavilas, Ranthambore

Module 5 - Aviation Industry

Chapter 1 – Air Sahara

- ❖ Introduction
- ❖ Products and Services

BTA08:TOURISM MANAGEMENT

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

- **MODULE 1: INFRASTRUCTURE OF TOURISM MANAGEMENT**

- Structural components
- Important tourist services
- The seasonal character of tourism
- Suggestions for improvement of tourism

- **MODULE 2: NATURE AND CLASSIFICATION OF TOURISM**

- Basic nature of tourism
- Nature of tourism: Leiper's Model,TGR ,TR ,TDR
- Varied benefits of tourism
- Indian concept of classification of tours/tourism.

- **MODULE 3: TOURISM PLANNING**

- Need for tourism planning
- Essentials of planning
- Eight-point planning process
- Aims of tourism planning
- Significance of planning

- **MODULE 4: TOURISM ORGANISATIONAL SET UP IN INDIA**

- Structure of department of tourism
- NTO & its Functions

BTA -09 – Geography of Tourism –II

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Note : Map work –For the locations mentioned.*** France**

National name, President, Tourist arrivals in 2003, Area, Tourism Tax, Medical precautions for tourists, Currency, Population , Languages, Religion, Food

Important Locations: Paris (The region surrounding the capital - the Île de France - the palace Versailles and Fontainebleau , Disneyland Paris) The Louvre, Musée d'Orsay, The Arc de Triomphe, Tour Eiffel or Eiffel Tower, Notre-Dame de Paris, Les Champs-Élysées, Centre Georges Pompidou , La Grande Arche de la Défense, The Obelisk at the Place de la Concorde, Channel Tunnel, Mont St Michel

*** Spain**

Full country name, Area, Population, Currency in Spain, Number of Tourist Arrivals in 2003, Tourism promotion Agency, People, Government, Head of State, Head of Government: location & geography, Major Cities, climate, religions, languages ,member of EU , capital city, facts for travelers, visas, events, festivals

Tourist attractions in Madrid ,SOL , Plaza mayor and Opera , El Par do, Casa de campo, Museo de America , El teleferico de Madrid ,Paseo del prado, Costa Brava, Costa blanca, Costa dorada, Costa del sol, Balearic islands, Canary islands, Paradors of Spain, Ski resorts in Spain: an overview.

*** SWITZERLAND**

Govt. type ,Land Areas ,Capital city ,Bordering Countries ,Inhabitants, languages, climate ,landforms, no of airports, currency, food items, Major provinces: Bernese oberland , Valais ,Lake Geneva region, Ticino, Schweizer mitteland, Fribourg/neuchatel, Jura, jura bernois, Art & culture: museums, castles ,modern festivals as tourist attractions.

*** MALAYSIA**

Background, location, full country name, people, population, people, languages, religion, Govt. head of state, head of govt, capital, currency, no. of airports

Major attractions: Kuala Lumpur, Langkawi, Genting Highlands, Cameron Highlands, Penang island, Melaka, Tioman island, means of transportation, activities, Sabah, Sarawak.

Activities, events(major festivals), when to go, facts for the traveler (visas, health risks)

Local customs, dining and drinking, dress code

* **Australia**

Background, location, area, coastline, climate, terrain, elevation extremes, population, ethnic groups, religions, country name, Govt type, capital, major cities, currency, language, no. of tourist arrivals in 2003, history, discovery, independence, states and territories, no of airports, major airlines, tourist offices, passports and visas, wildlife, world heritage, beaches, getting around

Major attractions in Canberra, Great Barrier Reef, Brisbane, Gold Coast, Fraser Island, Daintree rainforest, Cairns, Sydney, Blue Mountains, Port Stephens, Melbourne, 12 apostles, The Dandenongs, Varra Valley and the ranges, Daysford, Maryton Park, Adelaide, Kangaroo island, Perth, bungle bungles, near Alice springs, Darwin, Kakadu National Park, Hobart

* **South Africa**

Background, location, area, climate, terrain, elevation extremes, natural resources, population, ethnic groups, religions, languages, country name, govt type, capital, administrative divisions, currency, independence, official and pvt. tourism body, world heritage sites, tourist arrivals in 2003, visas, health risks, getting around, food, drink, best time to visit, culture and heritage places-museums, art galleries, events of tourism in 2004,

Major locations-Pretoria, Johannesburg, Gold Reef city, Durban, Pietermaritzberg, Natal Midlands, Howick, Ixopo, Estcourt, Greytown, Drakensburg Mountains. Bloomfontein, Sasolburg, Cape town, Wine route, Garden route, Port Elizabeth, East London, Grahamstown, Karoo desert, Saldhana bay, Kimberly, Potchefstroom, Sun city, Kruger National Park.

* **Singapore**

Background, Uniquely Singapore, Singapore today, Geographical location, language, people, major attractions, climate, currency, tourist arrivals in 2003, Govt. type, population, weather, visa and entry facilities, getting around, official tourist body

Major attractions: ethnic quarters, Isles of singapore, landmarks and memorials, nature reserves, places of worship, Singapore river, Major tourism events.

BTA – 10 – Human Resource Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. Introduction To Human Resource Management- Definitions, Functions of Personnel Management, Objectives Of Personnel Management, Qualities of a Good Personnel Manager

2. Human Resource/Man Power Planning- Definitions, Need Of Manpower Planning, Objectives Of Hr Planning, Advantages Disadvantages Of Manpower Planning, Process/Steps.

3. Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages,Dis-Advantages), External Sources((Advantages,Dis-Advantages)

4. Selection- Definition, Steps In Selection Process(Application Blank, Initial Interview Of The Candidates, Employment Tests, **Interviews, Checking Reference, Physical Or Medical Examination, Final**

Interview & Induction)

5.Training And Development-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

6.Performance Appraisal- Definition,Objectives,Process,Methods-

-Past Oriented

-Future Oriented

7.Job Evaluation- Definition,Objectives,Principles,Methods-Non Analytical,Analytical

8. Employee Remuneration-Definition,Components,Factors Influencing Employee Remuneration,Concept Of Wages

3rd Semester**BTA11 – Dimensions of International Tourism**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. Trends and critical issues Of World Tourism
2. 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.
3. The Role of the State in Tourism
 - National Tourism Organization
 - Department of Tourism, India
 - ITDC
 - DGCA
 - AAI
 - FHRAI
4. Travel Retailing
 - Travel Agency & Tour Operations
 - Functions of a Travel Agency
 - Departments of Travel Agency
 - Package Tours & its Components
 - Client Handling activities in Travel Agency
 - Star Cruises: Overview
5. Travel Industry Fairs
 - Participation Advantages
 - ITB
 - WTM
 - PATA Travel Mart
 - ICCA
6. International Tourism Organizations
 - Need & Significance For Organizations
 - UFTAA
 - WATA
 - ASTA
 - WTO
 - PATA & PATA Chapters
 - IATA
 - ICAO
 - IHA

BTA12 – Geography of Tourism (World)-III

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Country Profiles:

- Map work,Background,Location,Climate,Terrain,Country facts,Tourism Data,Passport/Visa Regulations,Major Tourist Locations and activities for the following **Countries:**
Great Britain
Thailand
Mauritius
Italy
UAE-Dubai
New Zealand

BTA13 – Sales, Marketing & PR in Service Industry

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Marketing- Definition, Marketing

Concepts(Need,Want,Demand,TQM,Product,Customer value,Customer satisfaction,Exchange &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)

Case Study discussion

Marketing Management- Market Segmentation-Targeting and Positioning(Steps in STP , Bases of segmentation , Market coverage strategies , Steps in positioning , positioning strategies) , Marketing Mix Elements- 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
Case study discussion

Sales Management- Definition, sales person's role , prospect management , Buying process , AIDA's theory of selling, personal selling process , closing strategies , function of sales management,
Case study discussion

PUBLIC RELATIONS:

- 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

BTA14 – Business Communication

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

SECTION 1:

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Communication Models
- Barriers to effective communication.

SECTION 2:

- Classification of Communication –
 - Formal & Informal
 - Personal, Inter-personal, Group and Mass
 - Vertical & Horizontal
 - Upward & Downward
 - One-way & Two-way
 - Verbal & Non-verbal

- Understanding – proxemics, kinesics

SECTION 3:

- Business Correspondence:
 - Principles of Letter Writing
 - Types of Business Letters – Sales letters, Requests, Response letters, Complaint letters, Adjustment letters, Inquiry appeals
 - Resume Writing
 - Report Writing
- Cross Cultural Communication.
- Importance of Dressing / Manners & Etiquettes in Business Communication.

SECTION 4:

- Importance of Communication in:
 - Negotiation
 - Conflict Management

CASE STUDY 1) Japanese vs. American Work Culture
 2) Doing Business in Europe
 3) Practicing Business Correspondence

BTA15 Basics of Computers- I (Practical)

Internal Marks:60	L	T	P
External Marks: 40	0	0	4
Total Marks: 100			

Computer Fundamentals –Theory

- Definitions ,Elements of a computer system
- Hardware Features and uses
- Components of a computer
- Software concepts
- Windows Operations-
Creating folders/shortcuts/renaming files/deleting files,exploring windows,quick menus.

BTA16 – Front Office Operations – Reservations & Registrations

Internal Marks:40	L	T	P
External Marks: 60	4	0	0
Total Marks: 100			

INTRODUCTION:**FRONT OFFICE ASSISTANT**

Qualities

Practical aspects of selling a room

FRONT OFFICE FUNCTIONS

Information

Reservations

Reception

Lobby

Cashiering

Night Auditor

Telephones

Emergencies

FRONT OFFICE'S INTERACTION WITH OTHER DEPARTMENTS**FRONT OFFICE RECORDS AND STATISTICS**

BTA17- English Language –I

Internal Marks:40
External Marks: 60
Total Marks: 100

L T P
4 0 0

➤ **Grammer**

-Articles,Parts of Speech,Tenses,Voice

-Direct and Indirect Narration ,Transformation of Sentences ,Idioms and

-Proverbs

➤ **Common Errors in English**

➤ **Vocabulary**

➤ **Punctuation**

➤ **Story Construction**

➤ **Paragraph Writing-**

4th Semester

BTA18 – Total Quality Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1: Origin of the Quality Movement

- * Historical Development of the Quality Movement
- * Concept of Total Quality Management
- * The Quality Gurus
- * The Baldrige Quality Award

2. Total Quality Management

- * Key Elements

3. The Total Quality Management Tool Kit

- * Definition of the the Seven Statistical Tools
 - Pareto Diagrams
 - Cause & Effects Diagram
 - Histograms
 - Control Charts
 - Scatter Diagram
 - Graphs
 - Check Sheets

4. 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

5. Human Resource Development and Quality Management

- * Role of HRD, Training and development
- * Changes related to performances and its measurement
- * Importance of Frontline staff

6. 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

7. Benchmarking.

8. Educating the customers about Quality .

9. ISO Series

10. Obstacles to TQM

BTA19 – Automation in Tourism Industry, Airlines & Hospitality

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Automation in the tourism industry –

An Introduction

The need for information

Information as a resource

Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers.

IATA : Importance, Role , History

Automation in the Airline Industry:

Introduction to CRS :

The need for a CRS system

History of the CRS system

Companies providing CRS

Use of the CRS by Airlines and Travel Agents

Benefits and importance of the CRS system to the Travel trade

Basic commands applicable to CRS systems (Galileo)

Ticketing process:

Components of a ticket

Types of tickets: Manual ticket/ Automated Ticket/ e-ticket

Role of BSP in ticketing

Details of an automated ticket.

BTA 20 – Travel Agency and Tour Operations

Internal Marks:40	L T P
External Marks: 60	4 0 0
Total Marks: 100	

1. ITINERARY PLANNING

Itinerary and its importance

Types of Itineraries

Factors to keep in mind while designing an Itinerary

Itineraries for Inbound and domestic tourists:- Golden triangle, Buddhist Circuit

Popular outbound Itineraries of Singapore, Malaysia, Thailand

2. PACKAGE TOURS

Package tour and its components

Practical components of a standard package tour

Designing & Costing of a package tour

3. HOTEL BOOKINGS

Booking a domestic and International hotel

How to send the bookings to the Hotel suppliers (the check-list)

4. VISAS

Difference between Passport and Visa

Types of Passport & Visa

Preparing Visa cases

Formalities required for Various Visas like:- Schengen, UK, US, Dubai and Far East

5. MEDICALIM/ POE/ EURAIL/ FOREX

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

Forex formalities and procedures

Forex limits for Indian nationals

Fundamentals of Mediclaim Policy-Need and Importance

Types of Mediclaim Policies and how to get it issued

What is POE and why it is required

The importance of an ECNR stamp

How to get the POE suspension – temporary and permanent

Documents required for POE suspension

Eurail and its types

Types of passes

How to get it issued (documents required)

9. STAR CRUISE

An Overview of Star Cruises

Overview of Super Star Virgo

Boarding formalities of star cruise

10.CASE STUDY DISCUSSION

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Cox & Kings

TCI

Thomas Cook

SOTC/Kuoni

Mercury Travels

Paradise Holidays

Orbit

Ebookers.com (makemytrip.com)

BTA21 – Airlines Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. History of Aviation
2. Types of Aircrafts
 - Case Study Discussion
3. Airline Terminology
4. Cabin Crew
5. Announcements
6. Airport Jobs
7. Airport Codes
8. Airline Codes
9. Phonetic Alphabet
10. Airport Lounges Case studies
11. How airports work
 - Case Study discussion
12. Baggage Handling
13. Airport Security
 - Case Study Discussion
14. Freight
15. Guidelines for the carriage of elderly and handicapped passengers
 - Case Study Discussion
16. Impact of Air Travel on Human Health and Psychology
17. World Organizations (IATA, ICAO, DGCA, ETC...)
18. Case Study Discussions:
 Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, Air Lanka

BTA22 – Basics of Computers –II (Practical)

Internal Marks:60

L T P

External Marks: 40

0 0 4

Total Marks: 100

-MS WORD,MS-OFFICE,MS-EXCEL-
USAGE,CREATION,OPERATION
MAINTAINING MULTIPLE WORKSHEETS,
-CREATING GRAPHICS/CHARTS
- MS-POWERPOINT-MAKING PRESENTATION
SLIDES,MODIFYING,SETTING UP SLIDE SHOWS

BTA23 – –: HOSPITALITY MANAGEMENT(Focus-F&B, Housekeeping)

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Overview of the Global ,Indian Hospitality Industry**(Focus –F&B,Hosuekeeping)****1.Food & Beverage Operations**

- Introduction to F& B
- Hierarchy of F&B
- Restaurent Equipment
- Menu
- Table Layout-COVER
- WAITING ON THE TABLE
- F& B Service Equipment
- Cutlery ,Crockery
- Service Ware-Furniture
- Glass Ware-Linen
- Types of Service
- MISE-EN-SCENE
- MISE-EN-PLACE
- BANQUETS
- MENUS
- K.OT.
- ROOM SERVICE
- COCKTAILS
- MOCKTAILS
- CASE STUDIES
- Careers in F&B

2. HOUSEKEEPING OPERATIONS

- HOUSEKEEPING AN INTRODUCTION
- HIERARCHY OF HOUSEKEEPING
- COORDINATING WITH OTHER DEPARTMENTS
- COORDINATION WITH FRONT OFFICE
- JOB DESCRIPTION OF HOUSEKEEPING PERSONNEL
- ROOMS & FLOORS
- LAYOUT, PRACTISES & PROCEDURES
- PUBLIC AREAS-DESCRIPTION
- PRACTISES& PROCEDURES OF PUBLIC AREAS
- HOUSEKEEPING PROCEDURES
- HOUSEKEEPING TERMINOLOGY
- Careers in Housekeeping
-

NOTE: The following will also be covered:

Hotel /resorts/chains, Case Studies, Automation in Hospitality

BTA-24-ENGLISH LANGUAGE –II

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

-Precis Writing

-Letter writing ,Essays

- Book: Twelve short stories:

Edited by: C.M Sharma (OXFORD UNIVERSITY PRESS)

Reading Comprehension

-Listening Skills

-Speaking-Extempo,Art of public speaking ,Presentation,Group

Discussions

- Inspirational Stories : Great Industry Personalities

5th Semester

BTA25 – Tourism Policy in India

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. Tourism Planning In India
 - Introduction To Tourism Organization
 - Tourism At National Level
 - Tourism At The State Level
 - Functions Of State Tourism Development Corporation
 - Local Bodies And Tourism

2. Policy Formulation In India
 - India's National Tourism Policy, 1982
 - National Tourism Action Plan, 1992
 - Five Key Steps In Tourism Planning Process
 - Planning Tourism Projects
 - Three Level Tourism Planning
 - Tenth Five Year Plan An Overview

3. Tourism Scenario In India
 - Introduction
 - India's Resource Potential For Tourism
 - Brief History of Tourism In India
 - Recognition by Government
 - Tourism in Free India
 - Formation of the Department in Tourism
 - Ministry of Tourism and Civil Aviation
 - Declaration of Tourism as an Industry
 - Tourism Regulations in India
 - Vivid Benefit of Tourism Industry
 - How to Stimulate Tourism in India
 - Future Prospects of Tourism

4. **CASE-STUDY:**
 - Rajasthan Tourism Development Corporation Tourism Planning and Policy
 - Uttaranchal Tourism
 - Himachal Tourism
 - J&K Tourism

BTA26 Resort Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

RESORT MANAGEMENT:

The Resort Concept

- Commercial or transient hotels
- Resorts

Types of Resorts

Types of hotels

- Convention Hotels
- Motels and Motor Hotels
- Condominium Hotels
- Residential Hotels
- Casino Hotels
- All-suite hotels
- Characteristics of Hotel Management
- Characteristics of Resort Management

Special Considerations in Planning and Development:

- **Investment Considerations**
- Market Feasibility
- Market Segmentation
- Target Marketing
- Competition Analysis
- Forecasts
- Changing markets
- Resort Financing
- Capital Requirements:
- Investment Risks
- Resort Ownership
- **Socio- economic impact of resorts development**

BTA27 – Destination Marketing and Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Case Studies:

- Golden Triangle
- Pilgrimage Tourism
- Cultural Tourism
- Adventure Tourism
- Incentive Travel
- Health Tourism
- Wildlife Tourism
- Educational Tourism
- Agro-Tourism/Rural Tourism
- Beach Tourism
- Golf Tourism

BTA28 – Research Methodology and Management Decisions

- Introduction to Research Methodology
- Defining the Research Problem
- Research Design
- Sampling Design
- Methods and Techniques of Data Collection
- Processing and Analysis of Data
- Data Presentation and Analysis
- Report Writing and Presentation
- Role of Information Technology in Research

BTA29 – Conferences & Events Management (Practical)

Internal Marks:60

L T P

External Marks: 40

0 0 4

Total Marks: 100

- Event Management- Concept, Conceptualising – creating and developing events – Essentials of Conference/Convention/ trade fairs/ Expos/ Product Launch/ Entertainment Shows/ Sports Events etc.
- Event Planning
- Event Marketing
- Event Evaluation

6th Semester Subjects

On the Job Industrial Training & Project Practicum with close monitoring by the ITFT