

# Course Structure and Scheme of Examination

FOR

**Bachelor in Tourism Management  
(BTM)**

**(W.e.f. Session: 2017-18)**

**CHAUDHARY DEVI LAL UNIVERSITY  
SIRSA (HARYANA)**

**Bachelor in Tourism Management (BTM)**  
**Course Structure and Scheme of Examination**  
**(w.e.f. 2017-18)**

**SEMESTER – I**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 101	English (Compulsory)	20	80
*BTM 102	Hindi (Compulsory)	20	80
BTM 103	Business Environment for Tourism	20	80
BTM 104	Introduction to Tourism	20	80
BTM 105	Tourism Product of India (Natural)	20	80
BTM 106	Tourism Product of India (Cultural)	20	80
<b>TOTAL MARKS</b>		<b>600</b>	

**SEMESTER – II**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 201	English (Compulsory)	20	80
*BTM 202	Hindi (compulsory)	20	80
BTM 203	Geography of Tourism	20	80
BTM 204	Transport Management	20	80
BTM 205	Tourism Documentation	20	80
BTM 206	Haryana Tourism	20	80
<b>TOTAL MARKS</b>		<b>600</b>	

**FIELD TRIP:**

All the students are required to go on a compulsory field trip of at least five days (excluding journey) in the summer vacation after second semester to sites of national importance, historical monuments, museums and attractions and have to submit a field trip report (two copies) of the same to the University through college upto November 30 of the concerned year. The marks of the field trip report will be included in the DMC for third semester. After November 30, the report will be accepted with fine as per University rules.

**SEMESTER – III**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 301	English (Compulsory)	20	80
BTM 302	Tourism in India	20	80
BTM 303	Hotel Business	20	80
BTM 304	HRM in Tourism	20	80
BTM 305	Communication Skills & Personality Development	20	80
BTM 306	Computer Applications in Tourism	50	50
BTM 307	Field – Trip Report & Viva-Voce	100	
<b>TOTAL MARKS</b>		<b>700</b>	

\*BTM-English and Hindi in all semester is same as B.A. General (English & Hindi Compulsory)

*Cgf*

**SEMESTER – IV**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 401	English	20	80
BTM 402	Pilgrimage Tourism	20	80
BTM 403	Principles of Management	20	80
BTM 404	Tourism Marketing	20	80
BTM 405	An Introduction to Travel Agency & Tour Operation Business in India	20	80
BTM 406	Communicative English	20	80
<b>TOTAL MARKS</b>		<b>600</b>	

**ON – THE- JOB – TRAINING**

All the students are required to attend a compulsory on-the-job-training for at least six weeks in summer vacation after fourth semester at travel agencies, tour operators, airlines and hotels, etc. and have to submit on-the-job-training report (two copies) of the same to the University through college upto November 30 of the concerned year. The marks of the report are to be included in the DMC for fifth semester. After November 30, the report will be accepted with fine as per University rules.

**SEMESTER – V**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 501	English	20	80
BTM 502	Impacts of Tourism	20	80
BTM 503	Accounting for Tourism	20	80
BTM 504	Sustainable Tourism	20	80
BTM 505	Entrepreneurship in Tourism	20	80
BTM 506	International Tourism	20	80
BTM 507	On - the - job training Report & Viva - Voce	100	
<b>TOTAL MARKS</b>		<b>700</b>	

**SEMESTER – VI**

Paper No.	Paper title	Marks	
		Internal	External
*BTM 601	English	20	80
BTM 602	Tourism Administration in India	20	80
BTM 603	Economics of Tourism	20	80
BTM 604	Adventure Tourism	20	80
BTM 605	Tourist Guiding	20	80
BTM 606	Salesmanship in Tourism	20	80
<b>TOTAL MARKS</b>		<b>600</b>	

Note: In addition to above, students are also required to pass the course of Environment Studies as per syllabus and scheme of examination prescribed by Department of Energy and Environment Sciences of the University to complete their graduate degree. They can opt this course either in 1<sup>st</sup> semester or 2<sup>nd</sup> semester but marks obtained will be included in Detailed Marks Card (DMC) of 2<sup>nd</sup> semester examination.

**BTM-101**  
**English (Compulsory)**

Max. Marks: 100  
External: 80  
Internal: 20  
Time: 3 Hours

**Section A:**

**Poetry**

**Text Prescribed:**

*Chronicles of Time* edited by Asha Kadyan, with the following deletions.

- (i) "Leisure" by W.H. Davies
- (ii) "The Flute Player of Brindaban" by Sarojini Naidu
- (iii) "The Soldier" by Rupert Brooke

**Section B**

**Grammar**

**Text Prescribed:**

*A Remedial English Grammar for Foreign Students* by F.T. Wood, with the following deletions:

1. Tag Questions
2. Transformation
3. Confusion of Adjectives and Adverbs
4. Adverbial use of no, not and none
5. The Prop-Word one
6. Redundant Pronouns and Prepositions
7. The use of correlatives
8. Errors in the use of individual words: please and thank you, Dates and Times, Greetings and Salutations.

**Note: The question paper will carry a maximum of 80 marks.**

The paper will have seven questions as per details given below

- Q. 1. Explanation with reference to the context. The students will be required to attempt *one* passage (with internal choice) from the book of poems. (8 marks)
- Q.2 *One* comprehension question (with internal choice) based on a stanza from the book of poems. (8 marks)
- Q.3. Short-answer type questions on the book of poems (*four questions* to be attempted out of the given *Seven*). (8 marks)
- Q.4. One essay type question (with internal choice) will be set on the book of poems. (8 marks)
- Q.5. Students will be required to attempt *twenty* out of *thirty* items, based on the examples/exercises given in the prescribed book of grammar. (30 marks)
- Q.6. Vocabulary (from the prescribed book of poems).  
To use *ten* words out of given *fifteen* in sentences of their own. (10 marks)
- Q.7. Literary Terms: Metaphor, Sonnet, Personification, Simile, Conceit, Ballad, Alliteration, Allusion, Ode, Satire, Oxymoron, Epigram, Lyric, Dramatic, Monologue, Myth. (Attempt any *four* out of the given *six* in about 50-70 words each). (8 marks)

**BTM -103**  
**Business Environment for Tourism**

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

**OBJECTIVE:** The primary objectives of this course are to acquaint the students of emerging global trends in tourism business environment.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases Discussions and Seminars.

**Course Contents**

**Unit 1** Tourism Business Environment- Nature, components and determinants. Assessing business environment risk- country risk and political risk.

**Unit 2** Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale Tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these enterprises.

**Unit 3** Various Industrial Policies of India with special emphasis on new industrial policy with amendments related to tourism business, Competition Act and its impact on Indian tourism business.

**Unit 4** Tourism & Travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India.

**Suggested reading:**

- Daniel, John D and Radebanh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007
- Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010.
- AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008.



**BTM-104**  
**INTRODUCTION TO TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism..

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers each carrying 2 marks each. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Meaning and Nature of Tourism Concept and terminology in Tourism – Tourism; Tourist; Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation.

**Unit 2** Types and Characteristics of Tourism Motivations in Tourism - Push and Pull Factors.

**Unit 3** Transportation: Types and their significance for tourism, Accommodation: Types and their significance for tourism, Travel Agencies & Tour Operators: Types and their significance for tourism.

**Unit 4** Tangible and intangible services in tourism sector, Tangible and Intangible services in Hotel sector, Tourism Chain: Vertical and Horizontal Integration.

**REFERENCES:**

- Anand, M. M., Tourism and Hotel Industry, Prentice Hall of India, New Delhi.
- Bhatia. A. K., International Tourism, Sterling Publicaions, New Delhi.
- Bhatia A. K., Tourism Development: Principles, Practices and Philosophies, Sterling Publication, New Delhi.
- Negi, J. M. S., Tourism and Travel-Concept and Principles, Gitanjali Publishing House, New Delhi.



**BTM-105**  
**TOURISM PRODUCTS OF INDIA (NATURAL)**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** This course will help the students to give an insight about the rich natural tourist products of India including the natural attraction.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**Course Contents**

**Unit 1** India: General introduction, physiographic units. The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

**Unit 2** Central Plains: General introduction of deserts & central plains, their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

**Unit 3** Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

**Unit 4** Coastal Plains and Islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

**REFERENCES:**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.



**BTM – 106**  
**TOURISM PRODUCT OF INDIA (CULTURAL)**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The paper gives a basic understanding of the concept of culture and in the Indian context.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**Course Contents**

**Unit 1 Introduction to Culture:** Culture: Concept and its essential Features; Indian Culture: Fundamentals of Indian Culture; Indian culture through the ages and Culture and tourism relationship with special reference to India.

**Unit 2 Indian Architecture – I:** Buddhist Architecture: Ajanta, Ellora and Sanchi, and Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallapuram and Brihadisvara temple at Thanjavur

**Unit 3 Indian Architecture – II:** Medieval Architecture: TajMahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar, Modern Architecture: Gate Way of India, Parliament House, New Delhi, Bahai's Lotus Temple in Delhi.

**Unit 4 Classical Dances and Music of India. Major Fairs and festivals of India and their significance for tourism:** Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival–Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi

**REFERENCES:**

- Gupta, S.P.et.al 2002, Cultural Tourism in India, D.K. Printworld, New Delhi
- Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People's Publishing House.
- Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy Moti Lal Banarasi Das Publishers, Delhi
- Basham, A.L. 1985 (reprint) The Wonder That was India Rupa & Co., Delhi
- Sivaramamurti, C.2002 (reprint) Indian Painting, National Book Trust, Delhi
- Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi
- Pande, G.C. 1990 (2<sup>nd</sup> Ed.) Foundations of Indian Culture, 2 vols. Moti Lal Banarasi Das Publishers, Delhi
- Radhakrishnan, S. 1999 (Oxford India Paperbacks), Indian Philosophy, 2 vols. Oxford university press, New Delhi
- Hay, Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi
- Deshpande, Satish 2003, Contemporary India : A Sociological View, Penguin Books, Delhi
- Raju, P.T. 1985 Structural Depths of Indian Thought. South Asian Publishers, New Delhi
- Malik, S.C. Understanding Indian Civilization. Indian Institute of Advanced Study, Shimla
- Yogendra Singh, 1997. Social Stratification and Change in India. Manohar New Delhi. The observation made in the Human Development Report provides loose linkage regarding establishment of relationship between economic development and cultural growth.
- Banerji, S. C. 1993. Society in Ancient India, D.K. Printword (P) Ltd., New Delhi
- Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
- Dube, Dina Nath, 1993, Bharat Ke Durg, Publication Division, Ministry of Information & Broad Casting, Govt. of India, New Delhi
- Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi
- Thomas, P. 1990, Churches in India, Publication Division, May IPB, GOI, New Delhi
- Desai, Ziyud- din, 1986, Indo-Islamic Architecture, Publication Division, GOI
- Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.



BTM-102

BTM : प्रथम सेमेस्टर

हिन्दी अनिवार्य

समय : 3 घण्टे  
कुल अंक-100  
लिखित परीक्षा : 80 अंक  
अतिरिक्त मूल्यांकन : 20 अंक

निर्धारित पाठ्यक्रम एवं अंक-विभाजन

- निर्धारित पाठ्य पुस्तक-मध्यकालीन काव्य कुंज : डॉ. रागराज्य पाण्डेय प्रकाशक : खाटू श्याम प्रकाशन, 1276/5 वीर जी
- मोहल्ला, प्रताप टाकीज, रोहतक।
- हिन्दी साहित्य का आदिकाल
- काव्यशास्त्रा
- वस्तुनिष्ठ प्रश्न

खण्ड-क : मध्यकालीन काव्य-कुंज

- पाठ्यक्रम में निर्धारित कवि
- कबीर सूरदास, तुलसीदास, मीरा बाई, बिहारी, घनानंद, रसखान

निर्धारित आलोचनात्मक प्रश्न

पाठ्यक्रम में निर्धारित कवियों पर उनके साहित्यिक परिचय, अनुभूतिगत वैशिष्ट्य तथा अभिव्यक्तिगत सौष्ठव पर ही प्रश्न पूछे जायेंगे। कवियों की विशिष्ट रचनात्मक प्रवृत्ति पर प्रश्न नहीं पूछे जायेंगे।

खण्ड -ख 5 हिन्दी साहित्य का आदिकाल

पाठ्यक्रम में निर्धारित आलोचनात्मक प्रश्न

1. हिन्दी साहित्योतिहास लेखन की परम्परा
2. आदिकाल का नामकरण
3. आदिकाल की परिस्थितियाँ
4. आदिकालीन साहित्य की सागान्य प्रवृत्तियाँ
5. रामोकाव्य परम्परा : संक्षिप्त परिचय

खण्ड-ग: काव्यशास्त्रा पर आधारित विषय

1. काव्य के तत्व
2. रन : स्वरूप और अंग
3. रस के भेद
4. अलंकार - अनुप्रास, श्लेष, यमक, उपमा, रूपक, विशयोक्ति, अन्योक्ति, समयोक्ति।
5. छन्द-दोहा, चौपाई, सोरठा, बरवै, कुण्डलियाँ, कण्ठ, कवित्त, घनाक्षरी।
6. शब्दशक्तियाँ : अमिघ, लक्षणा, व्यंजना।
7. काव्य-गुण - प्रसाद, माधुर्य और श्रोज।

खण्ड-घ: वस्तुनिष्ठ प्रश्न

निर्देश:-

1. खण्ड बद्ध में निर्धारित पाठ्य-पुस्तक में से व्याख्या के लिए चार अवतरण पूछे जाएंगे। जिनमें से परोक्षार्थियों को किन्ही दो की उपसंग व्याख्या करनी होगी। प्रत्येक व्याख्या 6 अंक के होंगे। पूरा प्रश्न 12 अंक का होगा।

2. खण्ड बद्ध में निर्धारित आलोचनात्मक प्रश्नों में से दो प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को एक प्रश्न का उत्तर देना होगा। यह प्रश्न 8 अंक का होगा।
3. खण्ड बद्ध ने निर्धारित पाठ्य-पुस्तक एवं आलोचनात्मक प्रश्नों में से छः लघूतरी प्रश्न पूछे जाएंगे। जिनमें से परीक्षार्थियों को लगभग 150 शब्दों में किन्ही चार प्रश्नों का उत्तर देना होगा। इस प्रकार यह अंक प्रश्न 16 अंक का होगा। (4 x 4 = 16)
4. खण्ड बद्ध में निर्धारित आलोचनात्मक प्रश्नों में से चार प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को दो प्रश्नों का उत्तर देना होगा। प्रत्येक प्रश्न 8-8 अंक का होगा।
5. खण्ड बद्ध में निर्धारित प्रश्नों में से चार लघूतरी प्रश्न पूछे जाएंगे। जिनमें से परीक्षार्थियों लगभग 150 शब्दों में किन्ही दो प्रश्नों का उत्तर देना होगा। प्रत्येक प्रश्न के लिए पांच अंक निर्धारित हैं। पूरा प्रश्न 10 अंक का होगा।
6. खण्ड बद्ध में निर्धारित पाठ्यक्रम में से चार लघूतरी प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को किन्ही दो प्रश्नों का उत्तर देना होगा। प्रत्येक उप-प्रश्न 5 अंक का तथा पूरा प्रश्न 10 अंक का होगा।
7. खण्ड बद्ध में पूरे पाठ्यक्रम में से 8 वस्तुनिष्ठ प्रश्न पूछे जाएंगे। प्रत्येक प्रश्न 1 अंक का तथा पूरा प्रश्न 8 अंक का होगा।



**SEMESTER II**  
**B.T.M- 201**  
**ENGLISH (COMPULSARY)**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**Section A**

**Text Prescribed:**

*The Pointed Vision: An Anthology of Short Stories* by Usha Bande and Krishan Gopal.

**Section B**

**Text Prescribed:**

*Ideas Aglow* edited by Dinesh Kumar and V.B.Abrol with the following deletions:

- i. 'It's Question Time' by JayantV.Narlikar
- ii. 'An Interview with Christian Barnard' by N.Ram
- iii. 'Inhumanisation of War' by Huck Gutman.

**Section C**

Grammar and Composition

**Note: The question paper will carry a maximum of 80 marks.**

The paper will have ten questions as per details given below

- Q.1. Explanation with reference to the context (with internal choice). The students will be required to attempt *one* passage from the prescribed book of essays. (8 marks)
- Q.2. One comprehension question (with internal choice) based on a passage from the prescribed book of short stories. (8 marks)
- Q.3. Short-answer type questions on the prescribed books of short stories and essays.  
*Four* short-answer type questions will be set on the prescribed short-stories and *four* short -answer type questions will be set on the prescribed essays.  
The students will be required to attempt any *five* out of the given *eight* questions. (10 marks)
- Q.4. This question will be an essay-type question (with internal choice) based on the two prescribed books. (10marks)
- Q.5. Paragraph  
The students will be required to write a paragraph on any *one* of the *four* given topics. (8marks)
- Q.6 Letter/Application (6 marks)
- Q.7. Translation (from Hindi to English) of a passage consisting of 12 to 15 sentences. (Non-Hindi speaking/foreign students will attempt a question of comprehension based on an unseen passage in lieu of this question) (6 marks)
- Q. 8 Translation (from English to Hindi) of a passage consisting of 12 to 15sentences. (Non-Hindi speaking/foreign students will attempt a question on précis of a paragraph of 200 to 250 words in lieu of this question. (6 marks)
- Q.9. Idioms and Phrases (*four* to be attempted out of the given *eight*) (6 marks)
- Q.10. Common Errors (*Twelve* sentences to be corrected out of the given *fifteen*). (12 marks)

## BTM-202

बी.ए. : द्वितीय सेमेस्टर  
हिन्दी अनिवार्य

समय : 3 घण्टे वृज्ज-202 कुल अंक-100  
लिखित परीक्षा : 80 अंक  
अतिरिक्त मूल्यांकन : 20 अंक

निर्धारित पाठ्यक्रम एवं अंक-विभाजन

- अवस्वामिनी (नाटक) जयशंकर प्रसाद
- हिन्दी साहित्य का भक्तिकाल
- व्यावहारिक हिन्दी
- वस्तुनिष्ठ प्रश्न

खण्ड-क : द्रवस्वामिनी

पाठ्यक्रम में निर्धारित आलोचनात्मक प्रश्न

1. 'द्रवस्वामिनी' नाटक का प्रतिपाद्य
2. 'द्रवस्वामिनी' नाटक की पात्रा-योजना
3. 'द्रवस्वामिनी' नाटक की क्षमिनेयता
4. प्रसाद की नाट्यकला

खण्ड-ख : हिन्दी साहित्य का भक्तिकाल

पाठ्यक्रम में निर्धारित आलोचनात्मक प्रश्न

1. भक्तिकाल की परिस्थितियाँ
2. संत काव्य की प्रवृत्तियाँ
3. सुपप काव्य की प्रवृत्तियाँ
4. राम काव्य की प्रवृत्तियाँ
5. कृष्ण काव्य की प्रवृत्तियाँ
6. भक्तिकाल : स्वर्णयुग

खण्ड-ग: व्यावहारिक हिन्दी

पाठ्यक्रम में निर्धारित विषय

1. भाषा की परिभाषा
2. भाषा के विविध रूप : बांली, मानकभाषा, राजभाषा, राष्ट्रभाषा, नाध्वमभाषा, मातृभाषा
3. मानक-भाषा की प्रमुख प्रवृत्तियाँ
4. हिन्दी वर्णमाला : स्वर एवं व्यंजन
5. हिन्दी उर्तनी : समस्या और समाधान
6. मुहावरे एवं लोकोक्ति

खण्ड-घ: वस्तुनिष्ठ प्रश्न

निर्देश:-

1. खण्ड बद्ध में निर्धारित पाठ्य-पुस्तक में से व्याख्या के लिए चार अवतरण पूछे जाएंगे, जिनमें से परीक्षार्थियों को किन्ही दो की सप्रसंग व्याख्या करनी होगी। प्रत्येक व्याख्या 6 अंक की होगी। पूरा प्रश्न 12 अंक का होगा।
2. खण्ड बद्ध में निर्धारित आलोचनात्मक प्रश्न में से दो प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को एक प्रश्न का उत्तर देना होगा। यह प्रश्न 8 अंक का होगा।
3. खण्ड बद्ध में निर्धारित पाठ्य-पुस्तक एवं आलोचनात्मक प्रश्नों में से छः लघूतरी प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को लगभग 150 शब्दों में किन्ही चार प्रश्नों का उत्तर देना होगा। प्रत्येक प्रश्न के लिए चार अंक निर्धारित हैं। पूरा प्रश्न 16 अंक का होगा।
4. खण्ड बद्ध में निर्धारित आलोचनात्मक प्रश्नों में से चार प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को दो प्रश्नों का उत्तर देना होगा। प्रत्येक प्रश्न 8-8 अंक का होगा। इस प्रकार यह प्रश्न 16 अंक का होगा।
5. खण्ड बद्ध में निर्धारित प्रश्नों में से चार लघूतरी प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों लगभग 150 शब्दों में किन्ही दो प्रश्नों का उत्तर देना होगा। प्रत्येक प्रश्न के लिए पांच अंक निर्धारित हैं। पूरा प्रश्न 10 अंक का होगा।
6. खण्ड बद्ध में निर्धारित पाठ्यक्रम में से चार लघूतरी प्रश्न पूछे जाएंगे, जिनमें से परीक्षार्थियों को किन्ही दो प्रश्नों का उत्तर देना होगा। प्रत्येक उप-प्रश्न के लिए 5 अंक निर्धारित हैं। पूरा 10 अंक का होगा।
7. खण्ड बद्ध ने पूरे पाठ्यक्रम में से 8 वस्तुनिष्ठ प्रश्न पूछे जाएंगे। प्रत्येक प्रश्न 1 अंक का तथा पूरा प्रश्न 8 अंक का होगा।

**BTM-203**  
**GEOGRAPHY OF TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** It provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**Teaching Practices:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Brief introduction of continents and oceans, Map reading, Greenwich Mean Time, International Date Line, Elements of weather and climate, Climatic zones of the world, Natural vegetation of the world, Main tourist activities in different climatic zones.

**Unit 2** Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions, A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.

**Unit 3** Europe: General geographical features; physiography, climate, vegetation, Main countries, capitals and their tourist attractions, A Case study of France, United Kingdom, Switzerland, Spain.

**Unit 4** Other Countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia

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**BTM-204**  
**TRANSPORT MANAGEMENT**

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** The course focuses on different modes of transport and their role in tourism.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**Teaching Practices:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Transportation as important element of tourism industry, History of different modes of transportation, The Physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India.

**Unit 2** Airlines and Tourism, History of Airlines in India, IATA, DGCA: Organizational structures and functions, Air India and Private Airlines, Role of airlines in tourism promotion, Water transport- Limitation & scope of water transport in India. Cruise ships, The role of water transport in tourism.

**Unit 3** Surface Transport and Tourism: Importance of surface transportation, Coaches, Car rental system in India, Roads system in India: National and State Highways, Role of surface transport in tourism.

**Unit 4** Railway and Tourism- History & present status of Indian railway, Special trains for tourists, Different packages and facilities given by Railway, Problems of Indian Railway, Role of Railway in tourism.

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- Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
- Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
- OAG, Airlines time table
- OAG, Cruise lines time table
- Indian Railway Time table
- Other references as in BTM 104, 203 and 302

**BTM-205**  
**TOURISM DOCUMENTATION**

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** Tourism industry is growing at very fast pace. In India the outbound tourism and inbound tourism are also growing. International tourism involves several types of formalities. The students of tourism should know about such formalities, which are needed in the form of several documents. In this course the students will learn about required documents in foreign travels.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICE:** Class room teaching, assignment, Case, Discussion and Seminars.

**Course Contents**

**Unit 1** General history of passport, visa and other formalities in different parts of world and India. Documents needed for foreign travels. Immigration formalities at airport for outbound and inbound tourists.

**Unit 2** Passport; Definition, how to get the passport form, Essential documents, photographs and fee for passport, Types of passports, Alternatives of passport.

**Unit 3** Visa- Meaning. Types of Visa issued by India, How to obtain Visa, Necessary documents to get Visa, Visa on Arrival, Online Visa Registration, ETA, Schengen Visa, U.S. Visa, U.K. Visa

**Unit 4** Other formalities; Travel and baggage insurance, Disembarkation card, Baggage rules, Currency Regulation, Foreign regional registration office, Health regulations; Yellow fever, Malaria, H.I.V. certificates,

**References:**

- Tourist information by Department of tourism, Government of India
- Visa formalities of different countries. (See websites of countries)





**BTM-206**  
**HARYANA TOURISM**

External 80  
Internal 20  
Duration 3 Hours  
Time: 3 Hours

**OBJECTIVE:** The course aims at providing a comprehensive overview on Haryana Tourism: elucidating State' tourist resource potential, Tourism infrastructure and tourist trends over the years. It critically examines existing tourism planning and policy, framework and reviews the performance of Haryana in the context of both domestic and international.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee should be required to attempt five questions in all. Question no.1 is compulsory comprising of whole syllabus consisting 8 short questions and each carries 2 marks. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICE:** Class room teaching, assignment, Case, Discussion and Seminars.

**Course Contents**

**Unit 1** Geographical and historical background of Haryana and their importance for tourism, Religious & cultural tourism potential in Haryana including dance, music, fair and festivals.

**Unit 2** Tourist Resources of Haryana: Monuments of touristic significance and museums, Religious & pilgrimage centers of Haryana, and Music, dance, fairs & festivals in Haryana.

**Unit 3** Tourism Infrastructure in Haryana: Transportation and accommodation sector in Haryana, Recreational and entertainment facilities at the tourism complexes/resorts in Haryana, Tourism organization in Haryana, and Haryana Tourism Policy – 2008.

**Unit 4** Tourism Trends in Haryana, Major types of tourism in Haryana, and Major tourist destinations of Haryana.

**REFERENCES:**

- [haryanaturism.gov.in](http://haryanaturism.gov.in)
- [www.yatra.com/india/haryana](http://www.yatra.com/india/haryana)
- [www.tripadvisor.in>asia>india](http://www.tripadvisor.in>asia>india)
- [en.wikipedia.org/wiki/Haryana](http://en.wikipedia.org/wiki/Haryana)
- [haryana.gov.in/knowharyana/hotel](http://haryana.gov.in/knowharyana/hotel)



**SEMESTER III**  
**B.T.M – 301**  
**ENGLISH (COMPULSORY)**

Max. Marks 100  
External: 80  
Internal: 20  
Time: 3 Hours

1. *Sounds in Stillness An Anthology of Poems.* by S.S. Sangwan Delhi: OUP
2. Selected episodes from the *Mahabharata* by C. Raja Gopalachari, Mumbai 7 :Bharatiya Vidya Bhavan.  
The episode "Ganapati, the Scribe" and first 24 Chapters from "Devarata" to "The Wager" are prescribed for study.
3. Grammar, Pronunciation/Transcription From A *Text Book of Grammar* by Inderjit Kumar and Sanjay Kumar, Kurukshetra: K U K.

**PAPER SETTING:**

- Q.1 Explanation with reference to the context: Candidates will be required to attempt *two* extracts *one* each from the book of poems i.e. *Sounds in Stillness Mahabharata*. The passages will have internal choice. 6x2=12 marks
- Q.2 Short-answer type questions  
*Four* short-answer type questions will be set on the prescribed poems and *four* short-answer type questions will be set on the *Mahabharata*. Students will be required to attempt *five* questions out of given *eight* questions selecting at least *two* from each text i.e. *Sounds in Stillness* and the *Mahabharata*. 5x4=20 marks
- Q.3 *One* essay type question (with internal choice) will be set on the prescribed book of poems. 10 marks
- Q.4 *One* essay type question (with internal choice) will be set on the *Mahabharata*. 10 marks
- Q.5 *Fifteen* words / phrases from the book of poems and the *Mahabharata*. Students will be required to use any *twelve* in sentences of their own. 12x1=12 marks
- Q6 Questions on Grammar on the prescribed items use of Tenses in communicative situations, subject-verb concord, active and passive voice, narration, common errors, word power, vocabulary, idioms and phrases) and transcription based on prescribed text-book of Grammar but not necessarily the same as those given in the text book.

The candidate will be required to attempt *sixteen* items out of given twenty. 16 marks



**BTM - 302**  
**TOURISM IN INDIA**

Maximum Marks: 100  
Internal: 20, External: 80  
Time: 3 Hours

**OBJECTIVE:** India is one of the emerging economic powers of India. In tourism too, India is one of few choicest destinations of the world. India has a great variety of natural and cultural tourist attractions, that's why it is said that India is for all reasons and all seasons. In this course, few important and popular tourist destinations are mentioned, so that the students can know about main tourist attractions of given places.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Trends in inbound and outbound tourism in India, Trends in domestic tourism in India, Major types of tourism in India mainly cultural, pilgrimage, Wildlife and MICE tourism.

**Unit 2** Tourism Policy and Planning in India: A historical view Tourism in the current Five-Year Plan National Tourism Policy - 2002

**Unit 3** Administration of Tourism in India: Role of Ministry of Tourism, Government of India, Role of State Tourism Corporations, and Role of India Tourism Development Corporation (ITDC).

**Unit 4** Tourism Infrastructure in India: Transportation Sector: Airlines and Railways, Accommodation sector: Major hotel groups & Chains; Challenges before Indian Hotel Industry, and Tourism Marketing in India mainly the 'Incredible India' Marketing Campaign.

**REFERENCES:**

- Amitabh Kant Branding India: An Incredible Story; 2009, Harper Collins (India), Delhi.
- tourism.gov.in
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- tourism-of-india.com
- india.gov.in/topics/travel-tourism



**BTM-303**  
**HOTEL BUSINESS**

Maximum Marks: 100  
Internal: 20 External: 80  
Time: 3 Hours

**OBJECTIVE:** Main objective of this paper is to introduce accommodation hotel and hospitality sector to the students of Tourism.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Introduction - Tourism and Hotel, and their relationship, Tourism Accommodation Sector, Types of tourist accommodation: Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector.

**Unit 2** Growth and development of hotel industry, Growth of hotel industry in India, Major personalities associated with hotel growth in India and their contribution, Study of major hotel chains in India.

**Unit 3** Hotel accommodation and its various activities, Organisation structure and role of various departments of hotels: Front Office, Housekeeping, Food and Beverage (Service & Production), Engineering and Maintenance, Security, Human Resource, Sales & Marketing, Purchase, Stores and Accounts.

**Unit 4** Ownership and forms of hotel ownership, Sole - Proprietorship, Partnership, Joint stock companies, Referral Organizations, Hotel chain, Lease Agreements, Management contracts, Franchise Organizations, Role of government in developing hotel Industry, Recent developments and challenges in hotel industry, Future of Hotel Industry in India.

**REFERENCES:**

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- Gee, Chuck Y.: International Hotel Management. Educational Institute, America, 1998
- Kaul, R.N.: Dynamics of Tourism: A Trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt.Ltd. New Delhi,2001.
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- John R. Walker : Introduction to Hospitality
- Tiwari, J. R. : Hotel Front Office: Operation and Management, Oxford University Press

**BTM -304**  
**HRM IN TOURISM**

Max. Marks: 100  
External: 80 Internal: 20  
Time: 3 Hours

**OBJECTIVE:** The primary objectives of this course are to acquaint the students emerging global trends in tourism business environment.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Human Resource - Concept, meaning and definition; Importance of HR in tourism industry; Concept of employee life cycle; Approaches to managing HRs in hotels: Emerging role of HR manager in tourism sector.

**Unit 2** Human Resource Planning - Meaning, process, factors and need for HRs planning; Job analysis - meaning, types, purposes and uses; job description of major positions in a travel agency and tour operation.

**Unit 3** Recruitment - Meaning, process, methods of recruitment in tourism industry; Selection procedure - essentials and steps in selection process; Interview - meaning, and types, Employees promotion, transfer and separation-meaning, purpose and types

**Unit 4** Employee Training and Development - Need, importance and methods of in tourism industry. Performance appraisal - need and importance and techniques of Performance Appraisal.

**REFERENCES:**

- Aswathappa, K (2008), Human Resource Management, McGraw-hill publications, New Delhi.
- Ian Beardwell and Ien Holden (2000). Human Resource Management, Macmillan.
- Robbins. (2000), The Management of Human resources, Prentic-hall, new Delhi.
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- Hoque, K. (2000b), *'Human Resource management in Hotel Industry: Strategy, Innovations and Performance'*, London: Routledge.
- Woods, R.H. (1992). *Managing Hospitality Human Resources*, Michigan: Educational Institute of the American Hotel and Motel Association.
- Lee-Ross, D (1999), HRM in Tourism and Hospitality: International Perspectives on Small to Medium-sized Enterprises, Cassell Publications, London.

## BTM 305

### COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** The course introduces learners to the basic communication skills and personality traits requisite in tourism and hospitality industry jobs.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

#### Course Contents

**Unit 1** Communication - Concept, Process and Barriers to Communication, Qualities of Effective Communication, Ways of making communication effective and overcoming barriers, Types of Communication - Verbal and Non-verbal communication- importance, types and uses in business communication; Upward, Downward, Internal and External.

**Unit 2** Written Communication - various principles of effective writing; Letter - Types, Format and Features of a good letter; Email writing, Curriculum Vitae, Covering letter; General Guidelines for Preparing Personal Profile. Oral communication - Group Discussion, Effective Conduct in Group Discussions, Group Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group Discussion, Clarity of Thoughts and Expression; Interviews - Purpose, Types & Preparation; Public Speaking- Need,, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker

**Unit 3** Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis-Myers-Briggs Type Indicator (MBTI) Assessment.

**Unit 4** Personality (Grooming and Social Skills) - Grooming and Personal Hygiene, Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Playing for Interpersonal Relations, Importance of Role Playing, Process of Role Playing.

#### REFERENCES:

- Asher Mark (1999), *Body Language*, Carlton Books Limited.
- Barker Alan (2007), *Improve Your Communication Skills*, Kogan Page, New Delhi.
- Chaturvedi, P. C. and Chaturvedi, M.(2005), *Business Communication*, Pearson Education.
- Colman. J. C. (1988). *Abnormal Psychology & Modern Life*, Scott Foresman& Company.
- Covey Stephen R. (1990), *The Seven Habits of Highly Effective People*, NY: Fireside/ Simon & Schuster. George. B. & Chatterjee S. (2008), *Food & Beverage Service & Management*, Jaico Publishing House, Mumbai, India.
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- Sharma Vinay Mohan(2000), *Body Language*, Pustak Mahal.
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- Taylor Shirley (2008). *Communication for Business*, Pearson Education.
- Websites: [www.myersbriggs.org](http://www.myersbriggs.org)

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**BTM - 306**  
**COMPUTER APPLICATIONS IN TOURISM**

Maximum Marks: 100  
Internal: 50  
External (Theory): 50  
Time: 3 Hours

**OBJECTIVE:** The course focuses on the basic software(s) and new terms and technologies while providing an insight in computing and related concepts.

**PAPER SETTING:** Paper setter should set 5 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 5 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 10 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Components and UNITs of a computer system, Characteristics, Features and Uses of computers, data entry devices, data output devices and storage devices, Introduction to Windows Basics of MS Office and Uses in Travel Agency

**Unit 2** Introduction to Information and Communication Technologies (ICT), Web Portal and Websites: Meaning, Role and Importance of ICT in Tourism sector, Future of ICT in Tourism Industry.

**Unit 3** E-Commerce: Meaning, Definition, Features, Functions of E-Commerce, Limitations of E-Commerce, Introduction to E-Tourism, Case study of Online Travel Agencies, Selling E-Tourism: Yatra.com and Makemytrip.com.

**Unit 4** Uses and applications of Internet in Tourism and Searching on internet using various search engines, Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the travel trade.

**REFERENCES:**

- V. Ragaraman, Fundamental of Computers, PHI, New Delhi
- P.K. Sinha, Fundamentals of Computers
- D.Buhalis, E-Tourism: Information Technology for Strategic Tourism Management, Pearson Education Ltd, Essex, UK
- C.S.V Murthy, E-Commerce Concepts, Models and Strategies, Himalaya Publications
- Mathew Rergnolds, E-Commerce, Worx Publications
- K. Bajaj and D. Nagm, E-Commerce: The Cutting Edge of the Business, Tata McGraw Hill
- S. Bansundra, Computers Today
- V. Raja Raman, Introduction to Computer Science
- Leon Alexis and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd, New Delhi
- Leon Alexis and Mathews Leon, Internet for everyone, Vikas Publishing House Pvt. Ltd, New Delhi



- V.P. Jaggi and S. Jain, Computers for Everyone, Academic India Publishers, New Delhi
- S. Saxena, MS Office 2000 for Everyone, Vikas Publishing House Pvt. Ltd, New Delhi
- S.Shajahan and R. Priyadharshini, Management Information System, New Age International Publishers, New Delhi
- S.C. Bhatnagar and K.V. Ramani, Computers and Information Management: A Premier for Practicing Managers, PHI, New Delhi
- Curtin, Foley, Sen, Morin: Information Technology- The Breaking Wave
- Jerome Kanter: Managing with Information
- Internet Sites and other Theory taught during lectures



**SEMESTER IV**  
**B.T.M.-401**  
**ENGLISH (COMPULSORY)**

Max. Marks: 100  
External: 80  
Internal: 20  
Time: 3 Hours

- 1 Snapshots: An Anthology of One-Act Plays. *ed. S.K. Sharma*. New Delhi: OUP The Mahabharata chapter 25 to 49 i.e. "Draupadi's Grief" to "Arjuna's Charioteer."
2. Precis, Translation, Comprehension, email and Resume writing  
From *A Text book of Grammar* by Inderjit Kumar and Sanjay Kumar, Kurukshetra: K U K.

**PAPER SETTING:**

- Q.1 Explanation with reference to the context. Candidates will be required to attempt *two* assuages (with internal choice) from the prescribed book of one act plays *i.e. Snapshots*.  
4x2=8 marks
- Q.2 Short answer type questions will be set on the prescribed book of one act plays. Students will be required to attempt any *four* out of the given *six* questions. 4x3=12 marks
- Q.3 Short answer type questions will be set on the *Mahabharata* will be required to attempt any *four* out of the given *six* questions. 3x4 = 12 marks
- Q.4 *Two* essay type questions (a) and (b) (with internal choice) will be set on the prescribed book of one act plays and *The Mahabharata*. Part (a) and (b) will be set respectively on each prescribed book. 2x5= 10 marks
- Q.5 The breakup of Question No.5 is as under:
- a) Précis: 8 marks  
A passage of about 350 words will be given.
- b) Translation : 7marks  
Translation from English to Hindi of a passage consisting of 9 to 10 sentences on a general topic. (In lieu of translation, foreign students will be required to write a paragraph of about 150 words on any *one* of the *three* given topics)
- c) Comprehension: 8 marks  
Comprehension passage of about 300 words followed by six questions at the end.
- d) Drafting Email : 7 marks
- e) Expressing views about any current topic or
- f) Resume writing: 8 marks

The examiner will give specific details to the students about the purpose and the kind of the resume.

**REFERENCES:**

- *Communication Skills in English* by S.D. Sharma
- *Essentials of Communication* by D.G. Saxena, Kuntal Tamang



**SEMESTER IV**  
**B.T.M.-401**  
**ENGLISH (COMPULSORY)**

Max. Marks: 100  
External: 80  
Internal: 20  
Time: 3 Hours

1. Snapshots: An Anthology of One-Act Plays. *ed. S.K. Sharma*. New Delhi: OUP The Mahabharata chapter 25 to 49 i.e. "Draupadi's Grief" to "Arjuna's Charioteer."
2. Precis, Translation, Comprehension, email and Resume writing  
From *A Text book of Grammar* by Inderjit Kumar and Sanjay Kumar, Kurukshetra: K U K.

**PAPER SETTING:**

- Q.1 Explanation with reference to the context. Candidates will be required to attempt *two* assuages (with internal choice) from the prescribed book of one act plays *i.e. Snapshots*.  
4x2=8 marks
- Q.2 Short answer type questions will be set on the prescribed book of one act plays. Students will be required to attempt any *four* out of the given *six* questions. 4x3=12 marks
- Q.3 Short answer type questions will be set on the *Mahabharata* will be required to attempt any *four* out of the given *six* questions. 3x4 = 12 marks
- Q.4 *Two* essay type questions (a) and (b) (with internal choice) will be set on the prescribed book of one act plays and *The Mahabharata*. Part (a) and (b) will be set respectively on each prescribed book. 2x5= 10 marks
- Q.5 The breakup of Question No.5 is as under:  
a) Précis: 8 marks  
A passage of about 350 words will be given.  
c) Translation : 7marks

Translation from English to Hindi of a passage consisting of 9 to 10 sentences on a general topic. (In lieu of translation, foreign students will be required to write a paragraph of about 150 words on any *one* of the *three* given topics)

- f) Comprehension: 8 marks  
Comprehension passage of about 300 words followed by six questions at the end.  
g) Drafting Email : 7 marks  
h) Expressing views about any current topic or  
f) Resume writing: 8 marks

The examiner will give specific details to the students about the purpose and the kind of the resume.

**REFERENCES:**

- *Communication Skills in English* by S.D. Sharma
- Essentials of Communication* by D.G. Saxena, Kuntal Tamang



**BTM - 402**  
**PILGRIMAGE TOURISM**

Maximum Marks:100  
Internal: 20  
External: 80  
Time: 3 Hours

**OBJECTIVE:** The objective of the course is to give a comprehensive understanding of major religion and their places and trends pilgrimage tourism in India.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Major Religions in India: Hinduism: Salient features, Buddhism & Jainism: Main Teachings and Philosophy, and Islam and Sikhism: Basic features.

**Unit 2** Major Pilgrimage Centres of India - I: Hinduism: Four Dham - Badrinath, Rameshwaram, Puri and Dwaraka; Varanasi, Mathura-Vrindavan, Haridwar, Vaishno Devi, Allahabad, Kurukshetra and Tirupati.

**Unit 3** Major Pilgrimage Centres of India - II: Buddhism and Jainism: Bodh Gaya, Sarnath, Mount Abu, Palitana; Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar.

**Unit 4** Trends and patterns in pilgrimage tourism in India, Strategies to promote pilgrimage tourism in India, Problems and prospects of pilgrimage tourism in India.

**REFERENCES:**

- [en.wikipedia.org/wiki/religioustourism](http://en.wikipedia.org/wiki/religioustourism)
- [en.wikipedia.org/wiki/pilgrimage](http://en.wikipedia.org/wiki/pilgrimage)
- [www.india-tourism-net/pilgrimage.com](http://www.india-tourism-net/pilgrimage.com)
- [www.tourismindia.com](http://www.tourismindia.com)



**BTM-403**  
**PRINCIPLES OF MANAGEMENT**

Max Marks: 100  
Internal: 20  
External: 80  
Time: 3 hours

**OBJECTIVE:** To prepare the budding managers in tourism and to provide the students basic knowledge of management and managerial skills.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Management: Definition, nature, purpose, management as an art, science and a profession, functions of management, Levels of management, principles of management.

**Unit 2** Planning: Meaning, steps in planning process, purpose, type of plans, Decision making - meaning, definition, importance, process of decision making, limitations.

**Unit 3** Organizing - meaning and process of organizing, levels of organizing, span of management, forms - line, functional, Line and Staff and Committee form of organization, Delegation of Authority, Decentralization and Centralization.

**Unit 4** Motivation and theories of motivation, Leadership traits and styles, Communication process and barriers, Control: process, need, feedback and forward control.

**REFERENCES:**

- Harold Koontz: Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw -Hill, New Delhi.
- Kase , F. L. and Rasonu, J.E. 1985, Organization and Management - A System and Contingency Approach, McGraw Hill Book Company, New York'
- Becker, P.E, The Practices of Management, London, 1955.
- May, D., The Evolution of Management Thought, Ronald Press, New York, 1972.
- Singh. A.N., The Skills of Management, Gover Earnborough, 1980.
- Ricks. S., Management of Organization. Macmillan Publication, Honkong, 1981.
- Y.A., Management, of Organization, McGraw Hill. 1958.
- Crompton. Summer and Webber (1973), Organizational Behavior and the Practices of Management, Scoft, Poresman, Cleneve.

**BTM-404**  
**TOURISM MARKETING**

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** The course familiarizes students with the basic concepts of tourism marketing and to enable them to develop an understanding of application of these concepts.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Introduction to Tourism Marketing - Tourism Marketing: Nature, Process and Growth.

Services and their Marketing, Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles.

**Unit 2** Challenges of Tourism Marketing - Nature and Characteristics of Tourism Offers:

Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership, Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism.

**Unit 3** Tourism Marketing Environment - Concept of Marketing Mix, Developing Marketing Mix,

Tourism Markets, Types of Tourism Markets, Tourist Behaviour, Tourist Buying Process, Factors Influencing Tourists' Buying Process, New Product Development, Product Life Cycle.

**Unit 4** Tourism Pricing and Promotion - Concept, Importance and Process of Pricing, Factors

Influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation, Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism - Brochures, Events, Movies and Cinema.

**REFERENCES:**

- Burkart, A.J., Medlik, S.(1981), *Tourism, Past, Present and Future*, Heinemann, London.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993), *Tourism Principles and Practice*, Pitman Publishing London.
- Christopher Lovelock and JochenWirtz. ( 2004), *Services Marketing-People, Technology, Strategy*, Pearson Education, India.
- Holloway, J.C., Plant, R.V. (1988). *Marketing for Tourism*, Pitman, London.
- Kotler, Philip, Bowen John, Makens James (2004), *Marketing for Hospitality and Tourism*, Pearson Education, India.

- Kotler Philip (1995), *Marketing Management-Analysis, Planning, Implementation and Control*, Prentice Hall of India.
- Kotler Philip (2003), *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and Sons, USA.
- Kotler Philip and Armstrong Gary (1991), *Principles of Marketing*, Prentice Hall of India.
- Majaro, Simon (1995). *The Essence of Marketing*, Prentice Hall of India.
- Middleton, V.T.C.(1988), *Marketing in Travel and Tourism*, Heinemann, Oxford.
- Schiffman G. Leon, KanukLazer Leslie (1992), *Consumer Behaviour*, Prentice Hall of India.
- Witt F Stephen, MoutinhoLuiz (1989), *Tourism Marketing and Management Handbook*, Prentice Hall International UK.
- Zeithaml, V.A. & Bitner, M.J. (1996), *Services Marketing: Integrating Customer Focus Across the Firm*, US:McCraw-Hill Higher Education.
- Zeithaml A. Valarie, Bitner Jo Mary (1996), *Services Marketing*, The Tata Mcgraw Hill Companies, Inc.

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**BTM-405**

**TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS IN INDIA**

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

**OBJECTIVE:** The study includes the functions, Regulations for Recognition of Travel Agents, Tour Operators and Excursion Agents. The learner will also be familiarized with the contribution of important Association in these sectors.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Travel Agency/Tour Operations - meaning, definition, types, significance and growth over the years.

**Unit 2** Functions of Travel Agencies and tour operators, Linkages and integrations in tour operation business.

**Unit 3** Travel Agency Organization Structure - Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.

**Unit 4** Tour Packaging - Concept, meaning, types, Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business.

**REFERENCES:**

- Foster, D., the Business of Travel Agency, Pitman, 1990.
- Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
- Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
- Mohinder Chand , Travel Agency Management - An Introductory Text, Anmol Publications, New Delhi, 2006
- IATA, IATO, TAAI manual.



**BTM 406**  
**COMMUNICATIVE ENGLISH**

Maximum Marks: 100  
Internal: 20  
External: 80  
Time: 3 Hours

**OBJECTIVE:** The objective of the course is to provide a understanding of main features of British, American and Indian English with respect to need of English language in promoting tourism sector.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**Course Contents**

**Unit 1 English Language:** Growth and Development of English in India, Main features of British, American and Indian English, Introduction to Formal and Informal English.

**Unit 2 Vocabulary and Grammar:** Word meanings and their usage, Usage of Dictionary and Thesaurus, One word substitutes, Synonyms and Antonyms, Common errors in spellings and sentences, Subject-Verb agreement, Idioms & phrases, Active Voice and Passive Voice, Tag Questions

**Unit 3 English in Tourism Sector:** Need of English language in promoting Tourism, List of terms and vocabulary commonly used in field of tourism, Role and Importance of English language for tourist guides.

**Unit 4 Composition:** Resume Writing: Letter writing (Formal and Informal Letters), Paragraph Writing Dialogue Writing Essentials of different types of conversation (telephonic, e-mail, public speech, group discussion)

**REFERENCES:**

- Communicative English, Jimmy Sharma, Arihant Publishers, New Delhi
- English for Occupational Purposes: One Language, Kim. D. London: Continuum. 2008.
- Strengthen Your English, Bhaskaran and Horsburgh, Oxford University Press
- Murphy's English Grammar with CD, Murphy, Cambridge University Press
- Everyday Dialogues in English by Robert J. Dixson, Prentice-Hall of India Ltd., 2006.



**SEMESTER - V**  
**B.T.M. - 501**  
**ENGLISH**

Maximum Marks: 100  
Internal: 20  
External: 80  
Time: 3 Hours

**Prescribed Books:**

1. *The Eternal Muse* edited by Brajesh Sawhney and Neena Malhotra
2. *The Spectrum of Life : A Selection of Modern Essays* edited by M.K. Bhatnagar
3. *A Text Book of English Grammar and Composition* edited by S.C. Sharma, Shiv Narain, Gulab Singh and Pankaj Sharma

**PAPER SETTING:**

- Q.1: This question will have *one* stanza (with internal choice) for explanation with reference to the context from *The Eternal Muse*. 8 marks
- Q.2: There will be *six* short answer type questions based on the first two text books. Students will be required to attempt *four* questions (in about 100 words each) choosing *two* from each text. 4x3=12 marks
- Q.3: *One* essay type question (with internal choice) on the book of poems, requiring first hand understanding of the poems. 10marks
- Q.4: *One* essay type question (with internal choice) from *The Spectrum of Life: A Selection of Modern Essays*, requiring first hand understanding of the text. 10 marks
- Q.5: A paragraph of about 300 words will be given. The candidates will be required to attempt a precise and give it a suitable title. 15 marks
- Q.6: This question will consist of *one* letter/ application (Personal/Business Correspondence). Students will be required to attempt either of the given two. 10 marks
- Q.7: (a) Common errors (10 sentences to be corrected out of the given *fifteen* sentences) 10 marks  
(b) Clauses (students will be required to attempt *five* out of *seven*) 05 marks



**BTM – 502**  
**IMPACTS OF TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The development has its own impacts and so in case of tourism. The students shall be given exposure of the patterns of development in tourism mainly in reference to the developed and developing countries. The study of the positive as well as the negative impacts of tourism becomes essential to understand the benefits and loss of tourism development.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and seminars.

**Course Contents**

**Unit 1** Patterns of tourism development in developed and developing countries - a comparative analysis in terms of volume of tourist arrivals and earnings from tourism; Tourism Development in the Regions - Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism Characteristics of mass tourism.

**Unit 2** Economic significance of tourism Direct; Indirect and Induced Economic Impacts of tourism Negative Economic Impacts of Tourism, Economic Impact Analysis.

**Unit 3** Socio-cultural dimensions of tourism positive social and cultural impacts of tourism; Negative social and cultural impacts of tourism, Social change and growth of tourism.

**Unit 4** Environmental significance of tourism: Major Impact Areas - Natural Resources, Pollution and Physical Impacts; Tourism development in relation to global warming, Climate Change, Natural Resource Exploitation & Biodiversity loss; Environmental Impact Assessment.

**REFERENCES**

- Bartelmus, P. (1994), *Environment, Growth and Development: The Concepts and Strategies of Sustainability*. London, Routledge.
- Burns, P. and Holden, A. (1995), *Tourism: A New Perspective*. London, Prentice Hall.
- Butler, R. W. (1991). Tourism, Environment and Sustainable Development. *Environmental Conservation*, 18, 201-9.
- Cater, E. (1994), Introduction. In *Ecotourism: A Sustainable Option?* (E. Cater and G. Lowman, eds). London, John Wiley and Sons.
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998), *Tourism: Principles and Practice*, London, Longman.
- Davison, R. (1996), The impacts of tourism. In *Tourism Destinations* (R. Davison and Maitland, eds), pp. 18-45. London, Hodder and Stoughton

**BTM-503**  
**ACCOUNTING FOR TOURISM**

Max. Marks: 100  
External: 80  
Internal: 20  
Time: 3 Hours

**OBJECTIVE:** This course equips the students with counting techniques, methods and tools for preparation, understanding, analysis and interpretation of financial statements of hotel companies.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Introduction to Accounting: Definition, nature; accounting cycle; functions and types of accounting; accounting principles: conventions and concepts.

**Unit 2** Double entry system of accounting, Cardinal rules of debit and credit; Preparation of journals and other subsidiary books; Preparation of ledger accounts and trail balance.

**Unit 3** Final Accounts: need and importance in tourism business, Preparation of Income Statement and Balance sheet.

**Unit 4** Interpretation of Income Statement and Balance Sheet of Travel Agencies with the help of ratio analysis.

**REFERENCES:**

- Financial accounting - R.L. Gupta
- Basic Accounting – Meig & Meig
- Leslie Chadwick (1995), The Essance of Financial Accounting, Prentice Hall of India Pvt.Ltd., ND
- Donald F.Sutton (1986), Financial Management in Hotel and Catering, Heinemann, London
- G. Boni and F.F. Shartes (1988), Hotel Organisation Management and Accountancy, Sir ISAAR. Pitman, London
- Horwarth and Toth (1979), Hotel Accounting, Ronald Press, New York
- Horwarth Earnest (1986), Hotel Accounting, Ronald Press, New York
- Horwarth, E.B.andToth (1986), Hotel Accounting, Ronald Press, New York
- Robert and Anthony (1995), Management Accounting, Prentice Hall of India Pvt.Ltd., New Delhi
- L.S.Porwal (1993), Accounting Theory, An Introduction, Tata McGraw-Hill Publishing Co., Pvt Ltd., New Delhi
- R.D.Boardman (1980), Hotel and Catering Costing and Budgets, Heinemann, London.

**BTM-504**  
**SUSTAINABLE TOURISM**

Max Marks: 100

Internal: 20

External: 80

Time: 3 Hours

**OBJECTIVE:** To prepare the budding tourism professionals by providing basic knowledge about sustainable tourism related skills.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Sustainable Tourism- meaning, definition, scope, sustainable development components, major issues in understanding sustainable development, principles of sustainable tourism management, aspects of ethics and social responsibility, Key stakeholders.

**Unit 2** Key issues of sustainable tourism development such as ecotourism, carrying capacity, de-marketing, fair pricing, transportation, education, Role of industry; Role of public and private sector, community involvement and local control and linkages therein.

**Unit 3** Dimensions of Sustainable tourism i.e. environment, economic life, and social aspects, Environment - scope of the concept of environment, major potential impacts of tourism on environment, Economic dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope and impacts of tourism on socio cultural issues.

**Unit 4** Key actor in sustainable tourism- role of public sector, government bodies, local authorities, tourism industry, voluntary organizations, host community, media, and tourists.

**REFERENCES:**

- Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
- William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
- <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
- [http://sanctuaries.noaa.gov/management/international/pdfs/day1\\_concepts\\_manual.p df](http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf).

**BTM-505**  
**ENTREPRENEURSHIP IN TOURISM**

Max Marks: 100

Internal: 20

External) 80

Time: 3 hours

**OBJECTIVE:** To prepare the budding entrepreneurs in tourism and provide them basic Knowledge of entrepreneurship and entrepreneurial skills.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Concept of entrepreneur and entrepreneurship - evolution, characteristics, role of entrepreneurship on economic development, Entrepreneurship in India- factors and institutional framework, theories of entrepreneurship.

**Unit 2** Relationship between small and large business, problems of small scale industries in Indian context, growth of SSI's and entrepreneurial motivation, policy support to small scale industries and entrepreneurship.

**Unit 3** Forms of ownership - structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment.

**Unit 4** Issues relating to small business; financial, marketing, technological challenges in small business, Problems and remedies of entrepreneurship in India.

**REFERENCES:**

- Rajeev Roy - Entrepreneurship: 2<sup>nd</sup> Edition - Oxford University Press
- Madhurima Lall & Shikha Sahai- Entrepreneurship - EB Excel Books
- David H.Holt- Entrepreneurship: New Venture Creation - Prentice Hall of India Pvt Ltd
- Methew J. Manimala - Entrepreneurship Theory at the Cross Road: Paradigms & Praxis- Biztantra, New Delhi



**BTM – 506**  
**INTERNATIONAL TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The paper provides a comprehensive view of the tourism trends and patterns at the international level. The trends are to be studied through volume of tourists' arrivals in different regions and their contribution in tourism earnings. The knowledge of the forces and factors responsible for tourism growth is other area of discussion in the paper. Since tourism growth is not uniform in all the regions, the issues like tourism gap or disparities form another key area of knowledge for the students. The paper is primarily based on the statistics available at various websites.

**PAPER SETTING** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Tourism trends at international level: Tourist arrivals and tourism receipts, factors affecting growth of international tourism.

**Unit 2** Regional Distribution of International Tourism - I: Europe: Inbound tourism with special reference to France, Spain, United Kingdom and Italy and their major destinations i.e. Paris, Madrid, London and Rome; Americas: Inbound tourism with special reference to USA, Canada and Mexico and their major destinations i.e. New York, Washington DC, Niagara Falls, Toronto and Mexico City.

**Unit 3** Regional Distribution of International Tourism - II: Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi; East-Asia & Pacific: Inbound tourism with special reference to Australia, China, Japan and Thailand and their main destinations i.e. Sydney, Beijing, Tokyo and Bangkok.

**Unit 4** Role of International organization like UNWTO, PATA, IATA in the development of tourism Challenges before international tourism.



**SEMESTER VI**  
**B.T.M. – 601**  
**ENGLISH COMPULSORY**

Max. Marks: 100  
External: 80  
Internal : 20  
Time : 3 hours

**BOOKS:**

- *Macbeth* by William Shakespeare
- *A Text Book of English Grammar and Composition* edited by S. C. Sharma, Shiv Narain, Gulab Singh and Pankaj Sharma.

**PAPER SETTING:**

Q.1 : This question will have *one* extract (with internal choice) for explanation with reference to the context from *Macbeth* 8 marks

Q.2 : *Six* short answer type questions will be set on *Macbeth*. Students will be required to attempt any *four* (about 150 words each) out of the given *six* questions. 4x5=20 marks

Q. 3: *One* essay type question (with internal choice) on the play requiring first hand understanding of the text, theme, character and plot. 10 marks

Q.4: The students will be required to attempt *one* essay out of the given *four* topics in about 400 words. The topics may be descriptive, reflective or of general nature. 15 marks

Q.5: Translation from Hindi to English of a passage consisting of 12 to 15 sentences on a general topic (In lieu of translation, foreign students will be required to write a paragraph of about 250 words on any *one* of the *three* given topics) 10 marks

Q.6: (a) One word substitution (students will be required to attempt *five* out of *seven*) 05 marks

(b) English in Situations: Students will be required to develop *one* dialogue-based paragraph consisting of about 20 exchanges (with internal choice) on the situations given below: 12 marks

- i) Facing an interview for a job
- ii) Making enquiries
- iii) At a railway platform
- iv) Helping the victims of road accident
- v) Greetings
- vi) At a wedding party
- vii) Opening a bank account
- vii) Inside the examination hall
- ix) Calling the fire brigade
- x) Trying to save a drowning child
- xi) At the time of admission





- xii) Consulting a doctor
- xii) Dealing with a broker
- xiv) Escorting the chief guest
- xv) At the police station

**Suggested Reading:**

- *English in Situations* by R.O. Neill (O.U.P.)
- *Success with English: The Penguin Course Book I* by Geoffrey Bronghton (Penguin Books).  
*What To Say When* Ed. Viola Huggins (BBC London)
- *Fifty Ways to Improve Your Presentation Skills in English* by Bob Dignen (Orient Black Swan)

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**BTM- 602**  
**TOURISM ADMINISTRATION IN INDIA**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The objective of this course is to provide understanding of role of government in tourism regulation and management.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Role of Government in tourism Regulation and Management; Role of Ministry of Tourism, Government of India in terms of its organization, role and functions.

**Unit 2** State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to Haryana Tourism Corporation, Rajasthan Tourism Development Corporation, Kerala Tourism Development Corporation, Goa Tourism Development Corporation.

**Unit 3** India Tourism Development Corporation (ITDC): Organization, role and functions: Divisions of ITDC; Hospitality Development and Promotion Board (HDPB): Role and functions; Role of Tourism Finance Corporation of India in tourism growth

**Unit 4** Tourism Planning in India: Growth and Performance National Tourism Policy - 2002: Objectives and main features, Problems and Challenges of Tourism Administration in India.

**REFERENCES:**

- Tourism Dimensions – S. P. Tewari
- Development of Tourism in India-Lagipathi Rai
- Tourism Management - Bijendra Punia
- Tourism Development and its Impacts - S. P. Bansal



**BTM-603**  
**ECONOMICS OF TOURISM**

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** Tourism is now recognized as an economic activity of global significance. This complex and multi-faceted industry plays an important role in the economics of many developed and less developed countries. The main aim of this course is to give the macroeconomic picture of tourism's role within national economies using the fundamental concepts learned in introductory economics course.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Introduction to Tourism Economics: Concepts of economics and their relevance to tourism, Tourism development and national economy - Contribution to GDP, Globalization, Liberalization, Privatization and their impacts on Tourism, FDI in Tourism-Trends and Implications.

**Unit 2** Economics of Tourism Demand: Nature of demand, Factors influencing tourism demand, economic determinants of tourism demand, price and income elasticity of tourism demand, trends in tourism demand.

**Unit 3** Economics of Tourism supply: Market structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply trends

**Unit 4** Economic Impacts of Tourism: Employment and income creation, Tourism multiplier, Balance of payment, Foreign exchange. Visible and invisible trade, Cost concept, types of costs, Tourism taxation.

**REFERENCES:**

- Vanhove, N. (2005), The Economics of Tourism Destinations, Oxford: Elsevier Butter worth- Heinemann.
- Bull. A. (1995), The Economics of Travel and Tourism, Australia: Longman.
- Ahuja. H.L.(2006), Business Economics, S. Chand & Co. New Delhi.
- T.R. Jain, (2008) Business Economics, V.K. Publication, New Delhi.
- Nellis and Parker, (2005), The essence of Business Economics, Prentice Hall, New Delhi.

**BTM 604**  
**ADVENTURE TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** This course helps in understanding the resources potential for adventure tourism in India, existing popular destinations and activities.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Definition, nature and scope of adventure tourism; Geographical diversities and opportunities for adventure tourism in India.

**Unit 2** Land based adventure activities; Mountaineering, trekking in Himalayan states; Necessary equipment, techniques and problems.

**Unit 3** Water based activities - water resources of India; River - lakes and sea water, Rafting, kayaking boating, SCUBA diving and coastal activities.

**Unit 4** Air based activities- hang gliding, ballooning and sky diving, places, organizations and equipments associated with above activities.

**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
- Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
- Manorama Year Book
- Indian Year book, Publication Division, Govt. of India, New Delhi
- Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985)
- Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers ( New Delhi, 1989)
- Bose, S.C., Geography of the Himalayas, National Book trust, India ( New Delhi, 1976)
- Chand Gian and Manohar Puri, 'Trekking' International publisher India ( new Delhi, 1989)
- Gamma, Karl 'The Handbook of Skiing Pelham Books (London, 1985)
- Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., (New Delhi, 1980)

- Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968
- Rowe, Ray 'White in Water Kayaking', Salamander Books (London, 1987)
- Saharia, V.B, "Wildlife in India' Natraj Publisher (Dehradun, 1982)

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**BTM- 605**  
**TOURIST GUIDING**

Maximum Marks: 100

Internal: 20

External (Theory): 80

Time: 3 Hours

**OBJECTIVE:** Tourist escort or guide is one of the essential linkages between tourists and the destination. He is the image maker of the destination/ country. A good escort or guide can make a permanent imprint on the visitors about the place. The course aims to provide the personality, functions and basic qualifications of a tourist guide and escort so that they can contribute to tourism industry as a tourist escort or a guide.

**PAPER SETTING:** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Basic requirement of an escort or a guide; Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working. Etiquettes - how to welcome a visitor, the traditional style of welcoming in north India; Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange, etc.

**Unit 2** Communication Skills: Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers. Audio-visual aids; Body language.

**Unit 3** Pre - tour preparation; Pre - tour research about place, monuments and itinerary, timings of flights and railways. Bus and cars arrangement at hotels, airports and railway stations, Reconfirmation of ground arrangement, Group arrival and departure. Welcome at airports/ railway station or hotels.

**Unit 4** Role and responsibility; Escort/ guide is the first and last contact with destination, Image maker, His responsibilities, ethics, helpful attitude, Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks. etc.

**REFERENCES:**

See the references of paper 105, 106, 203, 204,205,402, 403, 405.

**BTM- 606**  
**SALESMANSHIP IN TOURISM**

Maximum Marks: 100  
Internal: 20  
External (Theory): 80  
Time: 3 Hours

**OBJECTIVE:** The main objective of this course is to acquaint students with the nature of Salesmanship and its application in tourism Industry.

**PAPER SETTING** Paper setter should set 9 questions. The examinee is required to attempt five questions. Question no.1 is compulsory and comprising whole syllabus consisting 8 short answers. The remaining 4 questions are to be attempted from the 4 units selecting one question from each unit of 16 marks each.

**TEACHING PRACTICES:** Class room lectures, Assignments, Cases, Discussions and Seminars.

**Course Contents**

**Unit 1** Sales Management: Concept, Objectives and Functions; Personal Selling: Concept and Importance, process; Theories of selling, Sales Management: challenges in tourism.

**Unit 2** Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structure; Organizing for Global Sales, Determining Size of Sales Force.

**Unit 3** Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation, Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types and Administration of Sales Quota.

**Unit 4** Control Process; Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Ethical Issues in Sales Management. Role of IT in Sales Management.

**REFERENCES:**

- Spiro, Stanton & Rich (2003), Management of a Sales Force, 11th edition., Tata McGraw-Hill:
- Still, Cundiff & Govoni (2007), Sales Management, 5th edition, Sage publications, New Delhi.
- Tapan K. Panda, Sunil Sahadev (2008), Sales and Distribution Management, Oxford University Press, New Delhi.
- Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi.
- S.A. Chunawala (2008), Sales and Distribution Management, Himalaya Publishing House, New Delhi.

- Gupta, S. L. (2005), Sales and Distribution Management, Excel Books, 1st Edition, New Delhi.
- David Jobber, Geoff Lancaster (2003), Selling and Sales Management, Pearson Education India, New Delhi.

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