

**INSTITUTE OF HOTEL & TOURISM MANAGEMENT  
MD UNIVERSITY ROHTAK**

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**SCHEME OF EXAMINATIONS**

**Bachelor of Tourism Management**

*First Semester*

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 101	Communication Skills I	70	30		3 Hrs
BTM 102	Fundamental of Tourism Business	70	30		3 Hrs
BTM 103	Tourism Products	70	30		3 Hrs
BTM 104	Principles of Management	70	30		3 Hrs
BTM 105	Geography of Tourism	70	30		3 Hrs
BTM 106	International Tourism	70	30		3 Hrs

*Second Semester*

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 201	Communication Skills II	70	30		3 Hrs
BTM 202	Tourism Marketing	70	30		3 Hrs
BTM 203	Tourism Economics	70	30		3 Hrs
BTM 204	Indian Culture and Society	70	30		3 Hrs
BTM 205	Impacts of Tourism	70	30		3 Hrs
BTM 206	Computer Application I	70	30		3 Hrs

### ***Third Semester***

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 301	Emerging Trends in Tourism	70	30		3 Hrs
BTM 302	Tourism Environment and Ecology	70	30		3 Hrs
BTM 303	Tourism Management Information System	70	30		3 Hrs
BTM 304	Accounting and Financial Analysis in Tourism	70	30		3 Hrs
BTM 305	Hotel and Resort Management	70	30		3 Hrs
BTM 306	Tour Guiding and Escorting Skills	70	30		3 Hrs

### ***Fourth Semester***

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 401	Travel Agency and Tour Operation Business	70	30		3 Hrs
BTM 402	Personality Development	70	30		3 Hrs
BTM 403	Foreign Language I	70	30		3 Hrs
BTM 404	Field Trip Report		50	50	
BTM 405	Airfare and Ticketing	70	30		3 Hrs
BTM 406	Tour Package Management	70	30		3 Hrs

### ***Fifth Semester***

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 501	Sales and Product Management in Tourism	70	30		3 Hrs
BTM 502	Quantitative Techniques in Tourism	70	30		3 Hrs
BTM 503	Human Resource Management	70	30		3 Hrs
BTM 504	Foreign Language II	70	30		3 Hrs
BTM 505	Consumer Behavior in Tourism	70	30		3 Hrs
BTM 506	Summer Training Report and Viva Voce		50	50	

*Note: The 8 weeks industry training shall be arranged in the different sectors of the industry as per the requirement of the course. The work done by the candidate during the training period shall be submitted in the form of training report and will be evaluated in the manner as specified in the ordinance.*

### ***Sixth Semester***

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
BTM 601	Tourism Planning and Development	70	30		3 Hrs
BTM 602	Tourism Transport Operation	70	30		3 Hrs
BTM 603	Tourism Legislation	70	30		3 Hrs
BTM 604	Computer Application II		50	50	3 Hrs
BTM 605	Foreign Language III	70	30		3 Hrs
BTM 606	Indian Art	70	30		3 Hrs

## **Semester I**

### **Paper101: Communication Skills I**

External Marks-70

Internal Marks- 30

Time- 3 Hrs

#### **Unit I: Introducing the Concept**

Meaning, nature and scope of communication, process of communication, characteristics of business communication, importance and objective of Effective business communication, types and patterns of business communication, media / channels of Business communication, principles of Business communication, barriers to Business Communication

#### **Unit II: Written Communication – I**

(A) Business Letter Writing

(B) Business report writing

Importance, need, types, techniques, language structure, planning and drafting

#### **Written Communication – II**

(A) Preparing official communication, circular, notification, Amendment, Press writing, telegram, DO Letter

(B) Writing proposals, Agenda and minutes of meetings

(C) Dictating: Importance of Dictation, Suggestions of better dictation

(D) Giving Instructions and demonstration, Clear Instructions of Individual Jobs, Suggestions for cutting correspondence cost

#### **Unit III: Oral Communication**

(A) Communicating with one: interviewing – Art of effective interviewing, Types of interviewing, Techniques of interviewing, qualities of interviewer and interviewee, Planning of interviewing, Process of interviewing

- (B) Communicating with in groups: Presentational speaking preparation of speech, presentation of speech, guidelines for effective speech making
- (C) Communicating with in groups: Discussions and conference participating and leading in conference, planning and procedure of problem- solving conferences
- (D) Importance of body language in interview, speech and conference

#### **Unit IV Audio – Visual Communication**

- (A) Role of Audio – Visual Communication, channels of audio – visual communication, importance of body language in non – verbal communication, graph communication, Types of graphical display, Merits and demerits of graphical display
- (B) Role of public relation in business communication, objective Of Public relation, Tools of Public Relation
- (C) Role of advertisement in Business Communication, Characteristics of effective advertisement, art of effective advertisement

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## **Paper102: Fundamentals of Tourism Business**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Meaning, concept, definition, characteristics, scope and types of Tourism, components, significance and W.T.O. classification of Tourist.**

### **Unit II**

**History of Tourism through ages, system and linkages of tourism with other subjects like history, sociology, geography etc, tourism as an industry.**

### **Unit III**

**Tourism Organizations: Origin, Organization and Function of WTO, PATA, IATA and ICAO as International Organizations while DOT, TAAI, IATO, ITDC and FHRAI as Domestic Organizations**

### **Unit IV**

**Explaining of the terms- Tours, Tourist, Visitor, Excursionist, Leisure, Resource, Attraction, Problem and Prospects of Tourism**

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## **Paper 103: Tourism Product**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Defining product, distinction with resources, features, types and elements, difference between tourism product and other consumer product**

### **Unit II**

**Tourism product of India – Classification, Art and Architecture, Historical Monuments, Religious and Spiritual Centres ( Hindu, Buddhist, Jain, Muslim, Christian and Sikh )**

### **Unit III**

**Fairs and Festivals, Dance and Music ( classical and folk traditions and musical instruments ) craft as souvenirs, park and sanctuary, Project Tigers, World Heritage Sites, Museums and Art Galleries**

### **Unit IV**

**Study of hills, beaches and islands as tourism product (Shimla, Gangtok, Darjeeling Nainital, Mussoorie, Goa, Andaman and Nicobar Islands)**

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## **Paper 104: Principles of Management**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Nature, Scope and importance of Management, school of management thought, social responsibility of management.**

### **Unit II**

**Functions of Management, Planning- nature, purpose, types and process, M.B.O- Importance and Process. Decision Making Process- Tools, Techniques and Models**

### **Unit III**

**Organizing- Concept of Organizing, Line and Staff, Authority and Responsibility, Span of Control, Delegation, Decentralization, Management of Change and Conflict**

### **Unit IV**

**Directing – Meaning and Process, Motivation- Theories and Importance, Leadership- Concept, theories and styles, Controlling- Process, methods and techniques, coordinating – Nature and Principles**

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## **Paper105: Geography of Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Fundamentals of geography, climatic regions of the world, study of maps, latitude, longitude, International Date Line.**

### **Unit II**

**Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models**

### **Unit III**

**Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia**

### **Unit IV**

**Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.**

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## **Paper 106: International Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Meaning, definition, forms and types- inbound, out bound, interregional and intraregional.**

### **Unit II**

**Types of international tourism: Typology of International tourism on the basis of sociological motivation. Factors affecting global and regional tourist movements, demand and origin factors and destinations resource factor**

### **Unit III**

**Scale of International Tourism Destination Development: Allocentric, Midcentric and Psychocentric destination, Characteristics of India out bound Tourism, characteristics and patterns of India's major international markets, domestic tourism in India, patterns and characteristics of major tourist generating states**

### **Unit IV**

**Case study of selected countries like China, Thailand, Switzerland, France, USA and Japan. Case studies of selected Indian states like Rajasthan, Kerela, M.P. and Orissa**

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## **Semester II**

### **Paper 201: Communication II**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

#### **Unit – I**

Principles of correct use of languages– words, sentences, paragraphs, continuity and flow, communication – concept and process, forms of communication – verbal, visual and non – verbal, body language – Kinesics, Proxemics, para - language

#### **Unit – II**

Commercial correspondence – business letters, faxes, memo, C.V., e-mail, reports memorandums, meetings, documentation etc.

Telephone equipments and telephone handling for business purposes

#### **Unit – III**

Job and personal hygiene standards, methods to maintain these standards

#### **Unit – IV**

Attribute, Attitudes and personality traits for successful guest handling. Developing these traits

Social skills standards, tactful handling of situations and unexpected events required in tourism industry using communication to adopt with tourists of different cultures.

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time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 202: Tourism Marketing**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Concept in marketing, need, wants, demands, products, markets, marketing management philosophies- manufacturing concept, product concept, selling concept, marketing concept, societal perspective, Consumer markets. Marketing Research- Nature, main steps involved in marketing research.**

### **Unit II**

**Tourism marketing- services, characteristics, unique features of tourist demand and tourism product, Marketing Mix, Destination Marketing, Accommodation Marketing, Transport and Travel services marketing**

### **Unit III**

**Concept of Consumer Behavior, problems, factors influencing consumer behavior, buying motives and habits, buyer decision process and market segmentation. Advertisement, sales management and Public Relation**

### **Unit IV**

**Product Pricing- meaning, factors, methods, Distribution Channel- Meaning, Role and Types, Product Mix and Product Life Cycle**

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## **Paper 203: Tourism Economics**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Concept of Economics and their relevance to tourism, visible and invisible trade, opportunity cost, prime and supplementary costs, tourism and economics development**

### **Unit II**

**Demand for tourism – Concept, types and definition of demand for tourism, consumer behavior and tourism demand, determinants of tourism demand, measurement of tourism demand**

### **Unit III**

**Supply of Tourism: Patterns and Characteristics, pricing of tourism product, concept, objectives and policies**

### **Unit IV**

**The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types ( Investment, employment and tourism multiplier), Leakages.**

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## **Paper 204: Indian Culture and Society**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**History of settlement in India, Genesis of Indian society, Structure of Indian Society, Hindu Social Organization – Varna, Caste, Lineage and Clan, Marriage: Types, sanctioned and unsanctioned , Intercaste, Remarriage. Women, Widow and Sati. Education: Gurukul, Matha, Pathashala.**

### **Unit II**

**Hindu concepts and way of life: Ashramas, Purushartha, Samskaras, Panchamahavratas, Hindu Religion: Deities and Rituals, Changes in traditional philosophy and out look : Vedic , Upanishadic, Bhakti, Puranic and Vedantic, Shada- Darshan**

**Buddhism: Concept and philosophy of life, communities**

### **Unit III**

**Tribal Society: A brief survey**

**Islamic Religion and society: Sects, Communities and classes, way of life.**

**Christian religion and society: Sects, Communities and classes, way of life**

**Sikh religion and society: Sects, Communities and classes, way of life**

### **Unit IV**

**Modernization of Indian Tradition: Factors of Modernization: Modern Education and Social Reasons, Political and Economics Reasons, Spheres of Modernization: Marriage, Family, Castes and Life-style**

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candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 205: Impacts of Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Meaning and Types, Global Impacts**

**Economic Impacts: National and Regional, Local, Carrying Capacity, Artisans and craft production**

### **Unit II**

**Social Impact of Tourism**

**Cultural Impact**

### **Unit III**

**Environmental Impacts- Wild life, Islands and Beaches, Hills and Mountains**

### **Unit IV**

**Political Impacts- Ethics and Legislation, Sustainable Development- EIA Analysis**

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## **Paper 206: Computer Application I**

External Marks- 50  
Practical/Viva Voce-50  
Time- 3 Hrs

### **Unit I**

**Introduction to Computers: Components, classification, organization, capabilities, characteristics and limitations, operating system, Application of computer in Business, programming language, Introduction to computer networking**

### **Unit II**

**Introduction to MS Windows and MS Office: Introduction, knowing objects of windows, important functions of Windows, starting an application (Program), knowing your windows, how to switch between the various applications, managing files through window explorers, starting DOS, application from windows, how to shut down your computer, Introduction to M.S. Office, M.S. word, M.S. Excel, M.S. Power Point, M.S. Access**

### **Unit III**

**Introduction to internet and www: Introduction, Evolution, Benefits, Application, working, Hardware and Software requirements, internet service provider, nature of internet accounts, Transmission Control Protocol/ Internet Protocol, Common Protocol Used in Internet, World Wide Web, Web Browser, Internet Protocol Addresses, URL, DNS, Search Engines**

### **Unit IV**

**Introduction to HTML: Build a simple HTML, document, tables, frames, links, adding multimedia documents, home page**

**Lab: Working with MS Windows and M.S. Office, Designing simple web page**

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paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Semester III**

### **Paper 301: Emerging Trends in Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

#### **Unit I**

**Emerging trends, different, new types of concepts emerging in tourism and its dimension**

#### **Unit II**

**Rural Tourism- Definition, concept and its relationship with farm, agree- green and cultural tourism. Aims and objectives to promote rural tourism. Resource available in India – Plains, desert, mountains, islands and seacoast. Planning and development approach for promotion of rural tourism, Rural tourism- Benefits or Burden ? Cross examination of positive and negative impact**

#### **Unit III**

**MICE- Meaning and concept on MICE, understanding planning and organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.**

#### **Unit IV**

**Cargo- Geography, Schedules of Air India, Familiarization of Cargo tariff, rules governing acceptance of cargo, introduction to GCR, SCR and CCR, Dangerous goods- Introduction, classification and Packaging  
Dangerous Goods- Labeling, marking and handling live animal regulations, cargo insurance and clauses.s**

#### **Note:**

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## **Paper 302: Tourism Environment and Ecology**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists: Mass and alternative tourism, potential benefits from alternative tourism**

### **Unit II**

**Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. Protected areas: the international scene**

### **Unit III**

**National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala**

### **Unit IV**

**Eco Tourism and Development: International issues- Community development, Site Development Contribution of Tourism to environmental Conservation: Social conservation, Cultural conservation and economic conservation**

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## **Paper 303: Tourism Management Information System**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Data Information and knowledge, generation of information- modes and forms, conceptual foundation of information system, role of computers in Management, Introduction to computers, P.C. and their uses. Computer networks.**

### **Unit II**

**An MIS Perspective. Management of Information resources and control system, Information needs and its economics**

### **Unit III**

**Computer, Management functions and decision making, system analysis and design- an over view, Information Technology and tourism**

### **Unit IV**

**Computer Networking – CRS- Meaning and Functions, CRS for Rail Transport, Hotel Booking, Airlines and different packages used- Abacus, Amadeus, Galileo and Sabre.**

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## **Paper 304: Accounting and Financial Analysis in Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Accounting Framework – Accounting concept and its functions, Accounting information and its applications, Double entry system, Journal, Ledger, Cash Book and Trial Balance**

### **Unit II**

**Understanding Financial Statement – Construction and analysis of profit and loss Account Construction and Analysis of balance sheet**

### **Unit III**

**Cost Management- Understanding and classifying costs**

**Absorption and marginal costing**

**Cost- Volume- Profit Analysis**

**Variance Analysis**

### **Unit IV**

**Financial and investment analysis- Ratio Analysis, leverage analysis, budgeting and budgetary control, investment appraisal methods, Basic Inventory Management. Financial Decisions- Management of working capital, managing cash needs, capital structure ( Not Theories ), dividend decision ( Not Models)**

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## **Paper 305: Hotel and Resort Management**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, permits and regulatory condition and guidelines for hotel**

### **Unit II**

**Front Office Techniques- Front office lay out and activities, guest activities in hotel reservation, role of reception-Forecasting room availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel**

### **Unit III**

**Banquet Function, Convention Halls, Meeting room- Arrangement for general and business meetings, organizations and procedure for arrangement of conferences and exhibitions and outdoor catering. National and International Hotel Association and their operation, incentives and subsidies extended to Hotel in tourist areas**

### **Unit IV**

**Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, trends and factors in development, Trends and factors in developed tourist markets leading to growth to resort concept, basic element of a resort complex- Loading facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services**

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## **Paper 306: Tour Guiding and Escorting Skills**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business**

### **Unit II**

**The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances**

### **Unit III**

**The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.**

### **Unit IV**

**Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.**

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## **Semester IV**

### **Paper401: Travel Agency and Tour Operation Business**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

#### **Unit I**

**Travel Agency- History, growth, definition, types and present status of travel agency, Organizational structure and working of travel agency, differentiation between travel agency and tour operation business, process for approval of travel agency in India**

#### **Unit II**

**Travel Agents- Definition, types, rights and duties of travel agent, functions- understanding the function of travel agency, travel information and counseling of the tourist, itinerary preparation, travel retailing and operations, preparation of tour packages, source of income- commission, service charges and mark upon tours**

#### **Unit III**

**Tour Operators- Types of tour operators, rules for recognition of tour operators, role of tour operators, Functions- market research and tour package formulation, assembling, processing and disseminating information on destinations. Liaison with principles, preparation of itineraries, tour operations and post tour management. Practical exercise and basic requirements in setting up a travel agency and tour operation unit**

#### **Unit IV**

**Tour Package Management- Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- Definition, Operations, Handling booking techniques and procedures, maintenance of different registers, planning package tours, Itinerary Planning and their costing and communicating with clients and principles.**

**Note:**

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## **Paper 402: Personality Development**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Communication Skill- nature, role and process, Verbal Communication Skill- Situational conversation ( at the airport, railway, travel agency, tourist sites etc.) Principles of public speaking and speech skills, group methods of communication- Handling interviews, committee, group discussion, role play, conference, seminar, symposium, presentation with audio- visual aids, listening skills, body language and gesture**

### **Unit II**

**Written communication skill- Office correspondence, Memos, circulars, press-notes, minutes, drafting of company profile, brochures, public notice, writing for media (advertisement), report writing, drafting of informal communications, Designing letter pads, resume, covering letters, visiting cards, letter of invitation and refusal, Notice board communication, Summarization and expansion of material**

### **Unit III**

**Personality development: Personality- definition and concept, personality V/S Character, personality V/S individuality, role of heredity and learning, elements of personality patterns, personality syndromes, Personality determinants- physical, intellectual, emotional, social, sex, educational and family, Time management.**

### **Unit IV**

**How the environment moulds the personality, relative importance to heredity and environment. How the personality pattern is moulded, techniques, personality evaluation: Sick personalities- Determinants, causes and danger signal of personality sickness. Health Personalities- Nature, Causes, Syndrome, aids to achieve health personalities**

**Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 403: Foreign Language I**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

**Vocabulary & written expression: Expressions used for introduction, greetings, salutations; Days of the week; Months of the year; counting (1-100), seasons, colours & telling the time.**

**Grammar : Definite article; Indefinite article; Subjective pronouns; Conjugation of first group, second group and some essential irregular verbs ( in affirmative, negative and interrogative forms in present tense); Pronouns; Adjectives; Possessive Adjective; Demonstrative Adjective; Prepositions; Articles partitifs; conjugation of second group and third group verbs in positive, negative & interrogative in present tense.**

**Simple Translation and Comprehension based on simple text.**

**USE OF DICTIONARY IS ALLOWED IN THE EXAMINATION HALL.**

**Oral / Situation: To be given by the concerned teacher.**

**Content from the prescribed text: Leçons de base- Lesson1 to Lesson 14 (Premier Degré, premier partie)**

**Teaching Material / Book : Cours de langue et de civilization françaises(part 1 )**

**EVALUATION IN PRACTICAL EXAMINATION:**

**Internal marks will be awarded to the learner on the basis of class participation; regularity and assignments and External marks will be awarded on the basis of his/her performance in the practical examination. The practical exam includes:**

- **Role-playing of different situations**
- **Understanding questions**
- **Conversation**
- **Picture composition**

**Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The

candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 404: Field Trip Report and Viva Voce**

Internal-50  
Viva Voce-50

**The students will have to submit a tour report for Viva Voce followed by visiting several places of tourist interest in India.**

## **Paper 405: Air Fare and Ticketing**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Aviation organization: IATA and ICAO**

### **Unit II**

**Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations, NUC conversion factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing special attention**

### **Unit III**

**Credit Cards- Concept, types, benefits and different types of credit cards  
Fare construction – Passenger Ticket, Mileage principal, FMA, EMS, One way journey, Round trip and circle journey, HIP, Back Haul minimum check ( BHC) Add –ons. General limitations on Indirect Travel, Mixed class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan**

### **Unit IV**

**Airlines Reservation System – CRS- Comparative study of different CRS system**

#### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting

at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 406: Tour Package Management**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business**

### **Unit II**

**Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market), itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist**

### **Unit III**

**Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies**

### **Unit IV**

**Tourist activities based on Mountains, Deserts, Forest and Wildlife, white water, marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals. Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, American Express, Thomas Cook, SOTC, Quoni, the STDC of Rajasthan, Kerala, H.P. and Uttarakhand, IRCTC and its Tour Packages**

### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The

external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Semester V**

### **Paper 501: Sales and Product Management in Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

#### **Unit I**

**Sales and Product Management in Tourism, Introduction to sales management, Personal selling, sales process, selling skills**

#### **Unit II**

**Retail Communication, SFM, Sales Planning and Organization, Sales Forecasting**

#### **Unit III**

**Budget and control, marketing communication process, planning, managing and evaluating promotional strategy**

#### **Unit IV**

**Managing Clients- Agency relationship, message- design and development, Media selection- Planning and scheduling, measuring advertising effectiveness**

#### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 502: Quantitative Techniques in Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Measures of Central Tendency – Arithmetic Mean, Median and Percentiles Mode, Geometric Mean and Harmonic Mean, Measures of Dispersion: Mean Deviation, Quartile Deviation, Standard Deviation**

### **Unit II**

**Meaning and Types of Correlation, Karl Pearson's Coefficient of correlation and rank coefficient of correlation, Regression Analysis- Meaning and two lines of regression, relationship between correlation coefficient and two regression lines**

### **Unit III**

**Association of Attributes: Yule's co-efficient of Association, Index Number, Concept, Use, Important Methods of Construction- Laspeyre's, Panache's and Fisher's Ideal Index, Consumer Price Index, Analysis of Time Series**

### **Unit IV**

**Probability: Concept, Theorems- Addition Theorem, Multiplication Theorem, Conditional Probability and Bayes Theorem**

**Probability distribution: The Binomial, Poisson and Normal Distribution.**

### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 503: Human Resource Management**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Concept, role and functions of HRM, Quality of HR manager, Emerging challenges in HRM, Development of HRM – The Indian Scenario**

### **Unit II**

**Man Power Planning- Concept, need and process**

**Job Analysis- Concept, use, process and methods**

**Recruitment – Process, policy, sources and techniques**

**Selection- Meaning and Process**

**Placement and Induction**

### **Unit III**

**Career Planning and Development – Meaning, objective and Process. Training- Concept and Importance, Identifying training needs, methods of training, designing a training programme, executive development- concept, objective, methods and techniques**

### **Unit IV**

**Job Evaluation- Concept, Process and Methods, Wages and salary, Administration- Objectives and Principles and methods, factors affecting wages, fringe benefits, performance personnel control- research and audit collective bargaining, Industrial disputes- causes and settlement**

#### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s)

where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 504: Foreign Language II**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

**Vocabulary & written expression: French expression used in daily life, writing invitation, refusing the invitation, expressions used to exchange information, expression used for orientation, to tell one's likes and dislikes, describing day-today routine, to describe past event.**

**Grammar : The Articles, determiners, plural of nouns, plural of adjectives, pronouns, Conjugation of verbs belonging to all the three groups in present tense in affirmative, negative and interrogative, past tense (composite past and imperfect), pronominal verbs, adjectives, preposition.**

**Simple Translation and Comprehension based on simple text.**

USE OF DICTIONARY IS ALLOWED IN THE EXAMINATION HALL.

**Oral / Situation: To be given by the concerned teacher.**

**Content from the prescribed text: Unit:1,2 and 3 of Panorama-1(CLE International)**

**Teaching Material / Book: Panorama-1 de langue française (CLE International)**

### **EVALUATION IN PRACTICAL EXAMINATION:**

**Internal marks will be awarded to the learner on the basis of class participation; regularity and assignments and External marks will be awarded on the basis of his/her performance in the practical examination. The practical exam includes:**

- **Role-playing of different situations**
- **Understanding questions**
- **Conversation**
- **Picture composition**

Note:

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 505: Consumer Behavior in Tourism**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Characteristics affecting Consumer Behavior: Cultural factors, social factors, personal factors, psychological factors, models of consumer behavior- Black Box model, high commitment and low commitment consumer behavior**

### **Unit II**

**Examination of tourist forms and types and their characteristics: Activities, Interests and opinions of tourist market segments and their buying decision behavior, Buyer decision process- Need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior**

### **Unit III**

**The Buyer decision process for new products: Stages in the adoption process, individual differences in innovativeness, influence of product characteristics on rate of adoption**

### **Unit IV**

**Specific Consideration of Host and Guest: Interaction and their impact on Physical, social and cultural environments, cross cultural impacts  
Consideration of the implications for tourism management, communication and promotion**

### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting

at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 506: Summer Training Report and Viva Voce**

**The students will have to submit a training report followed by 7 to 8 weeks training in any of the tourist plant like Travel Agency, Hotel, Tour Operation, airlines etc.**

## **Semester VI**

### **Paper 601: Tourism Planning and Development**

External Marks- 70  
Internal Marks- 30  
Time- 3 Hrs

#### **Unit I**

**Concept, need, objective, institutional framework and the principal lines of public tourism policy. The role of Govt. public and private sector in formulation of tourism policy. Role of international, national, state and local tourism organizations in carrying out tourism policies. Goal of national administration and tourism policy. Policy making bodies and its process at national levels.**

#### **Unit II**

**An outline of L.K. Jha committee- 1963, National Tourism Policy- 1982, National Committee Report- 1988. National Action Plan on Tourism-1992. The latest policy document on tourism. Opportunities for investment in hotel sector and tourism related organization. Incentives and concessions extended**

#### **Unit III**

**Tourism Planning: concept and approaches. Levels and types of tourism planning- sectoral, spatial, integrated, complex, centralized and decentralized, planning at national, state and regional level**

#### **Unit IV**

**Tourism planning process: Objective setting, background analysis. Detailed research and analysis, synthesis, goal setting and plan formulation. Plan implementation, development and monitoring- Tourism master plan**

#### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The

external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 602: Tourism Transport Operations**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Tourism Transport System, Planning and Forecasting of establishing your own tourist transport Business**

### **Unit II**

**Required infrastructure and capital, costing and pricing in tourist transport business, Role of TFCI in financing tourism projects**

### **Unit III**

**Selling in tourist transportation, tourist transport operations, Car rental agency operation, managing leakages**

### **Unit IV**

**Personnel Management- Recruitment, training and briefing transportation laws and regulations**

#### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 603: Tourism Legislation**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Business ethics and laws- their relevance and applicability in travel and tourism industry. Company- meaning, definition, types, formation and incorporation under companies Act, contract act- meaning and essentials of a valid contract**

### **Unit II**

**Consumer Protection Act – Meaning and its relevance in travel and tourism business. MRTPC- applicability and significance in tourism and travel related business, laws relating to protection, preservation and conservation of heritage and environment**

### **Unit III**

**Laws and legislation relating to tourist entry, stay and departure, procedure and requirement for procuring various travel documents (Passport, Visa and health certificates) with relation to inbound and out bound tourist. Laws relating to currency exchange, Passport Act 1967  
Foreigner's Act 1946.**

### **Unit IV**

**Laws relating to passenger, safety, convenience and compensation during air travel, legislations relating accompanied and accompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage, archaeological sites and remains Act: Wildlife protection act, Environment Protection Act, and Air, Water and Pollution Act**

#### **Note:**

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questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 604: Computer Application II**

External Marks- 50  
Practical/ Viva Voce- 50  
Time- 3 Hrs

### **Unit I**

**Introduction to DBMS: Database management, Levels of Data Abstraction, architecture of Database management System, Data Model, Querying a database, Structured query Language (SQL)**

### **Unit II**

**Introduction to Multimedia: Concept, tools and techniques, Multimedia- Hardware ( Windows, production, platform and peripherals), Multimedia- software ( Authoring tools), multimedia building blocks ( Text, Sound, Images, Animation, Video ) Assembling and Developing projects**

### **Unit III**

**Introduction of E-Commerce: Concept, framework, advantages, applications, basic infrastructure requirement, E-commerce categories, E- Governance, Electronic Data Interchange ( EDI), Electronic Payment System, E- Security**

### **Unit IV**

**Introduction to CRM: Definition, process, CRM Areas – Components, Architecture, Architectural Components of a CRM solution, Time Schedules Projection, grouping of enterprises, Electronic CRM, need for Electronic CRM, Goal, Electronic CRM in Tourism, Major trends in E- CRM, global scenario for Electronic CRM, Relationship Portal, CRM in Tourism**

**Lab – Working with SQL, commands, designing tourism related web sites**

### **Note:**

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paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 605: Foreign Language III**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

**Vocabulary & written expression: French expression used in daily life, writing invitation, refusing the invitation, expressions used to exchange information, expression used for orientation, to tell one's likes and dislikes, describing day-today routine, to describe past event.**

**Grammar : The Articles, determiners, plural of nouns, plural of adjectives, pronouns, Conjugation of verbs belonging to all the three groups in present tense in affirmative, negative and interrogative, past tense (composite past and imperfect), pronominal verbs, adjectives, preposition.**

**Simple Translation and Comprehension based on simple text.**

USE OF DICTIONARY IS ALLOWED IN THE EXAMINATION HALL.

**Oral / Situation: To be given by the concerned teacher.**

**Content from the prescribed text: Unit:1,2 and 3 of Panorama-1(CLE International)**

**Teaching Material / Book: Panorama-1 de langue française (CLE International)**

### **EVALUATION IN PRACTICAL EXAMINATION:**

**Internal marks will be awarded to the learner on the basis of class participation; regularity and assignments and External marks will be awarded on the basis of his/her performance in the practical examination. The practical exam includes:**

- **Role-playing of different situations**
- **Understanding questions**
- **Conversation**
- **Picture composition**

Note:

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.

## **Paper 606: Indian Art**

External Marks- 70

Internal Marks- 30

Time- 3 Hrs

### **Unit I**

**Indus Art and Architecture: Religion and Art- Vedic, Buddhist and Jain**

### **Unit II**

**Fort, palaces and pillars during the period of Mauryas: Terra cotta figurines, stone sculpture during the period of Mauryas and Post Mauryan period, Stupas and rock cut caves- Bharhut, Sanchi, Sarnath, Karle, Bhaja, Ajanta and Ellora.**

### **Unit III**

**Temples of India- Origin and major styles- Nagar, Dravid, Besar Temples of Orissa, North India and South India**

### **Unit IV**

**Medieval Architecture- Tombs, Mosques, Forts- Their basic features, Assimilation of Hindu and Muslim features in architecture, regional architecture with special reference to Agra and Delhi, contribution to Mughals to the Indian Architecture.**

### **Note:**

The question paper set by the examiners shall be as per the scheme of examination and syllabus prescribed by the university from time to time. The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required special instructions will be issued by the chairman, UG board of Studies in Management.