

Annexure I

DETAILED SYLLABUS FOR TRAVEL AND TOURISM MANAGEMENT IN UNDERGRADUATE CLASSES

SEMESTER 1

BATT-01	Major	Tourism Business	4
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Section

1. Tourism Organization: WTO, PATA, UFTAA, TATA
2. Concept of Carrying Capacity of destinations
3. Tourism Impact Concept: Social, Physical, Environmental & Economic.
4. Concept of Sustainable Tourism.

BATT-02	Major/ Minor	Basics of Tourism	4
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Section

1. Definition and Meaning of Tourism: History of Tourism, Definition of Tourism, Tourist, Visitor, Excursionist, traveller, transient.
2. Types and Forms of Tourism
3. Components of Tourism. Transport, Accommodation, Entertainment, Travel Facilitators. Process of Tourism.
4. HPTDC and its contribution to tourism development – A Case study of HP State Tourism policy. Factors responsible for slow growth of Tourism in India.

SEMESTER II

BATT-03	Major	Tourism Products of Himachal	4
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Section

1. Culture and History of tourism in Himachal Pradesh.
2. Buddhist circuit of Himachal Pradesh
3. Case study of Great Himalayan National Park Kullu. Institute of Mountaineering & Allied sports Manali- A case study
4. Overview of Tribal tourism with special reference to Kinnaur, Lahaul Spiti, Pangi and Bharmour

BATT-04	Major/Minor	Tourism Products	4
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Section

1. Meaning and features of Tourism Product. Types of Tourism products- TOP, ROP, STP, & BTE's in tourism

2. Cultural heritage of India. Famous heritage sites of India. Tourism related facilities in Amritsar, Varanasi, Mahabalipuram, Khajuraho, Konark, Somnath & Ajmer
3. National Parks and Wild Life Sanctuaries of India.
4. Festivals of India.

SEMESTER III

BATT-05	Major	Travel Agency Operations	4
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Section

1. History of Travel Agency, Development of Travel agency business in India, various aspects of travel agency operations.
2. Organizational structure and registration of travel agency. Difference between Tour operator & Travel agent.
3. Itinerary preparation, planning & tour packaging.
4. Marketing of tour package, various types of travel agents, organizational structure of IATO, TAAI

BATT-06	Major/Minor	Introduction to Accommodation Industry	4
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Section

1. History of Accommodation.
2. Difference between hotel, resort, motel & camps, Different classification of accommodation and categories of hotels
3. Organizational structure of a hotel. Different sections in a hotel.
4. Functions of Housekeeping, Front office, Food & Beverage department.

SEMESTER IV

BATT-07	Major	Geography of Travel & Tourism	4
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Section

1. Tourism across the world (inter-regional and intra-regional).
2. Location of main tourism destinations of Europe, Africa, Australia, Asia, Middle-East and America on the world map and identification of important lines of longitude & latitude.
3. Identification of main geographical tourism circuits of India (mountain, coastal, and desert)
4. Important international country & city codes (including India)

BATT-08	Major	Field Trip Report	4
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1. Visit to any Indian tourism destinations

2. Field trip report (60 marks)
3. Viva (40 marks)

BATT-09	Major/Minor	Indian Geography	4
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Section

1. Geographical divisions of India and main tourist circuits.
2. Tourism in Himalayan region – case studies of Shimla, Kullu, Manali & Dharamshala
3. Case Study of Golden triangle (historical and cultural attractions at destinations)
4. Case study of important Indian Shakti Peeths

SEMESTER V

BATT-10	Major	Computer Applications in Tourism industry	4
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Section

1. Application of MS Word and MS Excel in tourism.
2. Concept of Computer Reservation System
3. Concept of Internet technology in Computers. Use of Internet, use of World Wide Web, Internet Browsing & Emailing.
4. Use of Information and Computer Technology in Tourism.

BATT-11	Major	Tourism Marketing	4
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Section

1. Concept and Meaning of Marketing. Components of Marketing Mix with special reference to tourism.
2. Features of tourism product as a service product. Components of tourism products.
3. Difference between product & service marketing. Classification of services.
4. Travel Motivations. Tourism Market Segmentation

BATT-12	Major/ Minor	Basics of Computers	4
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Section

1. Introduction of Computers: History of computer evolution. Meaning of Hardware, Software, input/output devices.

2. Concept of Electronic Data Processing. Need for Data Processing, cycles and functions of Data Processing, Applications and Methods of Data Processing
3. Data Representation and Computer coding system, handling the data base.
4. Use of Computer technology for conducting business.

SEMESTER VI

BATT-13	Major	Tourism Promotion	4
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Section

1. Components and modes of Tourism Promotion mix (including e promotion)
2. Case study of tourism promotion by HPTDC, KTDC and RTDC.
3. Tourism promotion strategy of India
4. Grey areas (problems) in tourism promotion

BATT-14	Major	On the Job Training	4
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1. Job Training
2. Job training Report (30 marks)
3. Viva (20 marks)

ADDITIONAL COURSES

BATT-15	Major/Minor	INTRODUCTION TO STATISTICS	4
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Section

1. Statistic – Definitions, Importance, Used in Business. Conducting statistical inquiry.
2. Classification & Tabulation, Graphical Presentation, and Frequency.
3. Measurement of Central Tendency. Measurement of Variation, Skewness.
4. Correlation Analysis & Regression Analysis.

BATT-16	Major	ITINERARY PREPARATION AND COSTING	4
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Section

1. Meaning, need and types of itinerary. Process of itinerary preparation.
2. Study of various inbound and outbound itineraries published by SITA, SOTC, C&K, LPTI with their costing.
3. Domestic itineraries, special interest itineraries,
4. Difference between tour itinerary and tour programme with their costing.

BATT-17	Major/Minor	CONCEPT OF DEMAND AND SUPPLY IN TOURISM	4
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Section

1. Concept of Demand & Supply in tourism: Factors affecting Demand and Supply and Holiday Choice.
2. Consumer decision making process,
3. Pricing in tourism: Determinants of Price. Types of pricing in tourism
4. Project feasibility study and SWOT Analysis.

BATT-18	Major	TICKETING AND TRANSPORTATION	4
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Section

1. Introduction to Tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Type of transport: Air, Water and Surface.
2. Organization of the air transportation industry in the international context. Scheduled and non scheduled airline services.
3. Rail transport network. Britrail, Amtrak, Indrail, Euro Rail.
4. Airline codes and definitions. Aircraft and In- Flight services. Airport facilities and special passenger.

BATT-19	Major/Minor	BASICS OF MANAGEMENT	4
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Section

1. Introduction: Concept of Management, Scope, Function and Principles of Management, Evolution of Management Thoughts.
2. Planning: Process of Planning, Objective, Policy and Procedure, Forecasting and Decision Making.
3. Organising: Meaning, Importance, Pattern of Organisation, Line and Staff Relationship, Centralisation and Decentralisation
4. Controlling: Concept of Managerial Control, Control Aids, and Responsibilities of Managers.

BATT-20	Major	GLOBAL TOURISM	4
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Section

1. Global and Indian tourism statistics, major generating & receiving countries
2. Issues in Global tourism. Sustainability, Climate Change, Terrorism.
3. Emerging Forms of Tourism around the Globe (Eco, Dark, Voluntarism, Geo and Space tourism)
4. Factors affecting growth of global tourism.

BATT-21	Major	COMMUNICATION SKILLS	4
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Section

1. Meaning of Communication, Process of Communication, Attributes of Sender, Encoding, Message, Noise, Decoding and Receiver affecting Communication Process.
2. Types, Forms and Barriers in communication.
3. Factors in Effective Communication. Types of communication networks.
4. Writing a C.V. and Cover Letter for Job Application.

Note: All Theory courses will be of 100 marks each (except Major Course BATT-08 and BATT-14)

**For the Academic session 2014-2015*

Break up of marks is as under

1. Minor Test I = 15 marks
2. Minor Test II = 15 marks
3. Attendance = 5 marks
4. Assignments/Seminars/Tutorials/Presentations = 15 marks
5. Written Examination at the end of the Semester = 50 marks

**For the Academic Session 2015-16*

1. Minor Test I = 15 marks
2. Attendance = 5 marks
4. Assignments/Seminars/Tutorials/Presentations = 10 marks
5. Written Examination at the end of the Semester = 70 marks