1st SEMESTER SUBJECTS

BTA 01- Basics of Tourism

MODULE I: Introduction- Tourism, The relationship between leisure, recreation and tourism
Travel Lingo, Classification of tourism in terms of: Destination visited – International tourism
and domestic tourism, Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage
tourism etc., Mode of travel arrangement – Inclusive travel and Independent travel.

MODULE II: Motivation of Travel-(Given by McIntosh)
Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.
Cultural motivations: pilgrimage tourism, cultural curiosity etc.
Interpersonal Motivation: meeting new people, VFR, etc

Status and Prestige motivation: business motivation.
Travel Motivations Given by Grey-Wander lust and SunLust

MODULE III: Global tourism- Description of the development of tourism in the Ancient era, Imperial era (Roman travelers, Greek travelers, Indian travelers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.
Factors that have led to the growth of tourism
Technology and destination development
Changing social patterns
Changing Living standards.

MODULE IV: Barriers to the growth of tourism- Factors existing at the destination: terrorism, & political and social environment, Factors barring a potential tourist from traveling:
time, cost, and social barriers.
Domestic tourism- Definition and Significance of Domestic tourism, Difference between the domestic tourist and International tourist,
Positive and Negative impacts of tourism- Economic Impacts, Socio-culture Impacts, Environmental impacts.

MODULE V: Carrying capacity- Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity, Effect of host population on the carrying capacity.
Sustainable and Eco-tourism- Definition of Eco tourism, Benefits and Importance of Eco tourism, Agenda 21, Definition and bodies promoting Sustainable tourism, Principles of Sustainable tourism, Difference between Mass and Green Tourism
BTA 02 Tourism Product and Services I


MODULE II: Accommodation Sector- Introduction of Hotel Industry in India, Types of Hotels, Five Star Hotels in India, Leading Hotel chains, Budget Hotels, Heritage Hotels.

MODULE III: Transportation Sector- Introduction of transportation Industry in India, Roadways, National and State Highways, Express Highways, Railways, Various Tourist trains: Palace on wheels, Deccan Odyssey, Fairy Queen, Airways: Domestic Airlines operating in India, Waterways, National waterways.

MODULE IV: Attractions- Natural Attractions: Mountains, Beaches, Forests, Islands, National parks and Wild Life Sanctuaries, Cultural Attractions: Fairs and Festivals, Paintings, Museums, Historical Monuments, Handicrafts, Cuisines.

BTA 03 Basics of Management

MODULE I: Introduction to Management:
Concept, Nature, functions, process, Traits of a successful manager and managerial role.

Management and society: Business ethics and social responsibilities.

MODULE II: Planning:
Nature, purpose, Types and process of planning.

MODULE III: Organising:
Concept of organizing and organization. Line & Staff, Span of control. Delegation Decentralisation Organization structure.

MODULE IV: Directing:
Communication- Process and types of communication, Barriers and principles of effective communication, Motivation- Meaning, Theories – Maslow and Herzberg, Leadership Co-ordination: Meaning, definition, Principles of co-ordination, Techniques of effective coordination

MODULE V: Leadership:
Concept, Qualities of a successful leader: factors influencing performance of leaders. Styles of leadership, Management Grid. Controlling – Process. Methods and techniques
BTA 04 Geography of Tourism-I

MODULE I: India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

MODULE II: 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.


MODULE IV: The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Banglore, Ooty


REFERENCES:
- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- 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
BTA 05 CUSTOMER CARE & INTERPERSONAL SKILLS

MODULE I:
Who is a customer? internal customer, external customer
Who is a service provider?
Why are some service providers better than others?
Who is a satisfied/ dissatisfied customer?
What are the consequences of satisfied/ dissatisfied customers?

MODULE II
What is Quality?
What is customer satisfaction?
What is customer delight?

MODULE III
Key areas of customer care
The product or the service itself
Sales and promotion of the service
After sales support to the customer
Organizational culture

MODULE IV
Customer Feedback, feedback tools
Converting Customer care philosophy into everyday action
Developing customer trust and loyalty - online
Grooming and Etiquette
Telephone Handling Skills

MODULE V
Complaint Management
Transactional Analysis in Customer Care
Customer care in airlines
Customer care in hotels

Case studies and Role Plays