

# *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 I: Introduction-** Product, Tangible and Intangible products, Difference between Product and service, Tourism Product (5 A's), Accommodation, Accessibility, Attraction, Activities, Amenities.

**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.

**MODULE V: Activities-** Sports - Winter and summer sports – Mountaineering, Trekking, Skiing, Skating, Water Bases sports: White water rafting, River Crossing, Angling, Surfing, Kayaking, Boating, Parasailing, - Aero sports: Hand Gliding, Hang gliding, Ballooning, Bungee Jumping

## **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 III:** The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

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

**MODULE V:** The 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.

# **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

## **MODULEIV**

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**