

2ND SEMESTER SUBJECTS

BTA 06 Tourism Product of India

MODULE I: Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)
Hill Stations: Mussoorie, Srinagar, Shimla, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdweep islands.

MODULE II: Popular Tourist Resources- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri

Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

MODULE III: Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

MODULE IV: Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

MODULE V: Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

References

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- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.

- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
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- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

BTA 07 Tourism Industry Profile

MODULE-1- Introduction To Luxury Railways

Luxury Trains in India

- Royal Rajasthan on Wheels
- Golden Chariot
- Deccan Odessy

MODULE 2 - Travel and Tourism Organizations

Chapter 1 - IATA

History, Growth and Development

IATA Goals

IATA Approval Membership

Chapter 2 - UFTAA

Introduction

Membership

Functions

Chapter 3 - FHRAI

Introduction

Membership

Functions

MODULE 3 - Travel Agency and Tour Operations Business

Chapter 1 – Kuoni Destination Management, India

Introduction
Principle Services Offered
Chapter 2 – Thomas Cook
Introduction
Principle Services Offered

MODULE 4 - Accommodation Sector

Chapter 1 – Oberoi Hotels
Introduction
Activities of the Group
Oberoi/Philae Nile Cruiser
The Oberoi ,New Delhi
The Oberoi Vanyavilas, Ranthambore

MODULE 5 - Aviation Industry

Chapter 1 – Jet Airways
Introduction
Products and Services

Chapter-2 Kingfisher Airlines

Introduction
Products and Services

BTA 08 Tourism Management

MODULE I: Introduction- Definition of management concept-Development of management- managerial skills of tourism-management of tourism-components of tourism-accommodation-attractions-accessibility-management of environment.

MODULE II: Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

MODULE III: Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model,TGR ,TR ,TDR, Varied benefits of tourism, Indian concept of classification of tours/tourism.

MODULE IV: Tourism planning- Need for tourism planning, Essentials of planning, Eight-point planning process, Aims of tourism planning, Significance of planning.

MODULE V: Infrastructure of tourism management- Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism
Tourism organisational set up in india- Structure of department of tourism, NTO & its Functions

BTA 09 Geography of Tourism-II

MODULE I : Brief introduction of continents & oceans. Map reading. Greenwich mean time. International date line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

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

MODULE III : Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Netherlands

MODULE IV : Americas: General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba.

MODULE V :Other countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand.

BTA 10 Human Resource Management

MODULE I: Introduction To Human Resource Management- Definitions, Functions of Personnel Management, Objectives Of Personnel Management, Qualities of a Good Personnel Manager.

MODULE II: Human Resource/Man Power Planning- Definitions, Need Of Manpower Planning, Objectives Of Hr Planning, Advantages Disadvantages Of Manpower Planning, Process/Steps.

MODULE III: Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages,Dis-Advantages), External Sources((Advantages,Dis-Advantages)
Selection- Definition, Steps In Selection Process(Application Blank, Initial Interview Of The Candidates, Employment Tests, Interviews, Checking Reference, Physical Or Medical Examination, Final Interview & Induction)

MODULE IV: Training And Development-Training Definition,Importance Of Training, The Training Process, Training Methods (On The Job- Job Instruction Training, Job Rotation, Special Assignments) Off The Job (Vestibule Training, Lecture Method, Conference

Method, Seminar Or Team Discussion, Case Study Method Development-
Definition,Need,Methods -On The Job -Off The Job

Performance Appraisal- Definition,Objectives,Process,Methods-

-Past Oriented

-Future Oriented

MODULE V : Job Evaluation- Definition,Objectives,Principles,Methods-Non

Analytical,Analytical

Employee Remuneration-Definition,Components,Factors Influencing Employee

Remuneration,Concept Of Wages