**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**

- **Buddhist**

- **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, Sonepur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakh, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathyatra, 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)
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Hawkins, R.E., Encyclopaedia of Indian Natural History.
Vatsayana, Kapila, Indian Classical Dance, New Delhi.
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Mode, H. & Chandra, S.: Indian Folk Art, Bombay.
Mehta, R. J.: Handicrafts & Industrial Arts of India, New York.

**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
BTA 08 Tourism Management


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


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 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 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)

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
Analytical, Analytical
Employee Remuneration- Definition, Components, Factors Influencing Employee
Remuneration, Concept Of Wages