

3RD SEMESTER SUBJECTS

BTA 11 Dimensions of International Tourism

MODULE I: Trends and critical issues Of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism.

MODULE II: The Role of the State in Tourism

National Tourism Organization

Department of Tourism, India

ITDC

DGCA

AAI

FHRAI

MODULE III: Travel Retailing

Travel Agency & Tour Operations

Functions of a Travel Agency

Departments of Travel Agency

Package Tours & its Components

Client Handling activities in Travel Agency

Star Cruises: Overview

MODULE IV: Travel Industry Fairs

Participation Advantages

ITB

WTM

PATA Travel Mart

ICCA

MODULE V: International Tourism Organizations

Need & Significance For Organizations

UFTAA
WATA
ASTA
WTO
PATA & PATA Chapters
IATA
ICAO
IHA

BTA 12 Geography of Tourism -III

MODULE I : Geography of travel and tourism - definitions and concepts

The tourism system - tourism-generating areas, destination areas, transit zones

MODULE II : The multiple forms tourism - destinations, characteristics, types of tourists, distance travelled, The determinants of demand for tourism - travel propensity and frequency, influence of the economic, demographic, political environment, personal variables, barriers to travel.

MODULE III :Geography of resources for tourism - the nature of tourist resources at different spatial scales, resources and "unique selling propositions"

MODULE IV :The importance of climate - climatic variables affecting tourism, the distribution of world climates (zones, regions) and their significance for tourism

MODULE V :The importance of transport in tourism - spatial interaction between components of the tourist system, transport elements, costs, modes, routes, networks, air and surface transport, Future geography of travel and tourism - some prospects

BTA 13 Sales & Marketing in Tourism

MODULE I : Marketing- Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange &Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept , Societal marketing concept), Mordern marketing concepts (Green marketing, Mobile marketing, Crosscultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)

MODULE II :Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

MODULE III : Marketing Mix Elements- 7 P's of marketing –Product (Levels, Classification ,

Branding, Packaging , PLC) , Place (Distribution channels Definition, Why use intermediaries ? , How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies , Initiating price change) , Promotion (Definition , Functions,Promotion mix – Advertising , Sales Promotion , Personal Selling , Public Relations), People , Processes , Physical Evidence.

MODULE IV :Sales Management- Definition, sales person's role , prospect management , Buying process , AIDA's theory of selling, personal selling process , closing strategies , function of sales management.

MODULE V : Public relations : Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and pr, PR tools – media / non-media, PR Campaign, PR in Tourism

BTA 14 Business Communications

MODULE I: Introduction: Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Importance of Communication in: Negotiation, Conflict Management

MODULE II: Classification of Communication – Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, One-way & Two-way, Verbal & Non-verbal, Understanding – proxemics, kinesics.

MODULE III : Business Correspondence: Principles of Letter Writing, Types of Business Letters – Sales letters, Requests, Response, letters, Complaint letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing, Cross Cultural Communication., Importance of Dressing / Manners & Etiquettes in Business Communication.

MODULE IV: Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid
NEGOTIATIONS SKILLS What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies.

MODULE V: Group communication- Meetings –Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release-press conference – media interviews Seminars – workshop – conferences. Business etiquettes.

BTA 15 Basics of Computer (Practical)

MODULE I: Basic Computing: Computer Fundamentals –Theory -Definitions ,Elements of a computer system, -Hardware Features and uses, -Components of a computer.

MODULE II: Windows Operations- Creating folders/shortcuts/renaming files/deleting files,exploring windows,quick menu

MODULE III: Office Work: The study and use of typical micro–computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

MODULE IV: Internet: E-mail and electronic highway, Internet.

MODULE V:Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Suggested Readings:

- Lucey T, Management Information Systems, DP Publications.
- Clark A,Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Compiuter System in Hotel & Catering Industry, Cassell, 1988

BTA 16 Front Office Operations (Theory +Practical) (60+40)

MODULE I: Front office operations- Terminology, Front office functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, Emergencies.Front office's interaction with other departments.

MODULE II: Reservation System and Procedure- Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk-ins, Reservation Holder, Room Assignment.

MODULE III: Determining Room Availability and Assignment- Terminology (room revenue, corporate traveler, no-show, due-out, turn-away, walk-in, group booking, stay-over,

full-house management, run of the house, occupancy rate, blocked rooms, yield management, and guaranteed payment)

MODULE IV: Registration Procedure- Registration Card / Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.

MODULE V: Cashier and Billing Procedures- Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.

Night Auditor- Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.

References

- Professional Front Office Management by Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin. 2007. Pearson/Prentice Hall. ISBN 0-13-170069-3
- Front Office Operations by Sudhir Andrew.

BTA17- English Language –I

Grammer

- -Articles,Parts of Speech,Tenses,Voice
- Direct and Indirect Narration ,Transformation of Sentences ,Idioms and
- Proverbs
- Common Errors in English
- Vocabulary
- Punctuation
- Story Construction
- Paragraph Writing