

B.A. IN TOURISM & HOSPITALITY

(A Three Year/06 Semesters Graduate Level Degree Course)

Duration : Six Semesters (Three years), Full Time Course.

Eligibility for Admission : A candidate passing Senior Secondary Examination (10+2) from Board of Secondary Education Madhya Pradesh or equivalent, shall be eligible for admission to the B.A.–Tourism & Hospitality program in Semester – I.

Course Structure : The list of papers offered during the course shall be as under:

B.A. – Tourism & Hospitality, Semester – I

Paper Code	Paper Title	Total Marks (External+Internal=Total)	Contacts (periods/week)	Credits
CSS070	Communicative English	60 + 40 = 100	4	4
BTH010	Principles of Tourism Management	60 + 40 = 100	4	4
BTH020	Management & Organizational Behavior	60 + 40 = 100	4	4
BTH030	Introduction to Hospitality	60 + 40 = 100	4	4
BTH040	Computer Applications in Tourism & Hospitality	60 + 40 = 100	4	4
BTH050	Skill Enhancement Course: Business Communications & Personality Development	50+50=100	4	4

Note: Skill Enhancement Courses are skill based assignments which are practiced to the students practically. Each Semester has one skill enhancement course which is compulsory to perform by the students.

B. A.

(Tourism & Hospitality)

Semester – I

CSS070: COMMUNICATIVE ENGLISH

Unit - I

Grammar –Parts of Speech, Articles, Tenses, Subject-Verb Agreement, Prepositions, Punctuations , Active and Passive Voice, Direct and Indirect, Sentence Structure.

Unit – II

Developing reading and writing skills : Developing reading and writing, by comprehension exercise and precise writing.

Unit – III

Vocabulary: Pair of words, One word Substitution, Antonyms and Synonyms, Common Errors in English, Idioms and Phrases,

Unit – IV

Business Correspondence – Business Letters, Quotations/ Tenders/Orders/ Complaints, Memos, Minutes, Technical Reports, Project Report and Report Writing Strategies, Technical Proposals, Technical Presentations.

Unit – V

Self introduction, JAM session, Role Play, Social and professional etiquettes, telephone etiquettes, Word often confused, Intonation and common errors in pronunciation, extempore public speaking and GD, debate, Listening (Including Listening comprehension) Movies and documentary show based on learning English and motivational with subtitle. Teaching various language topic with the help of Language lab software.

Suggested Readings:

- Patterns and Modern English Usage, Hornby (E L B S).
- A Practical English Grammar, Thomson and Martinet.
- Current English User, R. H. Flavell and L. H. Flavell.
- World Formation by Collin's Co-Build English Guides (2).
- English at Home- Lee.
- Paul Rylance, Lagal Writing & Drafting, Universal Law, New Delhi-2000.
- Corder S.P., Intermediate English Practice Book, Orient Longman, Hyderabad, 1998.
- Leech G. and G. Svartik, A Communicative Grammar of English, Longman, Delhi Calcutta, 2004, 2001.

BTH010: PRINCIPLES OF TOURISM MANAGEMENT

Unit – I

Historical Perspective of Tourism, Travel in pre - historic times, Travel in ancient civilization, Travel in middle ages, Travel in, Industrial age, Travel in post industrial age.

Unit – II

Key terms & Typology in Tourism, tourist, traveller, visitor, excursionist International tourism & domestic tourism Forms of Tourism: Religious, Cultural, Business, Medical, MICE, SIT.

Unit – III

Dimension/Impacts of Tourism: Economic, Socio – Cultural & Environmental.

Unit – IV

Psychological dimensions, Travel Motivations. Maslow's and Plog's theory New trends & patterns. Facilitators of Tourism: Transportation, Accommodation, attractions & Activities.

Unit – V

Role of Agencies (NTO). National &, International Tourism organization WTO, WTTC, IATO , TAAI, DGGGA, DOT, PATA,ASIA,ADTOI.

Suggested Readings:

- Acharya, Ram, Tourism of Cultural Heritage Of India, RBSA Publication.
- Seth P N, Successful Tourism Planning and Management, Cross Section Publication, New Delhi.
- Dr. Negi, Jag Mohan, International Tourism Travel, Concepts, Principles , S Chand & Co. New Delhi.
- Dr.Negi, Jagmohan Tourism Travel: Concepts and Principles, India Book Service.
- Stephen 6th edition, Tourism Management.
- Trends of Tourism Management -: S.C. Bagri, Himalyan Eco. Tourism management Society & Bishan Singh, Mahendra Pal Singh (Pub & Distributions).
- Perspective on Indian Tourism Management Puspendra S.GillAnmol Publication Pvt. Ltd, New Delhi.
- Dynamics of Tourism Management -: A) Triology Vol. 1; The Phenomena R.N. Kaul Sperting Publication PVT LTD. New Delhi.
- Fundamental of Tourism Management System A.K.Raina & R.C. Lodha Kanishka Publication Distribution New Delhi.
- Tourism Management Evolution, Scope, Nature & Organizations: P.C.Sinha (Anmol Publication Pvt Ltd, New Delhi).

BTH020: MANAGEMENT & ORGANIZATIONAL BEHAVIOR

Unit – I

Management Concepts - Meaning, Definition, Features, Importance, Functions of management, Role of managers, Development of Management thoughts.

Unit – II

Function of Management Planning- Process, Importance & Limitation, Organising- Concept, different organisational Structure (Traditional Vs Modern).

Directing -An overview of directing & supervision Control - Process and Techniques.

Unit – III

Organizational Behavior: Meaning, Definition & Importance of Organizational Behavior, Understanding Individual Personality, Perception & Attitude.

Unit – IV

Group Dynamics-Definition, Process, Importance, Types of Groups, Conflict and Management of Conflict.

Unit – V

Motivation & Leadership, Motivation - Meaning, Types & Theories of Motivation. Leadership: Meaning, Styles & Theories of Leadership.

Suggested Readings:

- BP Singh &, T.N. Chabra, Essentials Management.
- Fred Wethans, Organizational Behavior.
- TN Chhabra, Organizational Behavior.
- Drucker, Peter F.: Management Challenges for the 21st century; Butterworth Heinemann, Oxford.
- Koontz, Harold & Heinz Wehrick: Essential of Management, Tata McGraw Hill, New Delhi.
- Graffin, R.W.: Organisational Behaviour, Houghton Mifflin Co., Boston.

BTH030: INTRODUCTION TO HOSPITALITY

Unit – I

Introduction to Tourism, Hotel & Hospitality Industry: Inter relationship between Travel, Tourism and Hospitality, Meaning and definition or concept of tourism and Hospitality, Nature of Travel & Tourism Industry. Importance or significance of tourism, Multiplier Effect. Evolution of Hotel Industry in India & Abroad; Growth and development of Hotels in India.

Unit – II

The Hospitality Industry: Hotel Definition, Classifying Hotels by Size and Target Markets: Commercial Hotels, Airport Hotels, Suite Hotels, Extended Stay Hotels, Residential Hotels, Resort Hotels, Bed and Breakfast Hotels, Time-Share and Condominium Hotels, Casino Hotels, Conference Centers, Convention Hotels, Alternative Lodging Properties.

Unit – III

Levels of Service: The Intangibility of Service, Quality Assurance, Rating Services, World-Class Service, Mid-range Service and Economy/Limited Service.
Ownership and Affiliation: Independent Hotels, Chain Hotels.
Reasons for Traveling: Business Travel, Pleasure Travel and Group Travel.
Buying Influences: Multicultural Awareness.

Unit – IV

The Principles of Hospitality Management: Planning in Organizations, Departmentalization, Selection and Employment, Characteristic of Control System, Element of leading and Directing, The Environment.

Unit – V

The Hotel Business: The Economics of the hotel business, Dimensions of Hotel investment decision, Brand Competition, Changes in franchise relationship.
Restaurant Business: Organization, Chain / Franchise.
Food Service Demand: The Changing Age Composition of our population, other demographic factors, supply labour, work force diversity. Competition with other industries.

Suggested Readings:

- Hotel Front Office Management- James Bardi, Publisher: Van Nostrand Reinholdn New York.
- Managing Hospitality – Robert H. Woods.
- Introduction to Management in the Hospitality industry – Tom Power.

BTH040: APPLICATIONS OF COMPUTER FOR TOURISM & HOSPITALITY

Unit-I

Computer and its evolution: Data, Instruction and Information, various fields of application of computers, Advantages and Limitations of computer, Block diagram of computer, Functions of different units of computer, Types of software (System and Application), Compiler and Interpreter, High Level Language 4GL, Low, Middle, High).

Unit-II

Computer Memory: Primary Memory (ROM and its type- PROM, EPROM, EEPROM, RAM) Secondary memory- Concept, Magnetic Disks- Floppy disks, Hard disks, Magnetic Type, Optical disks- CD ROM and its type (CD ROM, CD-ROM-R, CD ROM-EO, DVD ROM Flash Memory). Operating system and its types.

Unit-III

Storage Devices: Primary and Secondary. MS Office: MS Word- Introduction, Part, Filing, Editing, Page Setting, Graphical Representation and its uses; Printing. Excel- Introduction, Part, Filing, Editing, Page Setting, Graphical Representation and its uses; Printing. Power Point- Introduction, Part, Filing, Editing, Page Setting, Graphical Representation and its uses; Printing.

Unit-IV

Internet: Introduction to Internet, Connecting to the Internet: Dial up connections, Leased line Connection, ISDN connection, Modems for connectivity, VSAT and Radio Link. Web Browsers, How does the Internet work. E-mail, www, Usenet, User groups, internet threats, (virus, worms) and its solutions (antivirus, fire walls), Encryption, Use of Internet for information search, features of Yahoo/Google.

Unit-V

Information Technology: Trends in IT, Components of IT; IT in Business; IT in Service Industry; IT in Hospitality Industry; IT in Travel and IT in Aviation industry.

Suggested Readings:

1. Taxli R.K., PC Software made simple, Tata Mc-Grave Hill, New Delhi.
2. Long, L., Computers Englewood cliffs, Prentice Hall, New Jersey.
3. Summer, M., Computers Concepts and Users Englewood cliffs, Prentice Hall, New Jersey.
4. Raman Raja, Fundamentals of Computers, Prentice Hall, New Delhi.
5. Cady GH, &P. Mc-Greger, 'The Internet' , BPB publication, New Delhi.

BTH050: SKILL ENHANCEMENT COURSE: BUSINESS COMMUNICATIONS & PERSONALITY DEVELOPMENT

Skill Enhancement Courses are skill based assignments which are practiced to the students practically. Each Semester has one skill enhancement course which is compulsory to perform by the students.