

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 – III

Paper Code	Paper Title	Total Marks (External+Internal=Total)	Contacts (periods/week)	Credits
BTH110	Elementary Financial Management & Accounting	60 + 40 = 100	4	4
BTH120	Travel Agency & Tour Operation Management	60 + 40 = 100	4	4
BTH130	Emerging Trends in Tourism	60 + 40 = 100	4	4
BTH140	Food & Beverage Service Operations	60 + 40 = 100	4	4
BTH150	French Language -I	60 + 40 = 100	4	4
BTH160	Skill Enhancement Course: Travel Agency & Tour Operation Management.	50+50=100	4	2

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.

BTH110-ELEMENTARY FINANCIAL MANAGEMENT & ACCOUNTING

Unit-I

Meaning and Scope of Accounting: Definition of accounting; Book Keeping; Objectives of accounting; Branches of accounting; Accounting Principles: Accounting standards in India. Accounting Transactions; Accounting Cycles: Journal, Rules of debit and Credit: Compound entry; Opening entry; journal and ledger, Rules regarding posting; Trial balances.

Unit-II

Capital and Revenue: Concepts, Meaning and definition, Classification. Final Accounts; Trading Account; Profit and Loss Account; Balance Sheet; Adjustment entries

Unit-III

Depreciation Provisions and Reserves: Concept of depreciation, Elementary knowledge of AS-6, Causes of depreciation; Methods of Accounting for depreciation: SLM, WDV and Annuity Method.

Unit-IV

Hire purchase and Installation Payment System: Meaning of hire- purchase Contract; Legal provision regarding hire purchase contract; Accounting Records for goods of substantial sales values, and accounting records for Goods of small values; Installment payments system; After sales service.

Unit-V

Partnership Accounts: Essential characteristics of partnership; Partnership deed; Final accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in Profit Sharing Ratio. Reconstitution of a partnership firm Admission of a partner; Retirement of a Partner; Death of a partner; Amalgamation of partnership firms; Dissolution of a partnership firm- Modes of dissolution of a firm; Insolvency of partners.

Suggested Readings:

- Anthony, R.N. and Reece, J.S. : Accounting Principles: Richard Irwin Inc.
- Gupta R.L and Radhaswamy, M.: Financial Accounting; Sultan Chand and Sons, New Delhi.
- Monga. J.R. Ahuja Girish and Sehgal Ashok: Financial Accounting; Mayur Paper Bock, Noida.
- Shukla, M. C., Grewal T. S. and Gupta, S.C.: Advanced Accounts; S. Chand & Co., New Delhi.
- Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
- Agarwal A.N., Agarwal K.N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad.
- Kaul R N , Dynamics of Tourism , A Trilogy Vol. 2 Accounting ; Sterling Publishers Pvt Ltd New Delhi , 1985.

BTH120: TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT

Unit - I

Introduction, History &, Growth of Travel Agency business. Meaning &, Classification of Travel Agency, Functions of Travel Agency. Organization - Proprietorship, partnership, Corporate.

Unit - II

Tour operator: Meaning and types of Tour operators, Differences between tour operators &, travel agents. FIT &, GIT, popular TA &, TO of India.

Unit III

Setting up of a Travel Agency: Government approval, IATA rules regulations for accreditation, Incentives offered by Central & State governments. Sources of earning & commission.

Unit IV

Itinerary preparation, examples of itinerary (Domestic & International), Package tour, tour costing, types of tariff Voucher - for Hotel & Airline, Designing & Writing voucher, Brochure.

Unit V

Tour Package- Definition & Forms, costing, Quotation, confidential Tariff. Study of Tour packages offered by major travel agencies of India and state tourism development corporations.

Suggested Readings :

- Negi, J.M.: Travel Agency & Tour Operation Kanishka Publication, New Delhi.
- Chand, Mohinder: Travel Agency Management: An introductory Text, Himalaya Publishing House, New Delhi.

BTH130: EMERGING TRENDS IN TOURISM

Unit – I

Emerging Trends: Different new types of concepts of emerging trends in Tourism and its Dimensions. Adventure tourism: Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure and Air Based adventure (Parachute Bungee Jumping, Para-Gliding etc).

Unit - II

Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management, The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in the world. Eco-tel and Eco resorts. Theme Parks, Rural and Urban Tourism.

Unit - III

Domestic and International Tourism: Domestic Tourism sources, methods and dimensions. International Tourism sources, methods, dimension. Emerging trends, cause of variation of tourism trends, Some important outbound and inbound tourism packages & Destinations.

Unit - IV

Outbound and inbound tourism trends: Introduction to demand for tourism patterns, Measuring the tourism demand. Tourism Statistics: Types of tourist Statistics and their sources and limitations.

Unit - V

Tourism Impacts : Socio-cultural impacts of tourism, Economic impact and environmental impacts.

Suggested Readings :

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ The Geography of Tourism and Recreation, Routledge.
- Dixit, M. Tourism Products, Royal Publishers.
- Negi, J.M. & G., Manohar: Adventure Tourism & Sports (Vol. I&II), Kanishka publications, New delhi.

BTH140: FOOD & BEVERAGE SERVICE OPERATIONS

Unit – I

The Food & Beverage Service Industry: Introduction, Types of Catering establishments, Introduction to food & Beverage service operations.

Unit – II

Food & Service areas in a hotel: Restaurant, Coffee Shop, Room Service, Bars, Banquets, Disco Theques, Still room, Grill room, snack bar, Executive lounge, Business centres, Night clubs.

Unit – III

Food & Beverage Service Equipments: Usage of Equipments, criteria for selection, requirements, quantity & types. Furniture, Linen, Chinaware, Silverware, Glasswares, Special & other equipments, Care & Maintenance.

Unit –IV

Food & Beverage Service Methods: Table Service: Silver/English, Family, American, Butler/French, Russian.

Self Service: Buffet & Cafeteria, Specialized Service: Gueridon, Tray, Trolley, Lounge & Room etc. Single Point Service: Take away vending, Kiosks, Food Courts, Automats.

Unit – V

Food & Beverage Service Personnel: F & B Service Organization: Job description & Job specifications of F & B service staff, Attitudes & Attributes of F & B personnel, competencies. Basic Etiquettes for catering staff, Interdepartmental relationship.

Suggested Readings:

- Branson C Joan and Lennox Margert L, Hotel , Hostel and Hospital, Housekeeping, ELBS.
- Chakrabarty B K , A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
- Negi JMS, Hotel and Tourism Development, Metropolitan, New Delhi , 1984.
- Andrews Sudhir, Food and Beverage Service, Tata McGraw Hill, New Delhi 1990.
- Jagmohan Negi , Professional Hotel Management, 1997, Sultan Chand and Sons , New Delhi .
- Dennis R Lillicrop and Johan a Cousins : Food and Beverage Service, ELBS, 1990.
- Rutherford G. Denny, Hotel Management & Operations, Van Nostrand Reinhold, New York 1990.

BTH150: FRENCH LANGUAGE – I

Unit - I

- Alphabet + Letters Combination
- Nationalities and Countries
- Numbers

Unit - II

- Nouns – feminine, masculine, singular, plural
- Articles – definite and indefinite
- Adjective agreement in gender and number

Unit - III

- Prepositions - à, dans, en, au, etc
- The verbs 'être', 'avoir' in the present tense
- Verbs in 'ER Ended' and Reflexive verbs in 'ER'
- Forming the Statements

Unit - IV

- Pronouns (Present)
- Articles
- Adjectives and Adverbs
- Pronunciation – Key sounds

Unit - V

- Frequency adverbs
- Question words (quel)
- Conversation
- Using a dictionary

Suggest Readings:

- Le Nouveau Sans Frontieres, Goyal Saab, New Delhi.
- A French Dictionary - Larousse de Poche Francais – Anglais
- English French - Oxford &. IBH, New Delhi Teaching Aids.
- Bon Voyage, New Delhi.