

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 – V

Paper Code	Paper Title	Total Marks (External+Internal=Total)	Contacts (periods/week)	Credits
BTH210	Marketing for Tourism & Hospitality	60 + 40 = 100	4	4
BTH220	Air Fare Ticketing	60 + 40 = 100	4	4
BTH230	International Tourism & Contemporary Issues	60 + 40 = 100	4	4
BTH240	Room Division Management	60 + 40 = 100	4	4
BTH250	French Language –II	60 + 40 = 100	4	4
BTH260	Skill Enhancement Course: Airline Ticketing & Operations.	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.

B. A.
(Tourism & Hospitality)
Semester V

BTH210: MARKETING FOR TOURISM & HOSPITALITY

Unit-I

Approaches to the study of Marketing, The Modern Concept of Marketing, Components of Marketing Products.

Unit-II

Organising For Marketing, Marketing Mix, Planning & Control of Marketing Operations, Problems of Marketing Planning, Sales, Forecasting -A Planning Tool, Control of Marketing.

Unit-III

Meaning and Dimension of Marketing, Market Segmentation, Indian Market, Marketing Opportunities

Unit-IV

Consumer Behaviour, Consumer Buying Process, SWOT Analysis & Determinant of Consumer Behaviour

Unit-V

Product: Meaning & Role, Product: Planning Process, Product Life Cycle.

Suggested Readings:

- Tourism Marketing by Manjula Choudhary
- Marketing For Hospitality and Tourism by Philip T Kotler and John T Bowen
- Tourism Marketing by Das Gupta
- Marketing For Hospitality and Tourism by Prasanna Kumar
- Marketing and Managing Tourism Destinations by Alastair M Morrison

BTH220: AIRFARE AND TICKETING

Unit-I

Aviation Geography: IATA areas, sub-areas, sub-regions. - Time calculation: GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time.

Unit-II

Familiarization with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator. - Familiarization with Air tariff: currency regulation.

Unit-III

Familiarization with TIM: Passport, Visa, currency regulation, custom regulation, Health regulation, Passenger needing special attention,- Credit Cards : Concepts, Types & Benefits, Eligibility criteria, Validity, Insurance

Unit-IV

Planning Itinerary by Air Unit.

Unit-V

Introduction to Fare construction - Mileage Principles - Fare Construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS).

Suggested Readings:

- International Airfare and Ticketing: Methods and Techniques by SK Gupta
- Air Travel Ticketing and Fare Construction by AP Rastogi
- Foreign Exchange Management and Air Ticketing: by L K Singh

BTH230: INTERNATIONAL TOURISM & CONTEMPORARY ISSUES

Unit-I

Tourism in Europe –Attractions – Monuments – Theme Parks – Public Buildings.

Unit-II

Tourism in North America, Latin America, New Zealand, New York – Attractions – Monuments – Theme Parks – Public Buildings.

Unit-III

Tourism in South Africa – Middle East.

Unit-IV

Tourism in South Asia – Nepal and Srilanka – South East Asia – Singapore, Malaysia – Thailand – Hong Kong, China and Japan.

Unit-V

Contemporary Issues in Global Tourism – Future of Global Tourism.

Suggested Readings:

- Lonely Planet-China and Japan,
- Ruth Blackmore-Rough Guide To South
- East Asia, Foder's Explorer,
- Pushpinder S. Gill-Dynamics of Tourism

BTH240: ROOM DIVISION MANAGEMENT

Unit-I

Functional Areas of Front Office, Various Sub-Department of Front Office and their roles. SOP-Standard Operation Procedure for Front Office.

Unit-II

Front Office Hierarchy, Duties and Responsibilities of Bell Desk, Front Office Associate, Duty Manager, Front Office Manager.

Unit-III

Personality Traits, Business Etiquettes and Manner, Grooming Standard. Guest Life Cycle-Pre-Arrival, Arrival, Departure, Post Departure.

Unit-IV

Introduction to Housekeeping, Areas of Responsibility, Various Sub departments of Housekeeping,

Unit-V

Definition of Cleaning, Cleaning Agents, Manual Equipment, Mechanical Equipment, Use of Equipment-Hygiene and Safety Factor, Care of Equipment.

Suggested Readings:

- Accommodation operation Management by Kausal SK
- Hotel Accommodation Management by Roy C wood
- Accommodation Operation Management by Arvind Gautam

BTH250: FRENCH LANGUAGE – II

Unit-I

- Present continuous – être de + infinitive
- Using ‘on’ and Adverbs in ‘-ment’
- Pronouns (Past and Future), Pronouns Order

Unit-II

- Past Verbs: ‘venir de’ and faire, aller, sortir, etc.
- Telling of the Time (Date, Week, Months, Year)
- Quantities
- Daily life – routines, habits, free time

Unit-III

- Passé composé with être and avoir
- Past Continuous / Imperfect.
- Animals, Birds and Color

Unit-IV

- Past participles (regular/irregular)
- Food and drinks
- Eating out – Eating habits, booking a table, ordering

Unit-V

- Complex sentences using passé composé and Imperfect sentences
- Time words and phrases
- Passage and Story writing

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.

BTH260: SKILL ENHANCEMENT COURSE: AIRLINE TICKETING & OPERATIONS.

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