

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 – II

Paper Code	Paper Title	Total Marks (External+Internal=Total)	Contacts (periods/week)	Credits
CSS080	Business Communication & Soft Skills	60 + 40 = 100	4	4
BTH060	Hotel Management & Operations	60 + 40 = 100	4	4
BTH070	Tourism Products of India	60 + 40 = 100	4	4
BTH080	Tourism Geography	60 + 40 = 100	4	4
BTH090	Procedures & Operations in Tourism Business	60 + 40 = 100	4	4
BTH100	Skill Enhancement Course: Airport Operations & Handling	50+50	4	4
	Field Trip (Activity Based)	-	-	-

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 - II

CSS080: BUSINESS COMMUNICATION & SOFT SKILLS

Unit – I

Business Communication: Meaning, Definition, Features. Scope, Process and Importance of Business Communication. Essentials of effective Communication-7 C's of Communications, Types of Communication & Barriers to Communication with suggestion to overcome barriers.

Unit – II

Writing & Oratory Skills: Audience Analysis: written communication- merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting.

Oratory Skills: effective Oral Communication points for consideration. Presentation Skills- using audio-visual aids.

Unit – III

Preparing CV and interview Skills: Preparing CV-Types & forms of C.V. Guidelines for Drafting CV, Job Applications its types, forms and Contents.

Interview: Preparing for interview-guidelines to interviewee and interviewer. Conducting & facing interviews. Mock Interview & GD.

Unit – IV

Body Language & Mannerism: Body language-Postures, Positive body Language; moves, Gestures & Expression. DO's & Don'ts. Mannerism-Table manners & etiquettes, phone & internet manners.

Unit – V

Soft Skills: Analytical skills, working in team, initiative leadership skills, stress and anger management, time management skills and banning the skills through management games & fricative.

Suggested Readings:

- Business Communication- Asha Kaul
- Effective Technical Communication- MA RizVI
- Business Communication-M.J. Mathews
- Business Communication- Chundawat, Kheecha & Jain
- S. Business Communication- Bovee
- Bussiness Communication- Le siker Petit
- Body Language-Alter Peasee
- Presentatin Skills for Managers-Jennifer & Mike Rotondo

BTH060: HOTEL MANAGEMENT & OPERATIONS

Unit – I

Introduction & Classification of Accommodation Industry, Criteria for Classification, Types of Supplementary and Intermediate Accommodation, Types of Rooms, Role of Accommodation Sector in Tourism.

Unit – II

Organizational Structure of Hotels: Front Office, Housekeeping, F&B Services, Restaurants & Bars, Indian & International Cuisine (French, Chinese, Continental), Sales & Marketing, Accounts, Engineering & Maintenance, HR, Security etc.

Unit – III

Front Office Operations: Introduction, Reception, Reservation, Role of GRE, Linkage with Other Departments of the Hotel, Front Office Manager, Night Audit, Duty Manager, Front Office Security Functions.

Unit – IV

Housekeeping Department: - Importance & Function of Housekeeping Department. Layout of the Housekeeping Department Duties & Function of Housekeeping Staff, Housekeeping Equipment, Cleaning Agents, Housekeeping store, Fabrics, Laundry Services, Bed making. Floor Furnishes; Carpeting, Soft Furnishing, and Flower Arrangements.

Unit – V

Food & Beverage Management: - Introduction, Sector of Food & Beverage Outlets, Function of Food & Beverage outlet. Food & Beverage Production, Food Controlling, Beverage Controlling Sales Production.

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.
- Kaul R N , Dynamics of Tourism , A Trilogy Vol. 2 Accounting ; Sterling Publishers Pvt Ltd New Delhi , 1985.
- Negi JMS, Hotel and Tourism Development, Metropolitan, New Delhi , 1984.
- Andrews Sudhir, Food and Beverage Service, Tata McGraw Hill, New Delhi 1990.
- Andrews Sudhir, Hotel Front Office, Tata McGraw Hill, New Delhi 1990.
- Andrews Sudhir, Hotel House Keeping, Tata Mc Graw HILL , New Delhi , 1990.
- Jagmohan Negi , Professional Hotel Management, 1997, Sultan Chand and Sons , New Delhi .
- Bardi James A, Hotel Front Office Management, Van Nostrand Reinhold , New York , 1990.
- Dennis R Lillicrop and Johan a Cousins : Food and Beverage Service, ELBS, 1990.
- Rutherford G. Denny, Hotel Management & Operations, Ven Nostrand Reinhold, New York 1990.

BTH070: TOURISM PRODUCTS OF INDIA

Unit – I

Concepts of Products, Tourism products and their features. Natural Tourism Resources of India: Varied land form, Mountains, Desert, Beaches, Coastal areas, Island & Water bodies. The existing use pattern versus potentialities.

Unit – II

Wild life Resources: Distribution of popular wild life species in India and Rajasthan. National Parks, Wild life Sancturries and Biosphere reserves. Case studies of Ranthambore, Keoladeo, Kanha, Panna, Sariska, Kaziranga, Jim Corbett and Valley of flowers. Tourism & Conservation related issues.

Unit – III

Cultural tourism resources of India, Indian culture & heritage, Conservation of Cultural, Tourism & Culture Social structure of customs.

Rituals and cults in India, Dance & Music: Indian classical dance style, music styles, musical instruments.

Unit – IV

Painting: Painting styles and various schools of paintings.

Handicrafts : Clay, stone, wood & metal crafts, ivory, gems & jewellery, strength & weakness of handicraft sector.

Unit – V

Indian Architecture: Budhhist architecture: Ajanta, Ellora & Sanchi.

Hindu architecture : Khajuraho temple, Sun temple of Konark.

Medieval architecture: Taj Mahal, Red, Fort, Fatehpura, Sikri & Qutub Minar.

Modern architecture : Gateway of India, Boun Jesus church in Old Goa, Lotus temple in Delhi.

Suggested Readings:

- Negi, JMS, Tourism Resources of India, Kanoshka Publishers, New Delhi.
- Tourism Products of India, PTU Study Material, Jalandhar.

BTH080: TOURISM GEOGRAPHY

Unit – I

Introduction & Importance of geography in tourism, Map reading, GMT, International date line, climatic zones of the world, natural vegetation of the world. Major tourist activities in different climatic zones.

Unit – II

Aviation Geography, IATA areas, sub are and sub region IATA, three letter city and Airport codes. Location of major tourist destinations of Rajasthan.

Unit – III

International Case studies: Asia - general geographical features; physiogrohy, climate, vegetation, main countries, capitals & their tourist attractions (any one country); Europe-general geographical features; physiogrohy, climate, vegetation, main countries, capitals & their tourist attractions (any one country).

Unit – IV

International case studies: America - general geographical features; physiography, climate, vegetation, main countries, capitals &. their tourist attractions (any one country). Other countries: South Africa, Egypt, Australia & New Zealand.

Unit – V

Understanding geography of India through case studies. Kerala, Goa, Uttrakhand, Rajasthan, Himachal Pradesh.

Suggested Readings:

- India- Lonely Planet.
- Robinson, H.A. : A geography of Tourism.
- Boniface, B. & Cooper, C.: Geography of Travel & Tourism.

BTH090: PROCEDURES & OPERATIONS IN TOURISM BUSINESS

Unit – I

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling.

Unit – II

Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. GITs and FIT.

Unit – III

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator.

Unit – IV

Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Unit – V

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sightseeing, special interest, free time, emergency procedures, finance & accounting.

Suggested Readings:

- Bull, A. The Economics of Travel and Tourism, Longman: UK.
- Jagmohan Negi-Travel Agency & Tour Operations
- IATO Manuals and Reports.
- Report of National Committee on Tourism, Know India, 1988.
- National Action Plan, 1992.
- Various Reports of United Nations World Tourism Organizations.
- Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi - 1999.

BTH100: SKILL ENHANCEMENT COURSE: AIRPORT OPERATIONS & HANDLING

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.

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