

# 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 – VI

Paper Code	Paper Title	Total Marks (External+Internal=Total)	Contacts (periods/week)	Credits
BTH270	Tour Guiding & Escorting Skills	60 + 40 = 100	4	4
BTH280	Human Resource for Tourism & Hospitality	60 + 40 = 100	4	4
BTH290	Tourism Policy and Planning	60 + 40 = 100	4	4
BTH300	Office Organization and Management	60 + 40 = 100	4	4
BTH310	French Language – III	60 + 40 = 100	4	4
BTH320	Skill Enhancement Course: Tourism & Hospitality Marketing Skills.	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 VI**

## **BTH270: TOUR GUIDING AND ESCORTING SKILLS**

### **Unit-I**

Meaning, Concepts and Types of Guides: Conceptual meaning of Tourist Guide, duties and responsibilities, How guides are appointed in tour

### **Unit-II**

Preparation of a tour : Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveler's special needs, Checking Vehicle,

### **Unit-III**

Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self-Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour

### **Unit-IV**

Escorting: Meaning, difference between guide & escort, skills, responsibilities of Escort, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct

### **Unit-V**

Guiding tour to Delhi monuments, Golden Triangle, Rajasthan and Madhya Pradesh and other states

### **Suggested Readings:**

- Professional Travel Agency and Management, Chunk, James, Dexter & Boberg
- Travel Agency Operations, Dr Jagmohan Negi
- Travel Agency Management, Dr Mohinder Chand
- Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.

## **BTH280: HUMAN RESOURCE FOR TOURISM AND HOSPITALITY**

### **Unit-I**

Concept, scope and importance of Human resource Management, organizational structure, Role and responsibility of Human Resource Management, contemporary issues of human resource; workforce diversity, social inclusion,

### **Unit-II**

Characteristics and importance of Human Resource Planning, Strategic HR planning: concept, relation between strategic planning and HR planning,"

### **Unit-III**

Meaning of recruitment, Recruitment options, sources of information about job candidates, testing and reference checking, meaning of selection different between recruitment and selection, Elements of wage and salary program,

### **Unit-IV**

Theory of Motivation, creating a positive motivational environment, designing work for employee involvement, motivation through effective leadership, communication as motivator.

### **Unit-V**

Orientation: concept, Orientation as continuous process, orienting different levels of employees, elements of typical orientation program, follow –up and evaluation, introduction to training and development," developing and designing a training program, creating training sessions, selecting trainers, evaluating training program."

### **Suggested Readings:**

- Boella, M. J. & Turner,
- HRM In Hospitality-A Guide To best Practice
- New York-Rutledge.
- Adhikari, D. R., Human Resource Management
- Riley, M., Human Resource Management in the Hospitality & Tourism Industry,
- R. H., Managing Hospitality Human Resource

## **BTH290: TOURISM POLICY AND PLANNING**

### **Unit-I**

Concept, definition, nature and process of planning, Types of Planning, Importance of planning in tourism, tourism planning approach Steps in tourism planning, Factors influencing in tourism planning

### **Unit-II**

Planning approaches for different forms of tourism: Eco tourism, urban tourism, Rural Tourism, Planning for the development of a tourist destination

### **Unit-III**

Tourism policy of India: study about the plans and policies of the govt. of India for the development of tourism sector,

### **Unit-IV**

Impacts of unplanned tourism development on a tourist destination

### **Unit-V**

National Action plan for tourism (NAPT) 1992: Objectives and strategies,

### **Suggested Readings:**

- Inskeep, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach,
- Mukhopadhyay, S (2007) : Tourism Economics, ANE Books New Delhi-02
- Sharma. K.K. (2000): Planning For Tourism.
- Sinha, R.K. (1996): Tourism: Strategies, Planning & Development.

## **BTH300 OFFICE ORGANISATION AND MANAGEMENT**

### **Unit-I**

Meaning and definition of Office, Nature of Office work, Importance and Function of Office, Meaning and Definition of Office Management, Duties and qualities of Office Manager.

### **Unit-II**

Meaning and Importance of System and Routines, Organization Structure, Importance of Organization Structure, Types of Organization Structure, Advantages and Disadvantages of Different types of Structures.

### **Unit-III**

Meaning and Importance of Office Accommodation, Factors Influencing Choice of Office Accommodation, Meaning and Definition of Working Environment, Factors Affecting working Environment.

### **Unit-IV**

Record: Meaning and Definition of Record Management, Principle of Record Keeping, Filing: Meaning and Definition & Different types of Filing system, Indexing: Meaning and Definition, Different types of Indexing.

### **Unit-V**

Importance of Safety and security, Measures to ensure safety and Security.

### **Suggested Readings:**

- Office Management - Chopra & Chopra, Himalaya Publications
- Office Organisation & Management- Sharma & Gupta- Kalyani Pub.
- Office Management- Krishna Murty- S. Chand Publications

## **BTH310: FRENCH LANGUAGE – III**

### **Unit-I**

- The future tense – regular/irregular
- Near future : aller + infinitive
- Si + future

### **Unit-II**

- Word order: the adjective
- Modal verbs – vouloir, pouvoir, devoir
- Linking words

### **Unit-III**

- Conditional tense
- Active and Passive Voice
- Interrogative Adjectives – quand, comment, pourquoi, etc.

### **Unit-IV**

- Review of the past and future tenses
- Plus-que-parfait (Past perfect)
- Hypothesis : si + imparfait

### **Unit-V**

- Sub-junctives.
- Direct and Indirect Speech – structures and tense agreement

### **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.

## **BTH320: SKILL ENHANCEMENT COURSE: TOURISM & HOSPITALITY MARKETING SKILLS**

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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